**Hypothesis**

This study has both confirmatory and exploratory elements. On the one hand, we wanted to confirm our prior finding that the genuine videos and statements created in Studies 1-2 (and then revised here in Study 3) are sufficient to establish novel evaluations towards the target actor. If so, then participants exposed to the *positive variant* videos should demonstrate relatively more positive evaluations of the target individual (Chris) than those in the *negative variant* video. Moreover, we also expect evaluations to be independently significant in both conditions, such that the *positive variant* videos elicit evaluations that significantly differ from zero in a positive direction whereas the *negative variant* videos elicit evaluations that significantly differ from zero in a negative direction. Given the changes made to the content of the videos we hypothesized that this pattern would occur on both self-reported and indirect (pIAT) measures.

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