**Outstanding questions:**

* Vocal communication is abundant in the animal kingdom, and many animals manipulate their vocal behavior in an adaptive manner – is there demand for a comparative perspective on voice naturalness?
* How is a listener´s perception of naturalness shaped through experience (e.g., with voice assistants, smart home devices, or patients with voice disorders)?
* With respect to the present conceptual framework, (how) are human-likeness based naturalness and deviation-based naturalness dissociable in the brain?
* In the trade-off between precise experimental control and open field recordings, can we identify converging evidence for how and when reduced naturalness in voices critically affects the ecological validity of research? In depth, will we need a dynamic definition of ecological validity in view of an ever more digital world of social interaction?
* Are natural voices always preferred, or is naturalness preference context dependent? Can natural voices impede rather than promote communication success in some situations?
* Many domains of social perception are characterized by individual variability, but it is unclear whether there are substantial individual differences in the tolerance of or preference for unnatural voice features. If so, can these be related to other domains of auditory cognition, or to other person traits?
* To what extent is naturalness perception affected by factors such as age, gender, or cultural background?