

Shine Bright LLCE Cycle Terminal

File 3 Brave new women

Why bots are female p. 45

(female voice) "I'm Siri, your virtual assistant"

(male voice) "I'm Siri"

(girl) "Wow, Is that a dude?"

(male voice) "I'm happy to be alive"

(Joanna Stern) "Yes, you can change Siri's voice to a male voice and you've been able to do it for the last three years. But how often do you hear this?"

(male voice) "I'm Siri".

(JS) "The majority of our artificially intelligent voice assistants are female. There's Amazon's Alexa":

(Alexa female voice) "Hi there"

(JS) "Microsoft's Cortana"

(Cortana female voice) "Hi there party people"

(JS) "Google's assistant"

(Google's a female voice) "Yo, yo, yo"

(JS) "and yes, Siri"

(Siri female voice) "What's up y'all?"

(JS) "But why so many females?"

(female voice) "Probably because women are the best"

(male voice) "That's not true. Ok, it's true."

(JS) “Ok you two. There are a few reasons why we see more women bots and it doesn’t really have anything to do with the fact that women have historically been personal assistants”.

(female voice) “Good, because my boyfriend is Tony Stark’s¹ secretary”

(male voice) “Oh, so you’re not single?”

(JS) “Ok manbot, you take number one.”

(male voice) “Gender is important because without one, people do not like to talk to us robots at all”.

(JS) “Experts in studies have found that if robots are given gender cues, it will make it easier for humans to relate to them. Even without them, humans will assign a he or she pronoun.”

(female voice) “Plus, robotic voices are a dead giveaway, they tend to be either female...”

(male voice) “... or male. There are no real genderless options.”

(JS) “And number two?”

(female voice) “Females are seen as more welcoming, warm and nurturing by both men and women.”

(JS) “ A 2011 study at an Indiana university found that both men and women say they prefer a female voice. Microsoft and Amazon also found the same in their research. But that doesn’t mean they aren’t and won’t be manbots.”

(male voice) “male voices may be preferred for certain subject areas.”

The why factor p. 47

So in our world a man is confident, but a woman is arrogant. A man is assertive, a woman is aggressive. A man is strategic, a woman is manipulative. A man is a leader, a woman is controlling. A man is authoritative, a woman is annoying. The characteristic or the behaviour is the same, what is different is the sex. And based on the sex, the world makes assumptions and the world treats us differently. Anytime I talk about feminism, there's invariably somebody who pops up and labels me angry. It's as if a woman is not allowed to feel anger without being reduced to being only about anger. Anger is a human emotion and there are many things I feel angry about. One of which is the terrible injustices that comprise sexism.

Fighting for change p. 49

Elizabeth Moss: No one looked up until it was too late.

Madeleine Brewer: This is at the core of *The Handmaid's Tale*.

Alex Bleidel: It is harrowing. It is scary.

Ann Dowd: The characters we play are trying to regain their humanity and their dignity, realizing that society's plight could have been avoided.

EM: Offred.

Samira Wiley: Moira.

AB: Ofglen.

Bruce Miller: They were everyday citizens like you.

MB: And while they are trapped in a cycle of powerlessness.

Warren Littlefield: No one is powerless on change.org.

OT Fagbenle: So every day people, more than 180 million people, in almost 200 countries sign change.org petitions.

SW: And join movements to change laws and push for policies that improve people's lives.

Yvonne Strahowski: Citizens help expand the rights of survivors of sexual assault.

AB: They push for an end to female genital mutilation.

AD: They stand up for the full inclusivity of the LGBTQ Community.

EM: They hold those with power accountable for their actions.

MB: You too can be a voice of change.

AD: Think about the causes that matter to you, that move you.

AB: The possibilities are endless.

EM: In *The Handmaid's Tale*, the journey to Gilead happened because the people waited too long to speak up.

WL: And then they couldn't stop it.

MB: But we have the power to make change.

YS: It is not too late.

SW: So look up.

OTF: Speak out.

EM: And become a member of [change.org](https://www.change.org).

AB: Take action today on the issues you care about in our country.