**Interview Protocol**

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IST 557

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**Script for Recruitment** (word of mouth)

Hi! I’m currently conducting a study that focuses on how people pay attention while watching videos. It will take around 15 to 20 minutes, where you’ll be watching a few short videos and answering some questions afterward. Please let me know if you’re interested or know anyone who might be.

**Verbal Consent** (before starting the experiment)

Thank you for participating in our study! This study is aiming at understanding where human attention is mainly directed while watching videos. In this study, you’ll be showing 4 short videos in two phases, 2 videos for each phase, with the option to pause and resume the videos at any time. After each video phase, I’ll ask you some questions based on the video and your observations while watching the videos. The entire study will take about 15 to 20 minutes. We will also be using Zoom to record your responses during the study for analysis purposes. The recordings will be securely stored and only accessed by authorized members of the research team. You can choose to withdraw from the study at any time.

Before we begin, I’d like to confirm that you understand everything I’ve mentioned and that you’re okay with participating.

**Interview Script**

Phase 1:  
Once the participant is ready, show them one randomly selected set from the two prepared sets of videos (each set contains one real video and one deepfake video) in a fixed order: 1. real video, 2. deepfake video.

Phase 2:

Semi-Structured questions regarding Phase 1 videos:

* Please briefly summarize the videos.
* Can you describe the overall experience after watching the video?
* Do you feel yourself focusing on any particular thing in the video? Please help mark it out on the screenshot of the video.

Can you talk more about your focusing parts?

Why do you think that part captured your attention?

* What are your thoughts on the two videos? Please explain separately.

Which video seems more convincing to you as being real? Or both/none of them?

* (If Paused) Why did you pause the video at (certain moment)?
* (If Paused) What were your thoughts when you paused the video?

Phase 3:

Before showing the next set of videos to the participant, provide the following instruction to the participant: “The video you are about to see will be labeled with a warning. Please read the warning before we start playing the video.” Once we have confirmed that the participant understands the content of the warning, show them one randomly selected set from the two prepared sets of videos (each set contains one deepfake video with a deepfake warning label, and one real video without any warning label) in the fixed order: 1. deepfake video with deepfake warning label, 2. real video without any warning label.

Phase 4:

Semi-Structured questions regarding Phase 3 videos:

* Please briefly summarize the videos.
* Can you describe the overall experience after watching the video?
* Do you feel yourself focusing on any particular thing in the video? Please help mark it out on the screenshot of the video.

Can you talk more about your focusing parts?

Why do you think that part captured your attention?

* Compared to the videos in phase 1, did the presence of a warning label change your perception of the videos?

Does the presence of the warning label from the first video change your perception of the second video?

* What are your thoughts on the two new sets of videos?

Which video seems more convincing to you as being real? Or both/none of them?

* (If Paused) Why did you pause the video at (certain moment)?
* (If Paused) What were your thoughts when you paused the video?

**Closing Remarks**

This concludes our experiment.

At the beginning, we didn’t fully explain the purpose of our study. In addition to studying where people focus their attention while watching videos, we also wanted to examine whether the appearance of a deepfake warning label would influence where people’s attention is directed. In the videos you watched, the first video in phase 1 was real, and the second was a deepfake. In phase 2, the first video was a deepfake, and the second was real.

Thank you again for your participation!

**Printed Consent Form** (as a supplement document to the verbal consent)

Purpose of the Study

In this study, you'll watch a few videos and share your thoughts by answering some questions. The aim is to get a better understanding of where human attention is mainly directed while watching videos, and your participation will be greatly appreciated.

Procedures

If you agree to participate, you will be asked to engage in the following activities:

1. Watch 4 videos in two separate phases. In each phase, you will have the option to pause and resume the videos at any time.
2. Participate in the two following phases of interview questions based on the videos and your observations during the video watching phases.

The sessions will be recorded with your consent to assess in data analysis. The recordings will be securely stored on an encrypted Cloud Google drive. Only authorized members of the research team will have access to these recordings, and all data will be anonymized in the final analysis.

You can choose to withdraw from the study at any time.

Duration:

The total duration of the study will be approximately 15-20 minutes.