

# Claudette Roche Explains How Technology is Changing Accents Around the World

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VERO BEACH, FL, UNITED STATES, January 30, 2019 /EINPresswire.com/ -- Technology has allowed individuals to connect more frequently and efficiently than any other time in history. Yet with the mainstream introduction of voice-activated technology, some accents go unrecognized or misunderstood. Google Home, Amazon's Alexa, and Siri immediately recognize demands when delivered by an individual with an American accent. However, individuals with non-American accents struggle to use this newer technology.

Claudette Roche, [the Accent Coach](#) explains, "It's possible that individuals may change how they pronounce certain words or how they sound to get that technology to work for them." And in some ways, they already are. A recent study showed that 79% of individuals with regional accents reported changing their accent "a little bit" or "a lot" in order to be understood by voice-activated technology.



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*Claudette Roche*

“If voice-activated technology continues this way, we can definitely see some major changes happening to regional accents,” the [Accent Coach](#) says. And it's not exactly surprising. Most of this technology is coming from the United States. Thus, it makes sense that the voice-activated software is fitted to the American accent. The individuals involved in this technology's construction likely have similar accents and dialects - which don't include outlying regional accents.

“People want to be understood. They want to be able to use this cutting-edge technology. And most people don't want to be left behind,” Roche explains. Roche predicts that more and more individuals may turn to [speech coaches](#) for help. “It could potentially and substantially increase the need for accent or speech coaching,” she says.

Regional accents around the world may see a change in the coming decades. Voice-activated systems are becoming more and more common, with uses at home and in the workplace. The other possibility involves a more inclusive approach to voice-activated technology when it comes to different accents. As the Accent Coach states, “Only time will tell.”

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