



# The Future of Voice Assistants: Exploring the Psychological Factors Involved in Voice Assistant Interaction

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People who use voice assistants (Alexa, Siri, Google Assistant etc.) may run into situations when their device does not understand their voice commands. Multilingual households are very common, but research and design of voice assistant technology often only considers standard English speakers excluding a large part of the world's population.

In addition to cultural background, the technical knowledge of users often affects how they interact with these devices. Individuals will use different techniques and coping strategies to clarify when the device does not understand their voice commands. The team concludes that in order to design and execute valid user studies about voice assistant interaction social, environmental, and psychological factors must be accounted for.

