

# SIMLAB EVENT

## SIMTALK LUNCH SERIES

### ADDRESSING THE CINEMATIC REALITY OF VIRTUAL ASSISTANTS WITH BRETT ASHLEIGH

In this talk, Brett Ashleigh will talk about how Siri has not served the general public. She uses film studies and cyberfeminism approaches to understand the history of virtual assistant's representation in the media and how this links to the modern version of Siri and its failure to include minorities. With this, she hopes to find the design flaws of virtual assistance and how to improve features that are more inclusive.

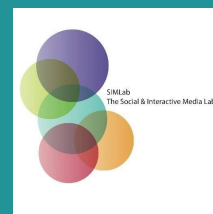


SEPTEMBER

18TH | 1:30PM

Loyola University  
Chicago's School  
of Communication  
Water Tower  
Campus SOC016

Lunch will be provided!



#### About SIMLab

The Social & Interactive Media Lab (SIMLab) is an interdisciplinary research environment at Loyola University Chicago's School of Communication devoted to the in-depth study of social phenomena at the intersection of society and technology.

For more information, please contact  
Dr. Florence Chee, SIMLab Director,  
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Brett Ashleigh is a PhD student in Simon Fraser University's School of Communication in Vancouver, BC. She currently studies sonic indicators of urban social inequities, such as gender and economic disparities. Her background in sound design and media studies allows her to bring an aesthetic character to her current research, which involves creating collaborative soundscape compositions. She spent time working in Chicago's theatre scene and is happy to return to the Windy City.