



Coping alone

Exploring indifference
as an experience through
empathic design

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Abstract

This thesis focuses on studying indifference as an experience, the factors influencing the bystander-victim interaction and empathic design as a method to foster behavior change through campaigning. Indifference is a social problem that is caused by lack of communication. Indifference is studied as an experience in order to understand the interaction between the bystander and the victim and the emotional factors influencing the experience. The experience is studied from two different perspectives. Whereas the pragmatic approach enables understanding of the experience as a momentary construction the empathic approach focuses on revealing the emotional factors influencing the experience. Narrative data collected from the online discussions is utilized to study subjective experiences.

The thesis outlines a framework to explain the experience by dividing the process into six different parts; previous experiences, non-verbal communication, interpretation, expectations, emotions and contextual factors. Lack of verbal communication causes misinterpretations and misunderstandings that generate negative feelings in many situations. Empathic design is explained as an approach that can contribute to behavior change by defining the problem. It is claimed that empathic design can be utilized for delivering empathic messages in larger organizations in order to influence the negative behavior. This thesis is done in collaboration with HelsinkiMission, a social organization that fight against loneliness and indifference in the Finnish society.

Keywords Empathic design, experience, behavior change, social problem, narratives, context-sensitive design

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Tämä tutkielma keskittyy tutkimaan välinpitämättömyyttä kokemuksena, tekijöitä jotka vaikuttavat sivustaseuraajan ja uhrin väliseen vuorovaikutukseen sekä empaattista muotoilua metodina edesauttamaan käyttäytymisen muutosta kampanjoinnin avulla. Välinpitämättömyys on sosiaalinen ongelma, joka johtuu kommunikaation puutteesta. Välinpitämättömyyttä tutkitaan kokemuksena, jotta ymmärrettäisiin sivustaseuraajan ja uhrin vuorovaikutusta sekä kokemukseen vaikuttavia tunnetekijöitä. Kokemusta tutkitaan kahdesta eri näkökulmasta. Pragmaattinen lähestymistapa mahdollistaa kokemuksen ymmärtämisen hetkellisenä konstruktiona, kun taas empaattinen lähestymistapa keskittyy kokemukseen vaikuttavien tunnetekijöiden selvittämiseen. Internet-keskusteluista kerättyä narratiivista aineistoa käytetään ilmiön tutkimiseen. Narratiivinen aineisto luo ymmärrystä subjektiivisista kokemuksista tilanteissa, joissa sivustaseuraaja ja uhri ovat kohdanneet.

Tutkielmassa luodaan viitekehys, jossa kokemus jaetaan kuuteen eri osa-alueeseen: aiemmat kokemukset, nonverbaalinen viestintä, tulkinta, odotukset, tunnetekijät sekä kontekstuaaliset tekijät. Sanallisen viestinnän puute aiheuttaa virheellisiä tulkintoja ja väärinkäsityksiä, jotka usein aiheuttavat negatiivisia tunnetiloja. Tutkielma myös selvittää miten empaattista muotoilua voidaan hyödyntää käyttäytymisen muuttamisessa ja ongelman rajaamisessa. Kirjallisuuskatsauksesta selviää, että empaattista muotoilua voidaan käyttää empaattisten viestien välittämiseen isommissa organisaatioissa, millä voitaisiin pyrkiä vaikuttamaan esimerkiksi negatiiviseen käyttäytymiseen. Tutkielma on tehty yhteistyössä HelsinkiMission, yksinäisyyttä ja välinpitämättömyyttä vastaan taistelevan sosiaalialan järjestön kanssa.

Avainsanat Empathic design, experience, behavior change, social problem, narratives, context-sensitive design

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Abstract

This thesis focuses on studying indifference as an experience, the factors influencing the by-stander-victim interaction and empathic design as a method to foster behavior change through campaigning. Indifference is a social problem that is caused by lack of communication. Indifference is studied as an experience in order to understand the interaction between the bystander and the victim and the emotional factors influencing the experience. The experience is studied from two different perspectives. Whereas the pragmatic approach enables understanding of the experience as a momentary construction the empathic approach focuses on revealing the emotional factors influencing the experience. Narrative data collected from the online discussions is utilized to study subjective experiences.

The thesis outlines a framework to explain the experience by dividing the process into six different parts; previous experiences, non-verbal communication, interpretation, expectations, emotions and contextual factors. Lack of verbal communication causes misinterpretations and misunderstandings that generate negative feelings in many situations. Empathic design is explained as an approach that can contribute to behavior change by defining the problem. It is claimed that empathic design can be utilized for delivering empathic messages in larger organizations in order to influence the negative behavior. This thesis is done in collaboration with HelsinkiMission, a social organization that fight against loneliness and indifference in the Finnish society.

KEYWORDS

Empathic design, experience, behavior change, social problem, narratives, context-sensitive design

Research questions

1. How could “indifference as an experience” be studied by design?
2. According to online discussion by 5 chosen cases published in Finnish media during the past two years, what are the factors influencing the bystander-victim interaction, causing indifference in Finland?
3. How could empathic design be utilized for designing campaign that aims to change the behavior?

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1. Introduction

Indifference has become an issue in the Finnish society. During the past two years media has published various cases about people who have been in trouble but have not got help. HelsinkiMissio, the client of this thesis, executed an experiment in spring 2014 to test on what scale indifference happens in the Finnish society. An actor dressed on a pajama wondering outside in a cold winter day experimented people's reactions. The experiment based on a real story where an elderly person suffering from dementia had frozen to death when walking aimlessly in the freezing cold weather. Unfortunately the experiment proved the worst to be true since very few intervened during the experiment. The stories on the media reveal the scope of the issue. Similar cases take place all over the country both in small towns and in big cities and the victims are from various age and social groups.

In this thesis indifference is explored as an interaction process which culminates to ignorance. The process has two actors; victim and bystander. Victim is the person who suffers injury, loss, or damage. He is faced by an unexpected event and is unable to cope by himself. Bystander is a person who observes this event or the consequences of it and is expected to act. In this thesis the situation when these actors meet is explored as bystander-victim interaction. Victim and bystander act upon one another producing certain outcome. Interaction between victim and bystander is driven by non-verbal factors since the issue is caused by lack of communication. Interaction culminates to ignorance causing victim's negative experience.

The research questions of this thesis is that how "indifference as an experience" could be studied by design. This thesis also investigates the factors that influence the bystander-victim interaction that cause indifference in Finland and how empathic design could be utilized for designing campaign that aims to change the behavior. This thesis argues that indifference can be studied as an experience by handling it as an interaction process. It claims that the interaction between the victim and bystander can be explained by applying frameworks from the user-product context since the communication is based on the non-verbal factors. It also argues that empathic design can be utilized when aiming at changing behavior through campaigning. In order to explore these issues, this thesis will first introduce two different approaches, pragmatic and empathic, to study experiences. The pragmatic approach explains the experience as practical process. The frameworks from Mäkelä & Fulton Suri (2001), Frolizzi & Ford (2000) and Desmet & Hekkert (2007)

will be applied to explain the interaction as momentary construction. The empathic approach introduces how empathic design can be used to gain understanding of the emotional aspects of the experience. It also explains how empathic design can be utilized to deliver emphatic messages in the organizations (e.g. Battarbee et al. 2014). Secondly this thesis will explain how different disciplines explain and aim at changing behavior. It will also introduce various methods that can be used to foster behavior change through campaigning.

Five indifference cases that are published on the Finnish media are introduced in this thesis. The empirical data of this thesis is collected from the online discussions connected to these cases. The data consists of subjective experiences that are analyzed as narratives in order to discover the factors influencing the experience and the possible intervention points that can be utilized for aiming at behavior change. Intervention points reveal the crucial steps in the process that cause bystander's indifferent behavior.

The findings are reflected with the theory about behavior change to provide ideas to tackle indifferent behavior. Ideas are so called design opportunities that underline the main issues causing indifference in the Finnish society and provide ideas for changing it. Storytelling is used as method to communicate the findings and to narrate the issue from different perspective.

2. Trust fostering social wellbeing

This chapter introduces the background of the study. The first part focuses on explaining social capital as concept that is based on trust and reciprocity between people. Reciprocal actions between people foster trust in the society. The second part introduces HelsinkiMissio as a client of this thesis. The organization focuses on fighting against loneliness and indifference by campaigning and providing various services. HelsinkiMissio's campaign on indifference is also introduced since it functioned as the first experiment validating the issue in the Finnish society. The urgency of the issue concludes the chapter by explaining the scope of the problem.

2.1 Social capital

Cutting the grass from neighbor's backyard, taking turns on buying coffee, babysitting someone's child... Voluntary actions for other people's good strengthen trust between people. These reciprocal actions in the communities can be considered as the basic element of social capital. Coleman (1990; p.306) explains that "if A does something for B and trusts B to reciprocate in the future, this establishes an expectation in A and an obligation on the part of B to keep the trust." The obligation is considered as "credit slip". People can hold multiple credit slips from different people which they redeem with reciprocity. (Coleman 1990). Putnam (2000; p.134) claims that "the touchstone of social capital is the principle of generalized reciprocity - I'll do this for you now, without expecting anything immediately in return and perhaps without even knowing you, confident that down the road you or someone else will return the favor." Social capital can be translated as trust that if people act unselfishly for other people's good, other people will in return do the same. Social capital does not apply only to friends or colleagues, familiar people but also to the strangers people meet at super markets, parks, cafes etc. every day.

Putnam (2000) explains the benefits of the social capital in wider perspective. "People who trust their fellow citizens volunteer more often, contribute more for charity, participate more often in politics and community organizations, serve more readily on juries, give blood more frequently, comply more fully with their tax obligations, are more tolerant of minority views and display many other forms of civic virtue" (Putnam 2000; p.137). People become less self-oriented and individualistic when they "exchange" trust and cultivate reciprocity. It has positive effect to the whole society.

But trust as a concept is not that simple and neither is social capital. Previous experiences affect people's ability to trust other people. Putnam (2000) explains that people who have had negative experiences express less social trust than others. For example victims of crime express often less social trust than those who have not had such experiences. "When such people tell pollsters that most people can't be trusted, they are not hallucinating - they are merely reporting their experience." (Putnam 2000; p.138). People who behave indifferently or are against some other social rules, should not be judged by their behavior. When studying indifference as a social problem it is important to understand the basics of human behavior. Design has its own means to study and explain human behavior.

Social capital can still be fostered through various activities. Facilitating interaction between different kinds of people can break the prejudice and bring them closer to each other. Putnam (2000) claims that frequent interaction between different kinds of people produce reciprocity. Designers have the ability to foster social sustainability through various activities. Design can be utilized to create coherence and understanding between people.

2.2 HelsinkiMissio fighting against loneliness and indifference

HelsinkiMissio is a social organization that fight against loneliness and indifference in the Finnish society. The organization was established in 1883. At that time the problems were lack of nutrition and apartments, prostitution, mental and spiritual distress. The type of distress among citizens has changed over the years but poverty, homelessness and social exclusion still exist. The fundamental work of HelsinkiMissio has not changed over the years. The mission is still to prevent social exclusion and support wellbeing since many people are left alone. (Vapaavuori 2015)

"Urban poverty" manifests itself in the form of loneliness. It is very easy to disappear in a city. In mass individuals become invisible. The consequence of loneliness is loss of trust in community, society and in life. HelsinkiMissio's mission is to create trust between people and the society. The strategy is to help people to fight against loneliness and indifference and provide information about the issues. The vision is to tackle the issue by citizen activities, volunteering and other organizational activities.

HelsinkiMissio is a specialist of social capital - trust. They organize various civic activities for different social groups. There are professional services for senior people, youth and other special groups. HelsinkiMissio has wide network of volunteers which is vital for the organization. More than eight thousand volunteers offer help the ones in need. (Vapaavuori 2015, HelsinkiMissio)

HelsinkiMissio has an active role in spreading the knowledge on various issues in the Helsinki region. The campaigns have provided various perspectives on loneliness and indifference. Campaigning is based on the provocative storytelling and strong visual message to challenge people to see each other. The organization aims at creating discussion on important topics through various channels that are used to spread messages. (Vapaavuori 2015, HelsinkiMissio)

2.3 HelsinkiMissio´s experiment on indifference

In winter 2011 there was a terrible story on the newspaper. Eila, a 72 year old woman suffering from Alzheimer disease, had left her home in small village without anyone noticing. She had been wearing indoor clothes and slippers despite that it was cold winter day. Eila was found four hours later and she passed away in the hospital later on the same day. She had walked through the city on the busiest time of the day without anyone noticing her. (Sjöholm 2014)

HelsinkiMissio executed an experiment to investigate whether Eila´s case was just a single case or part of wider social problem. An actor dressed in a pajama pretended to be Eila by walking the streets of Helsinki aimlessly. The experiment was filmed with hidden camera. In the hours during the video was filmed only few people came to ask if everything was alright. 70-80 people passed her before the first person intervened. Video was a part of HelsinkiMissio´s “Älä jätä ihmistä yksin” (Do not leave the people alone) campaign against indifference. (Vapaavuori 2015)

Through the campaign HelsinkiMissio challenged people and the society to join the battle. The campaign gained visibility in different medias, on the streets, in shopping malls, movie theaters, etc. The video was shown on the



Source: <https://www.aamulehti.fi/Kolmias/1194886849611/artikkeili/ideo+sisfo+haapala+naytteli+reksynytta+vanhusta+kukaan+ei+auttanut+hanna.html>

Image 1. Experimenting the scale of indifference



Source: <https://www.jcdecaux.fi/Article/kultajyva-2014>

Image 2. An advertisement part of the campaign

Finnish television. It was uploaded on YouTube and social media where it was watched and shared multiple times. An advertisement on the national newspaper triggered hundreds of calls from the people who wanted to volunteer and donate for the organization. Cardboard figures of Eila were spread around the city on the windows of the shops, cafes and restaurants. None of the owners of the shops refused to join the campaign. Many partners joined the campaign by attaching Eila to their advertising. There was an art-performance in a shopping mall in Helsinki to demonstrate how lonely the life can be for an elderly person. Performance was executed by 30 volunteering senior people who demonstrated how it is when no-one is passing by. (Vapaavuori 2015)

The target of the campaign was to challenge all the citizens to see each other and help those in need. Sometimes small acts like smiling or opening a door can have huge positive impact. Or asking the granny next door if she needs anything from the supermarket. The aim was also to stimulate discussion around the topic. There were various conversations going on in social media. There was a story of a bus driver who had acted. An elderly woman on the bus stop had asked if the bus was going to Monrepos. The driver had noticed that something was wrong because of her inappropriate clothing and weird destination. The driver had taken her in by promising to drive her to Monrepos. On the go the driver had called help. Nurses waited her at the last stop and took her back home. It would have been easy to ignore her but on the other hand it did not take much to help her. (Vapaavuori 2015)

The campaign was executed in various forms and it was tailored for different channels enabling wide spread of the message. Eila's daughter who initiated the campaign was very pleased with the results. It was important for her that her mother's story would not happen to anyone else. Her wish had been to force even the most cynical people to think and change their behavior. (Vapaavuori 2015)

2.4 The urgency of the issue

Even though Helsinki Missio's campaign against indifference was successful and it contributed to change, there is need for wider understanding of the the issue. Eila's case was one example of indifference happening for elderly person who suffers from dementia. Still indifference is not a problem of any specific group. People from various age and social groups are being exposed to the issue all over Finland.

There are various cases on the Finnish media telling stories from different situations when people has been in trouble but have not got help. Five different cases are introduced in this thesis. All the cases take place between March 2014 and July 2015. By chance all of the cases are published after HelsinkiMissio's campaign which took place in February 2014.

Even the number of the indifference cases on the media is quite small the online discussions state that the problem exist in the whole Finland. There are hundreds of comments telling about experiences related to indifference. Stories narrate experiences from both victim's and bystander's perspectives and explain the attitudes causing the issue. These stories and comments are used to study the phenomena.

When talking about indifference as social problem the main issue builds around social capital. Lack of trust and communication has created an environment where people restrain from the social interaction. This thesis investigates the reasons causing indifferent behavior and proposes ideas for the behavior change to foster social capital and reciprocity between people.

3. Theoretical background

This chapter focuses on the theoretical background of the study. It consists of two parts. The first part focuses on the designer's perspective to study experiences. It offers two different approaches - pragmatic and empathic to study and understand indifference as an experience. The pragmatic approach explains experience as a practical process by splitting it into smaller pieces. Empathic approach focuses on the emotions and feelings that influence the experience. The second part discusses how different disciplines such as social psychology and economics etc. explain human behavior and how these theories can be utilized for behavior change. The aim of this chapter is to understand indifference as an experience, factors influencing the experience and how the issue could be tackled by applying theory from behavior change.

3.1 Design studying experiences

User experience has become a common perspective when studying the relationship between the users and the products. Various theories developed by designers (eg. McCarthy & Wright, Forlizzi & Ford, Mattelmäki, Battarbee & Koskinen, etc.) explain the user-product/service interaction through different frameworks. Context-sensitive nature of the human interaction push bystander-victim interaction out of designer's scope. Hypothetically the frameworks explaining the experience in user-product context can still be applied to study indifference since lack of verbal communication makes the interaction comparable with the user-product/service interaction. Theories from the interaction design and product design are utilized to study the issue. This part focuses on explaining how design can study bystander-victim interaction as an experience.

There are three different approaches to how design can apply and interpret experiences. Battarbee and Koskinen (2005) describe them to be pragmatist approach, empathic approach, and measuring approach. All of these approaches handle emotions from a different perspective used by different disciplines. The pragmatic approach provides theoretical perspective on the experience by handling it as a momentary construction. It offers a framework to explain the experience from a practical perspective. The second, empathic approach, focuses on the needs, dreams and the motivations of the individuals. It highlights the importance of understanding the user's needs. Feeling and observing are in the core to gain empathic understanding of the experience. The third approach - measuring approach - measures emotional

reactions which are mainly used to develop and to test experiences. This approach offers a narrow perspective on the experience and is focusing on the measurable aspects of it. (Battarbee & Koskinen 2005). This thesis focuses on the pragmatic and empathic perspectives. The measuring approach is excluded from the study due to context-sensitive nature of the experience. Measuring the experience in the real setting would be impossible. It is also the most distant and therefore the most unfamiliar approach for the designers.

3.1.1 Experience as a momentary construction

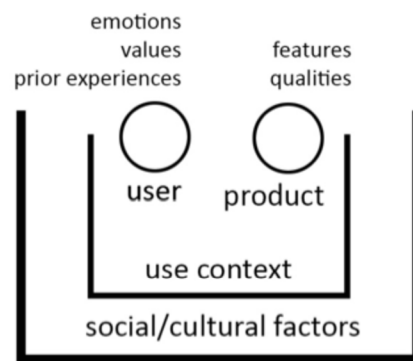
Experiences are subjective interpretations of certain events. "Experience does not come to us ready made" (McCarthy & Wright 2004; p.105). J. Bruner (1990, 1991, 1996) cited by Wright & McCarthy (2004; p.105) explain that the experience depends of the readiness of the person experiencing the situation and the personal meaning of it created in relation to personal history and disposition. This means that the experience is generated in relation to personal experiences and abilities to handle the situation.

Battarbee (2004) has studied how social interaction influence the user experience in user-product context. She explains how the frameworks focusing on the interaction facilitate the experience as a process. "The experience-in-interaction view takes the individual and describes his or her experiencing in relation to time" (Battarbee 2004). These frameworks offer tools to study the experience as an interaction process. Forlizzi and Ford's (2000), Mäkelä and Fulton Suri's (2001) (cited in Battarbee (2004)) and Desmet and Hekkert's (2007) have all studied experiences in different contexts. All of the frameworks are based on the same principles but take different perspectives on explaining the factors influencing the experience.

Forlizzi and Ford (2000) have studied the experience in interaction design. Their theory is based on the idea that singular experiences are built of multiple smaller experiences that are influenced by the factors deriving from the different cultural backgrounds and previous experiences. These factors are beyond designer's control. Designer's ability to craft the experience applies only to smaller experiences within the singular experience. (Forlizzi & Ford 2000). Identification of these smaller experiences enables the designer to track the points of the process when the user makes the crucial decisions. By tracking the points the designer is able to analyze the factors influencing

that specific moment. This is also essential when studying the bystander-victim interaction since certain factors in certain points cause bystander's indifferent behavior.

Forlizzi and Ford (2000) explain the factors influencing the experience by talking about components and surroundings of the user-product interaction that influence the experience. "Users bring to the moment all of their prior experiences, as well as their emotions and feelings, values, and cognitive models for hearing, seeing, touching, and interpreting". Products communicate their usage through form language, features, aesthetic qualities and accessibility. Interaction is also shaped "by social, cultural and organizational behavior patterns" in certain context. (Forlizzi & Ford 2000; p. 420). Experience takes place in certain context and is influenced by the user's previous experiences and personal qualities as well as the product's communication.

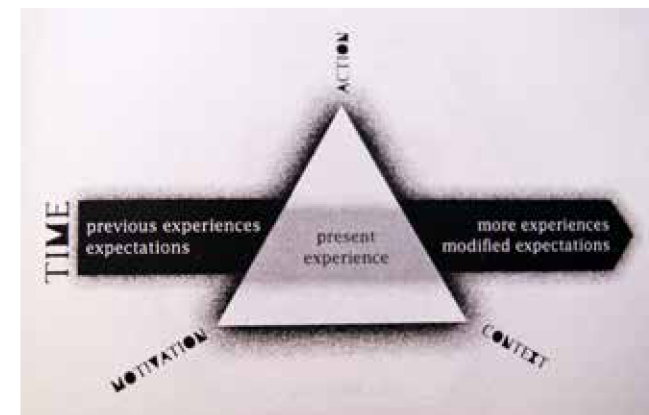


Graph 1. Influences on experience (Forlizzi & Ford 2000; p.420)

Since the interaction can be considered to be an experience, product's communication can be translated to various different factors that can influence the experience. Form of language communicates the physical characteristics as geometry, dimensions, textures, materials, colors, graphics and detailing (Crilly et al. 2004). It reflects the identity of the product as well as age and style. Features communicate the purpose or the usage of the product and differentiate it from other similar products. Aesthetic qualities are related to beauty and artistic nature of the product. Usefulness communicates the quality of the product being useful in specific context.

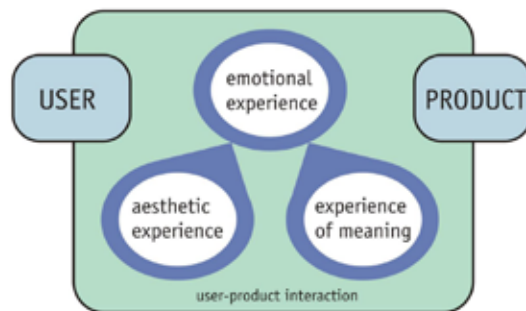
Forlizzi and Ford (2000) talk about three different levels of the experience. The purest form of the experience is experience. They define it as "constant stream that happens during moments of consciousness". An experience has powerful emotional influence and the ability to change people's behavior by evoking feelings and projecting values. Experience as a story stands for the communication of the experience reflected by the user. (Forlizzi and Ford 2000). Reflecting to Forlizzi and Ford's theory, experience is the moment when the bystander and the victim interact. For the victim the interaction transforms into an experience when he is being treated indifferently. The bystander can also be influenced negatively by the interaction resulting in the transformation of his experience. Experience as story is narrative storytelling of the subjective experience. Both bystander and victim have their own perspectives - stories that reflect personal experiences.

Mäkelä and Fulton Suri explain the experience by breaking it down to a context, motivations and actions. Previous experiences influencing motivated actions produce certain expectations. This process takes place in certain context. The framework suggest that person's previous experiences, current motivations, what he does and the context should be identified as well as the expectations for coming experiences to understand the experience. (Mäkelä & Fulton Suri 2001 in Battarbee 2004; p. 48) This model offers simplistic perspective on the experience by explaining it as linear process.



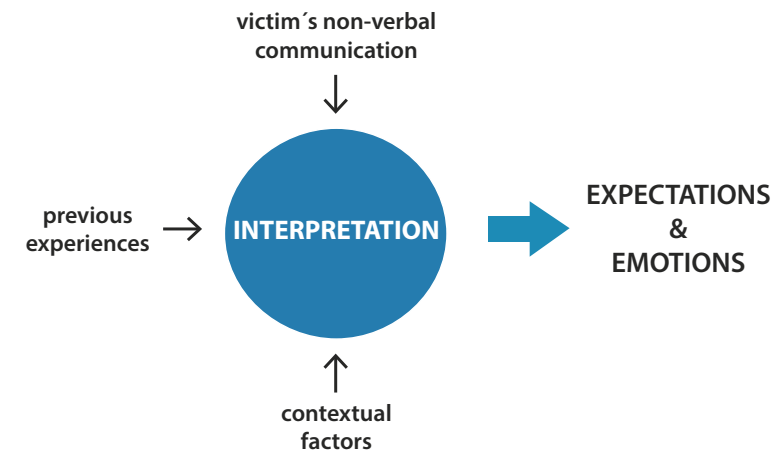
Graph 2. Framework for experience (Mäkelä and Fulton Suri 2001 in Battarbee 2004; p. 49)

Desmet and Hekkert's (2007) framework base on the same principles as Forlizzi and Ford's (2000). Experience is shaped by user's characteristics as personality and background. Physical actions and cognitive processes contribute to the experience taking place in certain context influenced by it. Framework divides the experience on three different levels; aesthetic experience, experience of meaning, and emotional experience. Aesthetic qualities are the visual domain of the product from the tactile and kinesthetic perspective. Meaning reflects different cognitive processes which evaluate "the personal or symbolic significance of products" (Desmet & Hekkert 2007 p.57). Emotional level facilitates the feelings and emotions that are elicited in the experience. (Desmet & Hekkert 2007). The framework explains the experience through different levels but keeps the perspective very abstract.



Graph 3. Framework of product experience (Desmet & Hekkert 2007; p.60)

Wright & McCarthy (2008 p.638) claim that pragmatic perspective requires empathic understanding of the user: "understanding an other or more specifically, 'knowing the user' in their lived and felt life involves understanding what it feels like to be that person, what there is like from their own perspective." To understand the emotional aspects better Frijda (1986) cited in Desmet & Hekkert (2007 p.59) explain that emotions define the position of a person in certain environment by pulling toward certain things and objects and pushing away from the others. Emotional aspects are essential part of an experience being provoked by the different influencing factors. Empathic design provides methods to study user's emotions and feelings which can be utilized to create comprehensive understanding together with pragmatic approach.



Graph 4. Framework of the bystander-victim interaction

The three frameworks introduced by Mäkelä and Fulton Suri (2001), Frolizzi and Ford (2000) and Desmet and Hekkert (2007) provide different perspectives on the experience as a pragmatic process. These frameworks can be applied to explain bystander-victim interaction as an interaction process. By applying these theories, previous experiences and bystander's personal qualities are reflected to victim's non-verbal communication that generates emotions and feelings. The interaction creates certain expectations for the bystander. He is expected to act since the victim struggles to cope by himself. The bystander interprets the situation through victim's non-verbal communication that create certain understanding of victim's situation. Personal qualities as skills and motivations are reflected with the interpretation. Emotional aspects are strong factors defining bystander's behavior. For example fear has the ability to push the bystander away from the situation that cause victim's indifferent experience. The experience takes place in certain context and influences the experience with social and cultural factors.

3.1.2 Empathic design studying emotions

Empathic design is based on the idea that people are different but that there are still many similarities despite of the cultural backgrounds, lifestyles and worldviews. Understanding people and their needs is important for designers when making and creating things. But gaining understanding of the user is not an easy job. The challenge is that the designer starts either considering people as the same as he personally is or as “them” when designer becomes too distant to people. The risk of becoming too distant is present when the designer observes, collects data or analyzes the behavior by measurable methods. Empathic design is balancing between these two extremes by learning and identifying the experiences of the people. (Fulton Suri 2003). As a balancing act between these extremes empathic design has two directions. It aims at creating empathic and respectful dialogue between designers and participants and at supporting designer’s understanding of the users (Mattelmäki & Battarbee 2002). Koskinen & Battarbee (2003; p.45) define empathic design as “an understanding of how the user sees, experiences and feels some object, environment or service in the situation in which he or she uses the object”. Kouprie and Sleeswijk Visser (2009; p.437) explain empathic design as an approach towards better design outcomes. “Designers attempt to get closer to the lives and experiences of (putative, potential or future) users, in order to increase the likelihood that the product or service designed meets the user’s needs”. Empathic design is based on design activities in user’s context to gain understanding of the emotions and feelings and to communicate them further.

The need for understanding the user better and more empathetically emerged in the 1990s with interactive technologies. There was a need for exploring people’s emotions and feelings in order to dive deeper into even more complex topics. Experiences, everyday practices and emotions were placed in the core of interest to spark innovation. The new approach facilitated a fresh perspective through open and collaborative methods. Observational skills were important for designers to study the users in their own contexts. The approach was called empathic design since it entailed an empathic perspective on the user’s needs. (Mattelmäki et al. 2014). At the same time the role of the user changed from the passive to active since new technologies enabled users to tailor the experiences according to their personal needs. Emotional aspects became essential in facilitating the experience. (Mattelmäki 2006)

Recently empathic design has evolved in to an even more creative direction. Cultural probes adopted from anthropologists broadened designers scope into studying everyday life of the user’s. Designers did not have to be present in the context anymore since the user collected the data which the designer interpreted later on. In the data the user reflected his experience. (Mattelmäki et al. 2014). User collects the data through different kinds of tasks and the designer has the freedom to interpret the material the way he wants to. The challenge with cultural probes is that the designer does not communicate directly with the users to related to the data. Empathic probes instead include a review on the data with the user. “This interaction has been developed by including an interview into the probes process to complement the view of the user and the interpretations”. (Mattelmäki 2006). Probes are great tools for gaining empathic understanding and for reviewing of people’s lives.

The shift from the products to the services blurred the boundaries between the users and the designers. The perspective of empathic design shifted from the user-centered design towards co-design. Users became more and more present in the design process making them experts of empathy. This shifted designer’s role in facilitating and enabling co-creation which caused empathic design to develop towards more collaborative approach. (Mattelmäki et al. 2014). Sanders and Stappers (2008; p.12) explain the expert user as “the person who will eventually be served through the design process” and therefore “plays a large role in knowledge development, idea generation and concept development”. Designers focused on facilitating workshops where users were able to express their emotions and feelings through different tasks.

Empathic design has evolved to different directions along the time. New methods and approaches have emerged when design has expanded its boundaries. Traditional empathic design methods as observation and probes provide easy access to lives of the users. But when the scope is to make sense of the complexity these methods fail to cover wider holistic perspective. Sanders and Stappers (2008; p.16) claim that new tools and methods are needed to understand “increasing scope, scale and complexity”. Complexity is what makes indifference challenging issue to study. Observation would not be able to provide deep understanding of the feelings that the bystander and the victim face in the interaction. Neither would it provide access to subjective experiences of both of the actors. Probes would enable people to sensitize themselves with the issue and make them reflect their personal and

other people's behavior but it would fail in taking into account bystander's and victim's perspectives holistically and unbiased since people seldom are aware of or willing to confess to their negative behavior. Alternative methods are needed to gain holistic understanding of the factors influencing the experience.

As empathic design can be used to create understanding of the user's feelings and emotions the knowledge can also be utilized for communicating it further. Battarbee et al. (2014) explain how empathic design can be utilized to deliver empathic messages in larger organizations in order to facilitate coherent understanding of the end users. "When a whole company expresses true empathy for its customers, employees enjoy a sense of clarity and purpose—and they do better work." Empathic approach helps to sustain the impact throughout the company when the employees understand the meaning of their work. (Battarbee et al. 2014; p.6). In a similar manner HelsinkiMissio could utilize empathy to communicate the reasons causing indifference through campaigning. HelsinkiMissio can be seen as an organization that has influence on the lives and behavior of people in the Finnish society.

Wide empathic understanding of the reasons causing indifference is essential when utilizing the knowledge for behavioral change. Battarbee et al. (2014; p.7) explain that design methods should be broadened in order to communicate empathy for larger groups as "one-on-one ethnographies in homes aren't always the best way for facilitating empathic connections for large groups of people." Individual stories fail to provide wide understanding of the complexity of the issue. The challenge with delivering these messages is that they are difficult to sustain in the organizations. Sustainable change requires rethinking of empathic artifacts as well as changes in behavior and culture. Artifacts should facilitate empathy "for any given user, project, or subject matter" and promote empathic understanding through stories and experiences. The organizational culture has to change to be "more empathic, more fearless, more human, more 'out of ego', more willing to embrace complexity, and more able to process and share empathy internally." (Battarbee et al. 2014; p.9). The same applies to people. People must become more empathic, more fearless, more human, more "out of ego," more willing to embrace complexity, and more able to process and share empathy in order to tackle social issues. Facilitating the understanding of entire human beings with all their challenges, thoughts and feelings can foster empathic understanding and change behavior.

3.3 Explaining and changing human behavior

Behavior change is transformation or modification of human behavior. It can be used to break the negative behavior models and to create positive impact to the society. It is a tool for adopting a new behavior, to stop doing something damaging, to prevent the adoption of negative behaviors or to change or modify existing behaviors (Coi 2009). Coe and Kingham define behavior change as "organised actions around a specific issue seeking to bring about changes in the policy and behaviours of institutions and/or specific public groups". Different disciplines seek to explain human behavior by different means. Social psychologists, economists and designers have each their own perspective to understand and aim at changing the human behavior.

Social psychology explains human behavior through multiple behavior models. Common to these models is that behavior is divided into three different levels; personal, social and environmental. Personal factors are explained to be the built in factors in people including the belief in our ability to act and change the behavior, social factors are other people affecting our behavior and environmental factors are the ones individuals cannot control such as technology and economy. When designing sustainable behavior change all the three factors should be covered. Factors are interrelated and complex therefore equally important to understand the human behavior. (Coi 2009). Designers have ability to understand these principles used by social psychologist. But when certain behaviors require further explanations design fails to offer explicit reasoning.

Other disciplines have also utilized behavior theories to different contexts. Behavior economics combine psychology, sociology and traditional economic models to study how people make economic decisions. Cultural attitudes and social norms as well as habits, emotions and cognitive capabilities are discovered in the economical context. "Behavioural economics also explores how individual actions are conditioned by social norms and emotional responses, and how the example set by society at large or by our peers has substantial influence over how individuals choose to behave". (Prendergrast et al. 2008). Psychology as well as sociology and economy are out of designer's scope. Design as a discipline is incapable to explain human behavior by referring to theories from these different disciplines.

Design still has the ability to study and change human behavior by its own means. It has the ability to influence the human behavior through products, services, systems and spaces. Nudging is based on the idea that small changes in the context influence the behavior through architecture therefore nudging is considered as choice architecture. "A choice architect has the responsibility for organizing the context in which people make decisions". (Thaler & Sunstein 2008). Nudging has been used as a method to tackle various issues related to sustainability. In UK behavior change has been utilized in the public sector by nudging the citizens. It has led to the low cost and low pain solutions in different contexts as in crime, obesity and environmental sustainability. MINDSPACE (2010) report by Institute for government has created a checklist for the policy-makers to tackle social and societal issues through the behavior change which has replaced "the hard instruments" such as legislation and regulation in various contexts. Legislation and regulations have become expensive and inappropriate tools to change the individual behavior. (Dolan et al. 2010). Nudging can be used to influence people in specific contexts. But when human interaction is in the core of the issue nudging loses its grip. Nudging is incapable to tackle context-sensitive issues in which the context cannot be pre-organized.

The weakness of design is that it fails to reach the people who do not have access to certain contexts or resources. Either everything cannot be changed with products or services. As design focuses on the user-product/service interaction it is incapable to tackle the most complex issues in the contexts where humans interact. It fails to equip the "users" with certain tools, attitudes and mindsets to prepare them for the unexpected situations in the context-sensitive issues. It has the ability to craft the physical touchpoints but lack of product or service push the human interaction out of the designer's scope.

Various design methods can still be exploited for behavior change through campaigning, for example to gain knowledge of the human behavior and to change it. Design has the ability to study the experience and the factors influencing it. Mann (2011) explains that negative behaviors originate from the existing attitudes and social norms that expose target audience's point of view and facilitate the understanding of their perspectives. These perspectives are essential to gain understanding of the current behaviors. Social norms are out of designer's scope but what design can do is to study the feelings, emotions

and values as well as the previous experiences with the empathic design methods. Empathic design enables designer to gain deep understanding of the roots of the issues what is essential in changing the behaviors. Defining the problem is the first step in the process of designing for behavior change.

Emotional engagement with the right incentives is essential when generating community responsibility in order to foster behavior change. Morality of the human beings can be utilized since collective use of moral standards can override social norms. Shaming is an effective tool by banning the unacceptable behavior socially. Strong empathic perspective on the group who suffers the most from the situation is in the core. (Mann 2011). For example In UK and US the best results were achieved in the smoking ban when the issue of passive smoking was underlined. The new perspective helped to gain the support from the target audience when the rights of the workers in the bars and the restaurants were highlighted. (Coe & Kingham; p. 32). Sometimes people do not understand the consequences of their behavior. Behavior change campaigning can underline these issues

Communicating the wider impact of the issue has also ability to foster positive change. "Campaigns that demonstrate the impact of an issue on society and the economy can be effective in empowering the community to act". (Mann 2011). In Uganda AIDS/HIV campaigning focused on providing accurate information about the disease and also about its impact to the society. The success of the campaigning based on the knowledge on how the issue affected the society in the form of orphans and loss of workforce. (Jacobs, S. & Johnson, K. 2007). Shaming can be useful method but it should be used carefully. Intentionally caused problems can be tackled effectively by shaming the specific group behind the issue. For example publishing the names of the companies who do not behave responsible pressures to change the way they operate. (Mann 2011). Design has ability to utilize different methods in its creative process when designing for behavior change. Design also has ability to experiment and prototype different ideas to find the best methods for the effective behavior change.

Clear problem framing and an effective communication are the keys to successful behavior change. It is important to underline the expected behavior and provide tools for it. Sense of control has ability to increase the

tendency to act. Simple steps that are easy to follow foster behavior change. (Mann 2011). Behavior change campaigning has still many weaknesses. The challenge with campaigning is that they put responsibility on the individuals. Interaction is one sided and collective movement is challenging to foster. Campaigns often fail reaching all the targeted groups, especially poorly educated people. (Cottam & Leadbeater 2004). But what design is capable to contribute for behavior change through campaigning, is the framing of the problem and the empathic communication of it. Empathic communication has ability to foster coherence in the organizations as explained by Battarbee et al. (2014). Similarly it can be utilized to foster behavior change in the communities. Design has ability to find alternative ways to tackle the issues through its creativity. Campaigning does not have to be limited on the posters or preaching on certain issues. Design can offer new ways to bring communities together to change behaviors.

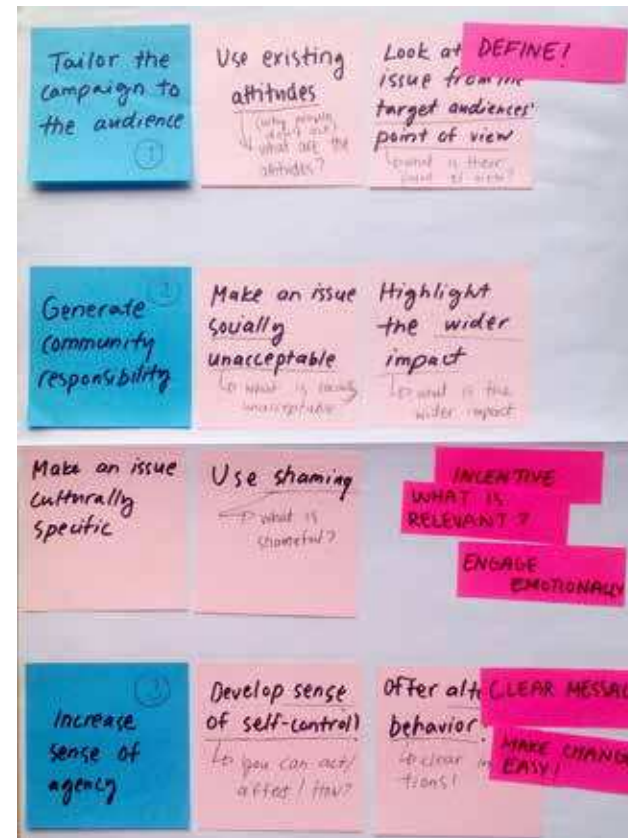


Image 3. Different steps in designing behavior change campaign

4. Gaining understanding of indifferent behavior

This chapter introduces the thesis as data-driven research that is based on the qualitative data. The first part explains how narrative storytelling is utilized as a method to study the subjective experiences in the bystander-victim interaction. It explains how the narrative data was collected and analyzed. The last part introduces storytelling as a method to communicate the findings of the thesis.

4.1 Narratives

Context-sensitive nature of the bystander-victim interaction makes the experience difficult to study. It is impossible to know beforehand what will happen, where and to whom. Although the designer could witness these situations, observation would not provide desired results. “We cannot observe people’s thoughts and feelings - their motivations, emotions, mental models, values, priorities, preferences and inner conflicts” (Fulton Suri 2003). The real feelings, emotions and values not to mention previous experiences would remain mystery.

Narrative research is based on the idea that storytelling is part of humanity. People tell about their life through stories. Narrative data that facilitate understanding of certain phenomena provide different perspectives on it. Narrative methods are applicable for researching subjective experiences and stories, the real happenings. (Saaranen-Kauppinen & Puusniekka 2006). Forlizzi and Ford (2000b; p.422) address that “narrative represent experiences that have been formalized in the user’s head”. These experiences have certain meanings for the users. Wright and McCarthy (2008; p.641) also claim that empathic sensibility can be achieved through narratives with little or no direct contact between the designers and the users. Narratives provide access to subjective experiences and facilitate empathic understanding of the experience.

4.1.1 Collecting the data

Five indifference cases published during the past two years are introduced in this thesis. Online discussions connected to the cases are used as source for narrative data to study the phenomena. Many of the discussions consist of hundreds of the comments therefore only the most valid comments are availed for the research. For example irrelevant comments as trolling are excluded from the data. Also the repetition of certain issues is noticed to narrow down the data.

Cases are stories from the bystander-victim interactions that have led to indifference. The data consist of the anonymous comments hiding the identity and the location of the person. These comments can be considered as narratives since they reveal the feelings, emotions and values and narrate subjective experiences. Narratives reveal several factors that influence the experiences in bystander-victim interaction.

The cases are published in different Finnish medias. Two of the cases are published on two different nationwide medias; Helsingin Sanomat and Yle news (Finnish national broadcasting). There are two local medias Kaleva, the biggest media in the northern Finland and Länsiväylä, a city journal in Helsinki Metropolitan area. One of the cases which is originally published on Aamuposti is also published in Helsingin Sanomat and on two tabloid medias Iltasanomat and Iltalehti. Helsingin Sanomat, Yle news, Iltasanomat and Iltalehti distribute to the whole Finland whereas Kaleva, Aamuposti and Länsiväylä are regional medias.

Despite of the geographical differences, it is impossible to draw conclusion about the demographics of the comments due the anonymous online commenting. Social media has contributed for wide distribution of the news and articles since the readers have become the “messengers” of certain issues. As a consequence online discussions are occupied by great diversity of people from different backgrounds and regions. This has also contributed to quantity of the comments.

4.1.2 Analyzing the data

The process of analyzing the data started by printing the comments on the paper and cutting them. Each of the comment was handled separately and in some cases the comments were splitted into smaller pieces if they were handling several issues. Comments were categorized under different topics and the categories were created along the process once different topics started framing out. The most essential parts of the comments were highlighted to facilitate the analysis. Each of the comment was labeled according to the source to enable later tracking. Some of the comments shifted from the category to another along the process. In some cases splitting was not an option due the risk of losing the message. Comments were also translated from Finnish to English and transformed in to a digital form.



Image 4. Clustering the data



Image 5. Analyzing the data

The challenge was to identify the most essential comments in order to stay focused on the right things. It was important to draw a line between opinions and experiences. Most of the comments revealed the negative attitudes and the distrust between people. These comments offered a perspective on the attitudes and mindsets of the people but did not help to analyze the experiences.

When analyzing the data it was important to understand the storyteller and the difference between the stories and the opinions as well as the contextual factors. Bystander and victim have different perspective on the issue therefore victim's stories cannot be analyzed by the same means as bystander's. Bystanders' experiences facilitate understanding of the reasons causing indifferent behavior when victims' experiences validate the problem and

reveal the negative consequences of the experiences. Bystanders' stories focus mostly on justifying the indifferent behavior. However bystanders do not consider themselves as reason for the problem since the behavior is driven by their personal reasoning. Narratives also reveal the bystanders' opinions about acting and helping in different contexts. These opinions do not narrate any specific stories but express the attitudes influenced by the previous experiences and feelings and values. Graph 5 explains different storytellers and their perspectives on facilitating the understanding of the issue. Narratives from the specific storytellers that express negative experiences are marked with minus (-) and the positive experiences with plus (+).

Factors influencing the experience	Bystander	Helper	Victim	Victim's close one
• previous experiences	-	+		
• emotions, feelings, values	-	+		
• victim's non-verbal communication	-	+		
• expectations	-	+	-	-
Consequences		- +	- +	-
Alternative behavior		+		

Graph 5. Different storytellers and their perspectives in narrative data

Narratives from the bystanders can be utilized to analyze their negative experiences, emotions and feelings and the motivations that influence the experience. The bystander is being faced by certain expectations that base on his interpretation of the situation. He justifies his indifferent behavior by appealing to emotional factors that pull him away from the situation. In addition bystanders offer perspective on victims' non-verbal communication and how it is being interpreted. Narratives by the victims reveal the indifferent

experiences from their perspective. These stories facilitate the understanding of the risks and consequences that indifferent behavior can and have caused for them. They also explain how bystanders have acted in certain situations. Many of the victims' stories are narrated by someone who is close to him who has the ability to narrate the experience empathically behalf of the victim. Many of the comments are also narrated by the person who has helped and understands the importance of it. Helper has very wide understanding of the issue from the various perspectives and has the ability to question indifferent behavior and to offer alternative behavior models.

4.2 Storytelling

Storytelling is a method for sharing the insights and new ideas gained through the study. It bases on the narratives which are utilized to communicate the findings from the user's perspective. "Storytelling situates new or improved services within a narrative context". (Stickdorn & Schneider 2013; p. 202). Storytelling is used to explain indifference as a phenomena in the Finnish society. It is used to facilitate empathic understanding of the different factors that influence the bystander-victim interaction. Storytelling construct the experience moment by moment, reveal the factors influencing bystander's behavior and to communicate the issue from the different perspectives.

5. The cases on media

Indifference has recently become an issue in the Finnish society. Media has published various cases about the situations in which people have been treated indifferently. The following chapter introduces five cases that narrate experiences related to indifference in different parts of Finland. The cases are published on the Finnish media between 21.3.2014 and 16.7.2015. Cases are chosen for the study since they discuss indifference as a social problem and narrate the experience from the victims' perspective. This perspective has offered optimal starting point for the discussion.

The differences in the cases offer variety in discussion according to the age of the victim, the accident and the location. On the three of the cases the victim is minor. Two of the cases are caused by the illness, two are accidents and one is caused by a mistake. Four of the cases take place in southern Finland and one in the northern Finland Oulu. Three of the cases that take place in southern Finland are located to Helsinki Metropolitan Area.

Case	Victim(s)	Accident	Location	Media	Date	Number of comments
1.	12 years old girls	Bicycle accident	Nurmijärvi	HS Iltalehti Iltasanomat Aamuposti	21.8.2014 21.8.2014 22.8.2014 21.8.2014	116 122 (FB) 504 27
2.	11 years old boy	Kick boarding accident	Espoo	HS	3.10.2014	65
3.	Teenage girl	Got sick	Lahti	Yle Uutiset	20.3.2015	418
4.	Middle-aged man	Diabetes	Oulu	Kaleva	21.3.2014	346
5.	Visually impaired man	Getting lost	Järvenpää	Länsiväylä	16.7.2015	2

Graph 6. Statistics of the cases

21.8.2014 - 07:30 | PAIKALLISET

Ohikulkevat eivät auttaneet loukkaantuneita tyttöjä



Source: <http://www.aamuposti.fi/artikkeli/233392-ohikulkevat-eivat-auttaneet-loukkaantuneita-tytoja>

Image 6. Aamuposti (21.8.2014) reports the accident: "Bypassers did not help injured girls"

5.1 Girls in a bicycle accident

In August 2014, twelve years old sisters had a bicycle accident in Nurmijärvi. The girls were cycling to the cheerleading trainings. One of the girls injured her arm. The accident took place on a bicycle path in the sparsely populated area. The girls called to their mother who advised them to call the emergency. The accident occurred five kilometers away from the mother, therefore she immediately took a taxi. Right after the accident a passerby saw the girls. However, he continued jogging. Few cyclists, some cars and a bus also passed them but none of them intervened the situation. (C1-1; C1-2; C1-3; C1-4)

11-vuotias loukkaantui espoolaisessa puistossa, kukaan ei auttanut – miksi?

ELÄMÄ 3.10.2014 16:53
Ninarose Maoz



Source: <http://www.hs.fi/elamaia/130588098055>

Image 7. Helsingin Sanomat (3.10.2014) reports the kick boarding accident: “Eleven years old kid got injured in a park in Espoo. Nobody helped - why?”

5.2 A kid in a kick boarding accident

In October 2014, 5th grader boy injured his ankle in a kick boarding accident in the skate park in Espoo. He was practicing kick boarding tricks with other kids when the accident took place. Pain made him burst into tears and therefore he decided to go home. Nobody asked if everything was alright even one parent and multiple other kids witnessed the accident. (C2)

Kotimaa 20.3.2015 klo 14:40 | päivitetty 25.3.2015 klo 6:10

Teinityttö makasi tunnin tajuttomana kadulla – kukaan ei auttanut



Source: http://yle.fi/uutiset/teinitytto_makasi_tunnin_tajuttomana_kadulla_kukaan_ei_auttanut/7879440

Image 8. Yle Uutiset (20.3.2015) reports the accident: “Teenage girl left alone fainted in the street for an hour - Nobody helped”

5.3 Fainted teenager

In March 2015, a teenage girl fainted by the busy road in Lahti. She was on her way to the trainings when she fainted suddenly. She was left alone for an hour before a man walking his dog decided to help. None of the drivers passing the site reacted to her condition. (C3)

Oululaismies tyrmistyi piittaamattomuudesta - kukaan ei auttanut tielle kaatunutta miestä

TIYXAA 25 KOMMENTOITA 341 JAA 4.5K



Source: <http://www.kaleva.fi/uutiset/kotimaa/ouululaismies-tyrmistyi-piittaamattomuudesta-kukaan-ei-auttanut-tielle-kaatunutta-miestä/659343/>

Image 9. Kaleva (21.3.2014) reports the accident: “Man from Oulu is shocked because of the indifferent behavior - a fallen man was left alone on the street”

5.4 Fainted diabetic

In March 2014, a man suffering from the diabetes fainted in Oulu. His head was bleeding and his trousers pulled off in the middle of the hassle. Few people at the nearby bus stop witnessed his struggle but none of them intervened the situation. A middle-aged man noticed his struggle from his car. Initially he thought that he was drunk but after a while he realized that it was not the case. He parked his car and ran to help him. He asked other people to help but they hesitated. He helped him to get his trousers on and to collect his belongings from the street. After a while man told that he had felt dizzy and had fell down. (C4)

16.7.2015 - 13:27 | #PUHEMAINE

Miksi kukaan ei auttanut? Mies eksyi valkoisen kepin kanssa pahaan paikkaan



Source: <http://www.lansivayla.fi/artikkeli/302210-miksi-kukaan-ei-auttanut-mies-eksyi-valkoisen-kepin-kanssa-pahaan-paikkaan>

Image 10. Länsiväylä (16.7.2015) reports the accident: “Why did not anyone help? A man who is using white cane got in trouble”

5.5 Visually impaired man in trouble

In July 2015, 60 years old man suffering from the visual impairment got in trouble in Järvenpää. He got lost with directions and ended up walking on the highway. He was using a white cane due the visual impairment. Still most of the bypassers shouted negative comments at him from their cars instead of helping. He got help when a girl spotted his white cane. She parked his vehicle and assisted him to the safe side of the road. Man was very shocked due the incident. (C5)

6. Explaining and changing indifferent behavior

This chapter introduces the findings and the insights of the narrative study in relation to the theories about experience, empathy in design and behavior change. The first part focuses on explaining bystander-victim interaction as a momentary construction and the factors that cause indifferent behavior. It discusses the relationship between previous experiences, emotions, non-verbal communication, interpretation, expectations and the contextual factors that influence the experience. The second part discusses the bystander-victim interaction as a fundamental communication process. The interaction that lacks verbal communication causes various issues. The responsibility of acting is discussed in this part. The third part provides ideas for solving the issue. These ideas are formulated as design opportunities which reflect the findings and the theory on behavioral change. The formulated design opportunities conclude the findings by providing perspectives on the three main issues causing indifference. The aim of the chapter is to create wide understanding of the reasons affecting the bystander-victim interaction which results in indifference. Findings also provoke the reader to reflect on his own personal values with the opinions and attitudes presented. I wish the following chapters will give HelsinkiMissio new ideas on possible points of intervention in order to fight against indifference in the Finnish society.

6.1 Bystander-victim interaction as a momentary construction

Bystander-victim interaction can be explained as a pragmatic process by utilizing Mäkelä and Fulton Suri's (2001), Frolizzi and Ford's (2000) and Desmet and Hekkert's (2007) theories about experience. The proposed framework explains the interaction as a momentary construction which is influenced by various factors.

Interpretation and non-verbal communication

The process starts when the bystander meets the victim. The bystander either witnesses the situation that causes victim's struggle or he joins the situation later after the crucial events. Presence in the situation enables the bystander to create some sort of an understanding of the situation when absence leaves more room for the interpretation.

"Once I saw a girl sitting on the ground and leaning on the street pole. I just passed her, as did other people. I thought she was just a teenager doing her thing. But then I got disturbed by the situation and went back to the girl. She was barely able to talk due to dizziness. She explained that she was pregnant and unable to walk. I am happy I did not just ignore her. Everything is not always as it seems." (C4)

Bystander's understanding of the situation bases on his personal interpretation which relies on the observation since there is no verbal communication in the process. The interpretation is influenced by the victim's non-verbal communication that consists of victim's behavior, physical appearance and the identity. Bystander's personal abilities as the morality and the ability to empathize with the victim influence also the interpretation.

The dilemma is that it is challenging to gain realistic understanding of the situation if there is no verbal communication. The interpretation that bases on the observation is not validated in any matter. The bystander does not communicate verbally with the victim to gain deeper understanding of the situation. This causes many problems. For example some illnesses cause similar symptoms as intoxication. There are cases when the victim has considered to be drunk due these symptoms. This misinterpretation has caused bystander's indifferent behavior.

"I know someone who has neurological problems. That is why he may seem drunk sometimes. Once he fell and nobody helped. Apparently he was considered to be a drunkard who doesn't deserve to be helped. You never know the reason for someone falling. It should always be asked if the person needs help." (C4)

"I have a friend in Oulu who suffers from the Parkinson's disease. Once he was considered to be drunk. He had got help when the misunderstanding had been corrected." (C4)

"Diabetes is such a tricky illness. When the blood sugar levels drop the person gets dizzy which is easily interpreted as intoxication. And when it drops even more the person faints what is interpreted as passing out. The situation can lead to shock or in the worst scenario to coma therefore help is vital." (C4)

Expectations

The bystander is faced by various expectations in the bystander-victim interaction. The victim is injured, suffers from an illness or has some other struggle that makes the bystander generate expectations on himself. The bystander is expected to help the victim one way or another.

"I call and have called help from the distance but I won't get involved in situations due to liability issues." (C4)

In some situations the bystander is expected to act according to certain procedures or to take certain actions such as calling the ambulance or providing the first aid. Sometimes these expectations generate fear and insecurity. Bystander is faced by question 'what if something goes wrong'?

"A few weeks ago I was the first person to arrive after an accident. It came to my mind that if something goes wrong will I be prosecuted for it." (C1-1)

Previous experiences and negative emotions

Once the bystander has interpreted the situation, created certain understanding and analyzed the expectations he reflects the situation with his previous experiences. This reflection generates certain emotions and feelings. Emotions are strong factors driving the behavior. Frijda (1986) cited in Desmet & Hekkert (2007) explain that emotions either pull or push people away from the situation.

Negative experiences can have such a strong influence on people that it changes the behavior. The experience shifts to an experience as Forlizzi and Ford (2000) explain. A situation where the bystander has not been able to control the interaction can create such a negative memory that makes the bystander adopt indifferent mindset. Fear becomes the driver pulling the bystander away from the similar situations to avoid gaining any further loss or damage.

"Once I witnessed a situation where an elderly woman got suddenly sick. She fell down, hit her head and fainted. I called an ambulance for her. When the ambulance arrived she recovered the consciousness and started accusing me of abuse and an attempted robbery. Later on she had reported me to the police and I was invited to a hearing. Luckily there was a security camera which had recorded the situation and proved me not guilty. Probably I will not help again." (C4)

Other peoples experiences can also influence bystander's behavior. Stories from the situations when something has gone wrong generate fear and influence bystander's tendency to act.

"I know of two different cases where the person offering help was prosecuted because of 'helping in a wrong way'. One of the cases was about resuscitation. It made me think whether or not the intervention is worth it." (C1-4)

"My personal tendency to act has been influenced by the news about people being prosecuted for the acts of self-defense or protecting their home or property. It is better to stay away from trouble.." (C2)

Context

Bystander-victim interaction takes place in certain context. As explained in the theory, different social, cultural and organizational behavior patterns influence the experience. These different patterns can be considered as contextual factors. Contextual factors create cultures and norms that have ability to control the behavior. Bystander follows certain behavior pattern without questioning it.

"Once there was a man lying on the ground. He was ill and people just walked by. It was explained by saying that he is just drunk." (C2)

Certain behavior models and norms have ability to influence the behavior so strongly that they generate fear and block the rational thinking. Nevertheless it is difficult to tell whether the worry is real or the stigma is used to justify indifferent behavior.

"When a man goes to talk to a child who seems lost, soon there is a picture on social media warning about a pedophile in the area." (C3)

"Men have to be careful when approaching women or children. Even if the intentions are good there are easily angry looks from the other people who

6.2 Communication between the bystander and the victim

Indifference is caused by lack of verbal communication that cause various issues as misinterpretations and misunderstandings. The bystander bases his decision making on his personal interpretation that relies on his previous experiences and the feelings about the situation. The interpretation is formulated in relation with victim's non-verbal communication instead of factual information. The problem is that the feelings misleading the interpretation and lack of verbal communication cause misinterpretations. This scenario could be avoided with verbal communication.

The dilemma is that neither the bystander nor the victim communicates with each other. Bystander does not ask the victim if everything is alright and neither is the victim asking for help.

"Panicking person cannot always ask help. I have fallen few times with a bike. Luckily people have helped. I know from my experience that when you really get hurt you do not ask for help. It is humane and brave to help when there is distress or emergency." (C2)

"I had moped accident last November. I got in panic after falling down the bike. Luckily there were two women who came to help. They called the emergency and moved the bike away from the road. Many people just passed the site. Luckily I got only a small fracture in my finger. Even nothing serious happened I am really thankful for those two women who helped me. I was fearing the worst but luckily there was no serious damage." (C1-3)

Panic or stress can block the victim's rational thinking. Sometimes it might take some time to understand what actually has happened and whether there are physical injuries. Victim might also be shy or he does not know how to ask for help. Therefore it is important to ask if help is needed.

"It does not take many seconds to ask 'is everything alright?'" (C2)

"Is everything alright" express worry and care what can be very important for the victim. It is a simple phrase that does not generate any specific obligations for the bystander.

"It is important to react to other people's suffer." (C1-4)

6.3 Design opportunities to change the behavior

Design opportunities are the potential directions for the campaign that aim at changing the negative behavior. Once the attitudes and perspectives causing the issue are revealed the focus shifts on finding the right incentives to generate community responsibility. Community responsibility can be generated by making the issue socially unacceptable, highlighting the wider impact, by using shaming or by some other means. Sense of agency can be generated by developing sense of self-control. Simple and clear message that offers alternative behavior makes the change easier for the people. These different steps were introduced more detailed in the chapter discussing about the behavior change.

6.3.1 Who deserves to be helped?

"It seems like drunk people do not have dignity and they do not deserve to be helped." (C4)

"It is really weird that people do not care. The common mindset is that the person is just drunk. But they need help too." (C4)

The findings claim that intoxicated people and substance abusers have lower social status compared to other people. Therefore the probability to be treated indifferently is higher for them since it has become socially acceptable to behave indifferently towards these people. The issue causes other problems. Many diseases cause similar symptoms as alcohol or drugs what can be interpreted as intoxication. Improvement in the social status of the substance abusers and alcoholics could positively influence indifference in wider perspective.

"Being drunk is not a right reason to ignore a person in need of help. You can check the situation from the distance. If there is a fight you should call the police." (C4)

The dignity of substance abusers and alcoholics should be underlined since everyone deserves to be helped and treated equally. This perspective can be highlighted by humanizing them with empathic approach. For example explaining that everyone is someone's mother, father, child etc. could foster positive change in the attitudes.

"If your mother/father/child was in an accident/got sick how you would wish them to be treated? Do you wish they would be helped? If yes that is how you should act as well. Every person is someone's child, mother or father also intoxicated person." (C4)

Brief: Make indifferent behavior towards intoxicated people socially unacceptable because they are entitled to get help as any other people. Offer an empathic perspective by humanizing people as parents, siblings or children of someone. Provide an alternative behavior to minimize the violence and other risks.



"Everyone is someone's child, mother or father. Also intoxicated person."

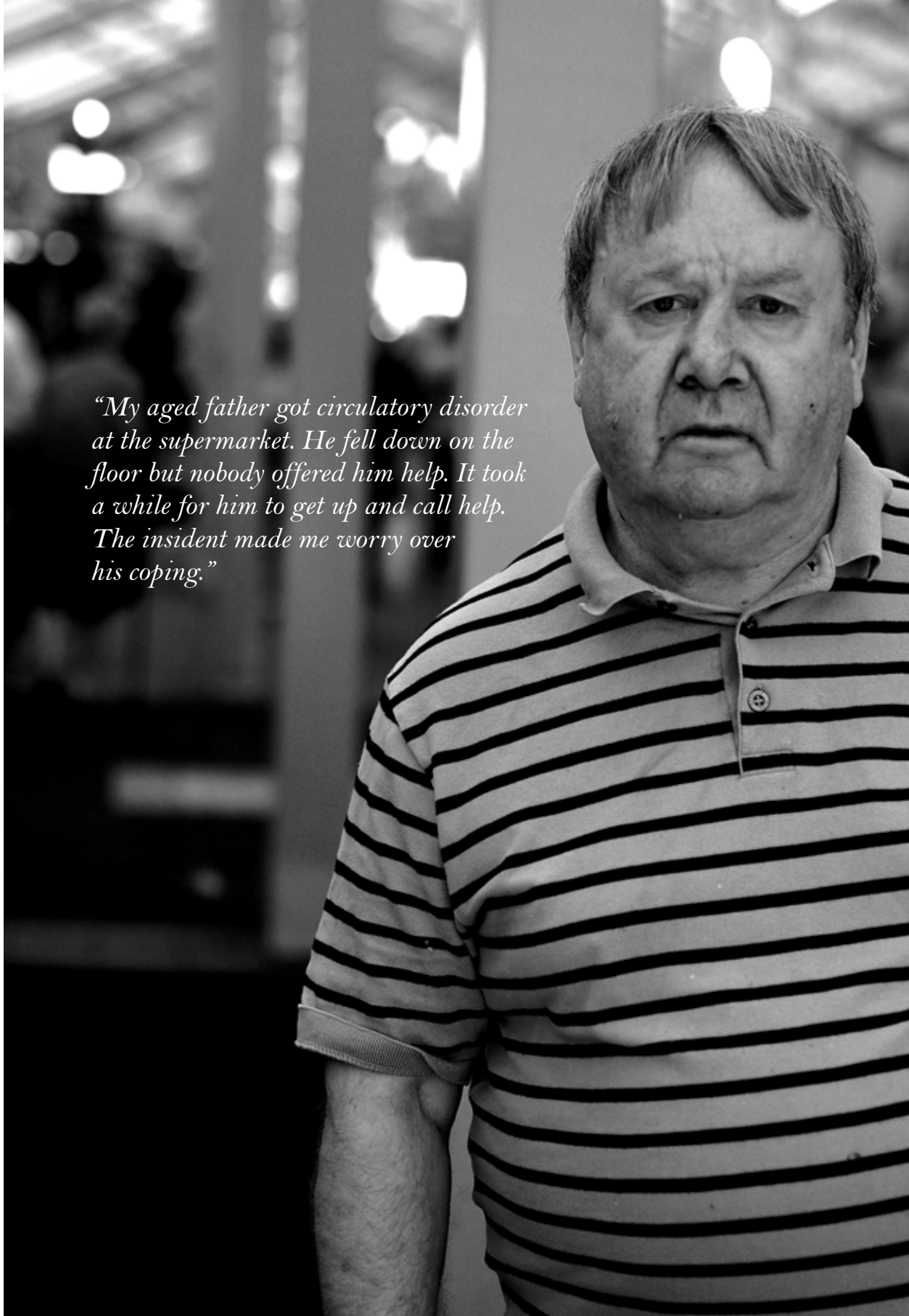
6.3.2 Everything is not as it seems

People who suffer from the chronic diseases are in a risk to have uncontrolled symptoms. The dilemma is that either there are no physical signs communicating the disease or the symptoms are similar to alcohol as explained before. Therefore the risk of being treated indifferently is higher compared to other people. Empathic perspective could be used to underlining the issue from the victim's perspective.

"My aged mother got circulatory disorder at the supermarket in Oulu. She had fallen down on the floor. After a while she had managed to get up and reach for the chair. No-one had offered her help not even the cashier. She had called to her son to take her home. She had felt that people considered her to be drunk." (C4)

Experiences narrated on behalf of friends and family members are strong statements expressing the worry over the close ones. These stories narrate the situations where the victims have been treated indifferently. Storytelling can be used as method to highlight the impact of indifferent behavior from the victim's perspective. This approach does not provide an alternative behavior but it focuses on increasing empathy in bystander. It also facilitates the understanding that everything is not always as it seems.

Brief: Highlight the impact of indifferent behavior by telling a story from the victim's perspective by using family member or friend as storyteller. Underline that it is human to make sure everything is alright.



"My aged father got circulatory disorder at the supermarket. He fell down on the floor but nobody offered him help. It took a while for him to get up and call help. The insident made me worry over his coping."

6.3.3 Acting vs. asking

The negative feelings drive the indifferent behavior in many cases. Fear is connected to the situations when the bystander is not able to control the interaction. The bystander is afraid of failing or gaining personal loss. Sometimes there is a fundamental error in bystander's thinking. This error is caused by the false belief that helping requires always action.

"It is not needed to be surgeon." (C1-4)

The negative feelings could be diminished by expanding the interaction to verbal level. Communication should always be the first step in the process of helping instead of acting aimlessly. And if the victim does not ask for help it is bystander's responsibility to ask if everything is alright.

Brief: Highlight that the bystander is not expected to act immediately when interacting with the victim. Asking if everything is alright is a good start. Often it clarifies the situation and makes it more clear for the both of the actors.



7. Conclusion and discussion

This thesis focused on studying indifference in the Finnish society as a barely studied social issue caused by lack of communication. It investigated how “indifference as an experience” could be studied by design, the factors influencing bystander-victim interaction and how could empathic design be utilized for designing campaign that aims to change the behavior. Literature review and narrative study were executed to gain understanding of these issues.

This thesis demonstrated that indifference as an experience can be studied both from the pragmatic and the empathic perspectives. The study provided further evidence that bystander-victim interaction can be explained by applying frameworks from the user-product context due the lack of verbal communication between the bystander and the victim. Thesis also highlighted that empathic design can be used to gain knowledge of the emotional aspects of the experience. Narrative study enabled to create understanding of the emotional factors that influence the experience.

The pragmatic approach offered frameworks to study the factors that influence the bystander-victim interaction. The proposed framework is based on the frameworks by Mäkelä & Fulton Suri (2001), Frolizzi & Ford (2000) and Desmet & Hekkert (2007). It explained the factors influencing the experience by dividing the process into six different parts; interpretation, non-verbal communication, expectations, previous experiences, emotions and contextual factors. The results addressed that emotions are strong drivers that influence bystander’s behavior. Lack of verbal communication causes misinterpretations and misunderstandings that generate negative feelings in many situations. Previous experiences, victim’s non-verbal communication and contextual factors are reflected with these feelings.

There is an evidence that empathic design can be utilized for designing campaigns that aim to change the behavior. Firstly the results suggest that empathic design could contribute for the behavior change by framing the problem. The understanding of the emotional factors enabled to track the crucial intervention points that cause the bystander’s indifferent behavior. Secondly Battarbee et al. (2014) claimed that empathic design could be utilized to deliver empathic messages in larger organizations to create coherence on certain issues. This provided evidence that empathy has ability to change the attitudes and perceptions of people. Further research should

be executed to study how empathic messages can be utilized to influence people in the communities. Thesis also proposes that empathy should be used to deliver empathic understanding of the issue through campaigning to increasing empathy and communication between people.

This thesis still has various limitations. The narrative data does not reveal how different minorities as immigrants or handicapped people are influenced by the issue in the Finnish society. Sometimes they are treated differently compared to the majority of the population. The data does not either reveal the influence of the concrete environment in the bystander-victim interaction. People pay seldomly attention to the context, for example architecture therefore alternative methods are needed to study the contextual factors more precisely. Further research is also needed to investigate the best practices for acting in certain situations. Co-creation with both the victims and the bystanders would provide further ideas for the potential solutions. Nevertheless of these limitations this thesis suggests HelsinkiMissio, the client of this thesis, to expand the scope in a fight against indifference. Various kinds of people despite of the age, background or social group are affected by the issue therefore it is important to change behaviors.

The value of this thesis is that it proposes a new framework for the designers to study non-verbal human interaction. It also provides valuable information about the attitudes and behavior causing indifference in the Finnish society and how the issue could be tackled through behavior change campaigning.

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Images

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Appendix

ATTITUDES AND BEHAVIORS

Lack of communication (the bystander)

Wrong assumptions		
"People are afraid to help because of the drunk people and drug addicts"		
The person is drunk		FEAR
The status of drunk people	The message from the society	Fear of violence
"Once there was a man lying on the ground who was ill and people just walked by. It was explained that the man is just some drunk."	"I called ambulance for poorly dressed drunk woman who was lying on the ground in winter time because I couldn't take her home with my bike. After 45 min waiting I called them again because I had to hurry to work. The answer was that: "Just go to your work. She will cope by herself". I should have just left her there."	"I don't really mind approaching strange people lying around. You never know if they have knives with them. You might be hit or spit by someone. These may be improbable scenarios but no thanks"
"Indifference is a consequence of 9/10 cases being about drunk people or drug addicts who might behave violent. This kind of behavior is easy to judge but very few have capacities of police to defence himself so this is the result"	"People think that the society will take care of everything because we pay taxes. Everyone should take care of themselves since people are being told to call taxi when calling the emergency number if there is no threat of death"	"You think twice before helping or making comments on people. There is a risk of being stabbed or windows broken as revenge."
"If drunks and drug-addicts were removed from the streets and only the real emergency cases were left there people would offer help confidently for the once who really need it. "		"It is not about willingness to help or indifference but people have become more cautious. Finns used to trust each other but these days people are being cheated and abused so you can not always trust that the situation is as it seems. I have some experience!"

Lack of knowledge	People make wrong conclusion
"What if I will do something wrong"	"I don't want to be labeled"
Fear of doing something wrong	Fear of being labeled
"My personal tendency to act has been influenced by the news about people being charged of self-defence or protecting home/property. Therefore it is better to stay away from the trouble which can be fateful."	"Men have to be careful when approaching woman or children. Even the intention is good there are easily angry looks from the people thinking about ulterior motives. There is a risk of being arrested by the police. You can't always tell if the distress is real so it is better to be careful and look away to avoid bad consequences."
"Few weeks ago I was the first person to arrive after the accident. It came in my mind if something goes wrong and will I be prosecuted about it."	"Internet has its own influence. The information is being spread in seconds and available for everyone. When a man goes to talk to a child who seems lost soon there is a picture on social media telling about pedofile in the area"
"I know two different cases when the person offering help was prosecuted because of "helping the wrong way". Another case was about resuscitation. It made me think if the intervention is worth of it."	"Many people don't understand how it is to be man in Finland. It is easy to blame for indifference if you are woman because no one will suspect you on anything. Few years ago I was checking up a girl laying at the bus stop. Few women who came up were looking at me angry. The police arrived asked if I had done something to her because someone had called the police. Luckily I was able to explain the situation for them. After that I decided that I won't do the same mistake again."
"Then if you help you will be prosecuted for the injury caused by the help or wrong kind of help and that is not what people want. "	

CONSEQUENCES

Wrong conclusion	The human dignity
"My aged mother got circulatory disorder at supermarket in Oulu. She had fainted on the floor. After a while she was able to get up and reach for a chair to sit. No-one had offered her help not even the cashier so she had to call her son to take her home. Mother had felt that people thought she was drunk."	"It seems like drunk peopel don't have dignity and they don't deserve help."
"I have a friend in Oulu who suffers from Parkinson desease. He has been mistaken for being drunk. He got help when the issue was corected"	"It is really weird that people do not bother to bother or care. The common mindset is that it is just someone drunk but they need help too."
"Diabetes is such a tricky issue when the blood sugar levels fall the person becomes incoherent which is easily translated to drunkenness. And when it falls even more the person becomes unconcious which is concluded as passing out. And without help the person goes into schock or in the worst case coma so getting help in time is vital."	"Being drunk is not a right reason to ignore a person in need of help. You can check the situation from distance. If there is a fight you call police."
"One morning I helped a man who had fell to a ditch. He was suffering from epilepsy. People were saying to me that it is not safe to help him alone as young woman. It was really depressing and shocking but eye opening experience."	
"I know someone who has neurological problems, which is why he may seem drunk sometimes. Once he fell and nobody helped. Apparently he was considered to be drunk who doesn't deserve to be helped. You never know what is the reason for falling. It should be always asked if the person needs help."	
"There are so many people suffering from dementia who may look normal but are relly lost and don't know where they are going or how they can find their way home. Even there is no visible illness as some kind wish I would courage people to ask people who seem lost if they need help. It might be embarrassing but someone might need it."	

Approaching the situation	
"Make the questions from few steps away and then calmly approach the person. I have always checked the situation if someone has been lying on the ground and offered help. I have never been hit."	"The issue is not about lack of empathy or indifference but it is a fact that sometimes it is difficult to help. What should be done? Just to say that everyhting is ok or call the ambulance?"
"You can at least call the emergency number if you are scared about the situation."	"Often the bystander is hard to understand what is the situation. Did something go seriously wrong or is it only mental injury."

CONCLUSION	Calling 112 from distance	
"I had a moped accident last November. I was in a shock. Two women called help and moved the moped away from the road. Many people passed the site and approximately 20 kids from the near by school came to stare at me. Luckily nothing serious happend and I just got small fracture in my finger. Even nothing serious happened I am really thankful for these two women who helped me. I was fearing the worst at first but soon I realized that there was no serious damage."	"I call and have called help from the distance but I won't get involved to the situation because of liability concerns. I don't either get involved with bloody people because of fear of diseases or violence."	"Even people were afraid of doing something wrong you should always make sure the help is coming and stay there for support because it is really important. The emergency number will assist and advice if you are insecure how to act."
"As a bystander the severity of the situation is harder to understand as you can image"	"There are plenty of unnecessary calls to the emergency centers. People see something from their car and make a call even they do not if the situation is acute. People think they did it right way even the action can be very misleading."	"People are afraid of doing something wrong? Calling the ambulance is enough. It is not needed to be surgeon."
		"Giving first aid is not essential but being there for the person. Only the presence of the other person calms down and clarifies the situation."
		"Man fell to the harbor basin in the middle of the day. There was bunch of people loudly arguing about calling 112. I was the only person giving him hand and pulling him up."

Asking help - negative	The communication culture	Asking help - positive
"Besides that people are taught to ask if there is need for help it would be good to teach them ask for help."	"Finns are such jerks. They do not greet each other."	"Shock, strong pain or shyness can block the rationality in the situation like asking help from others. Everyone is responsible to help or even ask if they need help."
"Why people do not ask for help? There should not be too high expectations on people. They can not read your mind."	"Finns make less and less contact to each other in the real world. In my opinion the Internet has antisocial effect and it fosters different kind of fobias."	"Paniked person cannot ask help. I have fallen with bike few times - luckily people came to help - and I know when you really get hurt you do not ask for help. It is humane and brave to help when there is distress or emergency. And even the reaction would be negative it does not abolish the importance of the help."
	"You can keep the door open for people for ages and they just pass you silently eyes on the horizon. Finns do not really "waste" thanks or apologies."	

