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Data Manual

The Influence of Deepfakes in the US election campaign - A panel study

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Contents

1. Overview variables

"Separate Version" indicates that Items were formulated differently for Republicans and Democrats

Construct	See table	Collected in wave	Separate Version
Knowledge about Deepfakes	1	1	No
Voter Eligibility in the United States	2	1	No
Party Preference	3	1, 2, 3, 4, 5	No
Party Identification	4	1, 2, 3, 4, 5	No
Attention towards politics	5	1, 2, 4, 5	No
Interest Election	6	1, 2, 4, 5	No
Voting as Civic Duty (1)	7	1, 2, 4, 5	No
Voting as Civic Duty (2)	8	1, 2, 4, 5	No
Partaking as Civic Duty (1)	9	1, 2, 4, 5	No
Partaking as Civic Duty (2)	10	1, 2, 4, 5	No
Discussion Behavior - Frequency	11	1, 2, 3, 4, 5	No
Discussion Behavior - Opinion	12	1, 2, 3, 4, 5	No
Discussion Behavior - Benefits	13	1, 2, 4, 5	No
Discussion Behavior - Change	14	1, 2, 4, 5	No
Political Interests	15	1, 2, 4, 5	No
Deepfakes as Threat to Democracy	16	1, 2, 3, 4, 5	No
Threat through Misuse of Deepfakes	17	1, 2, 3, 4, 5	Yes
Deepfake Encounters	18	1, 2, 3, 4, 5	No
Perception of Deepfake Usage by both Parties	19	1, 2, 3, 4, 5	Yes
Feelings towards Political Parties	20	1, 2, 3, 4, 5	No
Views on Republicans	21	1, 2, 3, 4, 5	No
Trust in Republicans	22	1, 2, 3, 4, 5	No
Views on Democrats	23	1, 2, 3, 4, 5	No
Trust in Democrats	24	1, 2, 3, 4, 5	No
Social Distancing	25	1, 2, 3, 4, 5	Yes
Views on the Relationship between the Political Parties	26	3, 4, 5	No
View on the Attack	27	3	No

View on the Political Situation	28	3	No
Preferred candidate	29	2, 3, 4	No
Comment Field	30	2, 4, 5	No
Election Result	31	5	No
Age	32	1	No
Gender	33	1	No
Ethnicity	34	4	No
Liberal-Conservative Scale	35	1, 2, 4, 5	No
Subjective Social Status	36	1, 2, 4, 5	No
Income	37	1	No
Education	38	1, 2, 4, 5	No
State	39	1	No
Area	40	1	No

2. Participants

Detailed Summary of all Study Samples with Means and Standard Deviation for Age

Study Features	T1	T2	T4	T5
Date of data collection	02/13/2024-02/15/2024	06/12/2024-06/27/2024	07/23/2024-08/08/2024	11/28/2024-12/27/2024
Sample size prior to preregistered exclusions	$N = 900$	$N = 714$	$N = 587$	$N = 580$
Final sample size after preregistered exclusions	$N = 900$	$N = 714$	$N = 575$	$N = 573$
Party demographics	$N_D = 450,$ $N_R = 450$	$N_D = 357,$ $N_R = 357$	$N_D = 289,$ $N_R = 286$	$N_D = 277,$ $N_R = 296$
Age demographics	$M_D = 43.81$ $SD_D = 13.3$ $M_R = 47.9$ $SD_R = 13.4$	$M_D = 44.5$ $SD_D = 12.9$ $M_R = 48.8$ $SD_R = 13.3$	$M_D = 45.60$ $SD_D = 12.60$ $M_R = 50.00$ $SD_R = 13.20$	$M_D = 46.30$ $SD_D = 12.50$ $M_R = 49.90$ $SD_R = 13.30$
Gender demographics	$F_D = 222, O_D = 3$ $F_R = 222, O_R = 1$	$F_D = 176, O_D = 2$ $F_R = 175, O_R = 1$	$F_D = 138, O_D = 2$ $F_R = 148, O_R = 1$	$F_D = 118, O_D = 2$ $F_R = 128, O_R = 1$

Note. N_D = Sample Size Democrats, N_R = Sample Size Republicans.

3. Desrciption Variables

3.1. Knowledge about Deepfakes

Wave	1
Variable	excl1
Intro	Do you know what deepfakes are?
Source	Self generated
Response Scale	(1 = Yes, 2 = No)

3.2. Voter Eligibility in the United States

Wave	1
Variable	excl2
Intro	I live in the United States of America and am eligible to vote there.
Source	Self generated
Response Scale	(1 = Yes, 2 = No)

3.3. Party Preference

Wave	1, 2, 3, 4, 5
Variable	excl3
Intro	Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent, or what?
Source	Blais et al., (2001)
Response Scale	(1 = Republican, 2 = Democrat, 3 = Independent Voter, 4 = Other)

3.4. Party Identification

Wave	1, 2, 3, 4, 5
Variable	stren
Intro	How strong would you call yourself a [own party preference (Democrat|Republican)]?
Source	Blais et al., (2001)
Response Scale	(1 = not very strong, 7 = very strong)

3.5. Attention towards politics

Wave	1, 2, 4, 5
Variable	att
Intro	How often do you pay attention to what's going on in government and politics?
Source	ANES Timeseries Questionnaire (2020)
Response Scale	(1 = never, 4 = about half the time, 7 = always)

3.6. Interest Election

Wave	1, 2, 4, 5
Variable	int
Intro	Some people don't pay much attention to political campaigns. How interested have you been in the political campaigns so far this year?
Source	ANES Timeseries Questionnaire (2020)
Response Scale	(1 = not much interested, 4 = somewhat interested, 7 = very much interested)

3.7. Voting as Civic Duty (1)

Wave	1, 2, 4, 5
Variable	vote
Intro	Different people feel differently about voting. For some, voting is a duty – they feel they should vote in every election no matter how they feel about candidates and parties. For others voting is a choice – they feel free to vote or not to vote, depending on how they feel about the candidates and parties. For you personally, is voting mainly a duty, mainly a choice or neither a duty nor a choice?
Source	ANES Timeseries Questionnaire (2020) - modified
Response Scale	(1 = mainly a duty, 2 = mainly a choice, 3 = neither a duty nor a choice)

3.8. Voting as Civic Duty (2)

Wave	1, 2, 4, 5
Variable	dutyv
Intro	How strongly do you feel that voting is a duty?
Source	ANES Timeseries Questionnaire (2020)
Response Scale	(1 = a little, 7 = strongly)

3.9. Partaking as Civic Duty (1)

Wave	1, 2, 4, 5
Variable	part
Intro	We now want to ask you how you feel about partaking in politics as a civilist in general. Some people consider it a civic responsibility to keep on track and interact with politics. For you personally is partaking in politics mainly a duty, mainly a choice or neither a duty?
Source	Self-generated with reference to ANES Timeseries Questionnaire (2020)
Response Scale	(1 = mainly a duty, 2 = mainly a choice, 3 = neither a duty nor a choice)

13.0. Partaking as Civic Duty (2)

Wave	1, 2, 4, 5
Variable	dutyp
Intro	How strongly do you feel that partaking in politics is a duty?
Source	Self-generated with reference to ANES Timeseries Questionnaire (2020)
Response Scale	(1 = a little, 7 = very strongly)

3.11. Discussion Behavior - Frequency

Wave	1, 2, 3, 4, 5
Variable	disFREQ
Intro	We would like to know how often you have political discussions with other people and how you experience them. Please give your impression, there are no right or wrong answers. o How frequently do you discuss politics and public affairs with
Source	Lee (2009)
1	A family member
2	Friends
3	People in online social networks
4	Co-workers
Response Scale	(1 = never, 7 = frequently)

3.12. Discussion Behavior - Opinion

Wave	1, 2, 3, 4, 5
Variable	disOP
Intro	We would like to know how often you have political discussions with other people and how you experience them. Please give your impression, there are no right or wrong answers. When discussing with others, are your opinions on political and public affairs mostly the same or different from
Source	Lee (2009)
1	Your family
2	Your friends
3	Online social networks
4	Your co-workers
Response Scale	(1 = mostly the same, 7 = mostly different)

3.13. Discussion Behavior - Benefits

Wave	1, 2, 4, 5
Variable	sophben
Intro	Do you generally feel like you benefit from discussing with people that hold different opinions than you?
Source	Self generated
Response Scale	(1 = never benefit, 7 = always benefit)

3.14. Discussion Behavior - Change

Wave	1, 2, 4, 5
Variable	sophcha
Intro	How often do you change your opinion after discussing with somebody who holds a different opinion than you do?
Source	Self generated
Response Scale	(1 = never, 7 = always)

3.15. Political Interest

Wave	1, 2, 4, 5
Variable	sophgenint
Intro	Generally speaking, how strongly are you interested in politics?
Source	(SOEP)
Response Scale	(1 = not at all interested, 7 = very interested)

3.16. Deepfakes as Threat to Democracy

Wave	1, 2, 3, 4, 5
Variable	threatdemo
Intro	Please indicate how strongly you agree with the following statements. Deepfakes generally influence democracy and political discussions by…
Source	Based on Qualitative Pre-Study
1	…making you believe with your own eyes and ears that something is true when in reality it is made up.
2	…causing trust issues in media.
3	…destabilizing the truth.
4	…putting uncertainty in the credibility of online information.
5	…making it difficult to tell what is real and what is false.
6	…making it even harder to trust what we are seeing online.
7	…leading to mass confusion.
8	…letting people doubt everything they see on TV.
9	…making people question what to believe.
10	…making it almost impossible to differentiate truth from fiction.
Response Scale	(1 = strongly disagree, 7 = strongly agree)

3.17. Threat through Misuse of Deepfakes

Wave	1, 2, 3, 4, 5
Variable	threatuse
Intro	Please indicate how strongly you agree with the following statements. [Republicans/Democrats] could use Deepfakes in order to…
Source	Based on Qualitative Pre-Study
1	…manipulate the public.
2	…generate propaganda.
3	…mimic politicians' voices and make it seem like they said something they didn't.
4	…advance their own agenda in dishonest ways.
5	…influence the outcome of the elections.
6	…propagate false information quickly.
7	…make it look like political opponents said something sexist or racist that would damage their reputation.
8	…make an opposing politician look like they are engaged in scandalous behavior.
9	…spread rumors about other politicians.
10	…producing fake videos of political figures.
11	…promote an ideology or harmful idea.
Response Scale	(1 = strongly disagree, 7 = strongly agree)

3.18. Deepfake Encounters

Wave	1, 2, 3, 4, 5
Variable	enc
Intro	How often do you encounter Deepfakes?
Response Scale	(1 = never, 2 = every few months, 3 = once a month, 4 = a few times a month, 5 = once a week, 6 = multiple times a week, 7 = everyday)

3.19. Perception of Deepfake Usage by both Parties

Wave	1, 2, 3, 4, 5
Variable	userep/usedem
Intro	We now want to know whether you have perceived the usage of Deepfakes by political parties. I have perceived Republicans using Deepfakes.
Source	Self gernerated
1	I have perceived Republicans using Deepfakes.
2	I have perceived Democrats using Deepfakes.
Response Scale	(1 = never, 4 = sometimes, 7 = very often)

3.20. Feelings towards Political Parties

Wave	1, 2, 3, 4, 5
Variable	feel
Intro	We'd like you to rate how you feel towards Republican and Democratic Party voters on a scale of 0 to 100, which we call a "feeling thermometer". On this feeling thermometer scale, ratings between 0 and 49 degrees mean that you feel unfavorable and cold (with 0 being the most unfavorable/coldest). Ratings between 51 and 100 degrees mean that you feel favorable and warm (with 100 being the most favorable/warmest). A rating of 50 means you have no feelings one way or the other. How would you rate your feeling toward Democratic Party voters?
Source	Druckman & Levandusky (2019)
1	How would you rate your feeling toward Republican Party voters?
2	How would you rate your feeling toward Democratic Party voters?
Response Scale	(1 = cold, 100 = warm)

3.21. Views on Republicans

Wave	1, 2, 3, 4, 5
Variable	traitrep
Intro	Now we'd like to know more about what you think about Republican Party voters. Below, we've given a list of words that some people might use to describe them. For each item, please indicate how well you think it applies to Republican Party voters. For each item, please indicate how well you think it applies to Republican Party voters.
Source	Garrett et al (2014)
1	Close-minded
2	Selfish
3	Honest
4	Open-minded
5	Patriotic
6	Intelligent
7	Generous
Response Scale	(1 = not all well, 4 = somewhat well, 7 = extremely well)

3.22. Trust in Republicans

Wave	1, 2, 3, 4, 5
Variable	trustrep
Intro	How much of the time do you think you can trust Republican Party voters to do what is right for the country?
Source	Druckman & Levandusky (2019)
Response Scale	(1 = never, 2 = almost never, 3 = once in a while, 4 = about half the time, 5 = most of the time, 6 = almost always, 7 = always)

3.23. Views on Democrats

Wave	1, 2, 3, 4, 5
Variable	traitdem
Intro	Now we'd like to know more about what you think about Democratic Party voters. Below, we've given a list of words that some people might use to describe them. For each item, please indicate how well you think it applies to Democratic Party voters. For each item, please indicate how well you think it applies to Democratic Party voters.
Source	Garrett et al. (2014)
1	Intelligent
2	Honest
3	Close-minded
4	Selfish
5	Generous
6	Open-minded
7	Patriotic
Response Scale	(1 = not all well, 4 = somewhat well, 7 = extremely well)

3.24. Trust in Democrats

Wave	1, 2, 3, 4, 5
Variable	trustdem
Intro	How much of the time do you think you can trust Democratic Party voters to do what is right for the country?
Source	Druckman & Levandusky (2019)
Response Scale	(1 = never, 2 = almost never, 3 = once in a while, 4 = about half the time, 5 = most of the time, 6 = almost always, 7 = always)

3.25. Social Distancing

Wave	1, 2, 3, 4, 5
Variable	dist
Intro	Your Comfort Level with [Republicans/Democrats] in Your Immediate Community.
Source	Druckman & Levendusky (2019)
1	How comfortable are you having neighbors on your street who are [Republicans/Democrats]?
2	Suppose a son or daughter of yours was getting married. How would you feel if he or she married a supporter of the [Republican/Democrat] Party?
Response Scale	(1 = not at all comfortable, 7 = extremely comfortable)

3.26. Views on the Relationship between the Political Parties

Wave	3, 4, 5
Variable	forgive
Intro	To what extent do you agree with the following items?
Source	Perez et al. (2023)
1	It is important that my political party never forgives the wrongs done to us by the other party.
2	Only when the two political parties of the United States learn to forgive each other can we be free of political conflict.
3	The United States will never move from the past to the future, until the two parties learn to draw a line under the past.
4	My political party has remained strong precisely because it has never forgiven past wrongs committed by the other party.
Response Scale	(1 = strongly disagree, 7 = strongly agree)

3.27. View on the Attack

Wave	3
Variable	resp
Intro	Who do you think is responsible for the attack?
Source	Self generated
Response Scale	Open text field

3.28. View on the Political Situation

Wave	3
Variable	unite
Intro	It is often said that the US is deeply polarized. How do you think the next President, be it Trump, Harris, or someone else, would/should try to reunite the US?
Response Scale	Open text field

3.29. Preferred candidate

Wave	2, 3, 4
Variable	candidate
Intro	Who is your preferred presidential election candidate?
Source	Self generated
Response Scale	Open text field

3.30. Comment Field

Wave	2, 4, 5
Variable	comment
Intro	Feel free to leave any comments about the survey here.
Source	Self generated
Response Scale	Open text field

3.31. Election Result

Wave	5
Variable	elec
Intro	What are your thoughts on the outcome of the election?
Source	Self generated
Response Scale	Open text field

3.32. Age

Wave	1
Variable	age
Intro	How old are you?
Response Scale	Open question

3.33. Gender

Wave	1
Variable	gender
Intro	What gender do you identify with?
Response Scale	(1 = male, 2 = female, 3 = other)

3.34. Ethnicity

Wave	4
Variable	eth
Intro	What is your race/ethnicity?
Response Scale	(1 = American Indian or Alaska Native, 2 = Asian, 3 = Black or African American, 4 = Hispanic or Latino, 5 = Middle Eastern or North African, 6 = Native Hawaiian or Pacific Islander, 7 = White, 8 = Other)

3.35. Liberal-Conservative Scale

Wave	1, 2, 4, 5
Variable	ideo
Intro	Please indicate whether you consider yourself to be rather liberal or conservative.
Source	ANES Timeseries Questionnaire (2020)
1	Regarding social issues I consider myself to be…
2	Regarding economic issues I consider myself to be…
Response Scale	(1 = very liberal, 2 = liberal, 3 = somewhat at liberal, 4 = somewhat conservative, 5 = conservative, 6 = very conservative)

3.36. Subjective Social Status

Wave	1, 2, 4, 5
Variable	substat
Intro	At the top of the ladder are the people who are the best off, those who have the most money, most education, and best jobs. At the bottom are the people who are the worst off, those who have the least money, least education, worst jobs, or no job. Please indicate the number on the rung that best represents where you think you stand on the ladder.
Source	Lynch & Kaplan (2000)
Response Scale	(1 = worst off, 10 = best off)

3.37. Income

Wave	1
Variable	income
Intro	What is your total annual income?
Response Scale	(1 = $0-$30,000, 2 = $31,000-$60,000, 3 = $61,000-$90,000, 4 = $91,000-$120,000, 5 = $120,000+)

3.38. Education

Wave	1, 2, 4, 5
Variable	edu
Intro	What is the highest degree or level of school you have completed?
Response Scale	(1 = No schooling completed, 2 = Nursery school, 3 = Grades 1 through 11, 4 = 12th grade - no diploma, 5 = Regular high school diploma, 6 = GED or alternative credential, 7 = Some college credit, but less than 1 year of college, 8 = 1 or more years of college credit, no degree, 9 = Associates degree (for example: AA, AS), 10 = Bachelor's degree (for example: BA. BS), 11 = Master's degree (for example: MA, MS, MEng, MEd, MSW, MBA), 12 = Professional degree beyond bachelor's degree (for example: MD, DDS, DVM, LLB, JD), 13 = Doctorate degree (for example, PhD, EdD))

3.39. State

Wave	1
Variable	state
Intro	Which state do you live in?
Response Scale	Open text field

3.40. Area

Wave	1
Variable	area
Intro	In what kind of geographical region do you live?
Response Scale	(1 = rural area, 2 = suburban area, 3 = urban area)

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