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By MEI) LUO BO TE F BO TE (Robert F.Potter)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-08-01 Pages: 286 Publisher: Tsinghua University Press title: Communication and cognitive science: theories and methods of measurement of media psychophysiology original price: 48.00 yuan of: (U.S.) Robert F Potter (Robert F.Potter) Publisher: Tsinghua University Press Publication Date :2012-08-01ISBN: 9787302292272 Words: Page: 286 Edition: 1 Format: Folio: 16 Weight: Editor's Choice This book is a comprehensive media reaction psychophysiology research. comprehensive introduction. It describes the media psychophysiology theoretical basis. methods. techniques. and in this area the most up-to-date research. It is one of the most important branches of Communication Studies propagation and effects of an expanding. to display real-time reaction psychophysiology measurement method. greatly promote the traditional media effects of psychological research. the latter That is an important supplement. Communication and cognitive science: media psychophysiology measurement theory and methods to introduce the reader the psychophysiology of theoretical assumptions as well as the acquisition of the operational details of the psychophysiology data. In addition to discussing the specific measurement. but also includes a brief review of the recent experiments done. Psychophysiology method used in these experiments. measuring how the...



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