bro0796X_ch09_316-350 5/11/05 6:29 PM Page 323 Nish _05:Desktop Folder:

EQA

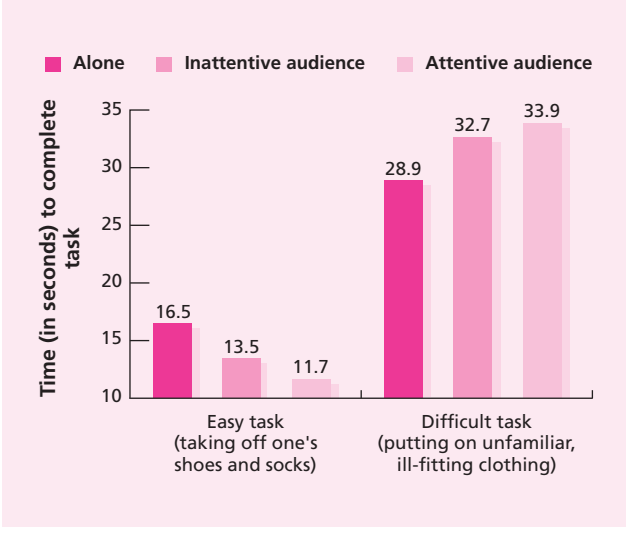

FIGURE 9.2

Social Facilitation Effects

In support of Zajonc's mere presence hypothesis, even an inattentive audience enhanced performance at an easy task but impaired performance at a difficult task.

Source: Markus (1978).