

Do (Microtargeted) Deepfakes Have Real Effects on Political Attitudes?

Supplementary Information file

Table A1

Means (SD) for attitude toward the politician as a function of exposure to the stimulus and a moderating variable (microtargeting/motivated reasoning)

<i>Attitude politician</i>				
<i>Moderator</i>	<i>M_exp (SD)</i>	<i>M_control (SD)</i>	<i>t</i>	<i>p</i>
None (H1a)	4.31 (1.10)	4.62 (.96)	2.48	.01
Religious light	4.31 (.78)	4.38 (.78)	.26	.40
Religious heavy	4.57 (.93)	4.75 (.97)	.87	.19
Voted CDA (yes) (RQ)	4.89 (.97)	4.95 (.85)	.25	.40
Voted CDA (no) (RQ)	4.12 (1.09)	4.54 (.97)	3.05	.001
Voted CDA (yes) * Religious heavy (H1c)	4.72 (1.04)	5.43 (.77)	1.84	.04

Table A2

Means (SD) for attitude toward the political party as a function of exposure to the stimulus and a moderating variable (microtargeting/motivated reasoning)

<i>Attitude party</i>				
<i>Moderator</i>	<i>M_exp (SD)</i>	<i>M_control (SD)</i>	<i>t</i>	<i>p</i>
None (H1b)	4.46 (2.26)	4.76 (2.38)	1.08	.14
Religious light	4.63 (2.27)	4.56 (2.42)	-.11	.54
Religious heavy	5.27 (1.48)	5.53 (2.26)	.60	.27
Voted CDA (yes) (RQ)	6.28 (1.54)	6.63 (1.44)	.88	.19
Voted CDA (no) (RQ)	3.84 (2.14)	4.35 (2.35)	1.66	.05
Voted CDA (yes) * Religious heavy (H1c)	6.07 (.92)	7.30 (1.64)	2.35**	.01