## The Media Equation
How People Treat Computers, Television, and New Media Like Real People and Places
Byron Reeves and **Clifford Nass**

"Describing research and analysis in a jolly-professor/prankish-hacker way gives The Media Equation *a friendly personality, but make no mistake: This is clearly a book of magic, full of dark and dangerous spells... Many programmers will find this book inspirational, so prepare yourselves for more personalities—good, bad, and ugly—from your computer."*
—HotWired
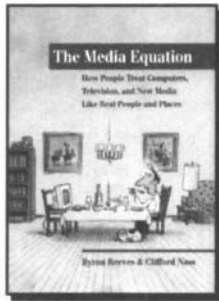
According to popular wisdom, humans never relate to a computer or a television program in the same way they relate to another human being. Or do they? In an extraordinary revision of received wisdom in the social sciences, Byron Reeves and Clifford Nass demonstrate convincingly in *The Media Equation* that our relations to computers, television, and new communication technologies are identical to real social relationships.

1996   305 pp.   1-57586-052-X   Hardback $27.95

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On Human Knowledge and Computer Representations
William J. Clancey

Situated Cognition focuses on recent changes in the design of intelligent machines. This book differs from other purely philosophical treatises in that Clancey—an insider who has built expert systems for twenty years—explores the limitations of existing computer programs and compares them to human memory and learning capabilities. Clancey examines the implications of 'situated action' from the perspective of artificial intelligence specialists interested in building robots.
Learning in Doing: Social, Cognitive and Computational Perspectives

1997   c.375 pp.   44400-4   Hardback   about $64.95
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The Map-Building and Exploration Strategies of a Simple Sonar-Equipped Mobile Robot
An Experimental, Quantitative Evaluation
D. C. Lee

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This introduction to the basic ideas of structural proof theory includes a thorough discussion of various types of first-order logic. Examples are given of several areas of application. In each case the aim is to illustrate the methods in simple situations and then apply them in more complex settings. There are numerous exercises throughout the text.
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John R. Josephson and **Susan G. Josephson**, Editors

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Natarajan Shankar

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Book
Dym, C.L. (1994). *Engineering design: A synthesis of views.* Cambridge University Press, New York.

Chapter in an edited book
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Proceedings
Craw, S., & Sleeman, D. (1990). Automating the refinement of knowledge based systems. *Proc. Ninth Europ. AI Conf.*, 167–172.

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