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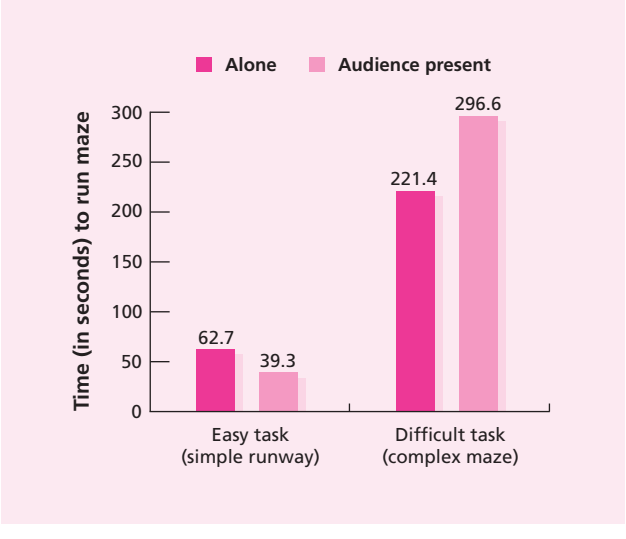
FIGURE 9.3

Social Facilitation Effects among Cockroaches

In support of Zajonc's mere presence hypothesis, the data show that the presence of an audience improved cockroaches' performance at an easy task, but impeded their performance at a difficult task.

Source: Zajonc, Heingartner, and Herman (1969).