

ANNEXES

Annex 1. Questionnaire on the Perception of the Radio Audience Regarding the Use of Artificial Intelligence in the Creation of Radio Content and Non-Human Announcers

1. Age Range

1. From 12 to 17 years old
2. From 18 to 24 years old
3. From 25 to 39 years old
4. From 40 to 59 years old
5. More than 60 years old

2. Gender:

1. Man
2. Woman

3. Educational Level:

1. No studies
2. Primary education
3. Compulsory Secondary Education (ESO, in Spanish)
4. Vocational Training
5. Pre-University studies
6. University

4. Marital Status:

1. Married
2. Single
3. Divorced
4. Widowed
5. In a relationship

Please respond to the following statements by indicating your level of agreement or disagreement on a Likert scale, where:

1. I totally disagree
2. I disagree
3. I neither agree nor disagree
4. I agree
5. I totally agree

1) The introduction of non-human announcers on the radio improves the quality of programming.

1. I totally disagree
2. I disagree
3. I neither agree nor disagree
4. I agree
5. I totally agree

- 2) Artificial intelligence can personalize radio programming according to my interests and preferences.
 1. I totally disagree
 2. I disagree
 3. I neither agree nor disagree
 4. I agree
 5. I totally agree
- 3) I find the presence of non-human announcers on the radio disturbing.
 1. I totally disagree
 2. I disagree
 3. I neither agree nor disagree
 4. I agree
 5. I totally agree
- 4) I believe that human voice actors convey more authenticity and emotion than non-human voice actors.
 1. I totally disagree
 2. I disagree
 3. I neither agree nor disagree
 4. I agree
 5. I totally agree
- 5) Artificial intelligence in radio can improve the efficiency of delivering news and other content.
 1. I totally disagree
 2. I disagree
 3. I neither agree nor disagree
 4. I agree
 5. I totally agree
- 6) I prefer listening to radio programs where all the presenters are human.
 1. I totally disagree
 2. I disagree
 3. I neither agree nor disagree
 4. I agree
 5. I totally agree
- 7) Artificial intelligence in radio can help diversify the range of programs and content.
 1. I totally disagree
 2. I disagree
 3. I neither agree nor disagree
 4. I agree
 5. I totally agree

- 8) I believe that the presence of non-human announcers on the radio is a positive trend in the evolution of the media.
1. I totally disagree
 2. I disagree
 3. I neither agree nor disagree
 4. I agree
 5. I totally agree
- 9) Artificial intelligence in radio can contribute to greater interactivity with the audience.
1. I totally disagree
 2. I disagree
 3. I neither agree nor disagree
 4. I agree
 5. I totally agree
- 10) The introduction of non-human announcers on the radio can diminish the emotional connection between the program and the audience.
1. I totally disagree
 2. I disagree
 3. I neither agree nor disagree
 4. I agree
 5. I totally agree

Thank you for your participation.

Annex 2. Questionnaire for Structured Interview on the Use of AI in Radio

1. Introduction
Introduction: Hello, thank you for participating in this interview about the use of artificial intelligence in creating radio voices and announcers. The purpose of this interview is to gather specific information about your perceptions and experiences regarding this topic among radio professionals.
Consent: Before we begin, do you agree to participate in this interview? May I use this conversation to review it later for research purposes?

2. Professional Background

2.1 Work Experience:

- How long have you been working as a radio announcer?
- Which radio station or stations have you worked for, or are you currently working for?"

3. Perception of the Use of Artificial Intelligence in Radio

3.1 Opinion on AI-Generated Voice Technology:

- What is your general opinion on the use of artificial intelligence to generate voices and radio announcements?

- Do you think AI-generated voice technology could improve the quality of radio programming?

3.2 Personal Experience:

- Have you ever used AI-generated voices in your radio programs to create voices, manage information, write texts, etc.?
- If so, what kind of experience have you had with them in terms of quality and audience acceptance?

3.3 Impact on the Profession:

- How do you think the introduction of non-human announcers might affect the work of traditional announcers?
- Do you think AI could influence the creativity, authenticity, and credibility of radio? Why?

4. Content Personalization and Impact on Advertising

4.1 Personalization of Informative Content:

- How do you think AI could improve the personalization of news content on the radio? Explain your answer.
- Do you think AI can help tailor radio programs to individual audience preferences? Explain your answer.

4.2 Advertising and Marketing:

- From your perspective as a radio professional, how do you think AI could influence the segmentation and personalization of advertising on the radio?
- Do you have any previous experience where you have observed or used AI techniques to improve the effectiveness of radio marketing and advertising strategies?

5. Collaboration with Virtual Announcers

- Would you feel comfortable sharing the microphone with a virtual announcer on a news program? Why?
- How do you think collaborating with a virtual announcer might affect the dynamics of a radio program?
- Do you think a virtual announcer could adapt to the style and rhythm of a radio program in the same way as a human announcer?

6. Impact of Virtual Announcers on Radio Work

- How do you think the existence of virtual announcers could affect your work as a radio professional?
- Are you concerned that virtual voices could eventually replace human voices in the creation of news programs and entertainment content? Explain your answer.
- Do you think virtual voice actors could offer real competition in terms of quality and personality compared to human voice actors?

7. Final Reflections

7.1 Positive Aspects

- Do you identify any potential benefits of using AI in radio? Which ones?

- How do you think this technology could improve any specific aspect of radio production?

7.2 Concerns

- Do you have any concerns about the impact AI could have on the radio industry?
- Do you think there are any ethical aspects that should be taken into account when using non-human announcers on the radio?

7.3 Opinion

- What is your opinion on the future of radio in relation to the use of artificial intelligence technology?
- Is there any additional comment you would like to share on this topic?