

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