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Editorial Preface

This last 2004 issue comes in a period in which PsychNology Journal has been honored with signals of appreciation from the scientific community, first of all the inclusion into major indexing databases. The themes gravitating around the label of 'the other side of technology' are accruing, issue by issue, like gifts under a Christmas Tree, revealing their richness and providing a place for unplanned encounters among previously unknown streams of research. May it be cross-fertilization or simple 'exposure' to differences, such occasional encounters are more important nowadays given the tendency to create small areas of interests and to stay within their confines. In the present issue, there is a series of individual valuable contributions that we offer to our readers.

The opening one, by Alexander Voiskounsky, describes a study on Russian MUD's users and tests the feasibility of the 'flow' concept to explain their longstanding fidelity to the medium. In order to do this, a questionnaire has been built and administered. Readers will find all about it in the article. The paper by Henrik Wimelius is an exploratory application of Environmental Psychology to the study of web sites. The idea is that the perception of web pages may be equaled to the perception of new environments and measured according to the parameters proved relevant there, namely complexity, spatial configuration and mystery; particularly interesting is the role of functionality and aesthetics. Hokyong Ryu proposes some

guidelines with which designers can evaluate the effectiveness of their system by using a revised interaction cycle model. The discussion is enriched with several examples and illustrations. The conclusive paper by Carlos Andres Ruggeroni (in Spanish) is a reflection on the way in which the idea of 'virtual' in the field of human-computer interaction can be better understood through the concepts of 'artefacts' and 'construction' elaborated by cultural psychology.

Yours,

The Editors-in-Chief

Luciano Gamberini
Anna Spagnolli
Giuseppe Riva