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)

Attitude politician				
Moderator	M_exp (SD)	M_control (SD)	t	p
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)

Attitude party				
Moderator	M_exp (SD)	M_control (SD)	t	p
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