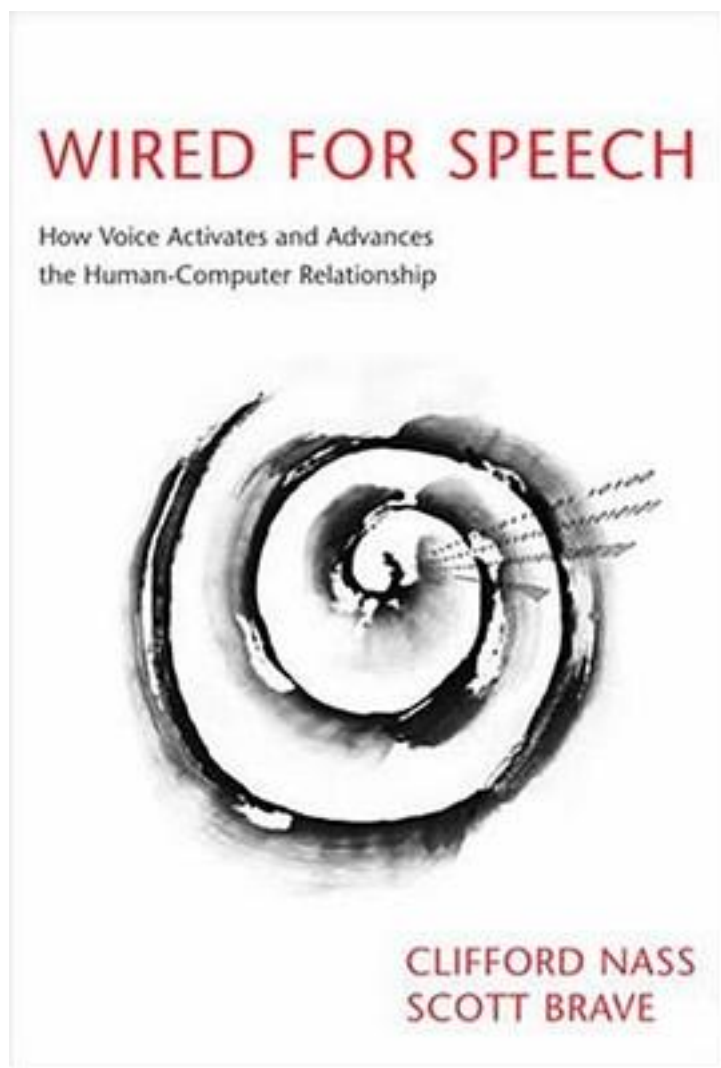


# Wired for Speech



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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.

作者介绍:

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## 标签

Human-ComputerRelationship

交互设计

Nass

语音产品

## 评论

作者用大量的实验和心理学的理论来证明语音交互设计需要更加人性化，更加社会化，交互的时候，更像一个人～  
对于初次接触语音交互设计的同学还是有一定帮助的，可以反复看一下最后的总结，深刻的思考如何去做更好的语音交互设计

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作者Nass博士是斯坦福大学交互设计的专家。在这本专注于语音交互设计的书中，作者引用了大量的心理学理论和实验从不同角度来探讨用户与AI语音的交互过程。语音交互作为人类日常生活中最常见的交互方式之一，在万物互联时代是用户接入互联网的重要途径，智能语音也成为语音交互场景下极其重要的一环。在智能语音的设计中，作者从声音本身的属性、声音带来的社会属性、以及声音对用户的影响，用户对声音的反馈几个层面进行了定义和解释。语音交互的核心要义正如作者所说，要注重用户体验。用户在和语音交互系统交流中，是否得到了丰富的社交体验，而不仅仅是对计算机说话。要避免自说自话，理想当然，切记切记！

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书评

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