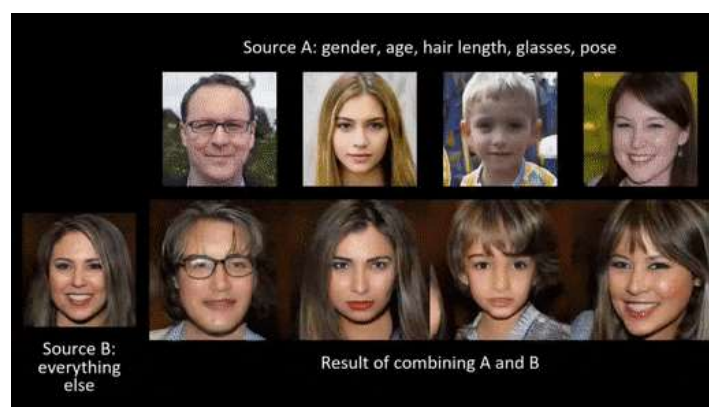


Part 3/4

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

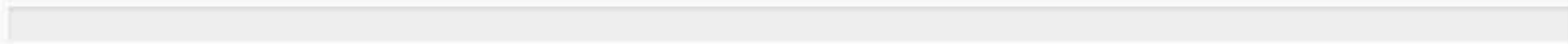
5

6

Agree

Press start once you are ready.

Start



Photograph



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!

AI-generated



Rating - 6%

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

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