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## **Abstract**

This research paper explored how user experience and user satisfaction ratings may differ depending on the gender of the intelligent personal assistant (IPA). A study in the form of an interaction with an IPA, followed by a survey was conducted with participants over the age of eighteen to understand both user experience sentiments and user satisfaction. The study focused on the Google Assistant, due to its intentional attempt at avoiding a gendered name and personality, as well as its prevalence.

It was hypothesized that there would be a significant preference for female IPAs on the 6 scales of: 1) Attractiveness; 2) Perspicuity; 3) Efficiency; 4) Dependability; 5) Stimulation; and 6) Novelty, as well as on the overall satisfaction rating. It was also hypothesized that female participants who interacted with the female IPA would report higher levels across the 6 scales as well as on satisfaction, as compared to males, due to similarity biases.

Contrary to expectations, the results showed that IPA gender did not significantly impact user experience across any of the 6 UEQ scales, or overall user satisfaction. This result is in contrast to the literature examined. The lack of the impact of IPA gender on user experiences and satisfaction is a notable result, as it provides support for the development of gender-neutral technology. As people become increasingly reliant on devices such as IPAs for goal-oriented tasks and social support, it will be crucial to examine the ways in which technology is assigned anthropomorphic elements and to assess the negative social consequences of gendering.