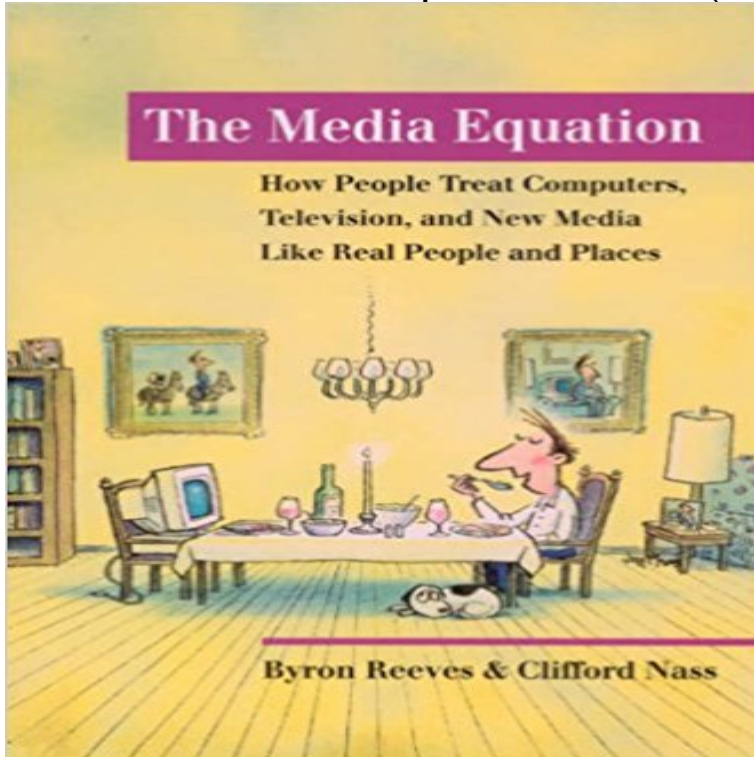


# The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places (CSLI Lecture Notes S)



Can human beings relate to computer or television programs in the same way they relate to other human beings? Based on numerous psychological studies, this book concludes that people not only can but do treat computers, televisions, and new media as real people and places. Studies demonstrate that people are polite to computers; that they treat computers 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. Using everyday language to engage readers interested in psychology, communication, and computer technology, Reeves and Nass detail how this knowledge can help in designing a wide range of media.

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