

David J. Gunkel

An Introduction to Communication and Artificial Intelligence



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David J. Gunkel

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Brief Contents

Preface	ix
Figures	xiii

Part I: Introduction and Orientation

1 Introduction	3
2 Communication and AI	31
3 Basic Concepts and Terminology	61

Part II: Applications

4 Machine Translation	97
5 Natural Language Processing	135
6 Computational Creativity	165
7 Social Robots	199

Part III: Impact and Consequences

8 Social Issues	231
9 Social Responsibility and Ethics	256

Part IV: Maker Exercises

Exercise 1: Demystifying ELIZA	287
Exercise 2: Algorithms	294
Exercise 3: Machine Translation	304
Exercise 4: Chatbot and Quasi-Loebner Prize	310
Exercise 5: Template NLG	318

Detailed Contents

<i>Preface</i>	ix
<i>Figures</i>	xiii
<i>Abbreviations</i>	xvii

Part I: Introduction and Orientation

1 Introduction	3
1.1 Artificial Intelligence	4
1.2 Robot	12
1.3 Why Words Matter	14
1.4 Overview of the Book	20
2 Communication and AI	31
2.1 Communication and Machine Intelligence	32
2.2 Machine Intelligence and Communication Studies	44
2.3 Paradigm Shift	56
2.4 Conclusion/Summary	59
3 Basic Concepts and Terminology	61
3.1 Algorithm	62
3.2 Competing Methods	68
3.3 How Things Work	75
3.4 A Pair of Terminological Pairs	88

Part II: Applications

4 Machine Translation	97
4.1 Historical Context	98
4.2 Machine Translation: Techniques and Technologies	109
4.3 Return to Babel	131
5 Natural Language Processing	135
5.1 Chatbots	136
5.2 Spoken Dialogue Systems	142
5.3 NLP and Communication Studies	154
5.4 Limitations and Future Opportunities	161
6 Computational Creativity	165
6.1 Games	166
6.2 Natural Language Generation	174
6.3 Recombinant Art	184
6.4 Other Approaches and Innovations	191
6.5 But Is It Art?	193
7 Social Robots	199
7.1 Social Robots	200
7.2 Embodiment and Morphology	206
7.3 Technology and Technique	213
7.4 Outcomes, Consequences, and Repercussions	219

Part III: Impact and Consequences

8 Social Issues	231
8.1 Technological Unemployment	232
8.2 Gainfully Unemployed	242
8.3 DIY Futures	248
8.4 Technological Displacement	253
9 Social Responsibility and Ethics	256
9.1 Responsibility	257
9.2 Technology Beyond Instrumentalism	263
9.3 Responses to Responsibility Gaps	270
9.4 Duty Now and For the Future	280

Part IV: Maker Exercises

Introduction	285
Exercise 1: Demystifying ELIZA	287
Exercise 2: Algorithms	294
Exercise 3: Machine Translation	304
Exercise 4: Chatbot and Quasi-Loebner Prize	310
Exercise 5: Template NLG	318
Notes	325
References	330
Index	353

"The interface of today will be gone tomorrow. Read this book to learn how humans will be communicating in the future, and to understand how the limits of our imaginations restrict the possibilities of being. A timely read, written in an engaging, immediate, and prescient manner."

Zizi A. Papacharissi, University of Illinois at Chicago

"Understanding communication today without considering artificial intelligence would be like trying to understand mass media fifty years ago without considering television. Fortunately, David Gunkel's text provides the perfect foundation from which students and scholars can examine the state of contemporary communication. AI is pervading (some may say *invading*) human activities; understanding what it is, where it has come from, and its key debates is necessary if we are to know its consequences. Gunkel's book is the perfect starting point."

Steve Jones, University of Illinois

Communication and artificial intelligence (AI) are closely related. Communication – particularly interpersonal conversational interaction – provides AI with its defining test case and experimental evidence. Likewise, recent developments in AI introduce new challenges and opportunities for Communication Studies. Technologies such as machine translation of human languages, spoken dialogue systems like Siri, algorithms capable of producing publishable journalistic content, and social robots are all designed to communicate with users in a human-like way.

This timely and original textbook provides educators and students with a much-needed resource, connecting the dots between the science of AI and the discipline of Communication Studies. Clearly outlining the topic's scope, content, and future, the text introduces key issues and debates, highlighting the importance and relevance of AI to contemporary communication. In lively and accessible prose, David Gunkel provides a new generation with the information, knowledge, and skills necessary for working and living in a world where social interaction is no longer restricted to humans.

The first work of its kind, *An Introduction to Communication and Artificial Intelligence* is the go-to textbook for students and scholars getting to grips with this crucial interdisciplinary topic.

David J. Gunkel is Professor of Media Studies at Northern Illinois University.

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