**Hypothesis**

This study has both confirmatory and exploratory elements. On the one hand, we wanted to confirm our prior finding that the genuine content created in Studies 1-3 (and used here again in Study 4) is sufficient to establish novel evaluations towards the target actor. If so, then participants exposed to the *positive variant* audio should demonstrate relatively more positive evaluations of the target individual (Chris) than those in the *negative variant* audio. Moreover, we also expect evaluations to be independently significant in both conditions, such that the *positive variant* audio elicit evaluations that significantly differ from zero in a positive direction whereas the *negative variant* audio elicit evaluations that significantly differ from zero in a negative direction. Given the pattern of findings in Experiments 1-3 we expect this latter outcome to occur on the self-report measure but not the indirect (pIAT) measure where scores in the negative condition are not expected to differ from zero whereas scores in the positive condition will.

On the other hand, we wanted to explore a secondary question: would synthetically-created audio also be capable of establishing novel evaluations, and if so, would these evaluations be similar to those established via the genuine audio? If so we would expect a similar pattern of evaluations to emerge in the Deepfake conditions relative to those produced by the genuine audio.