

# Rise of the Fembots: Why Artificial Intelligence Is Often Female



From Apple's iPhone assistant Siri to the mechanized attendants at Japan's first robot-staffed hotel, a seemingly disproportionate percentage of artificial intelligence systems have female personas.

Siri is perhaps today's most well-known example of AI. The name Siri means "a beautiful woman who leads you to victory". Apple acquired Siri in 2010 from the research nonprofit SRI International. Siri's voice now comes in male or female form, and can be set to a number of different languages.

One reason for the glut of female [artificial intelligences](#) (AIs) and androids (robots designed to look or act like humans) may be that these machines tend to perform jobs that have traditionally been associated with women. Many robots are designed to function as maids, personal assistants or museum guides.

"When it comes to a disembodied voice, the chances of it being female are probably slightly higher than of it being male," said Kathleen Richardson, a social anthropologist. "But when it comes to making something fully humanoid, it's almost always male."

And when humanoid robots are female, they tend to be modeled after attractive, subservient young women.

Another reason for having female robots could be that women are perceived as less threatening or more friendly than men.

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