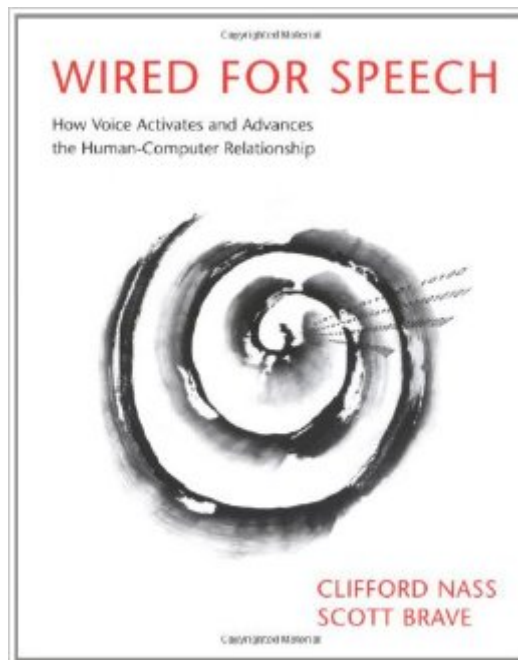


The book was found

Wired For Speech: How Voice Activates And Advances The Human-Computer Relationship (MIT Press)



Synopsis

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.

Book Information

Series: MIT Press

Hardcover: 319 pages

Publisher: The MIT Press (July 22, 2005)

Language: English

ISBN-10: 0262140926

ISBN-13: 978-0262140928

Product Dimensions: 7 x 0.6 x 9 inches

Shipping Weight: 1.5 pounds

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #888,563 in Books (See Top 100 in Books) #21 inÂ Books > Computers & Technology > Software > Voice Recognition #354 inÂ Books > Computers & Technology > Computer Science > Human-Computer Interaction

Customer Reviews

If you're designing voice user interfaces, you should buy this book. The basic premise of the book is that when a computer has a voice--and it doesn't matter whether the voice is a recorded human or synthesized--people are going to subconsciously interact with the computer as if it is human (bringing their biases about gender, ethnicity, and personality). I bought this book thinking I would skim it for ideas before writing a proposal. The proposal was focused on improving human-computer interaction for a communications device that uses voice (speech recognition) as the input and the output. Well, I skimmed the first couple of chapters and realized that I really should read them more closely. I learned a couple of great nuggets on voice gender that influenced what I would include in the proposal. Then I skimmed the next couple of chapters on personality of voices, realized I should read those more closely, learned a few more nuggets that I knew were going into the proposal. At that point, I realized I needed to read the whole book closely and fast. Luckily, that was not a problem. The book is an easy read. Every chapter talks about an important design issue for voice user interfaces, describes the decisions that a designer could make, then outlines the research that was done, explains what was learned from the research, and discusses the implications of that research for how you should design your interface. In short, this book completely changed the proposal, and I think we have a much better chance of winning the business. Furthermore, I have already identified about 5 major things we can do to improve our existing products that I did not know about before reading this book.

This is must reading for anyone in e-commerce marketing. The insight that can be gained from this book is amazing.

[Download to continue reading...](#)

Wired for Speech: How Voice Activates and Advances the Human-Computer Relationship (MIT Press) Deeper Voice: Get a Deeper voice Quickly, Become a Leader: Proven way to deepen your voice: (Low pitched voice, Attractive Voice, Voice Singers, Manly Voice, Charisma, Power) Speech Therapy for Kids : Techniques and Parents Guide for Speech Therapy (speech therapy, speech therapy materials) The Voice in the Machine: Building Computers That Understand Speech (MIT Press) HACKING: Beginner's Crash Course - Essential Guide to Practical: Computer Hacking, Hacking for Beginners, & Penetration Testing (Computer Systems, Computer Programming, Computer Science Book 1) Speech and Audio Signal Processing: Processing and Perception of Speech and Music Statistical Methods for Speech Recognition (Language, Speech, and

Communication) Speech After Stroke: A Manual for the Speech Pathologist and the Family Member
Father of the Bride Speech (The 7-STEP GUIDE to Writing a Sensational Wedding Speech & Toast
Book 1) Zeitmanagement mit Microsoft Office Outlook, 8. Auflage (einschl. Outlook 2010): Die Zeit
im Griff mit der meistgenutzten BÃrossoftware - Strategien, Tipps ... (Versionen 2003 - 2010)
(German Edition) The Post Traumatic Stress Disorder Relationship: How to Support Your Partner
and Keep Your Relationship Healthy Committed to Love, Separated by Distance: How to Thrive in
Your Long Distance Relationship (Relationship and Dating Advice for Women Book 8) The
Relationship Skills Workbook: A Do-It-Yourself Guide to a Thriving Relationship The Art and
Business of Speech Recognition: Creating the Noble Voice Mosfet Modeling for VLSI Simulation:
Theory And Practice (International Series on Advances in Solid State Electronics) (International
Series on Advances in Solid State Electronics and Technology) The Physics And Modeling of
Mosfets (International Series on Advances in Solid State Electronics) (International Series on
Advances in Solid State Electronics and Technology (Unnumbered)) Advances in Modelling and
Clinical Application of Intravenous Anaesthesia (Advances in Experimental Medicine and Biology)
Pulmonary Drug Delivery: Advances and Challenges (Advances in Pharmaceutical Technology)
Hydrosilylation: A Comprehensive Review on Recent Advances (Advances in Silicon Science)
Computer Speech: Recognition, Compression, Synthesis (Springer Series in Information Sciences)

[Dmca](#)