

## The Media Equation How People Treat Computers Television And New Media Like Real People And Places Csli Lecture Notes S By Byron Reeves 20030129

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The Media Equation is a general communication theory that claims that people tend to treat computers and other media as if they were either real people or real places. The effects of this phenomenon on people experiencing these media are often profound, leading them to behave and to respond to these experiences in unexpected ways, most of which they are completely unaware of. Originally based on the research of Clifford Nass and Byron Reeves at Stanford University, the theory explains that peopl

*The Media Equation - Wikipedia*

The media equation, as introduced by Nass and Reeves, is that "media equals real life" and that our interactions with media are "fundamentally social and natural" (p. 5). This book is a popularization of established, replicated research on how people interact with television advertising, tutoring systems, error messages, loud noises, sudden movement, etc.

*The Media Equation: How People Treat Computers, Television ...*

The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places (CSLI Lecture Notes S) eBook: Reeves, Byron, Nass, Clifford: Amazon.co.uk: Kindle Store

*The Media Equation: How People Treat Computers, Television ...*

According to the Media Equation, people tend to imitate this behaviour for machines and unconsciously assign them personality as well. For example, related work suggests that users make similar...

*(PDF) The Media Equation: How People Treat Computers ...*

In an extraordinary revision of received wisdom, Byron Reeves and Clifford Nass demonstrate convincingly in The Media Equation that interactions with computers, television, and new communication technologies are identical to real social relationships and to the navigation of real physical spaces. Authors Reeves and Nass present the results of numerous psychological studies that led them to the conclusion that people treat computers, television and new media as real people and places.

*The Media Equation: How People Treat Computers, Television ...*

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*The Media Equation How People Treat Computers Television ...*

The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places by Byron Reeves. Goodreads helps you keep track of books you want to read. Start by marking "The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places" as Want to Read: Want to Read.

*The Media Equation: How People Treat Computers, Television ...*

The book The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places, Byron Reeves and Clifford Nass is published by Center for the Study of Language and Information.

*The Media Equation: How People Treat Computers, Television ...*

When asked to evaluate the performance of a computer, people gave more positive answers about how well a computer performed if it asked questions about itself than if a different computer asked the same questions. People are polite to computers too. The same equation - media = real life - works for pictures as well.

*The Media Equation - How People Treat Computers ...*

The media equation, as introduced by Nass and Reeves, is that "media equals real life" and that our interactions with media are "fundamentally social and natural" (p. 5). This book is a popularization of established, replicated research on how people interact with television advertising, tutoring systems, error messages, loud noises, sudden movement, etc.

*Amazon.com: The Media Equation: How People Treat Computers ...*

At Equation Media, we believe that People, Prices and Planning are essential to delivering the best solution to our clients' advertising needs. Our team works diligently with some of the region's leading media owners to make sure that we get the optimal ad space at the most competitive price. OUR VISION.

*Equation Media*

The Media Equation is a general communication theory that claims that people tend to treat computers and other media as if they were either real people or real places. The effects of this phenomenon on people experiencing these media are often profound, leading them to behave and to respond to these experiences in unexpected ways, most of which they are completely unaware of.

*The Media Equation - WikiMili, The Best Wikipedia Reader*

vinced that people treat communication media as if they were human. As opposed to many of the theoretical constructions described in earlier chapters, their media theory can be represented by a simple equation.I THE MEDIA EQUATION: MEDIA = REAL LIFE Reeves and Nass' book The Media Equation is not a science-fiction fantasy in which

*--A FIRST LOOK AT -- COMMUNICATION THEORY*

the media equation. It's the End of an Era for the Media, No Matter Who Wins the Election ... "Even people who made a big deal about how the rebels were wrong are now conceding to the things ...

*It's the End of an Era for the Media, No Matter Who Wins ...*

The media equation suggests that people will ignore the question of objective intelligence n media because people do not focus on "real" intelligence, like IQ, when they judge other people. ?? 16 Source Orientation. It the source is intelligent, people would think it full-fledged.

*The Media Equation (??)*

They state that people treat the media as if they were real, hence the equation: media = real life. Basically Reeves and Nass are saying that people on an unconscious level perceive the media as real. People view objects of the media are talking to them personally. Reeves and Nass view things such as computers, televisions, radios, and other media's as inanimate objects.

*A Mediated World: a Study on the Media Equation Theory ...*

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*The Media Equation How People Treat Computers Television ...*

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