

The first study was conducted by Karl MacDorman, a professor at Indiana University, who designed an experiment with some of his colleagues. There were 485 participants, 151 were men and 334 were women, who listened to male and female synthesized voices. Following the task, both groups reported that the female voices sounded «warmer».

The second study comes from researchers at Stanford University, which found people do prefer male voices—but only when it is used to teach them about computers. Computerized Female voices were only wanted when it came to giving love and relationship advice.

(www.dailymail.co.uk) [16]

40 Most of the technology on the market

- A belongs to Microsoft.
- B has not anything in common.
- C uses women's voices.
- D is programmed by Apple.

41 What have two studies shown?

- A Gender of virtual assistants.
- B Everybody has a preference for women's voices.
- C All virtual assistants have female names.
- D Alexa has done research with large beta groups.

42 What is important about Alexa's personality?

- A She can communicate easily with customers.
- B She is an example of human rights and feminism.
- C She likes seeing strong and intelligent women.
- D She is the most intelligent and the kindest assistant.

43 The Wall Street Journal studies have found

- A female voices warmer and more understanding.
- B colleagues from Indiana University more welcoming.
- C that 334 women preferred male voices.
- D both groups were made up of females.

44 Researchers at Stanford University have found out that

- A nobody likes male voices.
- B people prefer men's voices for technical advice about computers.
- C men are also preferred for giving advice on relationships.
- D computerised female voices are not wanted.