

# Informed Consent

## Invitation to Take Part

You are being invited to take part in a research study to further our understanding of human perception. Thank you for carefully reading this information sheet. This study is being conducted by Sofia Turcany Diaz and Dr Dominique Makowski from the School of Psychology, University of Sussex, who are happy to be contacted ([st633@sussex.ac.uk](mailto:st633@sussex.ac.uk) and [D.Makowski@sussex.ac.uk](mailto:D.Makowski@sussex.ac.uk)) if you have any questions.

## Why have I been invited and what will I do?

The goal is to study how new technology can impact **human perception**. In this study, you will be shown facial images and asked to complete a few questionnaires and perform some tasks. The whole experiment will take you **about 35 min** to complete.

Please make you sure that you are **attentive and in a quiet environment**, and that you have time to complete it in one go.

## What will happen to the results and my personal information?

The results of this research may be written into a scientific publication. Your anonymity will be ensured in the way described in the consent information below. **Please read this information carefully** and then, if you wish to take part, please acknowledge that you have fully understood this sheet, and that you consent to take part in the study as it is described here.

## Consent

- I understand that by signing below I am agreeing to take part in the University of Sussex research described here, and that I have read and understood this information sheet
- I understand that my participation is entirely voluntary, that I can choose not to participate in part or all of the study, and that I can withdraw at any stage without having to give a reason and without being penalized in any way (e.g., if I am a student, my decision whether or not to take part will not affect my grades).
- I understand that since the study is anonymous, it will be impossible to withdraw my data once I have completed it.
- I understand that my personal data will be used for the purposes of this research study and will be handled in accordance with Data Protection legislation. I understand that the University's Privacy Notice provides further information on how the University uses personal data in its research.
- I understand that my collected data will be stored in a de-identified way. De-identified data may be made publicly available through secured scientific online data repositories.
- Please note that various checks will be performed to ensure the validity of the data. We reserve the right to withhold credit awards or reimbursement should we detect non-valid responses (e.g., random patterns of answers, instructions not read, ...).
- By participating, you agree to follow the instructions and provide honest answers. If you do not wish to participate, simply close your browser.

For further information about this research, or if you have any concerns, please contact Sofia Turcany Diaz ([st633@sussex.ac.uk](mailto:st633@sussex.ac.uk)) or Dr Dominique Makowski ([D.Makowski@sussex.ac.uk](mailto:D.Makowski@sussex.ac.uk)).

This research has been approved (ER/HER27/1) by the ethics board of the School of Psychology. The University of Sussex has insurance in place to cover its legal liabilities in respect of this study.

## About yourself

What is your gender? \*

Male  Female  Other

Please enter your age (in years) \*

e.g., 21

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## About yourself

What is your highest completed education level? \*

- University (doctorate)
- University (master)
- University (bachelor)
- High school
- Elementary school
- Other

Are you currently a student? \*

Yes      No

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## About yourself

How would you describe your ethnicity?

- White
- Black
- Hispanic/Latino
- Middle Eastern/North African
- South Asian
- East Asian
- Southeast Asian
- Mixed
- Prefer not to say
- Other

In which country are you currently living?

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## About yourself

**What sexual orientation do you identify with? \***

These questions are important to understand the results in the latter part of the experiment.

- Heterosexual
- Homosexual
- Bisexual
- Other

**I am currently... \***

- Single and not open to dating
- Single and open to dating
- In a relationship and not open to dating
- In a relationship and open to dating
- Other

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## About your personality

Please answer the following questions based on how accurately each statement describes you in general.



I wouldn't pretend to like someone just to get that person to do favors for me. \*

Disagree  0  1  2  3  4  5  6 Agree

I would like to be seen driving around in a very expensive car. \*

Disagree  0  1  2  3  4  5  6 Agree

I want people to know that I am an important person of high status. \*

Disagree  0  1  2  3  4  5  6 Agree

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## About your personality

Please answer the following questions based on how accurately each statement describes you in general.



**Even in an emergency I wouldn't feel like panicking.\***

Disagree  0  1  2  3  4  5  6 Agree

**When I suffer from a painful experience, I need someone to make me feel comfortable.\***

Disagree  0  1  2  3  4  5  6 Agree

**I sometimes can't help worrying about little things.\***

Disagree  0  1  2  3  4  5  6 Agree

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## About your personality

Please answer the following questions based on how accurately each statement describes you in general.

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I feel that I am an unpopular person. \*

Disagree  0  1  2  3  4  5  6 Agree

I rarely express my opinions in group meetings. \*

Disagree  0  1  2  3  4  5  6 Agree

Most people are more upbeat and dynamic than I generally am. \*

Disagree  0  1  2  3  4  5  6 Agree

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## About your personality

Please answer the following questions based on how accurately each statement describes you in general.



I rarely hold a grudge, even against people who have badly wronged me. \*

Disagree  0  1  2  3  4  5  6 Agree

I generally accept people's faults without complaining about them. \*

Disagree  0  1  2  3  4  5  6 Agree

I find it hard to keep my temper when people insult me. \*

Disagree  0  1  2  3  4  5  6 Agree

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## About your personality

Please answer the following questions based on how accurately each statement describes you in general.



Often when I set a goal, I end up quitting without having reached it. \*

Disagree  0  1  2  3  4  5  6 Agree

I make a lot of mistakes because I don't think before I act. \*

Disagree  0  1  2  3  4  5  6 Agree

When working, I sometimes have difficulties due to being disorganized. \*

Disagree  0  1  2  3  4  5  6 Agree

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## About your personality

Please answer the following questions based on how accurately each statement describes you in general.



I think that paying attention to radical ideas is a waste of time. \*

Disagree

0    1    2    3    4    5    6

Agree

If I had the opportunity, I would like to attend a classical music concert. \*

Disagree

0    1    2    3    4    5    6

Agree

I would enjoy creating a work of art, such as a novel, a song, or a painting. \*

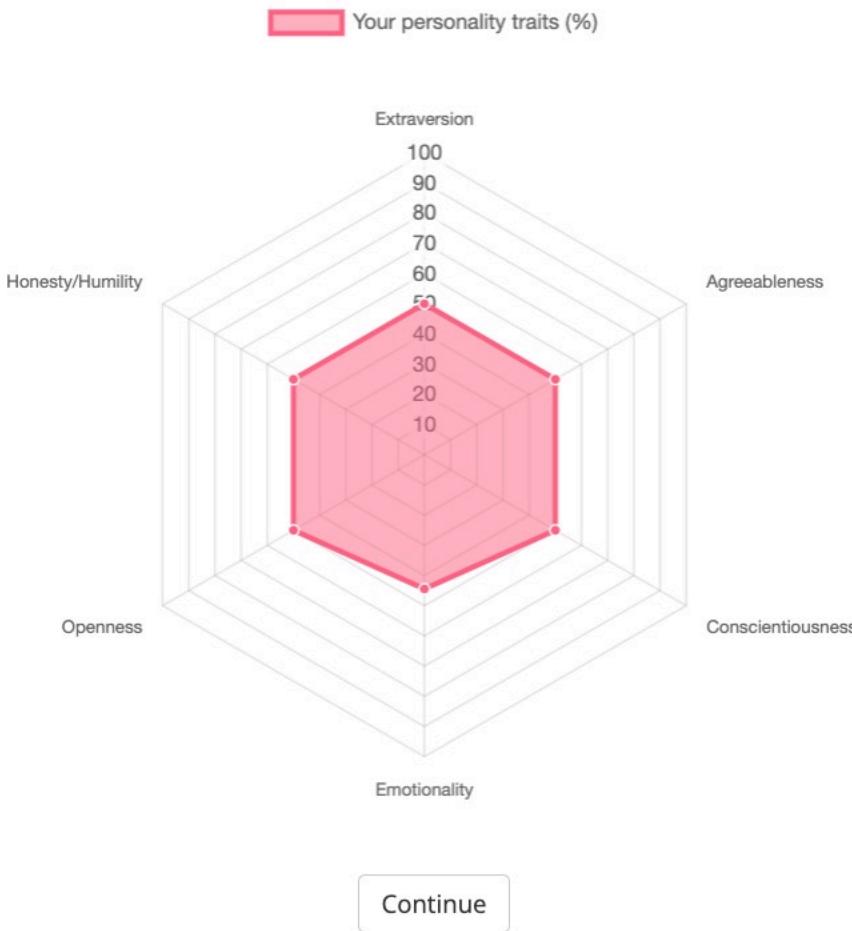
Disagree

0    1    2    3    4    5    6

Agree

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[Complete](#)



This chart represents how much you score on various personality traits. Remember that there are no good or bad trait, and that there is no 'normal'. Everybody is different!

# Artificial Intelligence

How knowledgeable do you consider yourself about Artificial Intelligence (AI) technology? \*

Not at all

0    1    2    3    4    5    6

Expert

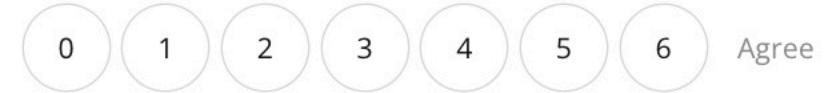
Next

# Artificial Intelligence

We are interested in your thoughts about Artificial Intelligence (AI). Please read the statements below carefully and indicate the extent to which you agree with each statement.

**Current AI algorithms can generate very realistic videos \***

Disagree



**Computer-Generated Images (CGI) are capable of perfectly imitating reality \***

Disagree



**I am worried about future uses of AI \***

Disagree



**AI assistants can write texts that are indistinguishable from those written by humans \***

Disagree



**Videos generated by AI have obvious problems that make them easy to spot as fake \***

Disagree



**AI is dangerous \***

Disagree



Images of faces or people generated by AI always contain errors and artifacts \*

Disagree  0  1  2  3  4  5  6 Agree

AI is exciting \*

Disagree  0  1  2  3  4  5  6 Agree

Technology allows the creation of environments that seem just as real as reality \*

Disagree  0  1  2  3  4  5  6 Agree

Much of society will benefit from a future full of AI \*

Disagree  0  1  2  3  4  5  6 Agree

Current AI algorithms can generate very realistic images \*

Disagree  0  1  2  3  4  5  6 Agree

Documents and paragraphs written by AI usually read differently compared to Human productions \*

Disagree  0  1  2  3  4  5  6 Agree

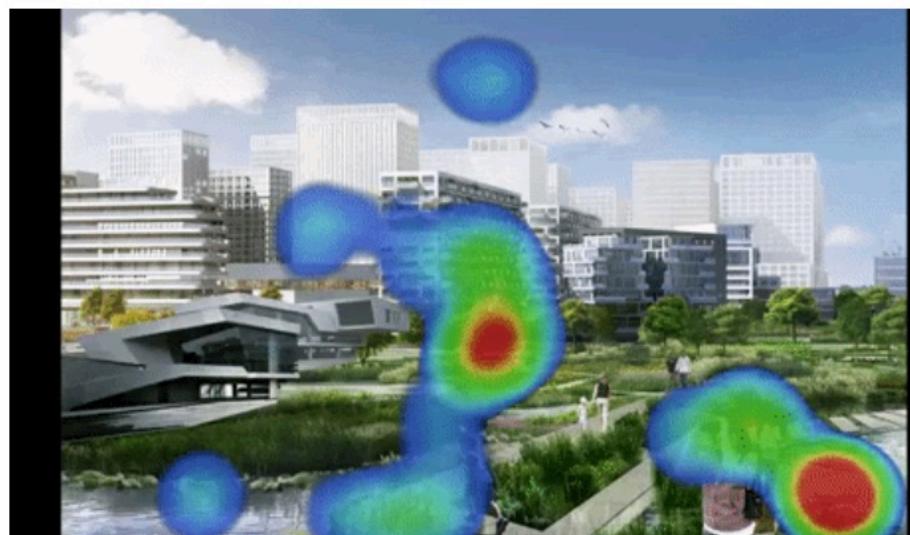
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Complete

## Eye movements

As the next phase of the experiment involves the presentation of visual stimuli, we are interested in what parts of the image people look at, and we would like to use your webcam to record your gaze.

**Important: The experiment does not record your face or any images from the camera.** It only extracts the estimated gaze pattern on the screen. **Your participation remains completely anonymous.**



After you pressed '**I agree**', a pop-up will appear asking you to enable your webcam. It may take a couple of seconds for the camera to initialize.

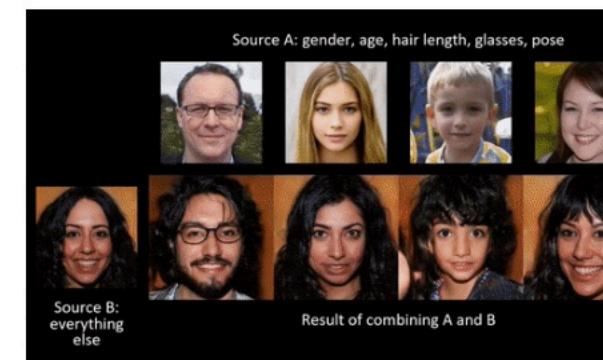
I agree

I don't have a webcam

## Part 3/4

This study stems out of an exciting new partnership between researchers from the **University of Sussex** and a young **AI startup** based in Brighton, UK, that specializes in making AI technology more ethical.

Our goal is to better understand how various people react to different faces. For this, we will be using a new **image-generation algorithm** (based on a modified *Generative Adversarial Network*) trained on a carefully refined material to produce realistic high-quality images. This allows us to manipulate the generation parameters and understand how they impact face perception.



In the next part, you will be presented with faces generated by our algorithm (preceded by the word '**AI-generated**'), intermixed with real photos (preceded by the word '**Photograph**') taken from public picture databases, adjusted to be of similar dimension and aspect as the artificially-generated images.

The faces will be **briefly flashed on the screen**. Imagine that they belong to a real person (for example, it is the **profile picture** on someone's social media). After each image, you will be asked a series of questions:

- **Beauty**: To what extent do you think the face is "objectively" **good-looking** (the degree to which the face is aesthetically appealing).
- **Attractiveness**: To what extent do **you personally** find the person **attractive** (how drawn are you to this person). While this dimension can often be aligned with the previous ones, we can also sometimes a face not necessarily "conventionally" beautiful and yet very attractive (and vice versa).
- **Trustworthiness**: To what extent do you find this person **trustworthy** (reliable, honest, responsible, etc.).

Note that we are interested in your **first impression**, so please respond according to your gut feelings.

Below is an example of how the questions will appear after each image:

This face is beautiful \*

Disagree  0  1  2  3  4  5  6 Agree

I found this person attractive \*

Disagree  0  1  2  3  4  5  6 Agree

I found this person trustworthy \*

Disagree  0  1  2  3  4  5  6 Agree

## Rating - 1%

Think of the person that you just saw.

---

This face is beautiful \*

Disagree

0 1 2 3 4 5 6

Agree

I found this person attractive \*

Disagree

0 1 2 3 4 5 6

Agree

I found this person trustworthy \*

Disagree

0 1 2 3 4 5 6

Agree

## Break Time

We know these types of experiment can feel a bit repetitive and tedious, but it is important for us that you stay focus until the end. Please take this opportunity to **take a break and relax your neck and eyes**.

Ready to continue!

# Thank you!

Before we start the second phase, we wanted to know your thoughts.

## Face Attractiveness

Please select all that apply

- Some faces were really attractive
- No face was particularly attractive
- AI-generated images were more attractive than the photos
- AI-generated images were less attractive than the photos
- Other (describe)

## AI-Generation Algorithm

Please select all that apply

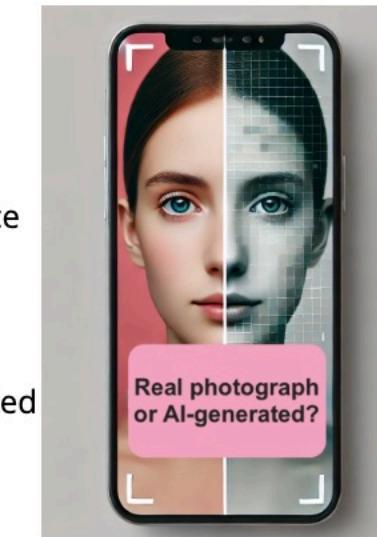
- The difference between the photos and the AI-generated images was obvious
- The difference between the photos and the AI-generated images was subtle
- I didn't see any difference between photos and AI-generated images
- I felt like the labels ('Photograph' and 'AI-Generated') were not always correct
- I felt like the labels were reversed (e.g., 'Photograph' for AI-generated images and vice versa)
- I feel like all the images were photos
- I feel like all the images were AI-generated
- Other (describe)

Complete

Thank you! In this final phase, we would like to see if you found our **image generation algorithm convincing** and error-free.

But there is **something important** we need to tell you... In the previous phase, some images were **intentionally mislabelled** (we told you it was a photograph when it was actually AI-generated and vice versa).

In this phase, we want you to tell us for each image **what you think is the true category!** We will briefly present all the images once more, and your task is to tell us if you think the image is AI-generated or a photograph. Indicate your degree of **confidence** and certainty by selecting larger numbers.



I think this face is... \*

Indicate your confidence that the image is fake or real

AI-Generated -3 -2 -1 0 1 2 3 Photograph

Press start once you are ready.

Start

## Rating - 5%

I think this face is... \*

Indicate your confidence that the image is fake or real

AI-Generated

-3

-2

-1

0

1

2

3

Photograph

## Feedback

It is the end of the experiment! Don't hesitate to leave us a feedback. After clicking 'Complete', your data will be saved on our secure servers, after what we will provide you with more information about the study.

Did you enjoy doing this experiment?



Anything else you would like to share with us?

[Complete the experiment](#)

## Debriefing

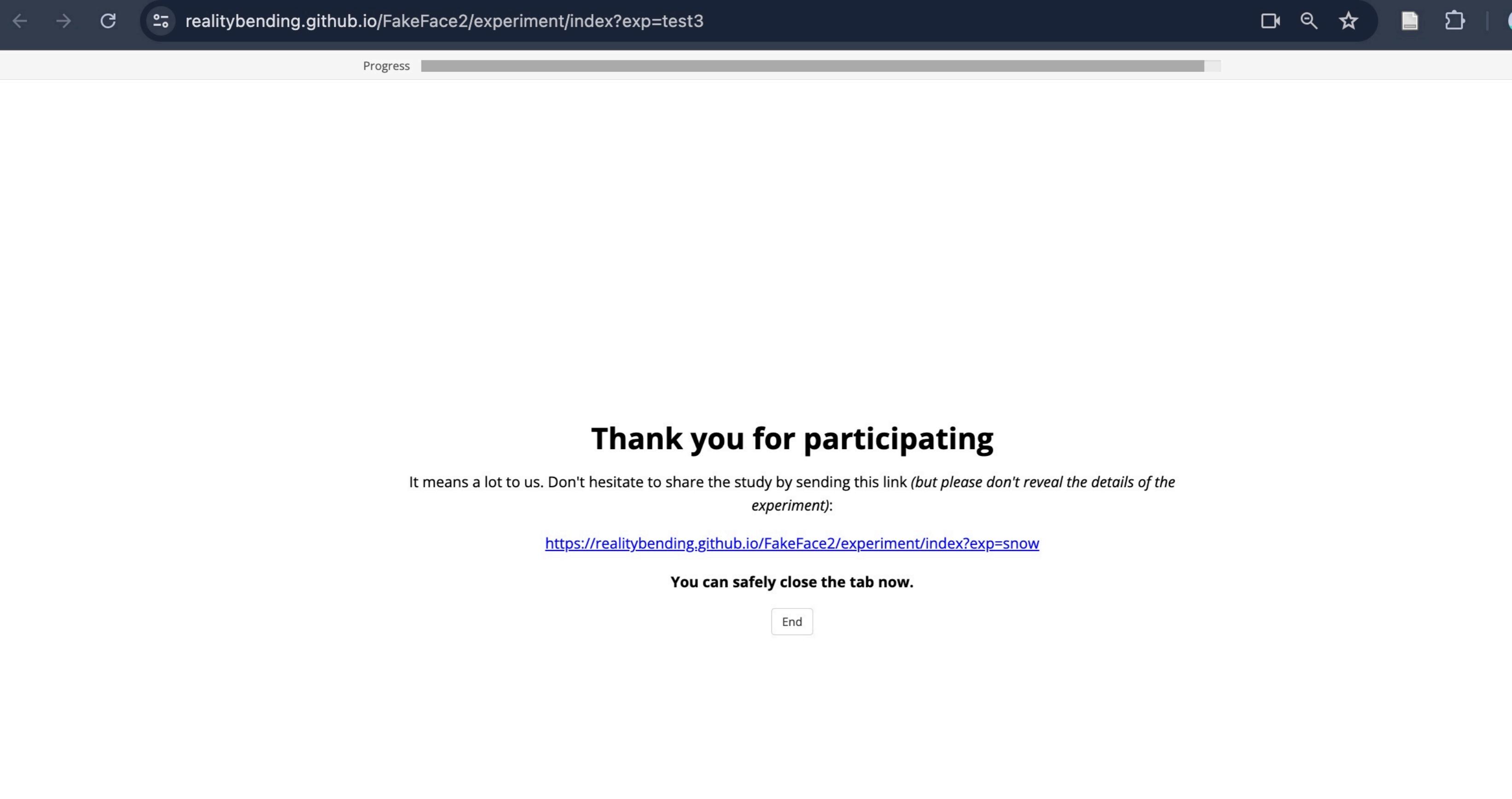
The purpose of this study was actually to study the effect on attraction of *believing* that the content is AI-generated. Indeed, we want to test the hypothesis that believing that facial images are fake would lead to lower attraction levels. As we are primarily interested in your *beliefs* about reality, all images were in fact taken from an existing database of real faces used in psychology research to study emotions. We apologize for the necessary deception used in the instructions, and we hope that you understand its role in ensuring the validity of our experiment.

**Thank you again!** Your participation in this study will be kept completely confidential. If you have any questions or concerns about the project, please contact [st633@sussex.ac.uk](mailto:st633@sussex.ac.uk) or [D.Makowski@sussex.ac.uk](mailto:D.Makowski@sussex.ac.uk).

To complete your participation in this study, click on 'Continue' and **wait until your responses have been successfully saved** before closing the tab.

Continue





Progress

