

MPhil Politics, Comparative Government

Experimental Protocol

February 06, 2025

Research Question & Hypothesis

My research question is broadly focussed on the effects of exposure to AI-generated news articles on political attitudes. If an effect is seen, I am interested in its size to inform future research on AI's effects on voting behaviour, and then understanding who may be most susceptible to becoming more polarised and sceptical of policy and opposition partisans.

Research Question: Does exposure to AI-generated news increase policy and affective polarisation?

Conformatory Hypothesis: Exposure to the treatment will increase policy and affective polarisation.

Treatment Conditions

To understand the effects of exposure to AI-generated news articles, I will need to isolate the effect of a respondents' attitudes as a result of an AI-generated news treatment. However, the primary experimental design issue I must address is whether the effect of treating someone with AI-generated news is an effect of the news content itself, or an effect of the fact that the article is AI-generated.

Table 1: AI-generated News Control vs Treatment conditions.

	AI-generated News Articles	
	True Articles	False Articles
Control	Labeled as AI	Labeled as AI
Treatment	No label	No label

Note: Treatment variations to test for interaction effects of veracity, ideological stance, context, and source will be used.

How units are assigned to treatment conditions.

How you will measure the primary outcomes.

How your primary hypotheses will be tested