



## Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship (MIT Press)

By Clifford Nass, Scott Brave

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Interfaces that talk and listen are populating computers, cars, call centers, and even home appliances and toys, but voice interfaces invariably frustrate rather than help. In *Wired for Speech*, Clifford Nass and Scott Brave reveal how interactive voice technologies can readily and effectively tap into the automatic responses all speech -- whether from human or machine -- evokes. *Wired for Speech* demonstrates that people are "voice-activated": we respond to voice technologies as we respond to actual people and behave as we would in any social situation. By leveraging this powerful finding, voice interfaces can truly emerge as the next frontier for efficient, user-friendly technology.

*Wired for Speech* presents new theories and experiments and applies them to critical issues concerning how people interact with technology-based voices. It considers how people respond to a female voice in e-commerce (does stereotyping matter?), how a car's voice can promote safer driving (are "happy" cars better cars?), whether synthetic voices have personality and emotion (is sounding like a person always good?), whether an automated call center should apologize when it cannot understand a spoken request ("To Err is Interface; To Blame, Complex"), and much more. Nass and Brave's deep understanding of both social science and design, drawn from ten years of research at Nass's Stanford laboratory, produces results that often challenge conventional wisdom and common design practices. These insights will help designers and marketers build better interfaces, scientists construct better theories, and everyone gain better understandings of the future of the machines that speak with us.

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- Sales Rank: #199050 in Books
- Published on: 2007-02-23
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .60" w x 7.00" l, 1.05 pounds
- Binding: Paperback
- 319 pages

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### Editorial Review

#### Review

With *Wired for Speech*, Clifford Nass and Scott Brave have done a brilliant job of tracing the implications of the intensely social nature of speech for the burgeoning arena of voice interface systems. Anyone interested in these systems would do well to read this book.

(Robert B. Cialdini, Arizona State University, author of *Influence: Science and Practice*)

I found *Wired for Speech* absolutely fascinating, full of amazing insights. It tells us that the more we are forced to learn how to interact with computers, the more we learn about the most human part of ourselves: that we are not only the masters but the slaves of speech.

(Robert MacNeil, coauthor of *Do You Speak American?*)

This is a deeply insightful and immensely useful tour of what is sure to become the most important human-machine interface. As someone who thought he knew all about speech interaction, I was nonetheless surprised again and again as I read through it. Remember *2001*? Well, if Hal's fictional designers had read *Wired for Speech*, Hal not only would have brought his ship's crew back alive, he would have delivered a flawless Academy Award speech as well!

(Paul Saffo, Director, Institute for the Future)

Should a computer refer to itself as 'I'? Questions such as these are philosophical, with implications that range from the social to the psychodynamic. In this dense and fascinating work, they are treated empirically: in a series of systematic investigations, the voice of the machine emerges as a new evocative object for thinking about how people actively draw the line between human and artificial. A compelling contribution to our understanding of computer-human relationships -- now and in the years to come.

(Sherry Turkle, author of *The Second Self: Computers and the Human Spirit* and *Life on the Screen: Identity in the Age of the Internet*)

#### About the Author

Clifford Nass is Professor, Department of Communication, and Codirector, Kozmetsky Global Collaboratory, at Stanford University. He is the author of *The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places*.

Scott Brave is Chief Technology Officer at Baynote, Inc.

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#### **Gerald James:**

In this 21st century, people become competitive in most way. By being competitive now, people have do something to make these survives, being in the middle of typically the crowded place and notice by surrounding. One thing that at times many people have underestimated that for a while is reading. Yes, by reading a book your ability to survive raise then having chance to stand than other is high. In your case who want to start reading a new book, we give you this kind of *Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship* (MIT Press) book as basic and daily reading guide. Why, because this book is usually more than just a book.

#### **Thelma Scott:**

The book *Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship* (MIT Press) will bring that you the new experience of reading the book. The author style to elucidate the idea is very unique. If you try to find new book to read, this book very suitable to you. The book *Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship* (MIT Press) is much recommended to you to learn. You can also get the e-book from the official web site, so you can more readily to read the book.

#### **Ralph Dell:**

*Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship* (MIT Press) can be one of your beginner books that are good idea. Many of us recommend that straight away because this e-book has good vocabulary that can increase your knowledge in words, easy to understand, bit entertaining however delivering the information. The article author giving his/her effort to set every word into pleasure arrangement in writing *Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship* (MIT Press) but doesn't forget the main position, giving the reader the hottest and based confirm resource data that maybe you can be one of it. This great information can easily drawn you into completely new stage of crucial considering.

#### **Christina Almonte:**

Is it anyone who having spare time after that spend it whole day through watching television programs or just lying down on the bed? Do you need something totally new? This *Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship* (MIT Press) can be the answer, oh how comes? A book you know. You are and so out of date, spending your free time by reading in this completely new era is common not a nerd activity. So what these textbooks have than the others?

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