

//An unconventional romance:

Femininity in virtual assistants, personality writing and user engagement



February 14th:2019

Sala de Juntas | Dpto. Filología Inglesa, Francesa y Alemana

10:00 **Opening Remarks**

Professor M^a Luisa Donaire Fernández
Director of the English, French and German Philology Department
Dr. Francisco José Borge López
Vice-rector for University Extension and International Development
Dr. Jimena Escudero Pérez
University of Oviedo

10:15 **Tales of [re]constructed gender and technologized affectivity**

Dr. Jimena Escudero Pérez
University of Oviedo

10:30 **Beyond the beautiful evil?**

The ancient/future history of sex robots and female assistants
Dr. Genevieve Liveley
University of Bristol

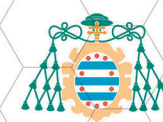
11:00 **'Cleo, hop off my dick with this budgeting':**

Designing for sex, relationships, and gendered abuse in a consumer financial AI
Harriet Smith Hughes
UX writer & product voice at Cleo AI

12:00 **//BREAK**

12:15 **Alexa, tell me about gender politics in technology**

Elvia Vasconcelos
Design Researcher



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University of Oviedo

Organised by the University of Oviedo research group TRANSLIT in collaboration with the Department of English, French and German Philology, the Vice-rectorate for University Extension and International Development and the Faculty of Humanities of the University of Oviedo.