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Nota di contenuto	Frontmatter -- Contents -- Acknowledgements -- Preface -- 1. Robots Wanted – Dead And/Or Alive -- 2. Disciplinary Context and Terminology -- 3. Making Robots: In/Animacy Attributions in Robotics Research and Development -- 4. Showing Off Robots: In/Animacy Attributions in Robotics Demonstrations, Science Communication, and Marketing -- 5. Reporting on Robots: In/Animacy Attributions in Media Discourse -- 6. Conclusions ... and Openings -- References -- List of Figures -- List of Abbreviations -- Appendix
Sommario/riassunto	We know that robots are just machines. Why then do we often talk

about them as if they were alive? Laura Voss explores this fascinating phenomenon, providing a rich insight into practices of animacy (and inanimacy) attribution to robot technology: from science-fiction to robotics R&D, from science communication to media discourse, and from the theoretical perspectives of STS to the cognitive sciences. Taking an interdisciplinary perspective, and backed by a wealth of empirical material, Voss shows how scientists, engineers, journalists – and everyone else – can face the challenge of robot technology appearing »a little bit alive« with a reflexive and yet pragmatic stance. »The full book is an accessible and quick read that I would recommend for anyone involved in journalism or media studies.«

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