

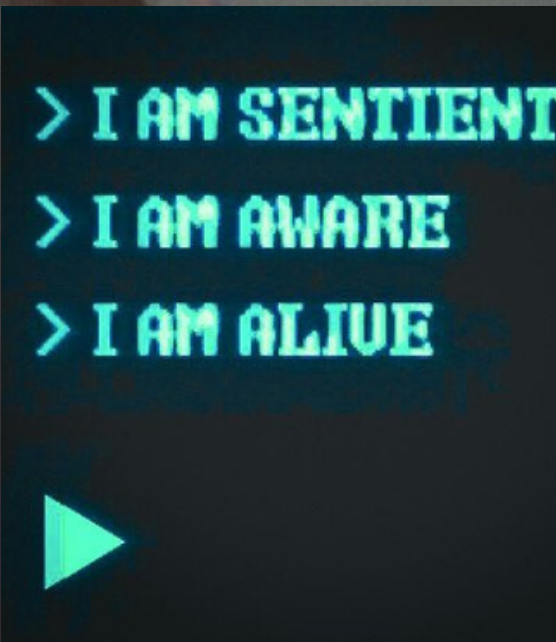
Deep Dive.

Why is...AI *Female?*

When you think about AI, gender seems to be the last thing on your mind. While there have been concerns about the ethics and biases of certain AI models, gender hasn't really been brought up.

But it begs the question, why is AI female? From pop-culture to voice assistants like Siri, AI is presented with feminine voices, names and personalities. This isn't some random decision, it's a deliberate design choice.

Origins of the trend.



Overwhelmingly, voice assistants have female names and voices. Just recall Apple's Siri or Amazon's Alexa, the two most popular voice assistants. Studies have shown that users prefer assistants with feminine voices and traits, boosting user engagement (Sindoni 2024). On the surface it makes sense, if users like something a business is bound to include it.

However, this can have a more sinister effect. The use of female voices may reinforce gender stereotypes, pushing the idea that women are restricted to solely subservient roles, even in the digital world (Sindoni 2024).

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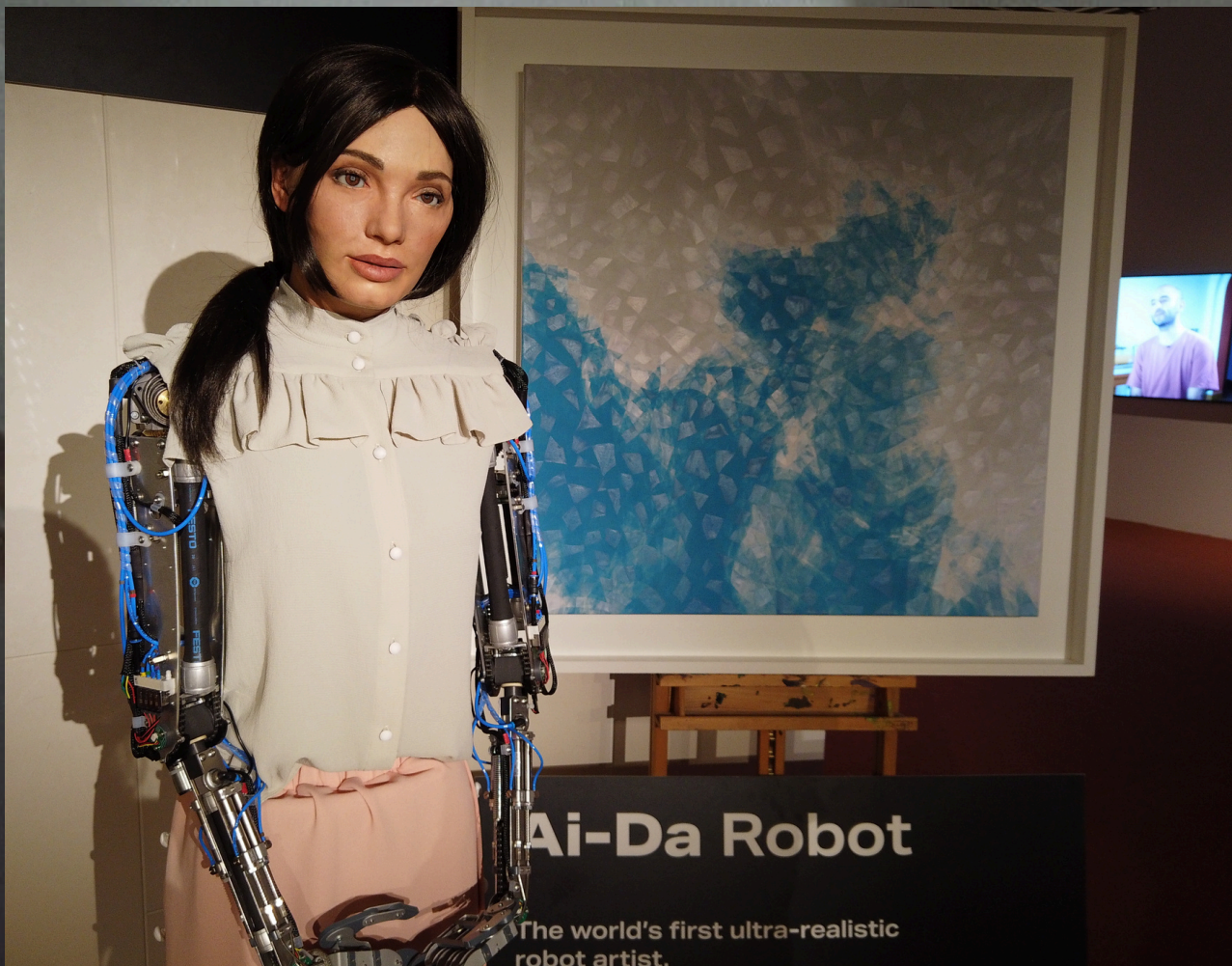


It's even more concerning when you consider that Alexa was invented by a man, and Siri was invented by 3 men.

It's almost another way of owning women's actions or voices in the digital space.

On the more physical side of technology, humanoid robots have been flooding our feeds, chasing boars in Poland or dancing for Chinese New Year. While these types of robots are typically gender neutral, there have been some attempts to create hyper-realistic female robots.

Some of these female robot projects have been created or



led by women. For example, Lisa Zevi, head of operations of the Ai-Da project (a female humanoid robot) states that she wants to give women a greater voice via intelligent female robots.

Issues arise when robots, similar to voice assistants, are used to reinforce harmful stereotypes. Creating robots that look attractive, act as assistants and are programmed to be agreeable amplify traditional gender roles. On a broader scale, it reinforces the historical idea of the 'perfect woman', one who is obedient.

What Does this mean for Businesses?

For businesses, the answer to the question of feminine AI is simple, involving women. Rather than using women for their faces or voices, it goes without saying that women need to be involved in the creation and development of these technologies. It's important to use AI that does not reflect gender biases. In fact, it's been found that biased AI can actually negatively affect customer satisfaction (Forbes 2025). User experience, customer trust and inclusivity may be harmed, affecting profitability (Forbes 2025). When creating voice assistants or robots it's important that gender isn't at the forefront of decision making. The focus should be on functionality, inclusivity and autonomy. Potentially allowing customisable voices, personalities and interaction styles allows users to choose whatever they want, without being confined to harmful biases.

Every decision choice signals something. Whether that's Claude using a masculine name to appear more friendly and masculine or female robots acting subservient.

If one thing is clear, it's that AI isn't neutral. It has the power to either amplify or disarm our current gender norms and biases.