



The University of Vermont

Communication Styles & Techniques

Terms of Survey

CHRBSS (Behavioral) STUDY00001786 Approved 12/6/2021

Research Information Sheet

Title of Study: Communication Styles and Techniques Through Sensory Characteristics

Principal Investigator (PI): Jeremiah Onaolapo (Faculty)

Sponsor: N/A

Funder: College of Engineering and Mathematical Sciences, Computer Science

Introduction: You are being invited to take part in this research study because you are over the age of 18 years old as a possible survey participant. This study is being conducted by Jeremiah Onaolapo at the University of Vermont.

Purpose: Effective communication is an important skill to convey information about risk. In this study, we would like to investigate different communication styles and techniques from a wide variety of visual media in order to see what attributes are most creditable to the viewer. This study works to understand how aspects of public speaking such as tone of voice, facial expressions, and body language contribute to the effectiveness and credibility of a speaker.

Study Procedures: If you take part in the study, you will be asked to answer several short survey questions after watching two short video clips. The survey questions will ask you to evaluate the credibility of the people in the video and the video itself. Participants will also be asked basic information about their own demographic background.

Participants are not required to complete any questions on this survey questions they do not feel comfortable addressing. The survey should take no more than 10 minutes to complete. Please note that we are withholding some information about the full nature of this research study in order to obtain accurate results. Though you will not know the complete purpose of the study before completing the survey, withholding this information will not increase the risk of harm to you. After the survey is completed, we will fully inform you about the complete purpose of the research via a debriefing statement.

Enclosed is a short survey (a link can be found here https://qualtrics.uvm.edu/jfe/form/SV_dmKUjVStJnZdjM) asking questions that may help us to understand this issue. No information will be gathered that could personally identify you, and we would ask that you not put your name on the survey. By filling out and returning the survey, you may help us better understand how we can communicate with different audiences. Thank you for your time and consideration in helping us answer this important question.

Benefits: As a participant in this research study, there may not be any direct benefit for you; however, information from this study may benefit other people now or in the future.

Risks: We will not collect any information that will identify you to protect your confidentiality. Your employment or academic standing will not be affected by your decision to participate or not.

Costs: There will be no costs to you for participation in this research study.

Compensation: Compensation will be provided by your panel provider in the previously agreed-upon amount after providing a quality completion of this survey.

Confidentiality: All research information collected about you during the course of this study will be stored in the University of Vermont secured One Drive network without any identifiers. No one will be able to match you to your answers. Qualtrics will be responsible for distribution of this researcher's survey link to double-opt-in market research panels. Qualtrics' database does not hold sensitive or confidential panelist information; however, we do hold all survey responses in our data centers. Our data centers utilize many security measures. Qualtrics' database access is restricted and requires authorization. All computer equipment (servers, SANs, switches, routers, etc.) is redundant and is located in secure, environmentally controlled data centers with 24/7 monitoring. Web traffic does not directly access the database and database requests are reversed proxy via an application server to the database. All information is secured via industry standard firewalls and stringent IT security policies and procedures. We utilize industry standard web application firewalls and DDOS protection. Qualtrics also leverages sample partners who are meticulous in their multiple levels of security that include redundant data centers, secure servers, encryption which includes one-way encryption, numeric IDs, secure .NET platforms, security clearance, industry standard firewalls, 24/7 monitoring of data centers, confidentiality agreements, and physical, electronic, and managerial procedures.

University of Vermont Research Payment Information Requirement: You will be required to provide your name and address each time you receive payment. You will also be requested to provide your social security number if the amount of the payment is \$100 or if the total payments from UVM are equal to or greater than \$600. If you are not a US Citizen or Permanent Resident Alien you will be required to complete additional paperwork

including your immigration status for payment. This information will be strictly confidential and will be used for tax withholding and reporting purposes only and will allow the University to determine your US residency for federal income tax purposes.

Questions: If you have any questions about this study now or in the future, you may contact Jeremiah Onaolapo at the following email address seclab@uvm.edu. If you have questions or concerns about your rights as a research participant, then you may contact the Director of the Research Protections Office at (802) 656-5040.

It is recommended you print this information sheet for your records before continuing.

Do you agree to the above terms?

- ☐ Yes, I agree to the above terms.
- ☐ No, I do not agree to the above terms.

Watch Video #1

Watch Video #1

Please watch the following video.

0:00



The following questions may be based on this video. You may re-watch it any number of times now, but not after choosing [→].

Video #1 Questions

Video #1 Questions

These questions ONLY refer to Video #1, which you just watched.

Section A: Likability of video attributes

How pleasant or unpleasant do you find the following...?

	Very pleasant	Pleasant	Neutral	Unpleasant	Very unpleasant
Gaze	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facial expression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Background environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Voice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the gender presentation of the individual in this video?

- ☐ Female
- ☐ Non-binary
- ☐ Male
- ☐ I don't know
- ☐ Prefer not to answer

What age group do you think the individual in this video is in?

- ☐ 18 - 29
- ☐ 30-49
- ☐ 50-64
- ☐ 65 or older
- ☐ Prefer not to answer

Do you view the person in the video to be a person of color?

- ☐ Yes
- ☐ No
- ☐ Other (please specify in the text box below)
- ☐ Prefer not to answer

Section B: Likability of content in video

Do you agree or disagree with what is being said (if anything)?

☒ Agree

☐ Uncertain

☐ Disagree

Do you recognize the person in the video?

☒ Yes

☐ Maybe

☐ No

Do you find the person in the video credible?

☒ Yes

☐ Maybe

☐ No

Do you find the person in the video authentic?

☒ Yes

☐ Maybe

☐ No

Watch Video #2

Watch Video #2

Please watch the following video.

0:00



The following questions may be based on this video. You may re-watch it any number of times now, but not after choosing [→].

Video #2 Questions

Video #2 Questions

These questions ONLY refer to Video #2, which you just watched.

Section A: Likability of video attributes

How pleasant or unpleasant do you find the following...?

	Very pleasant	Pleasant	Neutral	Unpleasant	Very unpleasant
Gaze	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facial expression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pose	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Style	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Age	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Background environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Very pleasant	Pleasant	Neutral	Unpleasant	Very unpleasant
Voice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is the gender presentation of the individual in this video?

- ☐ Female
- ☐ Non-binary
- ☐ Male
- ☐ I don't know
- ☐ Prefer not to answer

What age group do you think the individual in this video is in?

- ☐ 18 - 29
- ☐ 30-49
- ☐ 50-64
- ☐ 65 or older
- ☐ Prefer not to answer

Do you view the person in the video to be a person of color?

- ☐ Yes
- ☐ No
- ☐ Other (please specify in the text box below)
- ☐ Prefer not to answer

Section B: Likability of content in video

Do you agree or disagree with what is being said (if anything)?

☐ Agree

☐ Uncertain

☐ Disagree

Do you recognize the person in the video?

☐ Yes

☐ Maybe

☐ No

Do you find the person in the video credible?

☒ Yes

☐ Maybe

☐ No

Do you find the person in the video authentic?

☒ Yes

☐ Maybe

☐ No

Combined Questions

Use the following definition of deepfakes to answer the following questions:

Deepfakes, sometimes referred to as deep learning fakes, are synthetic images or videos in which the original person is replaced with features of another person.

These are more advanced, and thus often more believable, than traditional photoshop methods as they use techniques from deep learning to generate the new visual, copying everything from facial expressions and mannerisms to the audio of a person's voice.

Do you think the primary person in Video #1 was real? (the first one you watched)

Note: If you are unsure, make your best guess.

- ☐ Yes, they are real
- ☐ No, they were fictionally created for this video

Do you think the primary person in Video #2 was real? (the second one you watched)

Note: If you are unsure, make your best guess.

- ☐ Yes, they are real
- ☐ No, they were fictionally created for this video

Did you know this survey was about deepfakes before you started the survey?

- ☐ Yes, I knew prior to starting this survey that it was about deepfake videos
- ☐ No, I did not know prior to starting this survey that it was about deepfake videos

Participant Demographics

Participant Demographics

How do you currently describe your gender identity?

- ☐ Female
- ☐ Non-binary
- ☐ Male
- ☐ I don't know
- ☐ Prefer not to answer

What is your age?

- ☐ 18 - 29
- ☐ 30-49
- ☐ 50-64
- ☐ 65 or older

How do you currently describe your political affiliation?

- ☐ Fill in the blank:
- ☐ Prefer not to answer

How do you currently describe your religious affiliation?

- ☐ Fill in the blank:
- ☐ Prefer not to answer

Which categories describe you? (select all that apply)

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic, Latino or Spanish Origin
- ☐ Middle Eastern or North African
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ Multiracial
- ☐ Some other race, ethnicity, or cultural origin. Fill in the blank:
- ☐ Prefer not to answer

What is your highest level of education? Select category that best describes you.

- ☐ Some high school
- ☐ High school diploma or equivalent
- ☐ Vocational training
- ☐ Some college
- ☐ Associate's degree (e.g., AA, AE, AFA, AS, ASN)
- ☐ Bachelor's degree (e.g., BA, BBA BFA, BS)
- ☐ Some postgraduate work
- ☐ Master's degree (e.g., MA, MBA, MFA, MS,MSW))
- ☐ Specialist degree (e.g., EdS)
- ☐ Applied or professional doctorate degree (e.g., MD, DDC, DDS, JD,PharmD)
- ☐ Doctorate degree (e.g., EdD, PhD)
- ☐ Other. Fill in the blank:
- ☐ Prefer not to answer

Where do you currently live?

▼

Which of the following categories best describes the industry you primarily work in (regardless of your actual position)?

▼

What is your annual household income?

- ☐ Less than \$30,000
- ☐ \$30,000-\$49,999
- ☐ \$50,000-\$74,999
- ☐ \$75,000+
- ☐ Prefer not to answer

In a typical month, how often do you use social media? (your best estimate is fine)

- ☐ More than once a day
- ☐ Once a day
- ☐ Once a week
- ☐ A few times a week
- ☐ Once a month
- ☐ A few times a month
- ☐ I use social media but less than once a month

- ☐ I do not use social media
- ☐ I prefer not to answer

Q Prior to this survey, did you know what a deepfake video was?

- ☐ I did not know what a deepfake was
- ☐ I somewhat knew what a deepfake was
- ☐ I knew what a deepfake was
- ☐ I am consider myself knowledgeable about deepfakes
- ☐ Prefer not to answer

Block 8

Please press the green arrow at the bottom of this page to submit your survey response._

Debriefing Form for Participation in a Research Study

Title of Study: Communication Styles and Techniques Through Sensory Characteristics

Principal Investigator: Jeremiah Onaolapo

Thank you for your participation in this study.

Purpose of the Study: Earlier in our consent form we told you that the purpose of the study was to study communication styles. In fact, our study is about human detection of deepfake videos. This project's research purpose is to understand what human attributes alert participants to detect deepfake videos. Our study asks subjects to try to evaluate features of the videos and then distinguish deepfake videos from non-altered videos. This project aims to see what sensory characteristics help humans detect deep fake videos.

Unfortunately, in order to properly test our hypothesis, we could not provide you with all of these details prior to your participation. We needed to be sure your reactions in this study were spontaneous and not influenced by your knowledge about the purpose of the study. If we had told you the actual purposes of our study, your ability to answer the survey could have been affected. We regret the deception, but we hope you understand the reason for it.

Confidentiality: Please note that although your understanding of the purpose of this study has changed from when you provided your consent, everything else on the consent form is correct. This includes the ways in which we will keep your data confidential. All data is anonymous and will be securely stored in UVM servers.

Now that you know the true purpose of our study and are fully informed, you may decide that you do not want your data used in this research. If you would like your data removed from the study and permanently deleted please select delete in the box below.

Contact Information: If you have any questions or concerns regarding this study, its purpose or procedure, or if you have a research-related problem, please feel free to contact the researcher, Jeremiah Onaolapo at the following email address seclab@uvm.edu. If you have any questions about your rights as a participant in a research project or for more information on how to proceed should you believe that you have been injured as a result of your participation in this study you should contact the Director of the Research Protections Office at the University of Vermont at 802-656-5040. If you feel upset after having completed the study or find that some questions or aspects of the study triggered distress, talking with a qualified clinician may help. If you feel you would like assistance please contact the UVM Counseling Center at 656-3340 (if you are a student) or, if you are a community member, refer to one of the contacts provided to you by the research assistant. In the case of an emergency please call 911.

*****Please keep a copy of this form for your future reference. Once again, thank you for your participation in this study!*****