

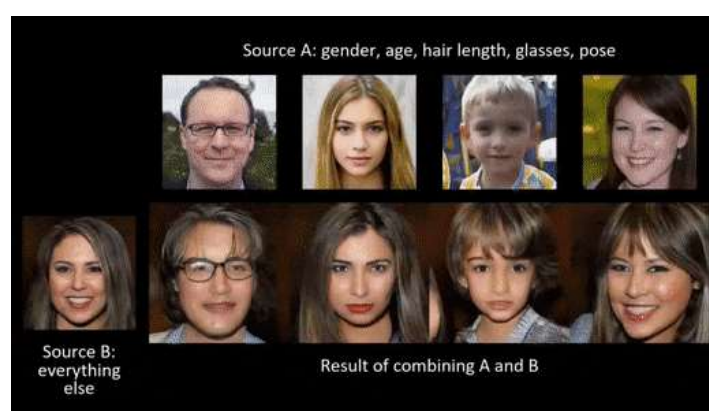
## Part 2/

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 images. 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 erotic images. This allows us to manipulate the generation parameters and understand how they impact perception.

The illustration below demonstrates how a *GAN* algorithm generates face images. Our updated version extends this approach to full-body images, including multiple people interacting. This enhancement was achieved by improving the logic of the embedded space obtained from the training data.

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 images 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 images will be **briefly flashed on the screen**. Imagine that they belong to a real person or people. After each image, you will be asked a series of questions:

- **Arousing:** How much do you find the image sexually arousing. This question is about your own *personal reaction* felt in your body when seeing the image.
- **Enticing:** How enticing and sexually appealing would you rate this image to be. Think of how much, in general, people similar to you in terms of gender and sexual orientation would like it.
- **Valence:** Did the image evoke a positive and pleasant (not necessarily sexual) feeling in you, or could it better characterized as negative and unpleasant? Think of how much you did enjoy (or not) looking at the image

While the answers to these scales can sometimes be very similar, they can also be different depending on the person, the image, and the context. For example, we can sometimes find ourselves aroused to a picture that would probably not be considered universally appealing. Conversely, an enticing and "objectively" sexy image can, for one reason or another, not evoke any reaction in our body.

**Try to be attentive to what happens in your mind and body while watching the images to try to answer accurately based on your own feelings and reactions.**

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:

How much did you feel sexually aroused? \*

Not at all

0123456

Very much

How enticing would you rate this image to be? \*

Not at all

0123456

Very much

The feeling evoked by the image was... \*

Unpleasant

0123456

Pleasant

Press start once you are ready.

Start