

## Observer absent

Hypotheses:



Goal:

Learning

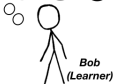
Performance



$U_{\text{learn}}(\text{Single}) > U_{\text{learn}}(\text{Double})$   
(Pull handle only)

$U_{\text{learn}}(\text{Double})$   
(Pull handle AND  
push button)

$U_{\text{perf}}(\text{Single}) < U_{\text{perf}}(\text{Double})$



Bob  
(Learner)

## Observer present

Hypotheses:



Goal:

Learning

Self-presentation



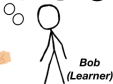
$U_{\text{learn}}(\text{Single}) > U_{\text{learn}}(\text{Double})$



Bob: I know exactly  
how to make this toy go!



Ann  
(Observer)



Bob  
(Learner)