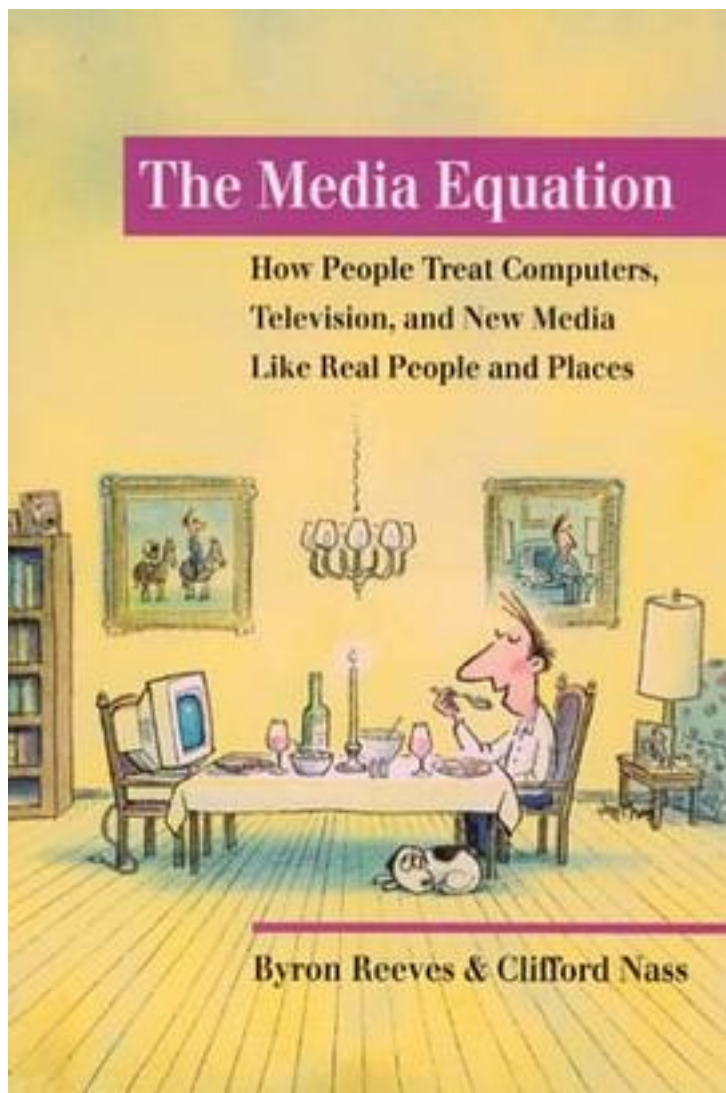


The Media Equation



[The Media Equation_ 下载链接1](#)

著者:Byron Reeves

出版者:Center for the Study of Language and Inf

出版时间:2003-01-29

装帧:Paperback

isbn:9781575860534

According to popular wisdom, humans never relate to a computer or a television program in the same way they relate to another human being. Or do they? 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. Their studies show that people are polite to computers; that they treat computers with female voices differently than male-voiced computers; that large faces on a screen can invade a person's body space; and that motion on a screen affects physical responses in the same way that real-life motion does. One of their startling conclusions is that the human brain has not evolved quickly enough to assimilate twentieth-century technology. The authors detail how this knowledge can help us better design and evaluate media technologies, including computer and Internet software, television entertainment, news, and advertising, and multimedia.

Using everyday language, the authors explain their novel ideas in a way that will engage general readers with an interest in cutting edge research at the intersection of psychology, communication and computer technology. The result is that *The Media Equation* is an accessible summary of exciting ideas for modern times. As Bill Gates says, Nass and Reeves show us some "amazing things."

作者介绍:

Byron Reeves is the Paul C. Edwards Professor of Communication, and Clifford Nass is Associate Professor of Communication, both at Stanford University. They are Co-Directors of the "Social Responses to Communication Technologies" project at the Center for the Study of Language and Information. They are consultants to industry in computing and new media.

目录:

[The Media Equation_ 下载链接1](#)

标签

心理学

传播学

Media

新媒体

互联网

newmedia

课本

英文

评论

非常棒的传播学教程

Very interesting! But the conclusion might be arbitrary somehow?

观点还蛮有趣的

Wisconsin media school黄金一代的团体结晶啊

[The Media Equation_下载链接1](#)

书评
