**Video Title:** Social Facilitation

**Video URL:** <https://www.youtube.com/watch?v=lRMtG2aBIcs>

**Run Time:** 5:14

**Source:** Sean Dyer and Alex Hurtado/YouTube

**Closed Caption Available:** Yes

This video covers the basics of social facilitation. Social facilitation occurs when an individual's performance on a task improves when the task is performed in the presence of others versus doing the same task alone. As indicated in the video and class materials, social facilitation does not always occur. It is most likely to occur on a simple, well-learned task. On more complex, less familiar, tasks the presence of others can inhibit performance. The video provides some examples and demonstrations of social facilitation. As you watch the video, answer the following questions:

1. How does the presence of an audience interact with the nature of the task to affect performance?

2. How did Robert Zajonc test and validate social facilitation effects?

3. How does arousal relate to social facilitation effects?

4. What implications does the social facilitation effect have for how we perform in groups (e.g., decision-making groups)?

5. Have you ever had your performance influenced by the social facilitation effect (describe your experience)?