

Instructions

What you will see

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 large dataset of images from the **Face Research Lab London Database** (DeBruine & Jones, 2024). The algorithm was prompted to generate faces based on the characteristics of the faces in the database which were in turn taken from real individuals living in London.

The illustration below demonstrates how a *GAN* algorithm generates face images. If you are interested, more technical details will be provided at the end of the experiment.

In the next part, you will be presented with **faces generated** by our **algorithm** mixed with **real faces** from the **database** (preceded by the word '**AI-generated**' or '**Photograph**').

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