The Pygmalion Effect is a phenomenon in social psychology in which people live up to others' expectations. It is also known as the Rosenthal effect. The effect is named after the mythological figure of Pygmalion, who fell in love with his statue Galatea and brought her to life. The term was popularized by Robert Rosenthal and Lenore Jacobson in their 1968 book "Pygmalion in the Classroom: Teacher Expectation and Pupil's Intellectual Development." The study conducted by Rosenthal and Jacobson in 1965 involved 113 teachers in 31 classes of 8th-grade students. The teachers were randomly divided into two groups. The teachers in the experimental group were told that some of their students were expected to show a significant increase in intelligence. These students were identified as "growth spurters," based on their performance on the Harvard Test of Inflected Acquisition. The teachers in the control group were not given any information about their students' expected performance.

The results of the study showed that the experimental group's students experienced a significant boost in their academic performance, while the control group's students showed no significant change. This finding established the Pygmalion effect, which has been replicated in numerous studies since then. The effect occurs because when someone expects a person to perform a certain way it actually causes the person to fulfill that expectancy.

The Pygmalion effect is often cited as evidence of the power of positive expectations. Positive expectations can influence behavior and performance in various contexts, including education, psychology, and business. The effect has been shown to be particularly strong in situations where people have low expectations or are under stress.

The Pygmalion effect has important implications for educators and parents. Teachers can positively influence their students' performance by setting high expectations and providing support and encouragement. Similarly, parents can help their children achieve their potential by expressing confidence in their abilities and providing a supportive environment.

In conclusion, the Pygmalion effect is a powerful phenomenon that demonstrates the impact of expectations on behavior and performance. By setting high expectations and providing support, educators and parents can help their students reach their full potential.

References: