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'people stanford hci group

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June 1st, 2020 - 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 people

'the effects of the media equation on children

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'a first look at communication theory

June 2nd, 2020 - scores this point how people treat puters television and new media like real people and places the practical implication of the media equation is that once we tum on a tel evision or boot up a puter we follow all the rules of interpersonal interaction that we ve practiced throughout life thus the word interface is particularly apt'

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