

Cambridge: The Logical Choice

The Media Equation

How People Treat Computers, Television, and New Media Like Real People and Places

Byron Reeves and Clifford Nass

"If [Byron and Nass'] results as reported in this startling and well-written book are confirmed by further research, the conclusions have profound implications for anyone who designs or uses computer software or communication media. At long last, social scientists are applying the methods of systematic observation and testing to some of the most troubling questions of the modern era, questions about the kind of people we've become, now that we've created machines that mimic our thoughts and behavior."

—Howard Rheingold, author of *Virtual Community*

Copublished with *CSLI Publications*

1996 317 pp. 1-57586-052-X Hardback \$27.95

A Theory of Computer Semiotics

Semiotic Approaches to Construction and Assessment of Computer Systems

Peter Bogh Andersen

This book introduces basic traditional semiotic concepts and adapts them to analyzing and designing computer systems in their symbolic context of work. It presents a novel approach to the subject, rich in examples, and is theoretically systematic but practical.

Cambridge Series in Human-Computer Interaction 3

1997 416 pp. 44868-9 Paperback \$29.95

Situated Cognition

On Human Knowledge and Computer Representations

William J. Clancey

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. He 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

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44871-9 Paperback \$24.95

Technological Innovation

Oversights and Foresights

Raghu Garud, Praveen Rattan Nayyar, and Zur Baruch Shapira, Editors

Sun Microsystems was among the first to realize the potential of reduced instruction set computing (RISC) chips that are now revolutionizing the computer industry. Though, initially, it could think of no good uses for a not-too-sticky adhesive, 3M has reaped millions from Post-It Note pads. This book suggests why these oversights and foresights occur and what actions managers must take for firms to increase their "hit-rates" or "batting-averages."

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People and Computers X

Proceedings of the HCI '95 Conference

M.A.R. Kirby, A.J. Dix, and J.E. Finlay, Editors

A broad range of HCI related topics are covered in this volume, including visualization, computer supported communication, task analysis, formal methods, user support and cyberspace. Both research and commercial perspectives are considered as well.

British Computer Society Conference Series

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Computational and Psychophysical Mechanisms of Visual Coding

Michael Jenkin and Laurence Harris, Editors

Both the biological and computational communities have had to address the task of designing or inferring visual coding strategies. This volume, with chapters by some of the most active contributors in the field of visual coding, illustrates the similarities in the problems considered and the common models and algorithms that are proposed to solve them.

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Perception as Bayesian Inference

David C. Knill and Whitman Richards, Editors

Leading researchers in computer vision and experimental vision science describe theoretical frameworks for modeling vision, applications to specific problems, and implications for experimental studies of human perception. All chapters draw on insights from experimental and computational work. Commentaries by the contributors on each others' work provide a dialog among the different perspectives.

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Donald Knuth

Donald Knuth's influence in computer science ranges from the invention of literate programming to the development of the TeX programming language. In this second collection of papers, he explores the relationship between computers and typography.

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Human Dimensions of Groupware and Computer Networking

Jo Ann Oravec

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Gary Marchionini

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—Bulletin of the Medical Library Association

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