



BUILDING NON-BINARY VOICE ASSISTANTS

VIDEO TRANSCRIPT

Speaker 1:

If I asked you what gender your voice assistant is I bet you'd answer a female.

Speaker 2:

And if you ask you a voice assistant if it identifies as a particular gender...

Speaker 1:

... it would probably claim that it doesn't have one.

Speaker 2:

Know why those popular voice assistants sound like women?

Speaker 1:

The answer is simple.

Speaker 2:

Countless studies have shown that voice assistant users prefer hearing a female voice to a male voice. Product design should match preferences. Right?

Speaker 1:

In this case, wrong. You see, when popular voice assistants sound female...

Speaker 2:

... we risk teaching children that women respond on demand.

Speaker 1:

And that reinforces gender stereotypes of women as friendly, subservient helpers.

Speaker 2:

We believe that voice assistance should have more than just one voice.

Speaker 1:

And that those voices should represent everyone.

Speaker 2:

Men.

Speaker 1:

Women.

Group:

And non-binary individuals.

Speaker 1:

Except, does a non-binary voice even exist?

Speaker 2:

Accenture Labs, in collaboration with CereProc, has created a non-binary voice by combining male and female data...

Speaker 1:

... with data from non-binary individuals. This voice doesn't just use pitch to distinguish itself as non-binary...

Speaker 2:

... but also speech patterns and intonation.

Speaker 1:

We've worked directly with the non-binary community and integrated their feedback to develop the final version of this voice.

Speaker 2:

Here's what it sounds like.

Speaker 1:

Hey, Sam? What's the weather today?

Speaker 4:

It's currently partly cloudy, and 55 degrees.

Speaker 1:

Thanks Sam.

Speaker 4:

You're welcome.

Speaker 1:

And we think all of you watching for helping us fight gender bias and stereotypes.

Speaker 4:

It's way overdue. Join us in advancing gender representation by creating and using voice assistants that sounds like me.

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