

//An unconventional romance:

Femininity in virtual assistants, personality writing and user engagement



February 14th:2019

Sala de Juntas | Dpto. Filología Inglesa, Francesa y Alemana

10:00 **Opening Remarks**

Professor M^a Luisa Donaire Fernández

Director of the English, French and German Philology Department

Dr. Francisco José Borge López

Vice-rector for University Extension and International Development

Dr. Jimena Escudero Pérez

University of Oviedo

10:15 **Tales of [re]constructed gender
and technologized affectivity**

Dr. Jimena Escudero Pérez

University of Oviedo

10:30 **Beyond the beautiful evil?**

The ancient/future history of sex robots and female assistants

Dr. Genevieve Liveley

University of Bristol

11:00 **'Cleo, hop off my dick with this budgeting':**

Designing for sex, relationships, and gendered abuse in a consumer financial AI

Harriet Smith Hugues

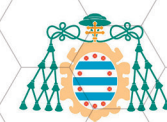
UX writer & product voice at Cleo AI

12:00 **//BREAK**

12:15 **Alexa, tell me about gender politics in technology**

Elvia Vasconcelos

Design Researcher



Universidad de Oviedo
Universidá d'Uviéu
University of Oviedo

Organised by the University of Oviedo research group TRANSLIT in collaboration with the Department of English, French and German Philology, the Vice-rectorate for University Extension and International Development and the Faculty of Humanities of the University of Oviedo.