

MEDIA RELEASE

RELEASE DATE: Monday 23 March 2026

Voice AI, authenticity and media: share your views on AI-Generated voices

From podcasts and audiobooks to radio and voiceovers, audio media plays a big role in how many of us access news, entertainment and information every day. But have you ever heard a synthetic or AI-generated voice — and how do you feel about this technology?

Researchers from ADM+S are inviting Australians to take part in a new survey to find out how everyday Australian adults think and feel about Voice AI.

The study is part of a broader research project called [Generative Authenticity](#), which examines how generative AI impacts on authenticity issues in media and cybersecurity.

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.

Researcher [Dr Phoebe Matich](#), from ADM+S at QUT said the project is focused on understanding how everyday people experience these technologies.

“In the Generative Authenticity project, we’re keen to design our media and Voice AI research with a central focus on ordinary folk’s perceptions and priorities regarding audio GenAI technologies,” Dr Matich said.

“We’re really excited to hear about people’s understandings and experiences with Voice AI, as well as their main areas of concern and the media industries they would like us to focus on.”

Despite their growing presence, researchers say we still know very little about how audiences understand, experience or respond to AI-generated voices in audio media.

Dr Matich said the findings will directly shape future research priorities.

“The findings of this survey will help us figure out which types of audio media, content, and situations should be our biggest priorities in future research - whether that’s increasing public and professional understandings of media manipulation and verification, protecting integrity in journalism, music, or podcasting, supporting ethical storytelling uses of GenAI, or ensuring media processes and personalities are as transparent as possible.”

The research team is now conducting a short online survey for Australian adults to better understand public attitudes and experiences with AI-generated voices in audio media.

Take part in the survey

The research team is conducting a [short online survey](#) for Australian adults to better understand public attitudes and experiences with AI-generated voices in audio media.

Participants will be asked about:

- audio listening habits;
- level of experience with AI;
- whether they think they have heard a synthetic voice; and
- the contexts and conditions in which you feel most strongly about Voice AI

The results will help researchers design future studies examining how generative AI is reshaping media production, audience trust, and online authenticity.

Your participation matters

Participation in the survey is voluntary and can be completed anonymously. Participants who are interested in future research on this topic can also choose to provide their email address to be contacted about follow-up studies planned for later in 2026.

The study has received ethics approval from Queensland University of Technology (Ethics Approval Number 10602).

If you listen to podcasts, radio, audiobooks or other audio media, the researchers would love to hear from you.

Read more about the study [Voice AI Authenticity and Media](#)

For more information about the study, contact the research team at p.matich@qut.edu.au

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ABOUT THE ARC CENTRE FOR EXCELLENCE FOR AUTOMATED DECISION-MAKING AND SOCIETY

The ARC Centre of Excellence for Automated Decision-Making and Society (ADM+S) is a cross-disciplinary, national research centre, which aims to create the knowledge and strategies necessary for responsible, ethical, and inclusive automated decision-making (ADM).

Funded by the Australian Research Council from 2020 to 2027, ADM+S is hosted at RMIT in Melbourne, Australia, with nodes located at seven other Australian universities, and partners around the world. The Centre brings together leading researchers in the humanities, social and technological sciences in an international industry, research and civil society network.

Our Centre aims to contribute to the mitigation of the social and economic risks in the development and implementation of ADM and artificial intelligence (AI), and to improve outcomes and efficiencies in four key focus areas where these technologies are already well advanced: news and media, transport and mobility, health care, and social services.