

# Persuasive Papers

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Persuasive Technology. Designing for Future Change - Sandra Burri Gram-Hansen 2020-04-07

This book constitutes the refereed proceedings of the 15th International Conference on Persuasive Technology, PERSUASIVE 2020, held in Aalborg, Denmark, in April 2020. The 18 full papers presented in this book were carefully reviewed and selected from 79 submissions. The papers are grouped in the following topical

sections: methodological and theoretical perspectives on persuasive design; persuasive in practice, digital insights; persuasive technologies for health and wellbeing; persuasive solutions for a sustainable future; and on security and ethics in persuasive technology.

*Persuasive Essay* - Kathryn Jacobs 2018-11

The most important form of writing in academics

whether for class or for standardized tests is the same skill of persuasion that is monumentally important in life. This 6 page laminated guide has the essentials of building a level of persuasion that cannot be beat. With the task of "selling a jar of trouble" the breakdown of skills to selling an idea, concept or viewpoint in essay form are just as useful for a speech, debate or a sales pitch. Boost scores for essays and on standardized tests for less money than the cost of lunch. Communication & Ethos Goals The Target Audience The Unintended Audience Engaging the Audience Authority & Audience Identifying with the Audience (Immersion) Venue Matters The Vexed Problem of Literacy Outline: How to Persuade People to Buy Trouble Sample Persuasive Essay & Breakdown *Persuasive Technology* - Thomas MacTavish 2015-05-25

This book constitutes the refereed proceedings of the 10th International Conference on Persuasive Technology, PERSUASIVE 2015, held

in Chicago, IL, USA in June 2015. The 19 revised full papers and 5 revised short papers presented were carefully reviewed and selected from 41 submissions. The papers are grouped in topical sections on understanding individuals, empowering individuals and understanding and empowering communities.

**How to Write an Essay: What is a Persuasive Essay?** - Brenda Rollins 2013-05-01

\*\*This is the chapter slice "What is a Persuasive Essay?" from the full lesson plan "How to Write an Essay"\*\* Take the fear out of writing essays and empower your students by giving them the tools to comprehensively express their point of view. Our workbook provides clear and concise lessons about every stage of the writing process. Based on Bloom's taxonomy we offer instruction about the four most common types of essays and provide review lessons about verbs, adjectives and pronouns. You can use this material to supplement your present writing program or for independent student work. Also included is a

detailed implementation guide, student assessment rubric, word puzzles and comprehension quiz. The six color graphic organizers will assist the introduction of the skill focus and in guiding your students through their successful writing process. All of our content meets the Common Core State Standards and are written to Bloom's Taxonomy.

*Persuasive Technology* - Thomas Ploug  
2010-06-07

This book constitutes the proceedings of the 5th International Conference on Persuasive Technology, PERSUASIVE 2010, held in Copenhagen Denmark in June 2010. The 25 papers presented were carefully reviewed and selected from 80 submissions. In addition three keynote papers are included in this volume. The topics covered are emotions and user experience, ambient persuasive systems, persuasive design, persuasion profiles, designing for health, psychology of persuasion, embodied and conversational agents, economic incentives,

and future directions for persuasive technology.  
**Essays in Persuasion** - J. Keynes 2016-04-30  
This reissue of the authoritative Royal Economic Society edition of *Essays in Persuasion* features a new introduction by Donald Moggridge, which discusses the significance of this definitive work. The essays in this volume show Keynes' attempts to influence the course of events by public persuasion over the period of 1919-40.

*Anthem Guide to Essay Writing* - Carole L. Hamilton 2011

plan, write and revise your essay draft --  
[Crafting Opinion and Persuasive Papers](#) - Tim Clifford 2013-01-01

"Learning how to write opinion and persuasive papers is essential. Your students' performance on state assessments—and their overall development as young writers—depends on their ability to handle this demanding genre. In *Crafting Opinion and Persuasive Papers*, Tim Clifford explains the instructional steps needed to develop both opinion and persuasive papers.

From evaluating positions to adding support, he presents lessons with the genre-specific Target Skills® you need to support your students' progress. Invaluable for content-area and language-arts teachers, this book will help you teach your students to examine the validity of claims, comprehend the differences between fact and fiction, support positions with evidence, and understand audience and author's purpose. Instruction in the craft of opinion and persuasive writing will also enable your students to make informed judgments about the validity of the messages to which they are exposed, a vital skill in this information-rich age."

*Writing Across the Curriculum* - Shelley S.

Peterson 2008-08-08

As the amount of curriculum in today's classrooms expands and teaching time seems to shrink, teachers are looking for ways to integrate content area and writing instruction. In this revised and expanded edition of *Writing Across the Curriculum*, Shelley Peterson shows

teachers how to weave writing and content area instruction together in their classrooms. The author provides practical and helpful ideas for classroom teachers and content-area specialists to easily incorporate writer's workshop while teaching in their subject area. New features in this second edition include:

- Websites that can be used to teach writing (e.g., wiki's, weblogs, and digital storytelling)
- Examples from grades 4-8 classrooms that show how science, social studies, health, and mathematics teachers can also be teachers of poetry, narrative, and non-narrative writing
- New assessment scoring guides
- Information on working with struggling writers and supporting English Language Learners
- Graphic organizers, templates, and mini-lessons that engage students in learning

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**Persuasion Points** - Brian Backman 2013

"Persuasion Points answers those questions for secondary teachers, helping you seamlessly teach the explicit elements of high-scoring persuasive essays, which are so important for end-of-course writing examinations, state assessments, advanced courses, and national college-entrance tests. These 82 ready-to-go strategic exercises save you time and make writing instruction easy to incorporate in your instructional hour. Author Brian Backman includes: -writing exercises for students, with

teacher notes and reference sheets; -tools to help students practice drafting, revising, and editing their essays while infusing elements of style; -practice essays for students to score against a rubric; -skill-sharpening games and activities for the whole class; questions for close reading; a glossary of terms; and 101 writing prompts. With Persuasion Points, your students will be able to tackle any persuasive writing task with confidence!"

**Persuasive Technology** - Jaap Ham 2018-04-03

This book constitutes the refereed proceedings of the 13th International Conference on Persuasive Technology, **PERSUASIVE 2018**, held in Waterloo, ON, Canada, in April 2018. The 21 revised full papers and 4 short papers presented were carefully reviewed and selected from 59 submissions. The papers demonstrate how persuasive technologies can help solve societal issues. They explore new frontiers for persuasive technology, such as personalized persuasion, new sensor usage, uses of big data, and new

ways of creating engagement through gaming or social connection, focusing on a variety of technologies (e.g., web, wearables, AI, and smart environments). The papers are organized in the following topical sections: social means to persuasion; nudging and just-in-time interventions; design principles and practices; persuasive games; personalization and tailoring; and theoretical reflections.

Perspectives on the American Revolution - Angelo Parra 2011

To some, England had the right to govern the thirteen American colonies. To others, England was violating the colonists' rights. Still others took no side. Which would prevail loyalty to the king, freedom now, or peace at any price? Read these essays to find out.

**Persuasive Technology: Development of Persuasive and Behavior Change Support Systems** - Harri Oinas-Kukkonen 2019-04-03

This book constitutes the refereed proceedings of the 14th International Conference on

Persuasive Technology, PERSUASIVE 2019, held in Limassol, Cyprus, in April 2019. The 29 full papers presented were carefully reviewed and selected from 79 submissions. The papers demonstrate how persuasive technologies can help solve societal issues. They were subsequently grouped in the following topical sections: Terminologies and methodologies; self-monitoring and reflection; systems development process; drones and automotives; ethical and legal aspects; special application domains; motivation and goal setting; personality, age and gender; social support; user types and tailoring. Persuasive Technology - Persuasive, Motivating, Empowering Videogames - Anna Spagnolli 2014-04-22

This book constitutes the refereed proceedings of the 9th International Conference on Persuasive Technology, PERSUASIVE 2014, held in Padua, Italy, in May 2014. The 27 revised full papers and 12 revised short papers presented were carefully reviewed and selected from 58

submissions. In addition to the themes of persuasive technology dealt with in the previous editions of the conference, this edition highlighted a special theme, i.e. persuasive, motivating, empowering videogames.

White Papers For Dummies - Gordon Graham  
2013-03-20

A fast and easy way to write winning white papers! Whether you're a marketing manager seeking to use whitepapers to promote your business, or a copywriter keen to break into this well-paying field, *White Papers For Dummies* gives you a wealth of practical, hands-on advice from one of the world's leading experts in the field. The fact-based documents known as white papers have been called the "king of content." No other B2B marketing piece can do more to generate leads, nurture prospects, and build mindshare. Where white papers were once used only by technology firms, they are becoming "must-have" items in the marketing toolkit for almost any B2B firm. Practically every startup

must produce a white paper as part of its business planning. But writing effective white papers is a big challenge. Now you can benefit from the experience of a white paper specialist who's done more than 200 projects for clients from Silicon Valley to Finland, from mighty Google to tiny startups. Author Gordon Graham—also known as That White Paper Guy—provides dozens of tips and tricks to help your project come together faster and easier. *White Papers For Dummies* will help you to: Quickly determine if your B2B firm could benefit from a whitepaper Master the three phases of every white paper project: planning, production, and promotion Understand when and how to use the three main types of whitepaper Decide which elements to include and which to leave out Learn the best practices of seasoned white paper researchers and writers Choose from 40 different promotional tactics to get the word out Avoid common mistakes that many beginners make

Essays in Keynesian Persuasion - Maria Cristina Marcuzzo 2019-05-02

This collection of essays provides a comprehensive and detailed account of several aspects of the Cambridge School of Economics, which featured a number of outstanding figures such as Keynes, Sraffa, Kahn, and Joan Robinson. Scholars interested in heterodox economics, the history of economic thought and political economy will find in this book the Keynesian leitmotivs—the fight against unemployment, and the roles of money and uncertainty—which make Keynes’s legacy relevant for today’s world. The contributions here are written in the spirit of Keynes, and are persuasive and accessible to the general public.

*Persuasive Technology* - Alexander Meschtscherjakov 2016-03-22

This book constitutes the refereed proceedings of the 11th International Conference on Persuasive Technology, PERSUASIVE 2016, held in Salzburg, Austria, in April 2016. The 27

revised full papers and 3 revised short papers presented were carefully reviewed and selected from 73 submissions. The papers are grouped in topical sections on individual differences, theoretical reflections, prevention and motivation, methods and models, games and gamification, interventions for behavior change, and design strategies and techniques.

*Persuasive Technology* - Raian Ali 2021-06-23

This book constitutes the refereed post-conference proceedings of the 16th International Conference on Persuasive Technology, PERSUASIVE 2021, held as a virtual event, in April 2021. The 17 full papers presented in this book together with 8 short papers were carefully reviewed and selected from 67 submissions. The papers are grouped in topical sections as follows: persuasive affective technology; digital marketing, ecommerce, etourism and smart ecosystems; and persuasion and education.

**The Broadview Anthology of Expository Prose: Second Edition** - Tammy Roberts

2011-05-25

A substantial selection of classic essays allows readers to trace the history of the essay from Swift to Woolf and Orwell and beyond. A selection of the finest of contemporary essays—from Witold Rybcynski to David Sedaris and Elizabeth Kolbert—provides a broad sample of the genre in the late twentieth and early twenty-first centuries. The academic essays begin with classic selections from such writers as Darwin and Charles Lyell, but the emphasis is on recent decades. Emphasized as well are academic papers or essays that have been especially influential or controversial, from Luis and Walter Alvarez’s suggestion that an asteroid caused the extinction of the dinosaurs to Judith Rich Harris’s argument that the influence of peers may be at least as influential in the formation of personality as that of parents. Works of different lengths, levels of difficulty and subject matter are all represented, as are narrative, descriptive and persuasive essays.

Also included in the text is a range of questions and suggestions for discussion. The text selections are numbered by paragraph for ready reference. Added to the second edition are new selections by Malcolm Gladwell, Doris Lessing, Eric Schlosser, Binyavanga Wainaina, and over twenty others. This new edition also provides pairings of informal and academic articles that address the same topic, allowing readers to consider contrasting approaches.

Psychology Applied to Teaching - Jack Snowman  
2014-03-19

This title has received wide acclaim for its practical and reader-friendly approach to educational psychology, which demonstrates how complex psychological theories apply to the everyday experiences of in-service teachers. Coverage of educational psychology is framed so that aspiring or developing teachers can see themselves as professionals who continuously seek, find, and test better ways to help their students succeed. PSYCHOLOGY APPLIED TO

TEACHING, 14th Edition, combines fresh concepts and contemporary research with long-standing theory and applications to create a book that addresses the needs of today's teachers and students. This edition also features integration of InTASC Standards, new Learning Objectives correlated with chapter headings and summaries, new Guides to Reading and Studying, new first-person accounts (Improving Practice through Inquiry: One Teacher's Story), and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Readings in Propaganda and Persuasion - Garth S. Jowett 2006

"This collection of readings in propaganda and persuasion is designed to serve as either a companion to Jowett and O'Donnell's text *Propaganda and Persuasion* or as a single class resource. The contents range from seminal essays by Jacques Ellul, Kenneth Burke, and

Paul M.A. Linebarger to articles by well-known writers on propaganda such as Philip Taylor and David Culbert to new essays about responses to 9/11, the treatment of Afghan women, persuasion in the built environment, and public diplomacy as propaganda. Also included are analyses of the relationship between rhetoric and propaganda, essays about the definition of propaganda, propaganda in the Boston Massacre of the American Revolution, the Bolshevik Revolution, and American, British, and German propaganda during World War II, and brainwashing in the Korean War." -- Publisher.  
**The Liberal Persuasion** - John Patrick Diggins  
2017-03-14

For more than half a century, the celebrated historian Arthur Schlesinger, Jr., has been the guiding force of American liberalism, both intellectually and in practice. The author of many critically acclaimed books, Schlesinger vigorously defended FDR's New Deal policies in his earliest writings and later served as a close

advisor to President John F. Kennedy. In this volume, twenty of today's most eminent historians join forces to explore Schlesinger's unique brand of liberalism--one that has steered clear of ideological extremism and social fragmentation, favoring instead pluralism and the pragmatic use of state power. By engaging the reader in various aspects of his career and intellectual pursuits, these essays offer an exhilarating journey through American political history, from the Jackson era to multiculturalism, while demonstrating historical writing at its best. The volume opens with essays on Schlesinger as a historian and a political participant, contributed by William E. Leuchtenburg, Hugh Thomas, George Kennan, John Kenneth Galbraith, and John Morton Blum. The influence of the Jackson era is explored by Robert Remini, Sean Wilentz, and Jean V. Matthews. In a section on modern liberalism and governance, such topics as the New Deal, the Great Society, and the fate of liberalism under

the Carter administration are discussed by Alan Brinkley, Kathleen D. McCarthy, Fred Siegel, Leo P. Ribuffo, and Richard C. Wade. Betty Miller Unterberger and Ronald Steel comment on liberalism and the Cold War. Louis Menand and Eugene D. Genovese explore ideological controversies within liberalism, including pragmatic liberalism and relativism and multiculturalism. In the final section, George Cotkin, Neil Jumonville, and Sir Isaiah Berlin write on three figures whom Schlesinger greatly admired: William James, Henry Steel Commager, and Edmund Wilson. Originally published in 1997. The Princeton Legacy Library uses the latest print-on-demand technology to again make available previously out-of-print books from the distinguished backlist of Princeton University Press. These editions preserve the original texts of these important books while presenting them in durable paperback and hardcover editions. The goal of the Princeton Legacy Library is to vastly increase access to the rich scholarly

heritage found in the thousands of books published by Princeton University Press since its founding in 1905.

**Persuasive Writing** - Tara McCarthy 1998

Provides practical ideas and strategies for exploring and teaching persuasive writing in grades 4-8. Includes reproducibles, graphic organizers, mini-lessons and check-lists.

*Writing a Persuasive Essay* - R. E. Myers  
2006-01-02

Write on! Write with students in grades 5 and up using *Writing a Persuasive Essay*. This 80-page book breaks down persuasive writing into manageable steps such as choosing a subject, analyzing, defining terms, gathering information and organizing. Also covers supporting an argument, reviewing and writing the essay, revising, and finalizing. Clear information and examples teach students how to complete each step. The book also includes information for teachers and parents and tips for evaluating student responses.

**Writing a Persuasive Essay, Grades 5 - 8** - R.

E. Myers 2008-09-02

Write on! Write with students in grades 5 and up using *Writing a Persuasive Essay*. This 80-page book breaks down persuasive writing into manageable steps such as choosing a subject, analyzing, defining terms, gathering information and organizing. Also covers supporting an argument, reviewing and writing the essay, revising, and finalizing. Clear information and examples teach students how to complete each step. The book also includes information for teachers and parents and tips for evaluating student responses.

**Persuasive Technology** - Harri Oinas-

Kukkonen 2008-06-29

This book constitutes the refereed proceedings of the Third International Conference on Persuasive Technology, *PERSUASIVE 2008*, held in Oulu, Finland, in June 2008. The 17 revised full papers and 12 revised short papers presented together with 3 keynote papers were

carefully reviewed and selected from 63 submissions. The papers are organized in topical sections on social network systems, knowledge management, applications, conceptual frameworks, perspectives on persuasive technology, peer-to-peer and social networks, self-persuasion and timing, well-being applications, and theoretical considerations.

*Persuasive Technology* - Raian Ali 2021-06-22

This book constitutes the refereed post-conference proceedings of the 16th International Conference on Persuasive Technology, PERSUASIVE 2021, held as a virtual event, in April 2021. The 17 full papers presented in this book together with 8 short papers were carefully reviewed and selected from 67 submissions. The papers are grouped in topical sections as follows: persuasive affective technology; digital marketing, ecommerce, etourism and smart ecosystems; and persuasion and education.

*Professional Learning Conversations* - Lorna M. Earl 2008-02-29

This volume provides informed arguments, theory and practical examples based on research about what it looks like when educators, policy makers, and even students, try to rethink and change their practices by engaging in evidence-based conversations to challenge and inform their work. It allows the reader to experience these conversations. Each story reveals the depth of thinking that change requires, showing that change requires new learning and new learning is hard.

**A+ Guide to Persuasive Essays** - Alison Plus 2014-12-20

Persuasive essays, also called written arguments, are among the most common writing assignments and are used across the curriculum. Yet, despite their common use, many students struggle with the basics of creating a compelling, persuasive argument. Focusing on the four keys to persuasive writing, this booklet uses a step-by-step method to start with an assignment and end with a final draft. By

following the clear examples and relying on the included templates, the writer will be able to generate a solid piece of persuasive writing on any topic. Table of Contents: How to Use This Booklet A Special Note about Rogerian Argument Step One: Understand the Assignment Step Two: The Working Outline Step Three: The Thesis Statement Checklist: Eight Things That Can Change Your Grade Step Four: The Introductory Paragraph Step Five: Body Paragraphs Checklist: How to Test Paragraph Organization and Development Step Six: Counter-Arguments Step Seven: Refutations Step Eight: The Conclusion Paragraph Step Nine: The Final Draft The First Layer: Revising Out Loud The Second Layer: Sentence Triage The Third Layer: "Find" Searches Fourth Layer: The Fine Points

**Essays in Persuasion** - John Maynard Keynes 1963

In the light of subsequent history, *Essays in Persuasion* is a remarkably prophetic volume

covering a wide range of issues in political economy. In articles on the Versailles Treaty. John Maynard Keynes foresaw all too clearly that excessive Allied demands for reparations and indemnities would lead to the economic collapse of Germany. In Keynes's essays on inflation and deflation, the reader can find ideas that were to become the foundations of his most renowned treatise, *The General Theory of Employment, Interest and Money* (1936). With startling accuracy Keynes forecast the economic fluctuations that were to beset the economies of Europe and the United States and even proposed measures which, if heeded at the time, might have warded off an era of world-wide depression. His views on Soviet Russia, on the decline of laissez-faire, and the possibilities of economic growth are as relevant today as when Keynes originally set them forth.

[Persuasive Technology: Development and Implementation of Personalized Technologies to Change Attitudes and Behaviors](#) - Peter W. de

Vries 2017-03-13

This book constitutes the refereed proceedings of the 12th International Conference on Persuasive Technology, PERSUASIVE 2017, held in Amsterdam, The Netherlands, in April 2017.

The 23 revised full papers presented were carefully reviewed and selected from 85 submissions. The papers are grouped in topical sections on health(care), monitoring, and coaching; personality, personalization, and persuasion; motivations, facilitators, and barriers; design principles and strategies.

### **Handbook of Educational Psychology -**

Patricia A. Alexander 2012-11-12

Sponsored by Division 15 of APA, the second edition of this groundbreaking book has been expanded to 41 chapters that provide unparalleled coverage of this far-ranging field. Internationally recognized scholars contribute up-to-date reviews and critical syntheses of the following areas: foundations and the future of educational psychology, learners' development,

individual differences, cognition, motivation, content area teaching, socio-cultural perspectives on teaching and learning, teachers and teaching, instructional design, teacher assessment, and modern perspectives on research methodologies, data, and data analysis. New chapters cover topics such as adult development, self-regulation, changes in knowledge and beliefs, and writing. Expanded treatment has been given to cognition, motivation, and new methodologies for gathering and analyzing data. The Handbook of Educational Psychology, Second Edition provides an indispensable reference volume for scholars, teacher educators, in-service practitioners, policy makers and the academic libraries serving these audiences. It is also appropriate for graduate level courses devoted to the study of educational psychology.

### **Persuasive Technology: Design for Health and Safety -** Magnus Bang 2012-05-29

This book constitutes the proceedings of the 7th

International Conference on Persuasive Technology, PERSUASIVE 2012, held in Linköping, Sweden, in June 2012. The 21 full papers presented together with 5 short papers were carefully reviewed and selected from numerous submissions. In addition three keynote papers are included in this volume. The papers cover the typical fields of persuasive technology, such as health, safety and education.

### **Persuasive Essay on Why Tuition Fees Will Not Improve the German University System**

- Sebastian Dregger 2006-09-24

Essay from the year 2006 in the subject English Language and Literature Studies - Other, grade: 1, University of Trier, course: Written Forms of Communication 2, 0 entries in the bibliography, language: English, abstract: Are tuition fees really the only way to improve the German university system? According to German politicians, this seems to be the case. They argue that only tuition fees can increase the financial resources of the bad-equipped German

universities and that a tuition-based university system would force students to study more efficiently and to graduate much faster from college than they do today.

### **Persuasive Technology** - Nilufar Baghaei 2022

This book constitutes the refereed post-conference proceedings of the 17th International Conference on Persuasive Technology, PERSUASIVE 2022, held as a virtual event, in March 2022. The 13 full papers presented in this book together with 7 short papers were carefully reviewed and selected from 46 submissions.

### **How to Write an Essay: Writing a Persuasive Essay** - Brenda Rollins 2013-05-01

\*\*This is the chapter slice "Writing a Persuasive Essay" from the full lesson plan "How to Write an Essay"\*\* Take the fear out of writing essays and empower your students by giving them the tools to comprehensively express their point of view. Our workbook provides clear and concise lessons about every stage of the writing process. Based on Bloom's taxonomy we offer instruction

about the four most common types of essays and provide review lessons about verbs, adjectives and pronouns. You can use this material to supplement your present writing program or for independent student work. Also included is a detailed implementation guide, student assessment rubric, word puzzles and comprehension quiz. The six color graphic organizers will assist the introduction of the skill focus and in guiding your students through their successful writing process. All of our content meets the Common Core State Standards and are written to Bloom's Taxonomy.

*Essays and Term Papers* - SparkNotes  
2014-02-04

SparkCharts™: The information you need- concisely, conveniently, and accurately. Created by Harvard students for students everywhere, these study companions and reference tools cover a wide range of college and graduate school subjects, from Business and Computer Programming to Medicine, Law, and Languages.

They'll give you what it takes to find success in school and beyond. Outlines and summaries cover key points, while diagrams and tables make difficult concepts easier to grasp. This four-page helps writers of all levels to:

Understand the characteristics of persuasive essays, personal essays, and research papers  
Structure an argument and prepare to write  
Write papers Understand and avoid plagiarism  
Edit successfully Format a paper Cite sources

**The Great Persuasion** - Angus Burgin  
2012-10-30

Just as economists struggle today to justify the free market after the global economic crisis, an earlier generation revisited their worldview after the Great Depression. In this intellectual history of that project, Burgin traces the evolution of postwar economic thought in order to reconsider the most basic assumptions of a market-centered world.

Persuasive Technology - Thomas MacTavish  
2015-06-09

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