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# The Media Equation How People Treat Computers Television And New Media Like Real People And Places Csl Lecture Notes By Byron Reeves Clifford Nass

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**'byron reeves department of munication stanford**

**June 5th, 2020 - he is co author of the media equation how people treat puters television and new media like real people and places cambridge university press his research has been the basis for a number of new media products for panies such as microsoft ibm and hewlett packard in the areas of voice interfaces automated dialogue systems and"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"the media equation how people treat puters**

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**March 18th, 2020 - the media equation how people treat puters television and new media like real people and places new york cambridge university press more research on media equation moon y amp nass c 1996 how real are puter personalities psychological responses to personality types in human puter interaction munication research 23'**

**'the effects of the media equation on children**

**June 8th, 2020 - puters play an increasingly large part in children s daily lives yet most interface design research has focused on adult users one area of research that has informed adult interface design is the media equation which explains how people respond to media in a fundamentally social manner and how they treat puters as"robots for kids designing social machines that support**

**June 6th, 2020 - there s even a classic book published by byron reeves and clifford nass in 1996 titled the media equation how people treat puters television and new media like real people and places'**

**'what you need to know about media equation theory**

**May 29th, 2020 - as reeves and nass demonstrate in their 1996 book the media equation**

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*how people treat puters television and new media like real people and places evidence of the equation extends well beyond pleading with a recalcitrant puter screaming with genuine fright while watching a horror movie or yelling back at an irritating pundit on the tv screen although such actions do provide handy illustrations of the equation in everyday life'*

**'byron reeves the conversation**

**May 16th, 2020 - byron reeves profile on the conversation he is co author of the media equation how people treat puters television and new media like real people and places cambridge university press"the media equation how people treat puters television**

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**'the media equation does not always apply people are not**

**May 28th, 2020 - the media equation asserts that people treat and behave towards puters in much the same way as towards other people for example regarding politeness'**

**'the media equation bradley university**

June 3rd, 2020 - a the media equation is counterintuitive b yet reeves and nass argue that the media equation applies to people even though they do not believe it does 1 their point is related to the not me syndrome of philip zimbaro who argues that people often believe that their attitudes and actions are not subject to outside influences 2'

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**'do you speak american what lies ahead technology**

**October 26th, 2019 - nass is the author of the media equation how people treat puters televisions and new media like real people and places new york cambridge university press and an uping book voice'**

**'professor clifford i nass expert on human puter**

May 28th, 2020 - his research has been applied to more than 250 media products and services produced by microsoft toyota nissan bmw philips sony time warner hewlett packard charles schwab and fidelity"pdf the media equation how people treat puters

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**'the media equation how people treat puters television**

June 4th, 2020 - the book the media equation how people treat puters 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'

**'reeves b and nass c 1996 the media equation how**

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**'the stereotype content model using a social psychology**

June 4th, 2020 - clifford nass and byron reeves both professors at stanford university

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*demonstrated in their famous book the media equation how people treat puters television and new media like real people and places 1996 that humans react to puters in the same way they react to other humans'*

***'the media equation how people treat puters***

*May 30th, 2020 - based on numerous psychological studies this book concludes that people not only can but do treat puters televisions and new media as real people and places studies demonstrate that people are polite to puters that they treat puters with female voices differently than male ones that large faces on a screen can invade our personal space and that on screen and real life motion can provoke the same physical responses'*

***'the media equation how people treat puters***

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***'mass media equation***

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***'experience as a moderator of the media equation the***

**April 27th, 2020 - the media equation is based on the idea that people respond socially to puters in its simplest form the media equation can be stated as media equals real life more broadly it is the concept that people s interactions with televisions puters and new media are fundamentally social and natural reeves and nass 1996 in media'**

***'the media equation does not always apply people are not***

**March 27th, 2020 - the media equation asserts that people treat and behave towards puters in much the same way as towards other people for example regarding politeness we report the results of a study investigating the validity of the media equation for pdas and smart phones twenty five users each performed seven tasks with one of four pdas or a smart phone'**

***'the media equation linkedin slideshare***

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June 8th, 2020 - the media equation how people treat puters television and new media like real people and places by byron reeves and clifford nass is a groundbreaking book that is still extremely relevant today 24 years after its publication if this volume had an immediate impact on thinking about human puter interaction this impact has grown"**the media equation**

June 1st, 2020 - the media equation is a general munication theory that claims that people tend to treat puters 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 pletely unaware of originally based on the research of clifford nass and byron reeves at stanford university the theory explains that peopl"**read download the media equation pdf pdf download**

May 20th, 2020 - how people treat puters television and new media like real people and places author byron reeves publisher center for the study of language and information publications isbn category puters page 317 view 134'

**'making new robot friends mit media lab**

May 26th, 2020 - researchers have spent the past 25 years showing that humans respond to puters and machines as if those objects were people there s even a classic book published by byron reeves and clifford nass in 1996 titled the media equation how people treat puters television and new media like real people and places among their findings"**the media equation how people treat puters**

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**'fsi byron reeves**

May 25th, 2020 - byron reeves received a b f a in graphic design from southern methodist university and his m a and a ph d in munication from michigan state university prior to joining stanford in 1985 he taught at the university of wisconsin where he was director of graduate studies and associate chair of the mass munication research center he teaches courses in mass munication"**the media equation how people treat puters television**

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