WARM UP MUSIC
Santana
CHANGE YOUR EVIL WAYS
ON BECOMING A HERO

- THE MENLO SCHOOL
  February 4, 2012

- PHILIP ZIMBARDO, Ph.D. Stanford University, President, Founder of The Heroic Imagination Project
WHY SHOULD I WANT MY CHILD TO ACT HEROICALLY?

Heroes Take Risks to Help Others in Need or to Defend a Moral Cause

I don’t want my child to act rashly, foolishly doing some hero deed.
My Mother Told Me
“Don’t Get Involved in Other People’s Business!”

But My Child Tells Me,
“Humanity is MY Business. Others Then Will Be There For Me When I Need Help”
HEROES

- PUT THEIR BEST SELF FORWARD IN SERVICE TO HUMANITY
- GIVE NEW DIGNITY TO HUMAN NATURE
- TRANSFORM THE PRIVATE VIRTUES OF CARING, COMPASSION AND EMPATHY INTO THE HIGHEST CIVIC VIRTUE OF SOCIAL ACTION
- ACT WISELY, EFFECTIVELY WITH A HEROIC MINDSET THAT IS LEARNABLE & COACHABLE
Heroes must act!

“Flying around all day just won’t cut it—sooner or later, you’re going to have to fight some evil.”
To be a hero, doesn’t my child have to be special, unique and gifted?

- NO!
- HEROES ARE USUALLY ORDINARY PEOPLE WHOSE ACTIONS ARE EXTRA-ORDINARY
- THEY STAND UP, SPEAK OUT, TAKE A STAND AGAINST EVIL IN ITS MANY FORMS-- AS PRESIDENT OBAMA SAYS:
ROSA PARKS, seamstress, First Lady of Civil Rights in the U.S. refused to give her bus seat to a white man, arrested, protested, started movement of desegregation of buses and trains.
Rosa Parks

- REFUSED TO YIELD HER SEAT TO A WHITE MAN ON A BUS IN MONTGOMERY, ALABAMA, 12/1/1955
- SHE BECAME A PRISONER OF THE STATE #7053
- “I was not tired. The only tired I was, was tired of giving in.”
• The very same **Situation** that *inflames* the “Hostile Imagination” in those who become villains and perpetrators of evil *instills* the “Heroic Imagination” in others to become Heroes.

• Few people do evil, fewer act heroically.

• Between these extremes on the *bell curve of humanity* are the vast majority who, most of the time, DO NOTHING, with No Imagination--our **Reluctant Heroes**

• But doing nothing when something is needed, they implicitly support the perpetrators of evil.
Shifting social norms

- Fortify
- Inspire
- Coach

ME ➔ WE
Why Do Good People
Turn Evil ??
How? Why?
Can it be Prevented?
I GREW UP IN POVERTY -- IN A NEW YORK GHETTO OF THE SOUTH BRONX,

ASKING WHY MY GOOD FRIENDS WENT BAD
POVERTY IS SYSTEMIC EVIL~~ it is growing in the US and everywhere in the world. 20% of UA children now live and die in Poverty~~ a national disgrace!

SOUTH BRONX KIDS’ PLAYGROUNDS, AFTER THE BRONX WAS BURNED OUT

Poverty of Inner City Ghetto life breeds Evil, which becomes seductive for kids in their world filled with easy sex, drugs, gangs, violence, criminal activities, and hustlers...
Nature over Nurture: The Fingerprint of Poverty

- Adults who grew up in poverty show changes in the "programming" of their DNA that may be linked to later health problems such as obesity, diabetes, and autoimmune diseases, researchers have found.

- There is a link between a person's early economic hardships and the biochemistry of their DNA. That turns genes up or down, meaning they become more or less activated, a phenomenon known as epigenetics.

- In this sense, Poverty Kills Life.
Education was my key out of the evils of the ghetto into a new life.
“The line dividing good and evil cuts through the heart of every human being. This line shifts inside us...”

Aleksandr Solzhenitsyn
Powers of Situations and Systems

• *Individual*: personal disposition
  - “Bad apples”

• *Situation*: social and physical environment
  - “Bad barrel”

• *System*: organizational influences: political, economic, cultural, and legal
  - “Bad barrel-makers”
MODERN EVIL FOR THE YOUNGER GENERATION
I am trying hard not to fall under the spell of the dark force of evil.
Norwegian Anders Breivik: “I am a laid-back type and quite tolerant on most issues... As all my friends can attest to, I wouldn’t be willing to hurt a fly, and I never used violence against others.”
July 22, 2011
Cold-Blooded Murder of 69 children swimming at summer camp, dozens more wounded

Protesting Immigration, Integration, Islamism
“I’m neither a good cop nor bad cop, Jerome. Like yourself, I’m a complex amalgam of positive and negative personality traits that emerge or not, depending on the circumstances.”
WOULD YOU ELECTROCUTE A STRANGER IF HITLER ASKED YOU TO?

• COULD THE HOLOCAUST OCCUR AGAIN IN AMERICA?

• THE SHOCKING ANSWER BY: STANLEY MILGRAM (1963)
  • (We were classmates in James Monroe High School in the Bronx, 1949-50)

• Listen to Why he did this research on blind obedience to authority...
The “Learner” gets attached to shocking system.
Who would go up to 450 volts?
Milgram Scenarios

1. Learner demands to be shocked
2. Authority as victim—an ordinary man commanding
3. Two authorities—contradictory commands
4. Participants free to choose shock level
5. Two peers rebel
6. An ordinary man gives orders
7. Remote authority
8. Touch proximity
9. Proximity
10. Institutional context
11. Voice feedback
12. Remote victim
13. Women as participants
14. Two authorities—one as victim
15. The participant as bystander
16. A peer administers shock
• ALL EVIL BEGINS WITH ONLY 15 VOLTS !!
STANFORD PRISON EXPERIMENT

PHILIP G. ZIMBARDO

CRAIG W. HANEY  WILLIAM C. BANKS

DAVID M. JAFFE
Stanford Prison Experiment

Volunteers answered this ad
75 volunteers take personality tests, and interviews. 24 selected; most normal, healthy, randomly assigned.
A guard in military uniform, with symbols of power, and anonymity-inducing sunglasses.
Initial menial tasks--push ups, endlessly long counts of prisoner numbers--escalate daily to more humiliating and degrading...
Prisoners often stripped naked, sexually taunted, and sexually degraded.
First prisoner 8612 broke down from extreme stress reactions in 36 hours, and was released-- and then abuse by guards worsened daily -- until five prisoners had to be released--

I ended the projected 2-week study after only 6 days!

It had spun out of control
Christina Maslach, August 18, 1971
After seeing guards abuse prisoners

Told me: “It’s terrible what YOU are doing to those Boys.”

We had just started dating, she added: “YOU have changed; I don’t want to continue our relationship if this is the real you.”

She forced me to acknowledge the Cruelty and Inhumanity I allowed in my role as the SPE Prison Superintendent.

I ended the SPE the next day.
• What did I do with this Heroine who challenged what did I do to this woman who challenged MY authority?

• I Married her the next year, August 10, 1972, in the Stanford Church,

• and we made two lovely daughters, and lived happily ever after...
SLOGANS ON MANY SCHOOLS IN CHINA

- “ON THE GATES OF THESE SCHOOLS, YOU’LL SEE SLOGANS THAT SAY,”

- GENIUS COMES FROM HARD WORK.”

- TOBACCO HELPS YOU BECOME TALENTED!”

- ????????????????????????????
• **SYSTEMIC EVIL~~~~~~~~~~ KILLS ONE MILLION CHINESE MEN EVERY YEAR**

• **IN CHINA, BY STATE- CONTROLLED MONOPOLY ON TOBACCO**

• **53% MEN SMOKERS = 320 MILLION REGULAR SMOKERS**

• **WHY? EARNINGS = 605 BILLION YUAN,**

• **GOV’T PREVENTS ANTI-SMOKING CAMPAIGNS**
Why do some ordinary people turn Evil?

We know the recipe and the basic ingredients:

- Dehumanization
- Diffusion of Responsibility
- Obedience to Authority
- Unjust Systems
- Group Pressure
- Power & Control
- Moral Disengagement
- Anonymity / De-Individuation
Becoming Heroic...

Leadership?  
Sacrifice?  
Courage?  
Awareness of future?  
Mindfulness?  
Compassion?  
Empathy?  

WE DO NOT KNOW- THERE IS LITTLE RESEARCH ON HEROISM
Dalai Lama believes Compassion will save the world. I ask if Compassion alone is sufficient in a world with Evil? Compassion as a Private Virtue must be transformed into Heroic Action. It must be Socially Engaged.
IT IS TIME TO PROMOTE MORAL COURAGE, CIVIC VIRTUE & HEROISM
Empowering Everyday People to Take Heroic Action in Challenging Moments in Their Lives

Visit Us @
www.HeroicImagination.org
HIP in action

• Conducting and supporting new Research on all aspects of heroism—{there is virtually none}—

• Corporate Initiatives. Creating Cultures of Integrity and heroic leadership programs in business and institutions.

• Public Engagement to create HIP communities throughout the world, with interactive exercises.

• Creating new Hero Educational curricula at all school grades, in-class courses, on-line web based, also for summer camps.
Kids Face Challenges Every Day...
Gossip....
Peer Pressure....
Bullying....
Decisions....

Application Form

Will you go out with me?

yes! no.

(circle one)
Whether to Get Involved?

Take your friend’s keys before they drive drunk?

Ruin someone’s reputation or stand up for them?
Your Life as an Experiment:
Try Changing Some Features

• Who am I?
• Who do I want to be, to become?
• What will help that goal?
• What can block that goal?
• Which of your Selves will show up tomorrow?

www.HeroicImagination.org
Your Life Decisions
Easy vs. Hard

• Littering vs. cleaning up
• Being a bully vs. challenging bullies
• I hate u! vs. I forgive you or I love you
• Party down vs. studying up
• Reacting vs. reflecting
• Living for the moment vs. planning your future
• Accepting life’s shit vs. changing your world
You Want to do the Right Thing...but How?
You Begin With Small Steps.....
Everyday Heroism

- The power of one ➔ be there first; if you don’t act, who will?
- The power of two ➔ B N Ally
- Be a positive deviant ➔ dare 2B different for one day
- Make someone feel special ➔ a compliment a day for one week

www.HeroicImagination.org
Kids can be Heroes too!
Lin Hao

• In 2008, a massive earthquake destroyed the classroom of Lin and 30 students. After escaping, he returned to save two surviving classmates.

• **Why?** “I was the hall monitor, it was MY JOB to look after my classmates.”

• **Heroic Imagination** -&gt; **Action**
Claudette Colvin

- 9 months before Rosa Parks became a Civil Rights hero, this 15-year-old student challenged bus segregation by refusing to yield her bus seat to a white woman.
- She was jailed - pleading it was “my constitutional right”
Dan Hernandez: Saved life of Gabby Giffords
SF Heroine: Keenia Williams 10/20/11

Saved life of a truck driver whose van turned over and was blazing, dragged him 65 feet to safety!

(HIP will honor her next week in our Presidio office and hire her for our HS /Middle School programs)
Keenia Williams
Heroic Imagination Project
Extraordinary Civic Hero
The Evil of Inaction: the Bystander Effect

- Individuals do not offer help to a person in need when other people are present.
- The greater the number of bystanders, the less likely people will offer help.
- *Diffusion of responsibility*
  - Examples: Gang Rape of teenager, Richmond, California. HS dance, dozens witnessed, no one called Police at 911
  - China. Toddler run over, dozens passed by...
RECENTLY IN CHINA
Toddler, Yue-Yue, run over, 18 pass her by

help

!!!
EXAMPLE OF OUR VIDEO TEACHING RESOURCES

• THE BYSTANDER EFFECT -- IN ACTION AND ITS INACTION - IN LONDON, ENGLAND
• STORY OF PHILIP JOHNSON
• DOING THE RIGHT HEROIC THING
• HELPING SOMEONE WITH ASTHMA ON A CITY BUS
• BYSTANDER EFFECT KNOWLEDGE TRANSFORMED INTO PERSONAL ACTION
• LOUISIANA FOLKS, AS WE HEARD THIS MORNING, CHALLENGING BP, THE GOVT, CDC, AND BUILDING PEOPLE POWER MUSCLE AGAINST SYSTEMIC CORRUPTING POWER
• CNN heroes: Kenya and Malawi; VISIONARIES
The Heroic Imagination Project
Changing the World One Heroic Action at a Time

• Using research, education and networks to promote the “Heroic Imagination” and empower ordinary people of all ages and all nations to engage in extraordinary acts of heroism

• Heroism is the antidote to Public Indifference and Systemic Evil

• Transforming the personal virtue of Compassion into the Civic Virtue of Heroic Action
What will your ripple effect be?
The World Needs More Heroes YOU!

“Do or do not... There is no try”
WE HOPE TO BUILD HEROIC IMAGINATION CENTERS IN EVERY SCHOOL IN AMERICA AND ABROAD-- WITH A LITTLE HELP FROM OUR FRIENDS