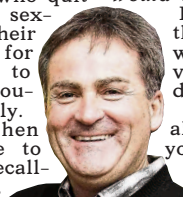


'SEXIST' KEYS IN RESCUE AT SEA

SHAMED sports presenter Richard Keys has hailed himself a "hero" after rescuing a British couple when their boat sank. Keys, 54, was sailing with his wife and relatives off Majorca, Spain, when they spotted the vessel drifting towards rocks after losing power. The Talksport radio host – who quit Sky Sports in January after a sexism row – steered close to their boat and radioed Mayday for help. His crew then managed to throw a rope to the stricken couple and tie their vessel securely. The local coastguard then launched a 40-minute rescue to bring the pair ashore. Keys, recalling last weekend's drama.

EXCLUSIVE by RICHARD MORIARTY

said: "It was high seas, which were extremely uncomfortable. They had no engine and their anchor and radio wouldn't work. The lady looked really distressed and couldn't swim. "Five more minutes and their boat would have been matchsticks." He added: "I was very proud of the calm head I kept and the way I organised matters. I was very much a hero. Mayday, mayday – it was a proper job!" Co-host Andy Gray – who also quit Sky – said: "Blimey you're a real-life hero!"



Mayday... Keys made SOS

Monkey eats nut

PARENTS are suing a zoo after a monkey escaped and bit off their eight-month-old son's testicle. The animal broke out of its cage and attacked as the mother changed her little lad's nappy. The parents are seeking compensation after rejecting the zoo's offer of £1,000 for medical bills. A zoo spokesman in Guizhou, south-west China, said: "Monkey attacks are common."

WUSS THE MATTER? A patient went to A&E at a hospital in Newport, Isle of Wight, for treatment for a PAPER CUT.

WHY IT'S HARD TO RESIST THE LURE OF THE CROWD

WHAT prompted angry mobs to set fire to buildings, smash windows and loot thousands of pounds worth of goods in the recent riots? Unemployment, gangs, racial tension, greed and Government cuts were all blamed.

Writer MARK EARLS, who studies patterns of human behaviour, believes one major reason rioting spread was our "herd" mentality.

Here he explains the lure of the crowd...

We would all like to believe we are independent, rational creatures and we do our own thing, regardless of what everyone else is doing.

When you were a kid, did your mum used to say to you, 'If all your mates ran under a bus, would you follow?'

Of course, the answer your mum was looking for was 'No', but in all probability you would have followed your mates into all sorts of ill-advised situations. We all did that as kids.

But adults are equally likely to follow the herd as well.

When the riots erupted in London, Birmingham and other parts of the UK this month the "herd" mentality was clear to see.

I am not condoning the violence in any way, but it is important to understand why it erupted so quickly and how it spread.

Whatever the initial cause in Tottenham, north London, the way things spread was a case of people following the crowd.

The more people who joined in with the violence and looting, the more others thought it was acceptable to join them.

Some of the youngsters described it as like being in a video game, the ones that feature wars breaking out within modern cities.

It all seemed very exciting to those involved. Why did this happen?

There are some good insights from the science of behaviour at play here.

Probably the first point science makes is that our personalities are not fixed. Mostly, we are not "good" or "bad" people but are capable of either, depending on the conditions.

There are always some people who will never do anything wrong, immoral or shady and there are always some who are the opposite.

But most of us fall somewhere in the middle and can be swayed by whatever situation or condition we find ourselves in.

Humans have an innate tendency to follow those around them.

Firstly, because independent thinking is costly in terms of brain energy we tend not to do it unless we really have to – just as cats can swim if they really have to but most tend to avoid it.

Secondly, because we are social creatures we tend to use the brains of other people to do the hard work of making decisions for ourselves.

There's a very funny, very accurate part in the movie *The*

3,100

Arrests in connection with recent riots

35,600

Average Premier League match attendance

8.5m

Membership of the Nazi party in 1945

Come and 'ave a go if you think you're herd enough



HEROES BLAZED A TRAIL

WHILE it's easy to get swept along with the herd, it's much more difficult to step away from one.

During history some notable heroes have stood up for what they believe in, even though it meant risking their lives. They include...

OSKAR SCHINDLER: Born into a German family, he was a guest at Nazi SS parties during the Second World War.

But he was sickened by a raid in 1943 on the Krakow Ghetto when Jews were rounded up and taken to a concentration camp.

Instead of complying with the Nazi regime, he saved more than 1,100 Jews from certain death in the gas chambers by employing them in his munitions factories.

ROSA PARKS: The civil rights activist, below, stood out from the crowd when she refused to give up her seat.

In Montgomery, Alabama, USA in 1955 black bus passengers were routinely ordered to make way for white ones.

Rosa's refusal led to her being arrested. Her action went on to become an important symbol of the civil rights movement.

In her autobiography she stated her action was because she was "tired of giving in".

When Rosa died in 2005, aged 92, her body lay in state and 50,000 people paid their respects.

TANK MAN: This free-thinker single-handedly halted a procession of Chinese tanks in Tiananmen Square in June 1989.

His identity has never been confirmed, though he was named in the media at the time as 19-year-old student Wang Weilin.

Carrying two shopping bags, the man calmly placed himself in front of a line of tanks a day after the government's violent crackdown on student protests left hundreds dead.

Tank Man's solo, non-violent stand-off was captured in an iconic photo. He was named one of Time Magazine's 100 most influential people of the 20th Century.



MEX AND MATCH... Wills and Kate join fun at Wimbledon, above, and, top, wartime Nazis



Life of Brian, in which Brian is talking to a crowd from a window.

Thinking he is the "Messiah" they ask him what to do and he says: "You don't need to follow anybody, you've got to think for yourselves – you are all individuals."

And they reply together, "We are all individuals."

We follow fashions, we buy music that is in the charts and that everyone else is listening to.

Even when it comes to picking our children's names, studies show we follow the same pattern as fashions.

What we think of as beautiful or attractive changes over the decades, just like fashion.

Some companies use this tendency to follow really well. If you shop on Amazon, there are features which help us see what other people are doing – for example the section, "Customers

who bought this item also even saw Prince William and Kate join in with one at Wimbledon – eventually. Joining in gives us a strong sense of safety, a strong survival instinct, and also makes us feel good.

Many of the rioters and looters will now find themselves in the dock, thinking, "How on earth did I get here?"

The answer is they allowed themselves to be carried away with the people they were with.

A Mexican wave works in the same way – people do what those around them are doing, particularly if it looks fun.

We don't think, we just join in (unless you're one of those fusty old buffers at Lord's who always refuse to join in the Mexican waves at cricket matches).

This kind of thing is hard to

resist. Earlier this summer we even saw Prince William and Kate join in with one at Wimbledon – eventually.

Joining in gives us a strong sense of safety, a strong survival instinct, and also makes us feel good.

Think how it feels in a football crowd, the shared sense of excitement on the way to the game, the real buzz when your team scores and everyone leaps up and down.

Being in a crowd like this literally changes your body chemistry – that's why it feels different from watching the game on your own – and the same thing is true in other aspects of our lives, too.

I suspect we've even seen the herd effect with scandals like MPs' expenses. It starts with a few people perhaps knowingly doing something a bit wrong, then it becomes the norm.

Then nobody knows quite where the line between right and

wrong really lies. At that point it's hard to stand out from the herd.

In history, those who courageously refused to go along with the horrors of Nazi Germany are known as heroes.

We admire them because we know it takes balls to stand out from the pack.

And while a crowd is very easy to join, it's much more difficult for the authorities to control.

To stop riots spreading again in the way they did, I would say that firstly you have to get between the rioters.

You need to make it harder for them to communicate with each other about what they're doing.

That's where the political debate about shutting down social media comes in (though this is also fraught with difficulty – the clear-ups were largely organised with similar digital tools).

Secondly, broadcast media can

learn from the Americans. Following high school massacres like those at Columbine and Virginia Tech, broadcast media now refuse to give the perpetrators the oxygen of publicity in order to prevent copycat events.

By contrast, we had days of seeing "London's burning", "Manchester's burning", "The kids are out of control".

Our media need to learn not to do that so much in future. It just encourages the fires to spread.

And, when the courts punish those individuals responsible, they need to do so to make other people think harder about joining in next time, without turning the punished into folk heroes.

And, of course, we need to ask ourselves why the rioters were ready and available to join in during those long summer evenings.

Mark is the author of *Herd: How To Change Mass Behaviour By Harnessing Our True Nature*.

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