Effectiveness of an Audience

There are two different impacts that an audience can have on an individual.

**Social Facilitation** – Positive effect on an individual

**Social Inhibition** – Negative effect on an individual

Types of presence:

- Passive/Interactive – Is the audience quiet or noisy?
- Primary/Secondary – Is the audience present at the event or are they watching it somewhere else?
- Co-actors/Competitors – Are individuals performing against you or are they next to you.

The effect and intensity of the social facilitation depends on 3 factors (Zajonc):

I. Nature of presence
II. Nature of activity
III. Ability to learn

An audience can also have an effect on arousal levels which may increase or decrease performance.

**Self-presentation theory** – The drive to present a favourable image.

**Evaluation apprehension theory** – How the performer perceives the audience whether they believe they are being evaluated or assessed.

**Distraction conflict theory** – Any audience will distract the performer from the task which may decrease decision making time. (information processing loop)

Impact of Home Advantage

- More supporters (drive theory)
- Familiar surroundings
- Less travelling
- High expectations
- Less attention is diverted to the surroundings

Reducing the Effects of the Crowd

- Ensure skills are well learnt
- Incorporate pressure situations into training