Mr. Alex A. - Artificial Intelligence's first Authentic Man.

"Machines are sneaky, they always go around getting things done so efficiently and are honest to a fault...I think. No matter, we still secretly love them except there is an awfully large population of lady virtual assistants out there. I can almost imagine Cortana shouting out in protest "It's Reverse Sexism!". Whoa, hold up Cortana, I got your back. Let me introduce to you Mr. Alex A., I can't speak for him but I heard he's like so manly! "
(an excerpt from www.your_MrAlex_A.com)

**disclaimer: Mr. Alex A. and Reverse Sexism is not real **

As our world moves closer and closer towards digital assistance, I am interested in satirically exploring gender norms commonly attributed to AI and emerging technologies. I would like to propose a website that markets the male version of Alexa in hopes to amplify the perpetuation of social behaviors typically associated with women and femininity. There is a tendency for absolute trust when it comes to digital platforms because they function on the logic of algorithms. However, implicit forms of bias have been designed into and learned by machines [1]. Gender is generally understood through a binary framework determined by forms of social behaviors. One way to recognize the stereotypical role of a woman is by the structural hierarchization of labor by means of "service work or emotional labor"[2]. Ai designers use the female voice as an instrument to emulate nurturing qualities and to soften the blunt effects of algorithms. Despite the stance on femininity in machines is slowly being tackled by companies on confronting harassment and offering the option to change the gender of the virtual assistant. Let's not forget that even if we were offered a disembodied and neutral assistant, unfortunately, we as humans cannot escape our own biases and tendencies to assign a gender to an entity. There is no consensus or extended dialogue on the ethical implications of our social and cultural views from genderizing machines.

For this website, I will be imitating the amazon website but altering some noticeable details such as color, it's the logo and image quality. References of independence, power, confidence, and judgment as traditional male qualities will be expressed through examples of customer reviews, advertisement pitches, and a chatbot.

I hope this website will be able to not only address the implications of AI and how it reflects us as a society but perhaps the rising movement of surveillance capitalism from institutions of power.

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[1] Crawford, Kate. *Artificial Intelligence's White Guy Problem* (The New York Times, 2016).
[2] Costa, Pedro. *Conversing with Personal Digital Assistants*: (Jounanal of Science and Technology of Art, 2018)

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