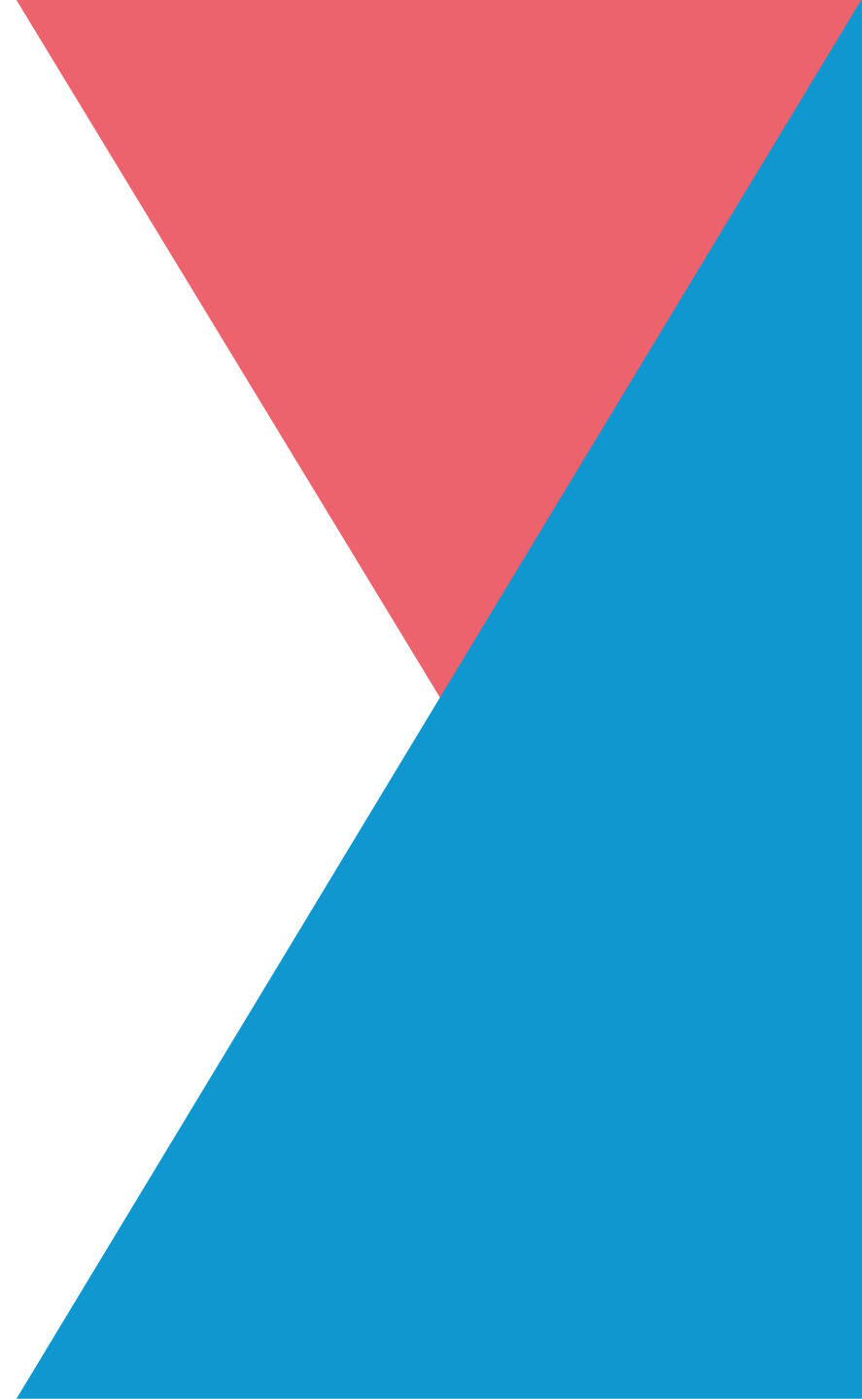


# Interactivity



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## Interactivity

interaction

all actions that human performs with a object  
in a given environment

human-human / human-media / human-computer



interactive

possibility of such action



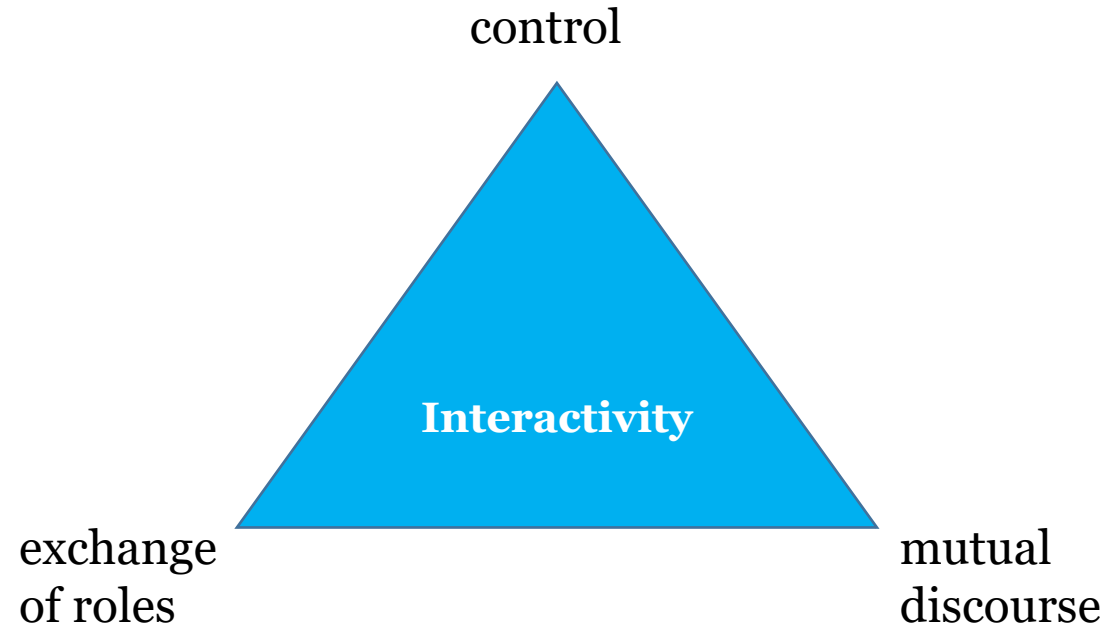
interactivity

the delivery of a message  
in a series of exchanges of communication

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## Interactivity

**communication situation** - series of exchangeable process



**control** - content, timing, and sequence of communication behavior

**exchange of roles** - between message sender and receiver

**mutual discourse** - A's reaction to B occurs sequentially

### **Strengths**

Applicable to various interactive communication

### **Weaknesses**

No specific variables