

## CHAPTER 10: ALTRUISTIC HEROISM

1. According to various articles, mainly one by Buckley, Cara. Man Is Rescued By Stranger on Subway Tracks, *New York Times*, January 3, 2007. In another similar incident, the rescuer did not want to be identified. In March 2009, after a man fell onto the railroad tracks in Pennsylvania Station in New York, a citizen jumped onto the tracks to help him out. As people were crowding around the man to congratulate him, covered in soot and dirt from the tracks, he got into the next train entering the station and refused to speak with a journalist who was there. Wilson, Michael. An Unsung Hero of the Subway, in *New York Times*, March 16, 2009.
2. Oliner, Samuel and Pearl, *Do Unto Others: Extraordinary Acts of Ordinary People*, Basic Books, 2003, p. 21.
3. Monroe, Kristen, *The Heart of Altruism*, *op. cit.*, pp. 140–1.
4. *Ibid.*

5. Franco, Blau, & Zimbardo, P. Heroism: A conceptual analysis and differentiation between heroic action and altruism. *Review of General Psychology*, 15(2), 2011, pp. 99–113.
6. Hughes-Hallett, L., *Heroes*, London: Harper Collins, 2004; Eagly, A., & Becker, S. Comparing the heroism of women and men. *American Psychologist*, 60, 2005, pp. 343–344.
7. Franco, Z., & Zimbardo, P. The banality of heroism. *Greater Good*, 3, 2006–2007, Fall–Winter, pp. 30–35; Glazer, M. P., & Glazer, P. M. On the trail of courageous behavior. *Sociological Inquiry*, 69, 1999, pp. 276–295; Shepela, S. T., Cook, J., Horlitz, E., Leal, R., Luciano, S., Lutfy, E.,... Warden, E. Courageous resistance. *Theory and Psychology*, 9, 1999, pp. 787–805.
8. Robin, M.-M., *The World According to Monsanto: Pollution, Corruption, and the Control of the World's Food Supply*. New Press, 2010. Kindle, pp. 1432–1530.
9. Shepela, S. T., *et al.* (1999), *op. cit.*
10. Monroe, K. R. (1996), *op. cit.*, pp. 66–67.
11. Zimbardo, P., *The Lucifer Effect*, Ebury Digital. Kindle Edition, 2011, p. 1134.