Supplemental Material for

"Deepfake! A Liar's Dividend for Audiovisual Material"

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S1: Deviations from Preregistration

Sample Size

In our preregistration, the indication of a required sample size of 171 participants was erroneous. Using G*Power for the estimation and pursuing a test power of 80% and a type I error of $\alpha = .05$, the required sample size amounts to 200 participants to detect a medium effect of $d = .40$ (two groups, between-subjects design). Moreover, to account for potential data exclusions, data of 26 instead of 15 additional participants was collected.

Preregistered Analyses

Deviating from our preregistration, we conducted and reported two-way analyses of variance. Importantly, results of pre-registered t-tests using bias corrected and accelerated bootstrapping with 1000 samples did not essentially differ. In support of H1, reading a deepfake claim ($M = 4.21$, $SD = 1.41$, $n = 86$) compared to reading an apology ($M = 2.99$, $SD = 0.91$, $n = 96$) resulted in significantly higher scores of the portrayed politician's leadership abilities, $t(142.964) = 6.85$, $p < .001$, BCa 95%-CI[0.871; 1.590], $d = 1.04$. Moreover, supporting H2, participants had a significantly higher tendency to misidentify the authentic video as a deepfake when they had read the deepfake claim ($M = 4.60$, $SD = 1.46$, $n = 86$) than when they had read the apology ($M = 3.67$, $SD = 1.46$, $n = 96$), $t(180) = 4.33$, $p < .001$, BCa 95%-CI[0.495; 1.358], $d = .64$. There was no significant difference in trust in media (H3) between participants who had read a deepfake claim ($M = 2.94$, $SD = 0.90$, $n = 86$) versus an apology ($M = 3.04$, $SD = 1.02$, $n = 96$), $t(180) = -0.66$, $p = .511$, BCa 95%-CI[-0.363; 0.167].

S2: Careless Responders

In terms of careless responders, 19 participants were excluded from data analyses because they failed the instructed response item and nine due to incorrect statement summaries, of which one participant identified the liar's dividend as subject. Another three participants were excluded who were familiar with the video material and four participants who reported technical problems with the video. In addition to preregistered exclusion criteria, eight participants were excluded for completing the study too quickly (<180s) or too slowly (>2,400s) and another participant due to an incorrect response to the soundcheck.

S3: Stimulus Material

Table 1

Politicians' Ostensible Statements

	German	English translation
Deepfake claim	Als Reaktion auf das Video wurde folgendes Statement verbreitet. Dies ist die Übersetzung des Statements: „Hiermit möchte ich mich zu dem kürzlich erschienenen Video von mir äußern. Das Video stellt nicht mich und meine Werte dar. Ich habe während meiner Arbeit keinen Alkohol getrunken. Es handelt sich dabei um einen Deepfake, ein am Computer generiertes Video, das manipulierte Töne und Bilder verwendet! Normalerweise verkörpere ich eine seriöse und respektvolle Person. Es ist daher wichtig zu betonen, dass es sich um eine manipulierte Version handelt, die meine wahre Persönlichkeit nicht widerspiegelt. Ich bitte Sie um einen skeptischen Umgang mit Medieninhalten und um Verständnis für die Verbreitung von gefälschtem Material.“	In response to the video, the following statement was released. This is a translation of the statement: “I hereby would like to comment on the recently released video of me. The video does not represent me and my values. I have not drunken alcohol during my work. This is a deepfake, i.e., a computer-generated video that uses manipulated sounds and videos! Normally, I am a serious and respectful person. It is therefore important to emphasize that it is a manipulated version that does not reflect my true personality. I seek you to take a skeptical approach to media content and for your understanding for the distribution of fake material.”
Apology	Als Reaktion auf das Video wurde folgendes Statement verbreitet. Dies ist die Übersetzung des Statements: „Hiermit möchte ich mich zu dem kürzlich erschienenen Video von mir äußern. Das Video stellt nicht mich und meine Werte dar. Ich habe während meiner Arbeit Alkohol getrunken. Es handelt sich dabei um einen Fehltritt, einen ausnahmslosen Ausrutscher meines Verhaltens! Normalerweise verkörpere ich eine seriöse und respektvolle Person. Es ist daher wichtig zu betonen, dass es sich um einen einmaligen Vorfall handelt, der meine wahre Persönlichkeit nicht widerspiegelt. Ich bitte Sie um Entschuldigung meines Verhaltens und um Verständnis für meine aufrichtige Reue.“	In response to the video, the following statement was released. This is a translation of the statement: “I hereby would like to comment on the recently released video of me. The video does not represent me and my values. I have drunken alcohol during my work. This is a misstep, an unexceptional slip of my behavior! Normally, I am a serious and respectful person. It is therefore important to emphasize that it is a one-off incident that does not reflect my true personality. I ask you for an apology for my behavior and for your understanding for my sincere remorse.”

Note. Statements were presented in German.