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	Descrizione fisica	1 online resource (80 pages)
	Collana	Computer science, technology and applications.
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	Soggetti	Interactive multimedia - Social aspects Human-computer interaction User interfaces (Computer systems) Persuasion (Psychology)
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	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.
	Sommario/riassunto	In the era of quality in interactive communications, persuasion is an implicit attribute in the human-computer interaction process and the human-computer interface design. This book focuses on its presence in the online systems aimed at university education.