- Too Beautiful to be Fake: Attractive Faces are Less Likely to be Judged as

 Artificially Generated
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23 Abstract

- Abstract abstract abstract.
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For the first time in human history, technology has enabled the creation of 29 near-perfect simulations indistinguishable from reality. These artificial, yet realistic 30 constructs permeate all areas of life through immersive works of fiction, deep fakes (real-like 31 images and videos generated by deep learning algorithms), virtual and augmented reality 32 (VR and AR), artificial beings (artificial intelligence "bots" with or without a physical 33 form), fake news and skewed narratives, of which ground truth is often hard to access (Nightingale & Farid, 2022). Such developments not only carries important consequences 35 for the technological and entertainment sectors, but also for security and politics - for instance if used for propaganda and disinformation, recruitment into malevolent organizations, or religious indoctrination (Pantserev, 2020). This issue is central to what has been coined the "post-truth era" (Lewandowsky et al., 2017), in which the distinction (and lack thereof) between authentic and simulated objects will play a critical role.

While not all simulations have achieved perfect realism (e.g., Computer Generated Images - CGI in movies often lack certain key details that makes them visually distinct from real images, McDonnell & Breidt, 2010), it is fair to assume that these technical limitations will become negligible in the near future, in particular in the field of face generation and replacement (Moshel et al., 2022; Nightingale & Farid, 2022; Tucciarelli et al., 2020). This fact, however, leads to a new issue: if real and fake stimuli cannot be distinguished based on their objective characteristics, how can we make judgments regarding their nature?

Literature shows that the context surrounding a stimulus often plays an important role in the assessment of its reality (Makowski, 2018; a process henceforth referred to as simulation monitoring, Makowski, Sperduti, et al., 2019). With the extensive search and processing of cues within ambiguous stimuli being an increasingly complex and cognitively

- effortful strategy (Michael & Sanson, 2021; Susmann et al., 2021), people tend to draw on
- peripheral contextual cues (Figure 1), such as the source of the stimulus, and its
- credibility, authority and expertise, to help facilitate their evaluation (Michael & Sanson,
- 56 2021; Petty & Cacioppo, 1986; Susmann et al., 2021). However, the atomization and
- of decontextualization of information allowed by online social media (where text snippets or
- video excerpts are mass-shared with little context) can render this task difficult (Berghel,
- ⁵⁹ 2018; Y. Chen et al., 2015). In the absence of contextual information, what drives our
- 60 beliefs of reality?

Determinants of Simulation Monitoring

« Is this information real or fake? »

« Real » = genuine, authentic

« Fake » = artifical, simulated, deceptive

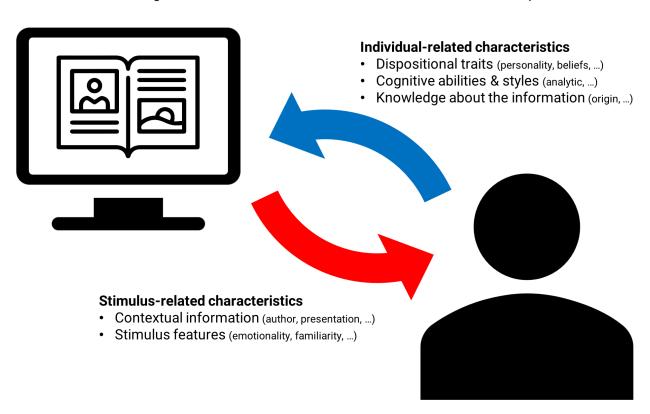


Figure 1. The decision to believe that an ambiguous stimulus (of any form, e.g., images, text, videos, environments, ...) is real or fake depends of individual characteristics (e.g., personality and cognitive styles), stimulus-related features (context, emotionality), and their interaction, which can manifest for instance in our bodily reaction.

Moreover, evidence from research indicates that inter-individual characteristics also 61 play a crucial role in the formation of beliefs of reality, with factors such as cognitive style, 62 prior beliefs, and personality traits significantly impacting simulation monitoring (Bryanov 63 & Vziatysheva, 2021; Ecker et al., 2022; Sindermann et al., 2020). For instance, individuals with higher levels of analytical reasoning have been found to better discriminate real from 65 fake stimuli (Pehlivanoglu et al., 2021; Pennycook & Rand, 2019). Prior knowledge or beliefs about the stimulus influences one's perception of it by biasing the attention deployment towards information that is in line with our expectations (Britt et al., 2019). Furthermore, dispositional traits, such as high levels of narcissism and low levels of openness and conscientiousness, have been associated with greater susceptibility to fake news (Piksa et al., 2022; Sindermann et al., 2020). 71

Beyond stimulus- and individual-related characteristics, evidence suggests that the 72 interaction between the two (i.e., the subjective reaction associated with the experience of a 73 given stimulus), contributes to simulation monitoring decisions. For instance, the intensity of experienced emotions have been shown to increase one's sense of presence - the extent to 75 which one feels like "being there", as if the object of experience was real - when engaged in 76 a fictional movie or a VR environment (Makowski et al., 2017; Sanchez-Vives & Slater, 2005). Conversely, beliefs that emotional stimuli were fake (e.g., that emotional scenes were not authentic but instead involved actors and movie makeup) were found to result in emotion down-regulation (Makowski, Sperduti, et al., 2019; Sperduti et al., 2017). In line with these findings, studies on susceptibility to fake news have also found heightened stimulus emotionality to be associated with greater belief (Bago et al., 2022; Martel et al., 2020). Additionally, other factors, such as the stimulus' perceived self-relevance (Goldstein, 2009; Sperduti et al., 2016), as well as familiarity (Begg et al., 1992), could also play a role in our processing and reaction to real as opposed to non-real material.

AI-generated images of faces, due to their popularity as a target of CGI technology

and the possibility of experimentally manipulating facial features, are increasingly used to study face processing as related to saliency or emotions, as well as to other important 88 components of faces evaluation, such as trustworthiness or attractiveness (Balas & Pacella, 2017; Calbi et al., 2017; Sobieraj & Krämer, 2014; Tsikandilakis et al., 2019). Interestingly, 90 some studies report that when the nature of the faces was ambiguous, artificially created 91 faces that were previously rated as more attractive were judged by subjects to be less real (Tucciarelli et al., 2020). However, as the attractiveness ratings were given by independent 93 raters instead of the participants, the direction of the relationship between perceived realness and attractiveness cannot be concluded. To this end, Liefooghe et al. (2022) reports that attractiveness ratings differed significantly between participants who were told that the faces were AI-generated from those who had no prior knowledge. Whereas this line of evidence suggests that reality beliefs have an effect on face attractiveness ratings, the opposite question, whether attractiveness could drive simulation monitoring, has received little attention to date. 100

This study primarily aims at exploring the effect of face attractiveness on simulation 101 monitoring, i.e., on the beliefs that an image is real or artificially generated. Based on the 102 embodied reality theory (outlined in Makowski, 2018; Makowski, Sperduti, et al., 2019), 103 which suggests that salient and emotional stimuli are perceived to be more real, we 104 hypothesize a quadratic relationship between perceived realness and attractiveness: faces 105 rated as highly attractive or unattractive will more likely believed to be real. We expect a 106 similar relationship with trustworthiness ratings given its well-established link with 107 attractiveness (Bartosik et al., 2021; Garrido & Prada, 2017; Liefooghe et al., 2022; Little et al., 2011), and a positive relationship with familiarity (as more familiar faces would appear as more salient, self-relevant and anchored in reality). Additionally, we will further 110 explore the link of dispositional traits, such as personality and attitude towards AI, with 111 inter-individual simulation monitoring tendencies. Note that the discriminative accuracy 112 between "true" photos and "true" artificially-generated images is not relevant for this study, 113

which focuses on the beliefs that a stimulus is real or fake, independently of its true nature.

115 Methods

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In line with open-science standards, all the material (stimuli generation code, 116 experiment code, raw data, analysis script with complementary figures and analyses, 117 preregistration, etc.) is available at https://github.com/RealityBending/FakeFace. 118 **Procedure.** In the first part of the study, participants answered a series of 119 personality questionnaires, including the Mini-IPIP6 (24 items, Sibley et al., 2011) 120 measuring 6 personality traits, the SIAS-6 and the SPS-6 (6 items each, Peters et al., 121 2012) assessing social anxiety levels, the FFNI-BF (30 items, Jauk et al., 2022) measuring 122 9 facets of narcissism; the R-GPTS (18 items, Freeman et al., 2021) measuring 2 123 dimensions related to paranoid thinking; the IUS-12 (12 items, Carleton et al., 2007) 124 measuring intolerance to uncertainty. Finally, we created 5 items pertaining to 125 expectations about AI-generated images technology (TODO: write here some of the 126 questions). To lower their saliency and possibly prime the subjects about the task, we 127 mixed these items with 5 items of the attitudes towards AI scale (GAAIS, Schepman & 128 Rodway, 2020). This scale was presented after the social anxiety questionnaires, and 3 129 attention check questions were embedded in the questionnaires. 130

In the second part of this study, 109 photos of neutral-expression faces of real individuals from the validated American Multiracial Face Database (AMFD, (J. M. Chen et al., 2021)) were presented to the participants for 500ms each, in a randomized order. Following each stimulus, ratings of Attractiveness ("I find this person attractive"),

Beauty ("This face is good-looking"), Trustworthiness ("I find this person trustworthy")

and Familiarity ("This person reminds me of someone I know") were collected using visual analog scales. (TODO: add details and justifications)

In the last part of the study, participants were informed that about half of the face

images previously seen were AI-generated (the instructions used a cover story mentioning
that the research was aimed at validating a new face generation algorithm). The same set
of stimuli was displayed again for 500 ms in a new randomized order. This time, after each
display, participants were asked to express their belief regarding the nature of the stimulus
using a visual analog scales (with *Fake* and *Real* as the two extremes). The study was
implemented using *jsPsych* (De Leeuw, 2015), and the full set of instructions is available in
the experiment code.

Participants. One hundred and three participants were recruited via *Prolific*, the the crowd-sourcing platform providing the best data quality (Peer et al., 2022). The only inclusion criterion was a fluent proficiency in English to ensure that the experiment instructions would be well-understood. Participants were incentivised with a reward of about £7.5 for completing the study, which took about 45 minutes to finish. Demographic variables (age, gender, sexual orientation, education and ethnicity) were self-reported on a voluntary basis.

We excluded 3 participants that failed 2 (>=66%) or more attention check questions. The final sample included 100 participants (Mean age = 27.9, SD = 8.5, range: [19, 66]; Sex: 48% females, 52% males).

Data Analysis. The real-fake ratings (measured originally on a [-1, 1] analog scale) 156 were converted into two scores, corresponding to two distinct mechanisms: the 157 dichotomous belief (real or fake, derived based on the sign of the rating) and the confidence 158 (the rating's absolute value) associated with that belief. Models predicting the former were 159 set as logistic mixed models (with the participants and images entered as random factors), 160 and models modeling the latter, as well as the other face ratings (attractiveness, beauty, 161 trustworthiness and familiarity) were modeled using beta regression models (suited for an 162 outcome variable expressed in percentages). 163

We started by investigating the effect of the procedure and instructions to check

whether the stimuli (which were real pictures of faces) were indeed judged as fake in a sufficient proportion to warrant their analysis. Additionally, we assessed the effect of the re-exposure delay, i.e., the time between the first presentation of the image (corresponding to the face ratings) and the second presentation (for the real-fake rating).

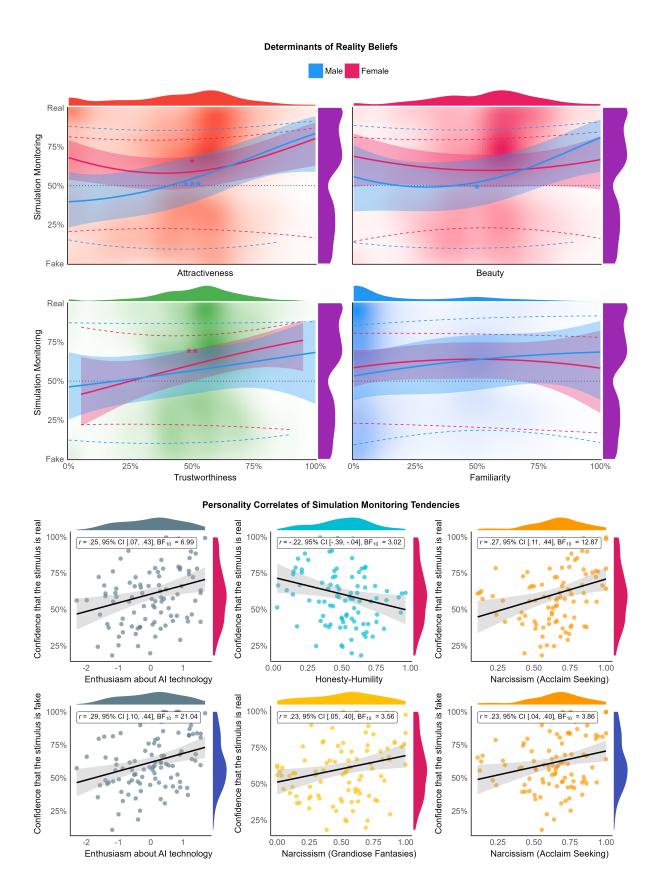
The determinants of reality beliefs were modeled separately for attractiveness, 169 beauty, trustworthiness, and familiarity, using second order raw polynomials coefficients to 170 allow for possible quadratic relationships (Figure 2. Aside from attractiveness 171 (conceptualized as a general construct), models for beauty, trustworthiness and familiarity 172 were adjusted for the two remaining variables mutatis mutandis. We took into account 173 the gender of participants and stimuli by retaining the pictures that were aligned with the 174 participants' sexual preference (e.g., female faces for homosexual females, male faces for 175 heterosexual females, and both for bisexual participants), and modeling the interaction 176 with the participants' gender. For the attractiveness and beauty models, we then added 177 the interaction with the reported self-attractiveness (the average of the two questions 178 pertaining to it) to investigate its potential modulatory effect.

Finally, we investigated the inter-individual correlates of simulation monitoring by
computing, for each participant, the proportion of faces judged as real (i.e., the overall bias
towards one or the other belief), as well as the average confidence for faces judged as real,
and fake. We assessed the link between these scores and dispositional traits using Bayesian
correlation analysis (Makowski et al., 2020; Makowski, Ben-Shachar, Chen, et al., 2019).

The analysis was carried out using *R 4.2* (R Core Team, 2022), the *tidyverse*(Wickham et al., 2019), and the *easystats* collection of packages (Lüdecke et al., 2021,

2019, 2020; Makowski, Ben-Shachar, & Lüdecke, 2019). As all the details, scripts and

complimentary analyses are open-access, the manuscript will focus on significant results.



 $Figure\ 2.$ Top part shows blabla.

89 Results

Manipulation Check. Only one image file yielded a strong simulation monitoring 190 bias (> 85%), being classified as fake in 87.4% of trials. This image was removed from 191 further analysis, leaving 108 trials per participant. On average, across participants, 44% of 192 images (95% CI [0.11, 0.64]) were judged as fake and 56% of images (95% CI [0.36, 0.89]) 193 as real. An intercept-only model with the participants and images as random factors 194 showed that the Intraclass Correlation Coefficient (ICC), which can be interpreted as the 195 proportion of variance explained by the random factors, was of 10.5% for the participants 196 and 8.7% for the pictures. 197

There was a significant negative effect of the delay of re-exposure (with 95% of values between 1.58 and 30.31 min), suggesting that shorter delays were associated with a slight bias towards the belief of reality (60% at a theoretical delay of 0), which decreased to 50% at a theoretical delay of 60 min (OR = 0.99, 95%CI = [0.99, 1.00], z = -2.27, p = .023). There was also a significant negative effect on judgment confidence, but only in the real condition ($\beta = -0.005$, 95%CI = [-0.1, 0.0], p = .023).

Determinants of Simulation Monitoring. Attractiveness had a significant positive and linear relationship ($R_{marginal}^2 = 2.8\%$) with the belief that a stimulus was real ($\beta_{poly1} = 16.37, 95\%CI = [7.76, 24.98], z = 3.73, p < .001$) for males, and a quadratic relationship for females ($\beta_{poly2} = 7.77, 95\%CI = [1.41, 14.13], z = 2.40, p = .017$), with both non-attractive and attractive faces being judged as more real. No significant relationship was found between attractiveness ratings and belief confidence, aside of a similar trend for females only, for faces judged as real ($\beta_{poly2} = 4.38, 95\%CI = [0.96, 7.79],$ z = 2.51, p = .012). There was no interaction with reported self-attractiveness.

Beauty, adjusted for trustworthiness and familiarity, had a significant positive and linear relationship ($R_{marginal}^2 = 3.5\%$) with the belief that a stimulus was real ($\beta_{poly1} = 9.54, 95\%CI = [1.43, 17.65], z = 2.31, p = .021$) for males only. No effect on

confidence was found, aside from a quadratic relationship for females for faces judged as
fake, suggesting that non-beautiful and highly beautiful faces were rated as fake with more
confidence than average faces ($\beta_{poly2} = 6.61$, 95%CI = [1.98, 11.24], z = 2.80, p = .005).
There was no interaction with reported self-attractiveness.

Trustworthiness, adjusted for beauty and familiarity, had a significant positive and linear relationship ($R_{marginal}^2 = 3.0\%$) with the belief that a stimulus was real ($\beta_{poly1} = 11.60, 95\%CI = [4.15, 19.06], z = 3.05, p = .002$) for females only. No effect on confidence was found, aside from a quadratic relationship for females for faces judged as real, suggesting that non-trustworthy and highly trustworthy faces were rated as real with more confidence than average faces ($\beta_{poly2} = 6.47, 95\%CI = [1.73, 11.21], z = 2.68,$ p = .007).

We did not find any significant relationships for familiarity adjusted for beauty and 226 trustworthiness ($R_{marginal}^2 = 3.0\%$). However, a significant positive and linear relationship 227 was found with the confidence in faces judged as real ($\beta_{poly1} = 9.31, 95\%CI = [3.45, 15.17],$ 228 z = -3.11, p = .002), and a quadratic relationship for faces judged as fake 220 $(\beta_{poly1} = -12.67, 95\%CI = [-19.87, -5.47], z = -3.45, p < .001; \beta_{poly2} = 8.14,$ 230 95%CI = [0.01, 16.28], z = 1.96, p = .05), for males only, suggesting that faces are judged 231 as real with more confidence when they are familiar, and judged as fake with less 232 confidence when they are of not familiar or highly familiar. 233

Inter-Individual Correlates of Simulation Monitoring. Bayesian correlations with personality traits suggested that Honesty-Humility was negatively associated with the confidence in reality $(r = -0.21, 95\%CI = [-0.38, -0.03], BF_{10} = 3.57)$, and positively associated with the Narcissism trait of Acclaim Seeking $(r = 0.26, 95\%CI = [0.08, 0.43], BF_{10} = 14.38)$ and Grandiose Fantasies $(r = 0.22, 95\%CI = [0.04, 0.40], BF_{10} = 4.18)$. Acclaim Seeking was also positively related with the confidence in fake judgments $(r = 0.22, 95\%CI = [0.04, 0.40], BF_{10} = 4.52)$. No significant correlations was found for

social anxiety, intolerance to uncertainty, or paranoid beliefs.

Questions pertaining to the attitude towards AI were reduced to 3 dimensions
through factor analysis, labelled AI-Enthusiasm (loaded by items expressing interest and
excitement in AI development and applications), AI-Realness (loaded by items expressing
positive opinions on the ability of AI to create realistic material), and AI-Danger (loaded
by items expressing concerns on the unethical misuse of AI technology). Only
AI-Enthusiasm displayed a significant positive relationship with the confidence in both real $(r = 0.24, 95\%CI = [0.06, 0.41], BF_{10} = 8.00)$ and fake (r = 0.28, 95%CI = [0.11, 0.44], $BF_{10} = 23.04)$ judgments.

Discussion

This study aimed at investigating the effect of facial ratings (attractiveness, beauty, 251 trustworthiness and familiarity) on simulation monitoring, i.e., on the belief that the 252 stimulus is artificially generated. The most striking result, in our opinion, is that despite 253 all the stimuli being real faces from the same database, all participants, when given the information, believed (to high degrees of confidence) that a significant proportion of them were fake. This finding is a testimony to both the current expectations regarding CGI 256 technology in the population, as well as to the volatility of our sense of reality. It 257 underlines the strong impact of prior expectations and information on reality beliefs. In 258 fact, stimuli-related and participant-related characteristics accounted for less than 20% of 259 the beliefs variance, suggesting that a large part of it is associated with other subjective 260 processes. 261

Although attractiveness did not seem to be the primary drive underlying simulation
monitoring of face images, we do nonetheless report significant associations, with a
different pattern depending on the participant's gender. The quadratic relationship found
for female participants is aligned with our hypothesis that salient faces (i.e., rated as very

attractive or very unattractive) are judged to be more real. Alternatively, we could 266 interpret the mostly positive linear relationship for males under an evolutionary lens. In 267 particular, males purportedly place more emphasis on facial attractiveness as a sign of 268 reproductive potential, as compared with females, who tend to value characteristics 269 signaling resource acquisition capabilities (Fink et al., 2006; Qi & Ying, 2022). As such, it 270 is possible that the evolutionary weight associated with attractiveness skewed the perceived 271 saliency towards attractive faces, rendering attractive faces are significantly more salient 272 than unattractive ones, in turn distorting the relationship with simulation monitoring. 273 Future studies should test this saliency-based hypothesis by measuring constructs closer to 274 salience and its effects, for instance using neuroimaging (ref on saliency in EEG or 275 fMRI) or physiological markers [in particular, heart rate deceleration, include refs]. 276

discuss why the link with beauty is slightly different. Note that for models for beauty
we adjusted the models for trustowrthiness and familiarity, hence possibly masking the
multidimensionality of attractiveness.

In contrast to the findings for attractiveness, trustworthiness linearly increased beliefs 280 in realness for females only. Given the evidence for the effect in the opposite direction, 281 suggesting that faces presented as were rated as more trustworthy (Balas & Pacella, 2017; 282 Hoogers, 2021; Liefooghe et al., 2022), we expected such link to be present for both 283 genders. One of the contributing mechanism to this dimorphism could have been the 284 increased risk-taking aversion reported in females (explained evolutionary as a compromise their reproductive potential, Van Den Akker et al., 2020), to which perceived facial 286 trustworthiness relates (Hou & Liu, 2019). However, faces judged as highly untrustworthy 287 should have appear as even more salient (representing an evolutionary threat), and hence 288 be judged as more real. As such, further studies are needed to investigate the causes of the 289 increased simulation monitoring sensitivity to trustworthiness in females. 290

Contrary to our hypothesis, familiarity was not found to be significantly related to

simulation monitoring decisions. It is to note that the distribution of familiarity ratings
was strongly skewed, and that a low number of pictures was rated as highly familiar.

Future studies could re-examine this aspect by experimentally manipulating familiarity, for
instance by modulating the amount of exposures of items before the simulation monitoring
ratings.

Although the order of presentation of the facial images was randomized to reduce 297 effects of adaptation, re-exposure delay was found to have a significant negative effect on 298 simulation monitoring decisions, with shorter delays being associated with faces being 299 rated as more real. Interestingly, while it could be posited that shorter delays led to the 300 faces appearing more familiar and thereby increased people's belief in its realness, this 301 seems unlikely considering perceived familiarity did not significantly affect simulation 302 monitoring decisions made, even after controlling for attractiveness and trustworthiness. 303 Alternatively, shorter re-exposure delays could have led to the faces being better 304 remembered, thus triggering autobiographical memory processes (Gobbini et al., 2013) and 305 evoking a sense of personal relevance during the repeated display. Indeed, fictional stimuli 306 that were associated with more personal memories have been shown to up-regulate 307 emotions (Makowski et al., 2017; Sperduti et al., 2016), thus biasing the realness of the 308 given stimulus 309

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