

SEEING IS NO LONGER BELIEVING

Human Detection of AI-Generated Video Content

RESEARCH QUESTION

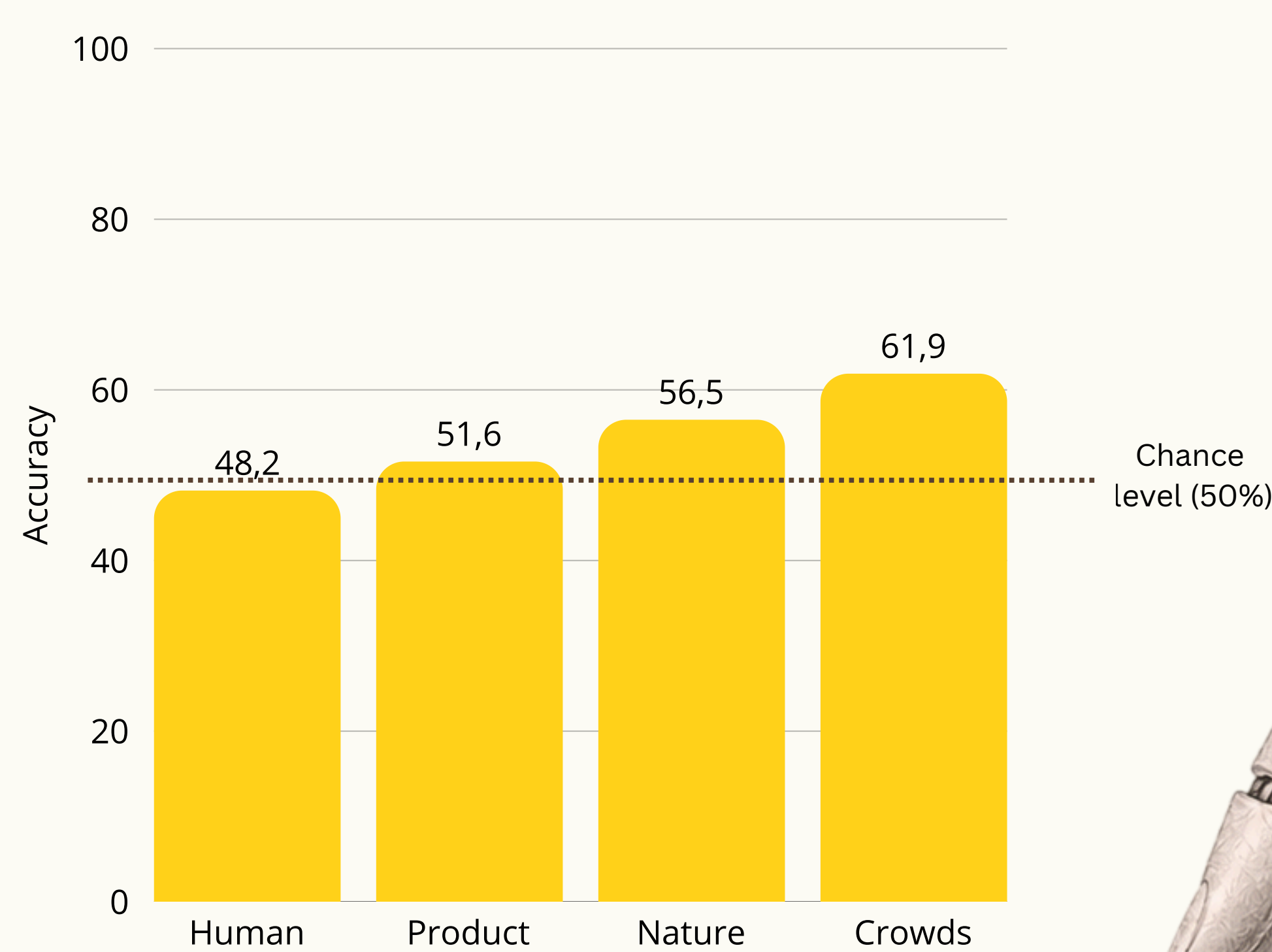
Are individuals able to independently distinguish between videos produced by humans vs. contemporary publicly accessible generative AI models (2025-generation), and what potential political, psychological, and economic implications could this have on society?

METHODOLOGY

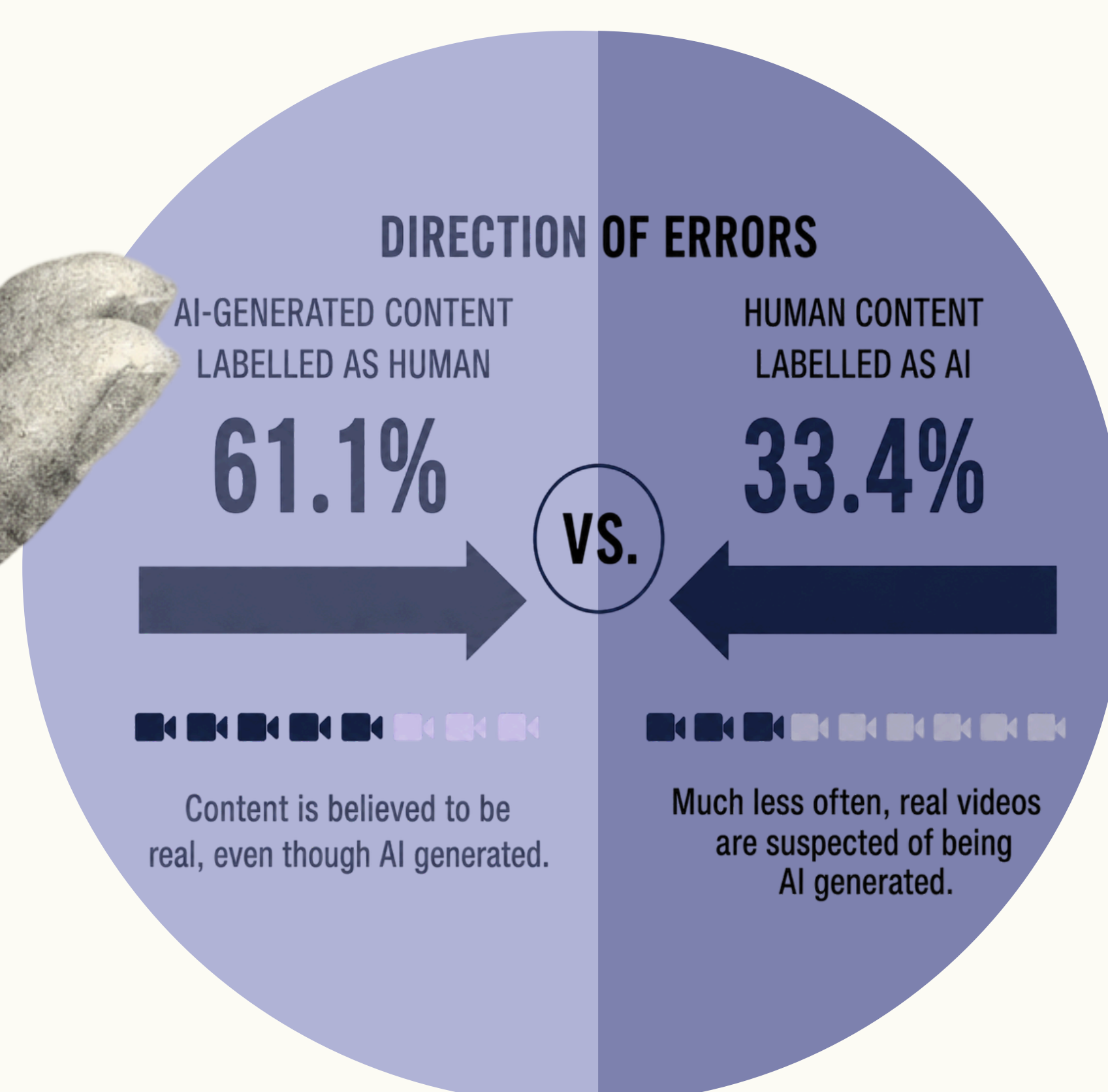
175 participants
(N = 109 included)

- 20 randomised videos per participant
- no audio
- 4 content categories: human faces, crowds, nature, product ads
- AI models: Google Veo & OpenAI Sora (2025)
- Survey via Qualtrics
- convenience sampling

SURVEY RESULTS



52.4 %
ACCURACY



IMPLICATIONS

Psychology:

People increasingly **distrust** all media, real and fake, alike.

Economics:

AI ads are indistinguishable from human-made ones
This **threatens creative jobs** and complicates **consumer trust**.

Politics:

Deepfakes enable **disinformation** and **electoral manipulation**
Structural regulation is urgently needed.

KEY TAKEAWAYS

1. Humans perform at chance level: **essentially random guessing**
2. People **default to assuming content is real**
3. **Age, confidence, and political orientation** do **not predict** accuracy
4. **Structural solutions** such as labelling, watermarking and AI literacy **cannot wait**



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TAKE THE TEST YOURSELF



FULL TEXT & REFERENCES

