

The Future of Talking Cars

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Clifford Nass is a communication and sociology researcher at Stanford who thinks that eventually people will be able to speak to cars as if it was a person. He also believes that cars will also be able to speak to you too. He says our brains think the voice is a person and they want to talk to the car. He thinks that the car will be able to tell you to slow down if you are driving too fast. It also can tell you around lunchtime that there is an Italian restaurant close by because it knows where you have parked before, so it knows the places you like to eat. The car can also know what music, sports, and news you like. He also said there can be a camera to see the driver's mood and the voice will change its mood when talking. Nass also said this can help an insurance company when they see that someone is driving in a dangerous area they will raise their collision insurance. This car can store your driving habits and also make driving safer. He said that there are a lot of choices for voices that he says depends on the relationship you have with the car. These types of cars are not out yet, but they are using simulators, which people are trying out in Nass's lab. Some things he observed is that if a car speaks with a depressed voice when the driver is depressed too, the driver will drive better.

I think that this type of technology is very interesting. If someone is driving alone, they won't be lonely, because the car will talk to them. At the same time, it is kind of weird speaking to a car and the car talking back. It is cool that it knows where you shop and eat and helps you find places to go. It can help companies advertise and make more money. A problem with this technology is that people may become too attached to their car and they won't want to get out of it. It seems like something very futuristic, but is just a few years away.