

**Understanding Voice AI and Authenticity Issues in Media Contexts**  
QUT Ethics Approval Number 10602**Research team**

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**Why is the study being conducted?**

This research project represents a pilot study within a broader project called “Generative Authenticity,” where we examine how generative AI impacts on authenticity issues in media and cybersecurity. Our research is affiliated with the ARC Centre of Excellence for Automated Decision Making and Society (ADM+S).

Generative AI is playing an increasing role in media production. This includes the use of “Voice AI” — that is, generative AI technologies that synthesise, clone, and modify the human voice. Voice AI can be used to create voiceovers, podcasts, or audiobook readings, and can also contribute to problems like deepfakes. Yet we don’t know enough about how audiences understand, experience, or respond to Voice AI in audio media. We are keen to discover how you feel about Voice AI, as well as whether you might have experienced it already (even if you haven’t). Your input will help us gather important data on how Voice AI is emerging in audio media, and where (e.g., news or entertainment).

We are therefore conducting a pilot survey via an online questionnaire, to determine how everyday Australians experience, think and feel about Voice AI in audio media. Our survey will help us understand how laypeople think and feel about these technologies, which is essential for us to design future research that is targeted and useful.

You are invited to participate in this research project because we want to hear about your attitudes towards and any recent experiences with Voice AI in audio media. We will ask you about your audio listening habits; your level of experience with AI and whether you think you’ve ever heard a synthetic voice; and the contexts and conditions in which you feel most strongly about Voice AI. We ultimately aim to find out where we should direct our future research.

**What does participation involve?**

If you choose to participate in this study, you will complete an anonymous 29-item questionnaire with a range of multiple choice, short answer, and Likert scale answers (rating statements from 1 – 5) that will take approximately 20 minutes of your time. At the end of the survey, you may also choose whether you are interested in being contacted to participate in future research informed by this pilot study, in which case we will ask you to provide your email address.

To participate in this survey, you will need internet access and a computer or mobile phone. We will include optional audio prompts on our survey landing page in case you need to hear examples of Voice AI. If you choose to use these materials, you may also need headphones or a quiet place to complete the survey.

Questions will include:

Have you ever *heard* an AI-generated voice? If yes, where do you think you heard it?

For what types of content do you feel that it matters if a voice is AI-generated?

When is it a problem if a voice is AI-generated?

Your participation in this research project is entirely voluntary. If you agree to participate you do not have to complete any question(s) you are uncomfortable answering, however, we have strived to make our survey questions as comfortable to answer as possible. Your decision to participate or not participate will in no way impact upon your current or future relationship with QUT (for example your grades) or any associated external organisation. If you do agree to participate you can withdraw from the research project during your participation (before submitting the survey) without comment or penalty.

You can choose to complete this survey anonymously or to include your email address at the end of the survey. The survey will be anonymous unless you provide your email address to express interest in participating in our future research. This process is entirely voluntary and non-binding, and should you provide your email address, we will email you after the pilot study to re-confirm your interest. If you choose to complete the survey anonymously, we will not be able to identify or withdraw your responses after you have submitted. If you choose to complete the survey and provide us with your email address, we might be able to identify you should you wish to withdraw, provided you contact us in a timely manner. After we separate your email address from the survey data, we will not be able to identify or withdraw your survey response.

### **What are the possible benefits for me if I take part?**

As this study is a pilot for future research, we expect that participating will not directly benefit you. The process may, however, be personally interesting for you, and your participation may benefit you and society indirectly by showing how, and in what contexts, Voice AI raises concerns for audio media audiences. This will help direct the rest of our research towards audiences' needs and concerns.

### **What are the possible risks for me if I take part?**

There are some minor risks associated with your participation in this research project. These include embarrassment or minor discomfort if you have for any reason had a negative prior experience with Voice AI. We have strived to compose our questionnaire sensitively with this risk in mind and will only gather data on your level of experience, understandings, and feelings in different contexts. You will not be asked to disclose any uncomfortable experiences or details, nor to identify the specific circumstances in which any negative prior experience occurred. You will also not be asked to identify yourself except if you would like to express interest in future research participation at the end of the survey.

QUT provides for limited free psychology, family therapy or counselling services for research

participants of QUT research projects who may experience discomfort or distress as a result of their participation in the research. Should you wish to access this service, appointments can be made throughout April to the end of November each year. Outside of these months, research participants may reach out to the clinic for priority allocation of the next available session from April onwards. Details of the QUT Psychology and Counselling Clinic can be found at <https://www.healthclinics.qut.edu.au/services/psychology-and-counselling>. The clinic receptionist may be contacted on **07 3138 9777** (Monday–Friday 9am–3pm). Please indicate that you are a research participant. Alternatively, Lifeline provides access to online, phone or face-to-face support, call **13 11 14** for 24 hour telephone crisis support. If you are aged up to 25, you can also call the Kids Helpline on **1800 551 800**.

### **What about privacy and confidentiality?**

We have designed our survey to be anonymous, i.e., it will not be possible to identify you based on your responses, because personal identifying information is not sought in any of the survey questions and no traceable information is collected via the server or survey tool. However, the survey also includes an opportunity to express interest in participating in our future research, by providing your email address so we can contact you again. This is the only time the survey will ask for any personally identifying information (an email address), and it is entirely your choice to volunteer this information. If you do not provide your email address then you will remain fully anonymous. If you do opt-in to our future research, this information will be stored confidentially separate to the survey data. It will only be used for contacting you to ask whether you are still interested in participating in our future research, and will be excluded from our analysis of the survey results.

Any personal information that could potentially identify you will be removed or changed before files are shared with other researchers or results are made public. The information that will be removed includes: your personal email address (if provided).

Any data collected as part of this research project will be stored securely as per QUT's Management of research data policy. Data will be stored for a minimum of 5 years, and can be disclosed if it is to protect you or others from harm, if specifically required by law, or if a regulatory or monitoring body such as the ethics committee requests it.

### **How do I give my consent to participate?**

The survey specifically includes a question about your consent to participate in the study. As such, the submission or return of the completed survey is accepted as an indication of your consent to participate in this research project.

The submission or return of the completed survey, including your personal email address, is accepted as an indication of your written consent for us to contact you again for our future research.

### **What if I have questions about the research project?**

If you have any questions or require further information please contact the listed researcher:

Phoebe Matich

p.matich@qut.edu.au

### **What if I have a concern or complaint regarding the conduct of the research project?**

QUT is committed to research integrity and the ethical conduct of research projects. If you wish to discuss the study with someone not directly involved, particularly in relation to matters concerning policies, information or complaints about the conduct of the study or your rights as a participant, you may contact the QUT Research Ethics Advisory Team on +61 7 3138 5123 or email [humanethics@qut.edu.au](mailto:humanethics@qut.edu.au).

**Thank you for helping with this research project. Please keep this sheet for your information.**