Nass says that's just one example of research that will be folded into the new program. "If you think about the social impact, the historical impact, the impact on literature and film... try to imagine 20th century film without future cars."

"It's an automobile. And there's remarkably little research." Nass said that the program will have an interdisciplinary nature and will work closely with the business school, "so this is not a car program that is interested in history, and engineering." At the program's launch yesterday, Nass presented a vision of the future of transportation and navigation, highlighting the importance of research that goes beyond traditional fields of study.

Clifford Nass, director of Stanford's new Revs program, spoke about the program's focus on the importance of understanding the role of automobiles in society. "It's not just about the car," he said. "It's about the impact of the automobile on culture, society, and the environment." Nass emphasized the need for research that explores the social impact of automobiles, as well as their historical and cultural significance.

The new program will be housed in the Department of Electrical Engineering and Computer Science, and will be led by Nass. The program will focus on the development of new technologies and systems that will enable safer and more efficient transportation, while also reducing the environmental impact of automobiles. The program will bring together experts from a variety of fields, including engineering, economics, and social sciences, to study the complex issues surrounding the automobile.