Plan Overview

A Data Management Plan created using DMPonline

Title: Deepfakes and Trust in Media, the Effect of Source Credibility and Platform’s Warnings

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Funder: Netherlands Organisation for Scientific Research (NWO)

Template: Data Management Plan v4.5

ORCID iD: 0009-0007-8612-9225

Project abstract:

The rise of synthetic media, exemplified by deepfakes, poses a significant threat to trust in news media. While theoretical discussions abound, empirical evidence remains limited. This paper seeks to address this gap by conducting experimental research on the impact of deepfake exposure on news credibility. Drawing on the MAIN model, we hypothesize that exposure to deepfakes will reduce perceived news credibility and trust in media. Furthermore, we investigate how platform-based cues, such as warnings, moderate this effect, offering insights into potential strategies for mitigating the negative consequences of synthetic media on trust in news

ID: 149364

Start date: 10-10-2025

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Copyright information:

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Deepfakes and Trust in Media, the Effect of Source Credibility and Platform's Warnings

General

Please tick the following boxes if you agree to act according to the following terms:

- I will answer all questions truthfully and to the best of my knowledge
- I will discuss the data management plan with my research team
- I will check and, if necessary, update my data management plan a minimum of once a year

Support in writing a data management plan is available through the faculty Data Stewards. Which research support professional is available for you?

- Data Steward of my own faculty - ESSB

Scientific research must be conducted in line with existing guidelines on good research practices and integrity. Please tick the boxes if you have read and understand these guidelines and will act accordingly.

- The European Code of Conduct for Research Integrity (ALLEA, 2017)
- The Netherlands Code of Conduct for Research Integrity (VSNU, 2018)

Administration & Project Description

Project title

Is Seeing Still Believing? How Labeling Deepfakes Influences Deepfakes and News Sharing on Social Media Platforms

Project start date as intended

2025-10-10

Project duration in months as intended

12

Funding body (if applicable)

Public Values in the Algorithmic Society (AlgoSoc) - NWO

Grant number (if applicable)

024.005.017

Date of DMP Version 1

2024-10-24

Current DMP - Version [if other than version 1]

v2

Current DMP - Date [if other than version 1]

2025-10-08

List the name and affiliation of all members of the research team.
List the researcher responsible for research data management first.
For PhD projects, please indicate the Promotor(s) and/or Daily Supervisor(s) with a (!)

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Briefly summarize the project background and research question(s) to help others understand the purpose for which the data are being collected or created

The increasing prevalence of synthetic media, such as AI-generated images and videos, has sparked concerns among scholars and experts regarding their potential societal impacts. While initial warnings focused on the disinformation threat posed by these technologies, subtler concerns have emerged. These include a diminished trust in news media due to challenges in discerning real evidence from fabricated content, as well as the risk of exacerbating polarization and extremism in political discourse.

This project aims to investigate how the presence of labels on deepfakes impacts the quality of online information.
In particular, it focuses on 2 RQs:
RQ1 - How does labelling deepfakes affect the sharing of different types of deepfakes?
RQ2 - How does labelling different kinds of deepfakes affect the credibility and sharing of authentic news content appearing alongside deepfakes on social media platforms?

Specify the research type and briefly describe the methodology, the types of data to be generated and/or collected, and the tools used for data collection

Experiment (online survey). We are asking participants to watch a series of posts in a social media-like setting. Some of these posts will present deepfakes, with the central manipulation of the experiment consisting of testing different ways to signal the presence of deepfakes.
Participants are asked to evaluate each post's credibility, and different measures of engagement are asked, too (e.g., sharing, commenting, liking intentions).

Along with the posts' evaluation, participants are required to answer questions regarding their social media use, average use consumption, familiarity with generative AI tools, need for cognition, and political orientation (participants are allowed not to answer this question).
Finally, participants' demographics are collected, namely, gender, age range, and education level.

Specify the (financial and time) resources needed for data management in this project

EUR will cover all data management costs.

Preparation: Legal Arrangements and Policy

1. With whom will you need to make legal arrangements?

- With research participants

2. List the agreements that you will initiate and with whom will you make them.

Who	Type of agreement
Research Participants	Informed Consent

3. List the agreements or other data management policies that you need to uphold but did not initiate. If you are reusing existing data, list the terms of use under which you may re-use them.

Who	Type	Version and Date

4. Do you need to obtain ethical approval for your research project?

- Yes, I am preparing to submit my application

5. If you have obtained ethical approval, list the reference number

Question not answered.

During research: Collecting and analyzing

6. Specify what data you will be collecting and indicate format, estimated size, and whether this is data that you will be generating or existing data that you will be re-using.

Type	Format	Estimated size	Generate	Re-use	Data Classification (optional)
Digital survey data	.csv	1-5 GB	Yes	No	Internal

7. Will you be collecting or re-using (sensitive) personal data?

- Yes – Personal data that is non-sensitive -->Consult your faculty's Privacy Officer

8. If you collect or re-use (sensitive) personal data, how will you protect the privacy of participants when sharing your data?

- I will fully anonymize the data

9. Will you be collecting or re-using non-personal sensitive data?

- No

10. Where will you store your data during the project? You can select multiple options.

- EUR SURF Yoda
- EUR OneDrive

12. What hardware and software do you use? Select all applicable options.

- EUR supported hardware [e.g. @wEURk laptop, @wEURk workstation]
- EUR supported software as found in the software catalog

13. If you use private hardware, software, or freeware, please specify what and for what reason:

Question not answered.

14. Are regular backups made of your data?

- Yes, I use only EUR supported tools (as listed in Q12), thus to a limited extent backups are made automatically

15. Who manages access to the data?

- Researcher responsible for research data management

16. Who will have access to the data (during the project)?

- Only researchers as indicated under ‘Administration & Project description’

17. How are you going to make sure your data will be accessible in case of staff changes, illness, etc?

- I have not yet discussed this with the research team or checked with my department or faculty

While I haven't discussed it yet, as a PhD candidate and this being part of my dissertation, I'm the only person that is actually working on the data.

18. Have you and your research team agreed on a way to name and order project folders and files?

- Yes - I am working on the documentation

19. Have you and your research team agreed on how to handle versioning of files?

- Yes - I am working on the documentation

Research Publication: Data sharing and re-use

20. What data (and code) will be shared in a research data repository?

- I do not know

21. Please specify why you are unable to share (all) data (and code)

The raw data contains a Prolific ID that might be linked to the participants. Thus, when sharing the data, it will be essential to anonymize it. Otherwise, the data and code can be shared.

22. List the data (and code) that you plan to share in a research data repository. Also list the information / documentation /

metadata that you will include to make the data package self-explanatory and re-usable in the future (for other researchers and yourself)

Data	Format	Size
Anonymized survey data	.csv	<1 GB
Python code for data pre-processing	.py	<1GB
R code for data analysis	.r	<1GB
Read me text filt	.rtf (probably, or .txt)	<1GB

23. In which repository will you place the metadata, data, and/or code that are associated with your paper?

- I do not know

24. What metadata standard will you use to document your research?

- I do not know

25. Will you place any restrictions on re-using of data?

- I do not know

28. Under what license will you make your data available for re-use?

- I do not know (yet)

29. Please specify which license

After research: Archiving

30. You may be obliged to destroy some data before archiving. Do any of such obligations apply to you?

- Yes - Other (please specify in the additional information box).

Prolific IDs that might allow tracing back to the participant's identity.

31. List the data and all documentation you will be archiving. These data constitute your archival package.

32. Where will you be archiving your data?

- I do not know