Appendix

Table A

Measures: participants' assessments of their own characteristics and characteristics of the voice assistant

characteristics	*asked for participants*	*asked for voice assistants*
Personality	x	x
Gender	x	x
Trust	x	x
	interpersonal, institutional	trustworthiness
Affinity to technology	x	
Innovation ability	x	
Media usage, experience with voice assistants	x	
User experience		x
Eeriness		x
Positive and negative effect		x

Table B

Coding System

Category	Manifestation
Entity	Human, robot, original device, animal, object, abstract (confidence rating: 25 to 100% [a])
Body parts	Head, torso, arm, leg, hand, foot, hair, face, mouth
Face	Visible, not visible, partly visible
If the face was visible: facial expression	Happiness, neutral, not encodable (sadness, fear, anger, disgust, surprise) [b]
Gender	Female, male, neutral, not encodable
Motion	Standing, in motion, not encodable
Posture	Upright, bent, not encodable
Accessories	Yes, no
Clothes	Yes, no
Gestures	Visible, not visible
Colors	Red, blue, green, yellow

[a] With the confidence rating, raters indicated ambiguity of coding. Ratings below 25% were not possible, as in this case a more fitting entity was assigned.

[b] Manifestations of categories in parentheses were part of the coding system, but did not occur in our sample.

Table C

Measures of characteristics of the voice assistants participants assessed - Study 2

measure	Likert scale	reliability
User Experience		
Pragmatic Quality [PQ]	7-point	α = .73
Hedonic Quality Stimulation [HQS]		α = .82
Hedonic Quality Identity [HQI]		α = .74
Personality	5-point	Agreeableness: α = .87; Extroversion: α = .85; Intellect: α = .71; Conscientiousness.: α = .77; Neuroticism α = .59
Gender	male, female, diverse	yes/no