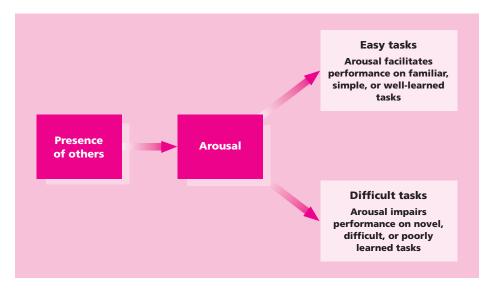
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## FIGURE 9.1

Zajonc's (1965) Model of Social Facilitation

The presence of others creates arousal, and arousal facilitates performance on easy tasks but impairs performance on difficult tasks.



EQA