**Instructions for hand scoring**

Two variables need to be hand-scored in Experiments 4-6: (a) “deepfake\_video\_check” or “deepfake\_audio\_check” (depending on the Experiment in question) and (b) “Deepfake\_concept\_check”.

The former question was designed to assess if participants recognized that the video they watched was a Deepfake whereas the latter question assessed if people were familiar with the concept of Deepfakes before participating in the study.

In each case open-ended responses should be coded in one of three ways: either as “TRUE”, “FALSE”, or “UNCLEAR”. The criteria for coding a response into each of these categories is listed below.

Note: If either question contains a NA value then this indicates that the value is missing and should continue to be coded as NA.

**deepfake\_video\_check\_recoded or deepfake\_audio\_check\_recoded**

This question probed if participants were aware that the video they were watching was a Deepfake or not.

It is to be coded as TRUE if:

* The participants indicated a simple affirmative, e.g., “yes”.
* If their response indicated that they recognized that it was a Deepfake (i.e., they said something to this effect; e.g., “I did”, “I recognized”, “I had my suspicions”).
* If their response indicated that the content was computer or AI generated or was an artificial system such as a robot.

It is to be coded as FALSE if:

* The participants indicated a simple negation e.g., “no” .
* If their response indicated that they did not recognize that it was a Deepfake (i.e., they said something to this effect; e.g., “I did not”, “I didn’t recognize”, “I thought it was genuine”).
* If their response indicated that the content was manipulated or suspicious but they did not explicitly indicate that it was Deepfaked.

It is to be coded as UNCLEAR if:

* the participant’s response indicates “Maybe”, “Unsure”, “Possibly”.
* their response was ambiguous thus making it impossible to categorize into the TRUE or FALSE categories.

**deepfake\_concept\_check**

This question assessed if participants were aware of the *concept* of Deepfakes prior to taking part in the study.

It is to be coded as TRUE if:

* The participants indicated a simple affirmative, e.g., “yes”.
* If their response indicated that they were aware of the concept of Deepfakes prior to taking part in the study (e.g., “I was aware”, “I heard about it”, “I knew”, “To a certain extent”).
* If they had not heard about one type of Deepfake (e.g., audio) but had heard about another (e.g., video).

It is to be coded as FALSE if:

* The participants indicated a simple negation e.g., “no”.
* If their response indicated that they were unaware of the concept of Deepfakes prior to the study (i.e., they said something to this effect; e.g., “I was not aware”, “I didn’t know”, “I never heard”).

It is to be coded as UNCLEAR if:

* the participant’s response indicates “Maybe”, “Unsure”, “Possibly”.
* their responses is ambiguous thus making it difficult to categorize into the TRUE or FALSE categories.