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The AI startup erasing call center worker accents: is it fighting bias – or perpetuating it? | The Guardian

By Wilfred Chan
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“Hi, good morning. I’m calling in from Bangalore, India.” I’m talking on speakerphone to a man with an obvious Indian accent. He pauses. “Now I have enabled the accent translation,” he says. It’s the same person, but he sounds completely different: loud and slightly nasal, impossible to distinguish from the accents of my friends in Brooklyn.

Only after he had spoken a few more sentences did I notice a hint of the software changing his voice: it rendered the word “technology” with an unnatural cadence and stress on the wrong syllable. Still, it was hard not to be impressed – and disturbed.

[…]

Source: The AI startup erasing call center worker accents: is it fighting bias – or perpetuating it? | Technology | The Guardian