

1. Record Nr.	UNINA9910554205303321
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Titolo	The voice catchers : how marketers listen in to exploit your feelings, your privacy, and your wallet // Joseph Turow
Pubbl/distr/stampa	New Haven, Connecticut : , : Yale University Press, , [2021] ©2021
ISBN	0-300-25873-9
Descrizione fisica	1 online resource (288 p.)
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Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- CONTENTS -- THE VOICE CATCHERS -- Introduction: Here Comes the Voice Intelligence Industry -- 1 Rise of the Seductive Assistants -- 2 What Marketers See in Voice -- 3 An Operating System for Your Life -- 4 Voice Tech Conquers the Press -- 5 Advertisers Get Ready -- 6 Voice Profiling and Freedom -- Acknowledgments -- Notes -- Index
Sommario/riassunto	Your voice as biometric data, and how marketers are using it to manipulate you The first in-depth examination of the voice intelligence industry, this timely book exposes how artificial intelligence is enabling personalized marketing and discrimination through voice analysis. Amazon and Google have numerous patents around voice profiling, and their smart speakers already extract and use your voice prints for identification and more. Customer service centers are treating you differently from other callers based on what they conclude your voice reveals about your emotions, sentiments, and personality, often in real time. According to scientists, your weight, height, age, race, and illnesses can also be determined from the sound of your voice. Ultimately not only marketers—but also politicians and governments—may use voice profiling to infer characteristics about you to serve their interests, not yours or society's. Leading communications scholar

Joseph Turow places the voice intelligence industry in historical perspective and offers a clarion call for regulating this rising surveillance regime.

2. Record Nr.	UNINA9910137876503321
Titolo	Revista labor
Pubbl/distr/stampa	Fortaleza, Ceará, Brasil : , : Laboratório de Estudos do Trabalho e Qualificação Profissional, : [2008]-
Descrizione fisica	1 online resource
Soggetti	Labor Labor - Brazil Labor supply Labor supply - Brazil Labor economics Labor economics - Brazil Working class Working class - Brazil Electronic journals. Periodicals. Brazil
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