



# *Social Psychology Presentation*

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# SOCIAL PSYCHOLOGY

**Proximity and Mere Exposure Effect**

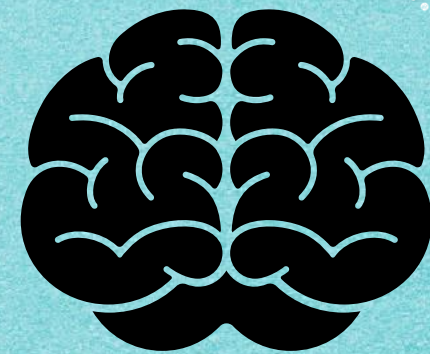
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# INTRODUCTION





# PROXIMITY

## ► What is Proximity?

1. In attraction research, it is the physical closeness between two individuals with respect to where they live, where they sit in a classroom, where they work, and so on.
2. The smaller the physical distance, the greater the probability that the two people will come into repeated contact, experiencing repeated exposure to one another, positive effect, and the development of mutual attraction.



# MERE EXPOSURE EFFECT

## ► What is 'Mere Exposure Effect?'

1. Mere exposure effect or repeated exposure effect is a psychological phenomenon whereby people feel a preference for people or things simply because they are familiar.
2. The more often we are exposed to a new stimulus - a person, idea, product, the more favourable our evaluation of it tends to become.







# Review Of Literature

- ▶ Study by Moreland and Beach (1992)
- ▶ Zajonc's finding suggests that frequent contact with any mildly negative, neutral, or positive stimulus results in an increasingly positive evaluation of that stimulus.

Aim : To test repeated exposure effect in a college classroom.

In a college course, Moreland & Beach employed four research assistants. The first female assistant attended the class 15 times, second assistant, 10 times, the third assistant 5 times and the fourth assistant did not attend the class at all during that semester.

At the end of the semester, the students were shown photos of the assistants and were asked to indicate how much they liked each one.

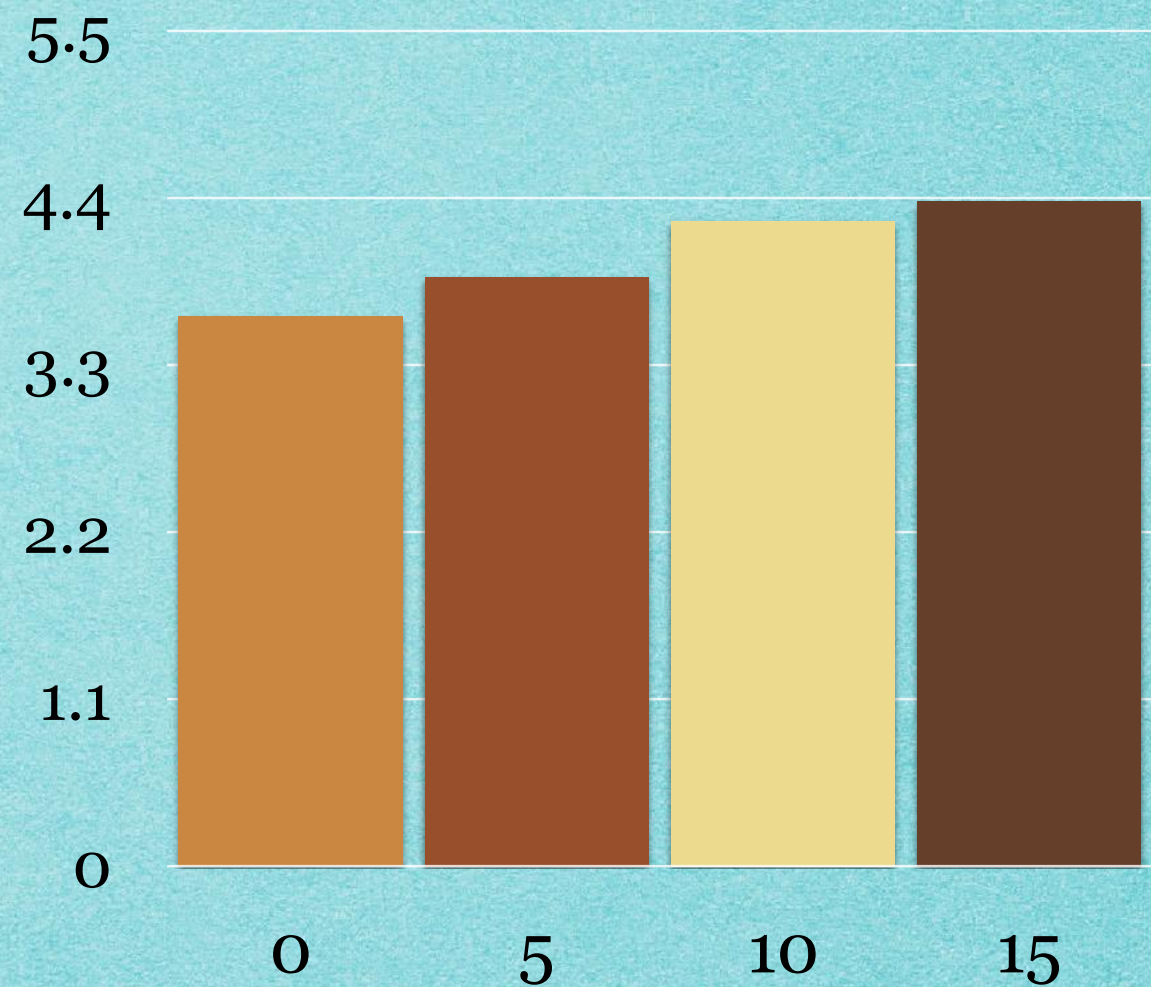


▶ IV : Number of times the assistants attended the class.

DV : Liking, evaluation of the students.

▶ Results : The more times the students had been exposed to an assistant, the more they liked her.

Frequency Of Exposure and Liking in the classroom





▶ Study by Burger et al (2001)

Aim : Using psychological influence to determine when people are more likely to help other people.

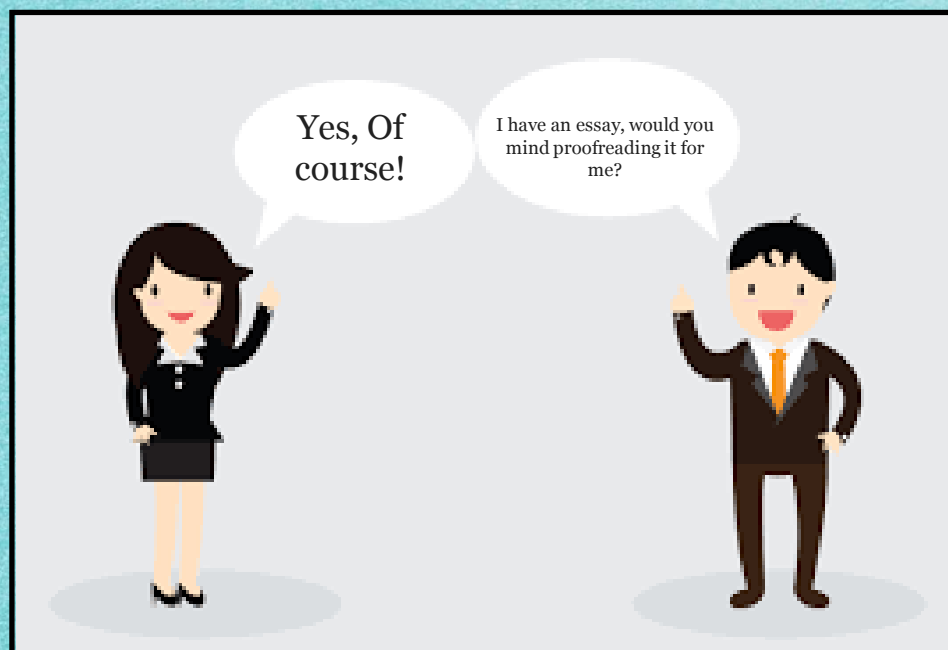
First Setup : Some of the participants did these activities with a “partner” who started a conversation after the activities were completed.

Second Setup : Another set of participants, however, did the first set of activities alone, and when they were getting ready to leave, the assistant (who was from a different room) came in and made the same request of the participant.



Third Setup : Yet another group of participants came into the lab, did some activities in the same room as another participant (assistant), and afterward, there was no conversation with the assistant.

In all the three conditions, the assistants asked the participants the same question, “I have an essay, would you mind proofreading it for me?”





- ▶ IV: Exposure of assistants to the participants, being in the vicinity, interaction with the participants.
- ▶ DV: Response of the participants to the question the assistants asked them.
- ▶ Results: In the experiment, 49% of people helped their partner after having a conversation, but only 26% agreed to help when asked by a complete stranger. However, people were just as likely to help someone who they sat next to (without having conversation) as they were to help someone with whom they had an actual conversation!





# Methodology





# Hypothesis

## Proposed Hypothesis :

- ▶ The candidate who repeatedly exposes himself (face-to-face and virtually) to the employees, has more probability of winning the elections (gaining more votes) as opposed to the candidate who doesn't.



# Variables & Materials

## ► Variables

Independent Variable : Frequency of exposure of the candidates to the participants.

Dependent Variable : Number of votes that each candidate achieves.

## ► Materials & Tools

Funds for advertising and election campaigns, logo design, posters, banners, interactive sessions module with participants.



# Experimental Design & Procedure

- ▶ In this experimental setup, 50 participants (company's employees) were told they were to elect one of the two candidates for their company's managerial position. Both of these candidates were being transferred from their company's headquarters in California to the office in question.
- ▶ Both the candidates were males in their early 40s, had similar work experience and were transferred to the office in question, four months prior to the managerial elections.

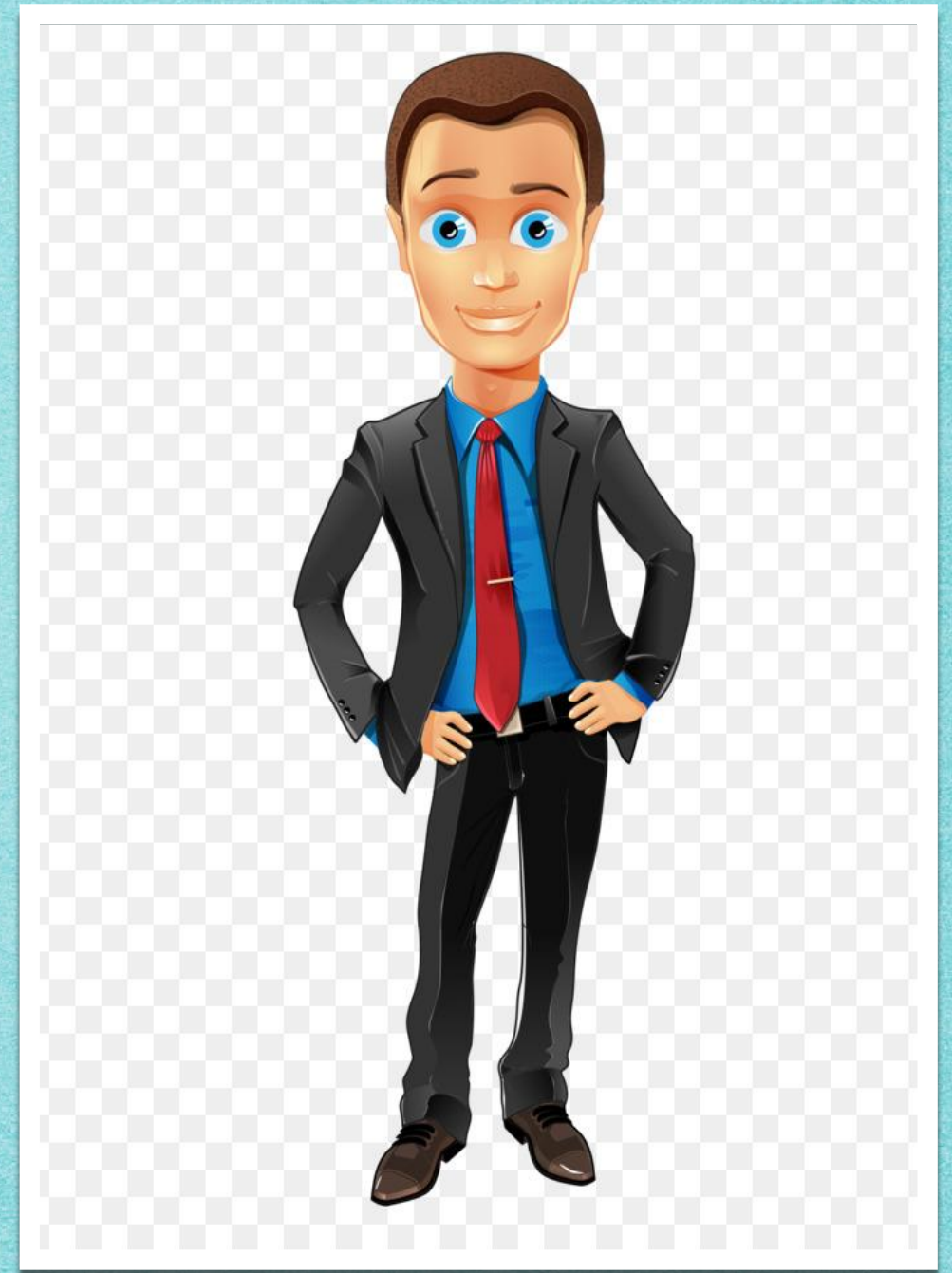


- ▶ Candidate A was told to be seen in the office frequently, interact with the employees, display his posters with his customised logo on their office's bulletin boards. He was also told to make advertisement banners that would pop up on their company's portal when the employees logged into their website during office hours.





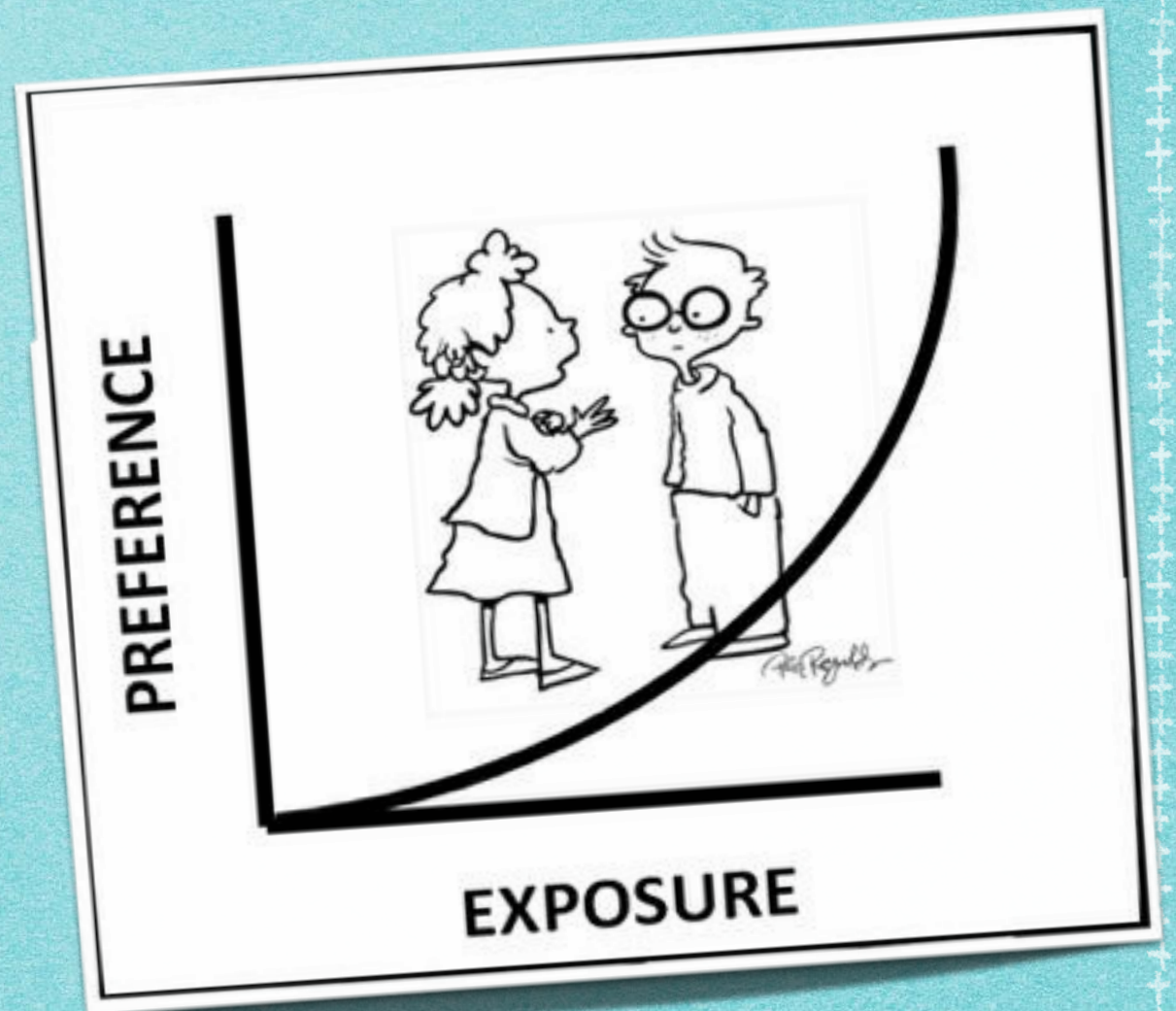
- ▶ Candidate B, on the other hand, was told to visit the office less often, not interact much with the employees and not invest in logos and banners and put up a few posters on their office's bulletin board.





# Prediction

- ▶ Taking into consideration the familiarity principle & mere exposure effect, predictably, candidate A won the elections for the managerial position because he exposed himself more (physically, virtually) to the employees than candidate B.





# Conclusion

- ▶ Thus, apparently, the more often we are exposed to a new stimulus - a new person, a new idea, a new product, the more favourable our evaluation of it tends to become.
- ▶ This effect is subtle - we may not aware of it, but it is both powerful and general. Research findings indicate that it occurs almost for everything!



# THANK YOU!

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