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Titolo	Persuasion on-line and communicability [[electronic resource]] : the destruction of credibility in the virtual community and cognitive models // Francisco V. Cipolla-Ficarra
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ISBN	1-61668-701-0
Descrizione fisica	1 online resource (80 p.)
Collana	Computer science, technology and applications
Disciplina	006.7
Soggetti	Interactive multimedia - Social aspects Human-computer interaction User interfaces (Computer systems) Persuasion (Psychology)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Techniques and methods -- Models and guidelines for interactive design -- From human-computer communication to human-computer interaction -- Persuasion: main variables of communication in the virtual community -- Persuasion complexity: dynamic persuader and interactive persuaded person -- Persuasion, education and new technologies -- Lesson learned and conclusion.