Does Computer-Synthesized Speech Manifest Personality? Experimental Tests of Recognition, Similarity-Attraction, and Consistency-Attraction

* Would people exhibit similarity-attraction and consistency-attraction toward unambiguously computer-generated speech even when personality is clearly not relevant? In Experiment 1, participants (extrovert or introvert) heard a synthesized voice (extrovert or introvert) on a book-buying Web site. Participants accurately recognised personality cues in text to speech and showed similarity-attraction in their evaluation of the computer voice, the book reviews, and the reviewer/ Experiment 2, in a Web auction context, added personality of the text to the previous design. The results replicated Experiment 1 and demonstrated consistency (voice and text personality) – attraction. To maximize liking and trust, designers should set parameters, for example, words per minute or frequency range, that create a personality that s consistent with the user and the content being presented.
* TTS – text-to-speech systems