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'fsi byron reeves

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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"ambient intelligence

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'the effects of the media equation on children

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