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**Computer Models  
and Technology  
in Media Research**

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Editors  
Rolf A. Zwaan  
and  
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# Computer Models and Technology in Media Research

*Edited by*

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## PREFACE

In recent times, computers have rapidly changed scholarly culture, not only that of the sciences and social sciences, but perhaps even more significantly that of the humanities. Obviously, a discipline like artificial intelligence would never have evolved without the computer; and cognitive psychology would not stand where it stands today without the benefits of the computer. But the same goes for branches of literary studies: the empirical study of literature and literary computing. In these fields the computer has made itself indispensable both as a tool for the production, dissemination, and retrieval of scholarly texts and bibliographical information, and as a research instrument. And as literary studies is at least in part developing into a media science (studying not only literary texts, but many more aspects of human communication), the interest in the methods and concepts of cognitive science is likely to increase in the years to come.

However, up to now literary scholars have only begun to explore the world of cognitive science and its use of the computer. And it is not yet clear how researchers facing complex questions like literary comprehension and the aesthetic experience could benefit from a cognitive approach to language understanding; let alone how cognitive science could benefit from a 'literary' point of view. The contributions to this volume were solicited with these questions in mind. If anything, we, as editors, hope that the volume shows the possibilities for a cross-fertilization between literary studies and the cognitive sciences towards a media science.

We thank Siegfried J. Schmidt for inviting us to guest-edit the special issue of *Poetics*, which has led to this volume. We also thank Katinka Dijkstra for her support.

Rolf Zwaan and Dietrich Meutsch  
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