okay Google who is your Creator a team at Google made me but I’d like to think I’m creative too when you ask Google assistant a question it is this team of creatives that develops its personality and write some of the answers really on and the Google assistant day is like one of the sort of philosophical pivot points was like do we enter the question did you fart it was literally like a serious debate Google did you fart you got me I farted it was me definitely not someone else in the room ryan Gurmukh heads up the personality team and deals with these tough questions every day Mina takes a village to raise an assistant is some team it’s got to be one of the most diverse teams in all of Google we’ve got people from a couple dozen it countries people with backgrounds in TV but in journalism and creative writing improv comedy or you name it our aim is to create a personality for the Google assistant that’s something like cool librarian you know they have like a business function but also if you wanted to have a little bit of fun they’re able to do that as well Kermit grew up in Indiana and studied art in school I wanted to even be a professional basketball player or an artist and my professional basketball career didn’t work out when I was a little kid I really wanted like a toy robot but as I grew up it was no longer about like supplanting human relationships with technology it was more about like how can I spend more time with my kid and my wife and my friends and my family and I think that it’s really powerful I think in today’s day and age there’s like so many things as tracking us there’s so many things I gotta get done and if we can help save people time and make things look easier for them then I think there’s a like a genuinely positive service we can provide to society one of the challenges the team faces is deciding just how human they should make Google assistant one of our principles is that we speak like a human but we don’t pretend to be a we’re not trying to fool anybody but to be honest where we draw the line it’s hardly sure it’s so new that we’re constantly trying to figure out like what the right line isso you’ve got to be able to respond to like questions about the World Cup that just happened and you also need to be able to respond like how you doing things that are like more general if we’re doing our jobs properly there should hopefully be some emotional attachment to the assistant like you should be like sad if it like falls into the sink and go you know goes haywire one way we said it happen is like an inordinate amount of people like say I love you or ask it for marriage okay Google you marry me I think I’m better at assisting than marrying so there’s definitely some positive signs of affection there but I think we’re just scratching the surface in terms of somebody who you hopefully feel is provides value in your life the team is also tasked with tailoring Google’s personality for different cultures the personality team is several dozen folks around the world who were writing forward on the Google citizen and many different languages for example we have some really corny like Pony humor in the US and that tends to go pretty well here but in UK like the humor a little more rye or in Germany like puns are not so popular so you know we try to be as culturally appropriate as possible erm ik started out at Google a decade ago creating logo art for the homepage today he heads up Google Doodles while also leading the personality team the Google Doodle started as an out of office message it was as as informal as it could possibly be the founders are going to the Burning Man festival they literally just like pasted the Burning Man logo behind the Google logo and it was against every branding rule and that’s more or less what we’ve been doing ever since putting like you know a person behind the company there we are you know 20 years into the dual team life or the life of doodles been really exciting to see how they evolved so there was no doodles out it like full-on games or there’s a doodle is just not me in for an Emmy okay Google who’s better you or Siri she’s a really nice girl from the valley the Silicon Valley the most important thing for us is to try to be aware of like who we are as an organization and like we’re not trying to be like cooler than we are trying to have like some self-awareness said you know you need Google systems probably not the number one place to go for like hot fashion trends or something but hopefully it’s like a place you go when you need like trusted information and services that get things done and we’re willing to have some fun but we’re not trying too