Research:
AI Content Labels

Technical Report

Technical Report – AI Content Labels 2024/2025

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Introduction

Preface

The AI Content Labels research was undertaken by YouGov on behalf of Ofcom. The core objective of this study was to better understand internet users' experience of tools, labels or visual icons that indicate whether Artificial Intelligence (AI) was involved in creating or editing the content, as well as how trustworthy the content may be. This research was a mixed-method study with both quantitative and qualitative parts.

Specifically, the key aims and objectives of the quantitative research were to:

- Understand the prevalence, location and type of content typically associated with tools, labels or icons indicating AI created or edited content

- Explore how important users think it is for online platforms to tell them when content is made or edited using AI

- Uncover sentiments around trust of, and subsequent response to content labelled as "Made by AI", as well as confidence in certain groups to provide accurate information on whether online content was made or edited by AI

- Determine how helpful users would find certain pieces of information in identifying whether a piece of online content was made or edited by AI to be purposefully misleading

Following a survey about AI content labels in 2024, Ofcom commissioned YouGov Qualitative to further explore some of the areas from that phase, as well as new ones such as social dynamics not covered previously. The qualitative element aimed to explore:

- How different user-visible labels and context annotations affect participants' online behaviours

- How participants' attitudes toward these measures change (if at all) based on different platforms and content context

- Whether tangible real-world examples alter participants' views on significance and effectiveness of these measures

- What factors are contributing to the general mistrust and caution towards measures that communicate what is made by AI

Summary of approach

YouGov is a professional research and consulting organisation, focused on collecting high quality, in-depth data for market research.

This research was a mix-method quantitative and qualitative study.

The quantitative research was conducted with a nationally representative sample (age 16+) of internet users in the UK, with quotas set on age, gender and education level (Interlocked), region, and socio-economic group (SEG). This was carried out online, with respondents recruited from YouGov's online panel, containing around 3 million panellists from all over the UK. As the methodology included online panellists only, please be aware of the potential underrepresentation of non-digitally confident internet users. A total of 2,143 quantitative interviews were conducted, between 12th – 13th December 2024.

This was followed by a qualitative phase which consisted of 24 x 60-minute online video in-depth interviews with UK adults aged 18+, conducted between 12th – 26th February 2025.

Quantitative research

Significance testing and data redaction

Data tables were run using Quantipy. Significance testing (using t-tests) has been applied at 95% for the purposes of analysis.

In the standard tables, low base sizes (between 10-49) are italicised. In the summary tables, lower base sizes (below 100) are indicated by a single asterisk, whilst all data with a base size of below 10 has been redacted from the data tables.

Sampling

Sample design

The sample was drawn from the YouGov online panel comprising around 3 million panellists across the UK. YouGov maintains engagement with communities of panellists who have specifically opted in to participate in online research activities and provide demographic details. As a result, the panel provides access to a responsive audience, who have already provided information on important demographic, attitudinal, and lifestyle attributes. Members of the panel consent to completing surveys for YouGov in return for a modest financial incentive.

The sample was designed to be representative of UK adults aged 16+. The demographic information (e.g. age, gender, social grade, working status, region) was information declared and collected by YouGov from its panellists as part of the initial signing up process. This information is updated regularly by panellists, where applicable.

YouGov carried out the following standard checks during and post-fieldwork:

- Quality trap questions
- Identifier checks
- Attention checks
- Inattentiveness checks
- Hyper activeness scanning
- Speed monitoring
- Open-ended responses are reviewed for clarity and accuracy by project managers

Quotas

Interview quotas were applied so that the final sample was representative of UK adults aged 16+ by age, gender and education level (interlocked), region, and socio-economic group (SEG).

Targets for quotas were derived from YouGov based on data from the Office of National Statistics (ONS).

Quotas were set using the following variables:

- Age (16-24, 25-39, 40-49, 50-65, Over 65)
- Gender
- Region
- Socio-economic group (SEG)
- Education level

Fieldwork and Weighting

All interviews were conducted online between 12th – 13th December 2024 using the YouGov bespoke online survey platform.

YouGov interviewed a sample of 2,143 internet users aged 16+ in the UK.

The data was weighted to be representative of the UK 16+ population on age, gender and education level (interlocked), and overall, to the region and SEG profiles.

The following table shows both the initial unweighted sample and the final weighted sample profiles:

Demographic group	Unweighted counts	Unweighted %	Weighted counts	Weighted %
Male	1056	49	1039	48
Female	1087	51	1104	52
16-24	294	14	289	14
25-34	339	16	341	16
35-44	353	16	362	17
45-54	329	15	335	16
55-64	319	15	336	16
65+	509	24	480	22
North East	77	4	78	4
North West	247	12	247	12
Yorkshire and the Humber	170	8	175	8
East Midlands	164	8	163	8
West Midlands	183	9	182	9
East of England	185	9	183	9
London	288	13	281	13
South East	317	15	315	15
South West	179	8	179	8
Wales	89	4	103	5
Scotland	184	9	180	8
Northern Ireland	60	3	58	3
AB	651	30	600	28
C1	623	29	621	29
C2	401	19	450	21
DE	468	22	471	22

NET definitions featured in published data tables

Certain subgroups within the sample were grouped together to aid analysis and are featured in the published data tables. The definitions of these so-called NETs are in the table below.

Question	Nets	Definition
POS_Q3	Net: Group 1	1. Images of people
		2. Images of objects or scenery
	Net: Group 2	3. Videos of people
		4. Videos of objects or scenery
	Net: Group 3	5. Audio of people speaking
		6. Audio not of people speaking
	Net: Group 4	7. Text relating to the author's views and personal opinions
		8. Text not relating to the author's views or personal opinions
POS_Q7	Net: Important	1. Very important
		2. Somewhat important
	Net: Not important	3. Not that important
		4. Not important at all
POS_Q8	Net: Agree	1. Strongly agree
		2. Agree
	Net: Disagree	3. Disagree
		4. Strongly disagree
POS_Q9	Net: Confident	1. Very confident
		2. Fairly confident
	Net: Not confident	3. Not very confident
		4. Not confident at all
POS_Q10b	Net: Unhelpful (0-4)	0 – Extremely unhelpful
		1
		2
		3
		4
	Net: Helpful (6-10)	6
		7
		8
		9
		10 – Extremely helpful
	Net: Low	0 – Extremely unhelpful
		1
		2
		3
		4
	Net: Medium	5
		6
	Net: High	7
		8
	Net: Very high	9
		10

Qualitative research

Introduction

YouGov Qualitative team conducted 24 interviews with UK internet users to explore individual experiences and views on AI-generated or edited online content. Interviews were conducted online via video calls, lasted 60 minutes each and took place 12th – 26th February 2025.

Interviews started with participants reading the various AI-generated scenarios on-screen and sharing their initial reactions for each scenario. The order of the scenarios was rotated for every interview, to ensure a good mix in the reflections participants provided to these scenarios.

Each scenario was either an image or a video with one of the three user-visible labels, which included:
- The 'CR' (Content Credentials) label and a pop-up information box
- The 'Made by AI' label
- The 'Readers added context' label and a short note

The stimulus shown to participants was extracted from public sources, with the different types of AI-content labelling added by researchers. The sources for the stimulus included:

- **Mirror: https://www.mirror.co.uk/news/uk-news/elon-must-act-stop-tide-30451315**

Elon must act to stop the tide of frauds swamping Twitter

Ed Sheeran, Bear Grylls, Daniel Radcliffe and Tom Holland have all had their names exploited in scam tweets. So, ironically, has Elon Musk.

- **BBC News: https://www.bbc.co.uk/news/articles/cdr0g1em52go**

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Alba

Romance scammer duped £17k from me with deepfakes

- **Good Morning Britain on YouTube: https://www.youtube.com/watch?v=1Kv5njt9X5c**

77-Year-Old Scammed Out of £17,000 by Deepfake Scammer Using AI-Generated Videos

The second part of the interview involved a discussion about participants' understanding of AI-generated content and deepfakes. They shared their views on the implementation of labels and discussed how increasing awareness of labels can help to identify online content made or edited by generative AI.

Sample

All participants were recruited from the YouGov panel.

The final sample frame included:
- Mix of digital confidence (8 x participants with low digital confidence, 8 x participants with medium digital confidence, 8 x participants with high digital confidence)
- Mix of age (18+)
- Mix of gender
- Mix of region
- Mix of social grade
- Mix of education levels
- Inclusion of ethnic minorities (5 x participants)
- Mix of social media usage frequency and social media platforms used; including 8 x participants who upload videos online or do livestreaming online
- Mix of political intention
- Mix of awareness and understanding of AI

No.	Gender	Age	Digital confidence	Ethnicity	Voting intention	Video / live stream upload	Understanding of AI	Awareness of measures
1	Male	45	High	White British (one of the 4 nations)	Labour	Yes - video	Strong – can explain how AI works	Yes
2	Male	31	High	White British (one of the 4 nations)	Other	No	Basic – knows some of the applications	Yes
3	Female	22	High	White British (one of the 4 nations)	Doesn't know	No	Basic – knows some of the applications	Yes
4	Male	41	High	Indian	Labour	No	Doesn't know much about it	No
5	Male	61	High	White British (one of the 4 nations)	Liberal Democrat	No	Basic – knows some of the applications	Yes
6	Female	24	High	White British (one of the 4 nations)	Liberal Democrat	Yes - video	Strong – can explain how AI works	Yes
7	Female	53	High	White British (one of the 4 nations)	Other	Yes - video	Doesn't know much about it	No
8	Female	32	High	White British (one of the 4 nations)	Conservative	Yes - video	Basic – knows some of the applications	Yes
9	Female	65	Low	White British (one of the 4 nations)	UKIP	No	Doesn't know much about it	No
10	Male	67	Low	White British (one of the 4 nations)	Conservative	No	Basic – knows some of the applications	No
11	Female	57	Low	Caribbean	Would not vote	No	Doesn't know much about it	Doesn't Know
12	Female	74	Low	White British (one of the 4 nations)	Plaid Cymru	No	Doesn't know much about it	No

13	Male	40	Low	White British (one of the 4 nations)	Labour	Yes - video	Doesn't know much about it	Yes
14	Female	53	Low	White British (one of the 4 nations)	Don't know	No	Doesn't know much about it	No
15	Male	19	Low	Mixed ethnic background	Labour	No	Doesn't know much about it	No
16	Male	46	Low	White British (one of the 4 nations)	Other	No	Doesn't know much about it	Yes
17	Male	48	Medium	White British (one of the 4 nations)	Other	No	Doesn't know much about it	No
18	Female	25	Medium	White British (one of the 4 nations)	Labour	Yes - video	Basic – knows some of the applications	No
19	Male	69	Medium	White British (one of the 4 nations)	Other	Yes - video	Doesn't know much about it	Doesn't Know
20	Female	37	Medium	White British (one of the 4 nations)	Don't know	No	Basic – knows some of the applications	No
21	Female	32	Medium	African	UKIP	Yes - video	Basic – knows some of the applications	Yes
22	Male	49	Medium	Any other ethnic group	Labour	No	Doesn't know much about it	Doesn't Know
23	Female	23	Medium	White British (one of the 4 nations)	Labour	No	Basic – knows some of the applications	No
24	Male	57	Medium	White British (one of the 4 nations)	Conservative	No	Basic – knows some of the applications	No

Appendix

Appendix A – Quantitative questionnaire

In this survey, we would like to ask you about when you go online and the content you see on websites and apps that you visit. We will also touch on the topic of Artificial Intelligence (or 'AI'). AI means computer systems that can perform tasks such as creating or editing content (e.g. text, images, audio and video).

Please click forward to continue.

[POS_Q1] {single}
Thinking about when you go online and the content (e.g. text, images, audio, video) you see on websites and apps…
Have you ever seen any tools, labels or visible icons that helped you understand whether content was made or edited using Artificial Intelligence ('AI')?
<1> Yes, I have
<2> No, I have not
<977 fixed xor> Don't know/can't recall

ASK IF CODED 1 IN POS_Q1 [POS_Q2] {multiple order=randomize}
You said you have seen tools, labels or visible icons that helped you understand whether content was made or edited by AI…
In which, if any, of the following places did you see them?
Please select all that apply.
<1> Websites or apps where you view videos posted by other users (e.g. YouTube, TikTok)
<2> Social media websites or apps (e.g. Facebook, Twitter or X, Instagram)
<3> Livestreaming websites or apps – this could be part of a social media website or app (e.g. Twitch, Facebook Live)
<4> Search engines (e.g. Google, Yahoo, Bing)
<5> Instant messenger websites or apps (e.g. WhatsApp, Facebook Messenger)
<6> News websites or apps (e.g. BBC News, The Guardian, Daily Mail Online)
<7> Gaming websites or apps (e.g. PlayStation Network, Nintendo Online, Roblox)
<8> Video on demand application (e.g. Netflix, Now TV)
<9> 'Adult' site containing sexual content [# Shown to 18+ only]
<10> Services using AI to generate content / generative AI websites or apps (e.g. Midjourney, ChatGPT, Sora)
<966 fixed> Other (please specify)
<977 fixed xor> Don't know/can't recall

ASK IF CODED 1 IN POS_Q1 [POS_Q3] {multiple order=custom randomisation}
Which, if any, of the following types of online content did you see with tools, labels or visible icons that helped you understand whether it was made or edited by AI?
Please select all that apply.
<1> Images of people
<2> Images of objects or scenery
<3> Videos of people
<4> Videos of objects or scenery
<5> Audio of people speaking
<6> Audio not of people speaking
<7> Text relating to the author's views and personal opinions

<8> Text not relating to the author's views or personal opinions
<966 fixed>   Other (Please specify)
<977 fixed xor> Don't know/can't recall

ASK IF CODED 1 IN POS_Q1 [POS_Q3] {open}
Which tools, labels or visible icons did you see online platforms use to help you understand
whether content was made or edited by AI? (Please list or describe them in a few words, in the
box below).

Don't know

[POS_Q5] {single}
Have you ever seen any tools, labels or visible icons on online platforms that helped you
understand whether content was trustworthy or not?
<1> Yes, I have
<2> No, I have not
<977 fixed xor> Don't know/can't recall

ASK IF CODED 1 IN POS_Q5 [POS_Q6] {open}
Which tools, labels or visible icons did you see online platforms use to help you understand
whether content was trustworthy or not? (Please list or describe them in a few words, in the
box below).

Don't know

[POS_Q7] {single}
How important, if at all, is it for online platforms to tell you when content is made or edited
using AI?
<1> Very important
<2> Somewhat important
<3> Not that important
<4> Not important at all
<977 fixed xor> Don't know

[POS_Q8] {single-choice grid row order=randomize}
Please imagine that you come across online content labelled as "Made by AI"…
To what extent do you agree or disagree with each of the following statements?
Please select one option on each row

  -[POS_Q8_1]   I don't understand what the "Made by AI" label means

  -[POS_Q8_2]   I would try and do some research on what the "Made by AI" label
                       means

  -[POS_Q8_3]   I wouldn't trust content labelled as "Made by AI"

  -[POS_Q8_4]   I can't be sure if the "Made by AI" label is genuine or not

  -[POS_Q8_5]   I wouldn't share content labelled as "Made by AI"

  -[POS_Q8_6]   I would ignore the "Made by AI" label and treat the content the same
                       as unlabelled content

  -[POS_Q8_7]   I would treat or respond to content differently depending on what the
                       "Made by AI" label looks like

-[POS_Q8_8]   I would treat or respond to content differently depending on which online platform I see the "Made by AI" label

<1> Strongly agree
<2> Agree
<3> Disagree
<4> Strongly disagree
<977 fixed xor> Don't know

[POS_Q9] {single-choice grid row order=randomize}
To what extent, if at all, would you be confident that each of the following groups would provide accurate information on whether online content was made or edited by AI?
Please select one option on each row

-[POS_Q9_1]   Social media websites or apps (e.g. Facebook, Twitter or X, Instagram)

-[POS_Q9_2]   Search engines (e.g. Google, Yahoo, Bing)

-[POS_Q9_3]   Companies that allow people to create or edit content using AI (e.g. Midjourney, ChatGPT, Sora)

-[POS_Q9_4]   Companies that make devices to enable people to record photos, videos or audio (e.g. mobile phones, cameras)

-[POS_Q9_5]   News publishers and broadcasters

-[POS_Q9_6]   'Fact-checker' organisations (e.g. FullFact, BBC Verify)

-[POS_Q9_7]   The person who made or edited the content using AI (i.e. the content creator)

-[POS_Q9_8]   Other online users who have shared or commented on others' content

<1> Very confident
<2> Fairly confident
<3> Not very confident
<4> Not confident at all
<977 fixed xor> Don't know

[POS_Q10b] {single-choice grid row order=randomize}
On a scale of 0 to 10, where 0 means 'extremely unhelpful' and 10 means 'extremely helpful'…
To what extent, if at all, would each of the following pieces of information help you in understanding whether a piece of online content was made or edited by AI to be purposefully misleading?
Please select one option on each row

-[POS_Q10b_1]   Knowing the identity of the person that made or edited the content

-[POS_Q10b_2]   Knowing which device (e.g. mobile phones, cameras) was used to make or edit the content

-[POS_Q10b_3]   A marker or label if AI was used in making or editing the content

-[POS_Q10b_4]   How other online users have interacted with the content (e.g. resharing, liking, commenting)

-[POS_Q10b_5]   How other online users have questioned the authenticity of the content (e.g. reporting, commenting critically)

-[POS_Q10b_6]   Whether the identity of the user who posted the content is verified

-[POS_Q10b_7]   Whether the content is paid to be promoted or advertised

-[POS_Q10b_8]   General information and tips about how to spot signs that content is or isn't made or edited by AI

<0> 0- Extremely unhelpful
<1> 1
<2> 2
<3> 3
<4> 4
<5> 5
<6> 6
<7> 7
<8> 8
<9> 9
<10> 10 – Extremely helpful

[POS_Q11] {open}
What other information not previously mentioned, if any, would be helpful to you in understanding whether a piece of content was made or edited by AI to be purposefully misleading? (Please type your answer(s) in the box below, providing as much detail as possible)

Don't know

Appendix B – Recruitment screener for in-depth interviews

<u>YouGov x Ofcom – AI content labels</u>

<u>Recruitment screener – January 2025</u>

Sample frame

24 online video in-depth interviews (60 mins)
- Mix of age, gender, social grade, education levels and region   - Inclusion of ethnic minorities   - Mix of social media usage (daily, weekly and monthly) and social media platforms used   - Mix of political intention   - Mix of digital confidence (gender split within varying levels of confidence) – aiming for equal mix of high, medium, low confidence levels   - Mix of awareness of the measures to identify AI generated or edited online content and perceptions of them   - Mix of understanding of AI (include few 'Don't Knows')

Screening questions

CLIENT NOTE: *Please note that we already hold key demographic questions on all of our panel members- these are called PDLs. We have outlined below what PDL questions we will screen on.*

[age_pdl] (Data.already.held.and.updated.on.the.YouGov.panel¡.Potential.participants.will. not.be.re_asked.this.question¡)
Recruit 18+

[profile_gender_pdl] (Data.already.held.and.updated.on.the.YouGov.panel¡.Potential. participants.will.not.be.re_asked.this.question¡).
Recruit a mix

[ethnicity_new_pdl] (Data.already.held.and.updated.on.the.YouGov.panel¡.Potential. participants.will.not.be.re_asked.this.question¡)

Recruit min 4 people from different ethnic minorities

[profile_socialgrade_cie_pdl] (Data.already.held.and.updated.on.the.YouGov.panel¡. Potential.participants.will.not.be.asked.this.question¡)

Recruit a mix

[profile_GOR_pdl] (Data.already.held.and.updated.on.the.YouGov.panel¡.Potential. participants.will.not.be.re_asked.this.question¡) Which area of the UK do you live in?

 <1> North East
 <2> North West
 <3> Yorkshire and the Humber
 <4> East Midlands
 <5> West Midlands
 <6> East of England
 <7> London

<8> South East
<9> South West
<10> Wales
<11> Scotland
<12> Northern Ireland
<13> Non UK & invalid
Recruit a mix
Screenout if coded <13>

[profile_education_level_pdl] (Data.already.held.and.updated.on.the.YouGov.panel.but.it.will.be.asked.if.a.panel.member.has.not.answered.it.in.the.last.❷months) What is the highest educational or work-related qualification you have?
<1> No formal qualifications
<2> Youth training certificate/skill seekers
<3> Recognised trade apprenticeship completed
<4> Clerical and commercial
<5> City & Guilds certificate
<6> City & Guilds certificate - advanced
<7> ONC
<8> CSE grades 2-5
<9> CSE grade 1, GCE O level, GCSE, School Certificate
<10> Scottish Ordinary/ Lower Certificate
<11> GCE A level or Higher Certificate
<12> Scottish Higher Certificate
<13> Nursing qualification (e.g. SEN, SRN, SCM, RGN)
<14> Teaching qualification (not degree)
<15> University diploma
<16> University or CNAA first degree (e.g. BA, B.Sc, B.Ed)
<17> University or CNAA higher degree (e.g. M.Sc, Ph.D)
<18> Other technical, professional or higher qualification
<19> Don't know
<20> Prefer not to say
Recruit a mix

[ge_voting_intention_pdl] {single} (Data.already.held.and.updated.on.the.YouGov.panel.but.it.will.be.asked.if.a.panel.member.has.not.answered.it.in.the.last.9.months) If there was a general election held tomorrow, which party would you vote for?
<1> Conservative
<2> Labour
<3> Liberal Democrat
<4> United Kingdom Independence Party (UKIP)
<5> Scottish National Party (SNP) / Plaid Cymru
<6> Green Party
<7> Other
<8> Would not vote
<9> Don't know
Recruit a mix

[cp_social_network_used_UK_pdl] {multiple order=randomize} (Data.already.held.and.
updated.on.the.YouGov.panel.but.it.will.be.asked.if.a.panel.member.has.not.answered.it.in.
the.last.9.months) Which of the following online websites and apps do you currently use?
Please select all that apply.
 <1> Facebook
 <2> YouTube
 <3> Instagram
 <4> X
 <5> Pinterest
 <6> LinkedIn
 <7> Twitch
 <8> TikTok
 <9> Reddit
 <10> Discord
 <11> Snapchat
 <12> WhatsApp
 <13> Telegram
 <14> Tumblr
 <15> Google
 <996 fixed xor> None of these
Recruit a mix
Screenout if coded <996>

[social_media_freq] {single} How often do you access social media?
<1> Multiple times a day
<2> Once a day
<3> A few times a week
<4> Once a week
<5> A few times a month
<6> Once a month or less
Recruit those coded <1,2> for daily; <3,4> for weekly and <5,6> for monthly split

[upload_videos] {single} Do you ever upload videos online that you have made yourself?
<1> Yes
<2> No
<3> Don't know
Recruit <1> on best effort basis

[content_creator] {single} Do you ever create your own live stream videos online?
<1> Yes
<2> No
<3> Don't know
Recruit <1> on best effort basis

[tech_literacy_pdl] {single} (Data.already.held.and.updated.on.the.YouGov.panel.but.it.will.be.asked.if.a.panel.member.has.not.answered.it.in.the.last.9.months) How capable would you say you are in navigating new technology products and services?
 <1> I am typically quick at learning how to use new technology
 <2> I am ok at learning how to use new technology
 <3> I find it hard to learn how to use new technology
Record code <1> as high digital confidence, code <2> as medium digital confidence and code <3> as low digital confidence

[digital_confidence] {grid} When it comes to technology, please rate yourself against the following statements:
 - [stat1] Technology helps keep me organised and gain control over my life
 - [stat2] I do all my shopping online
 - [stat3] I am confident doing my financial admin online e.g., online banking, switching providers
 - [stat4] I do everything on my computer / tablet / smartphone
 - [stat5] I'm usually one of the first amongst my friends / colleagues to try new technologies that enter the market
 - [stat6] I am active on social media and use it every day

<1> Strongly disagree
<2>
<3>
<4>
<5> Neither agree or disagree
<6>
<7>
<8>
<9>
<10> Strongly agree
Recruit a mix for varying levels of confidence:
low digital confidence – if selected codes <1>, <2> and <3> in 5-6 statements
medium digital confidence – if selected codes <4>, <5>, <6> and <7> in 3-6 statements
high digital confidence – if selected codes <8>, <9> and <10> in 3-6 statements

[AI] {single} How would you describe your understanding of Artificial Intelligence (AI)?
<1> I have a strong understanding and can explain how AI works
<2> I have a basic understanding and know some of the AI applications
<3> I've heard of AI but don't know much about it
<4> I don't know anything about AI
#Recruit a mix

[awareness] {single} When you go online and see the content (e.g., text, images, audio, video) on websites and apps, have you ever seen any tools, labels or visible icons that helped you understand whether that content was made or edited using Artificial Intelligence ('AI')?
<1> Yes

<2> No
<3> Don't Know
#Recruit a mix – including don't knows

ASK IF CODED 1 IN AWARENESS Q [seentools_AI] (multiple} You said you have seen tools, labels or visible icons that helped you understand that the content you saw online was made or edited by AI, where did you see them? Please select all that apply.
<1> Websites or apps where you view videos posted by other users (e.g. YouTube, TikTok)
<2> Social media websites or apps (e.g. Facebook, Twitter or X, Instagram)
<3> Livestreaming websites or apps – this could be part of a social media website or app (e.g. Twitch, Facebook Live)
<4> Search engines (e.g. Google, Yahoo, Bing)
<5> Instant messenger websites or apps (e.g. WhatsApp, Facebook Messenger)
<6> News websites or apps (e.g. BBC News, The Guardian, Daily Mail Online)
<7> Gaming websites or apps (e.g. PlayStation Network, Nintendo Online, Roblox)
<8> Video on demand application (e.g. Netflix, Now TV)
<9> 'Adult' site containing sexual content
<10> Services using AI to generate content / generative AI websites or apps (e.g. Midjourney, ChatGPT, Sora)
<11> Other (please specify)
<12> Don't know
#Recruit a mix

[POS_Q7] {single} How important, if at all, is it for online platforms to tell you when content is made or edited using AI?
<1> Very important
<2> Somewhat important
<3> Not that important
<4> Not important at all
<977 fixed xor> Don't know
#Recrit a majority who coded <1> or <2>

[openend] What do you think about false information available online and what, if anything, should be done about it? Please explain your answer in detail.

Expression of interest

YouGov is conducting online [insert video conferencing tool] interviews on the topic of online content.

The interview will last for 60 minutes and take place between 12th to 26th February 2025. It will be arranged at a time most convenient for you (Monday – Friday between the hours of 9am and 8pm).

The interview will be audio recorded for note taking purposes only. Please note that the client will join the interview as an observer, but YouGov will not share the recording with the client. On completion of the research, we will share anonymous insights and quotes with our client. An anonymised summary of findings may be published. Your contact details will not be shared with any 3rd party apart from [insert service], platform used by YouGov to send you the reward for taking part in this study.

If selected to take part in the interview and it is successfully completed, we would be delighted to offer you £[insert incentive amount] online retail voucher as a thank you for your time.

Do not worry if you have not done research with us before – we will send you all the details on how to take part, if you are selected.

If you are selected to take part and change your mind about participating, you can withdraw your consent by emailing the YouGov research team at [insert email address].

[available] Are you interested and available to take part in an online interview between 12th and 25th of February 2025?
<1> Yes, I'm interested in and available to take part
<2> No, I'm not interested and/or available to take part
#Screenout if coded <2>

Appendix C – Discussion Guide for in-depth interviews

Ofcom

2025 Qualitative Research – AI Content Labels

Discussion Guide – interviews

Introduction (2-3 minutes)

Thank you for making the time to participate in this interview. My name is [name] and I work for YouGov, an independent market research agency. As we indicated in our invitation, we are going to be talking today about online content. During the call I will show you some materials and I would like to know what you honestly think of them.

This is an informal discussion, there are no right or wrong answers, and I am here to hear your thoughts and opinions, so please be as open and honest as you feel comfortable with. You may refuse to answer any question at any time if you so wish.

Please note that our client, a public organisation, is observing the interview as they like to gain first-hand experience of this project.

The discussion will take approximately 60 minutes. I would like to record the interview for note-taking purposes only – the recording will not be shared with anyone other than YouGov and will be used for internal use only. On completion of the project, YouGov will share anonymised insights and quotes with the client for use in internal and external presentations and reports. This means that the client and other people who read these reports will not be able to identify you by what you said or through the personal information you have shared during the research.

YouGov will not share your contact details with any 3rd parties apart from processing your incentive, and we will secure your personal data securely in line with data protection regulations. Are you happy with that? (turn on recording once consent is given)

Do you have any questions before we start?

Introduction and areas of expertise (5-8 mins)

- Firstly, could you tell me a little bit about yourself? Please share your first name, age, region where you are based and what keeps you busy day to day.
- As I mentioned, we will be talking about online content, and first I wanted to understand how you tend to use the Internet.
  - In a typical day, how much time do you spend online?
  - What are the main reasons that you go online? *Probe: read news, online banking, online shopping, connecting with others, educate yourself, pass time etc*
  - Which online sites, platforms or apps do you visit most often and why?
  - Thinking about the sites / apps you most often use - how do you typically engage with the content? *For example, are you typically passively engaging (e.g., reading, listening, watching) or actively engaged (e.g., gaming, writing blogs, creating and uploading things on social media or other platforms etc)*

- If you read news online, which sites do you use?

- <u>IF RELEVANT</u> – in the survey you mentioned that you upload videos online / create live stream video online:
  - Why do you do this? *Probe: fun, money, living, as part of a member group etc.*
  - What type of videos / live stream do you share online?
  - How often do you upload / stream video online?
  - Which apps or sites do you use for this?
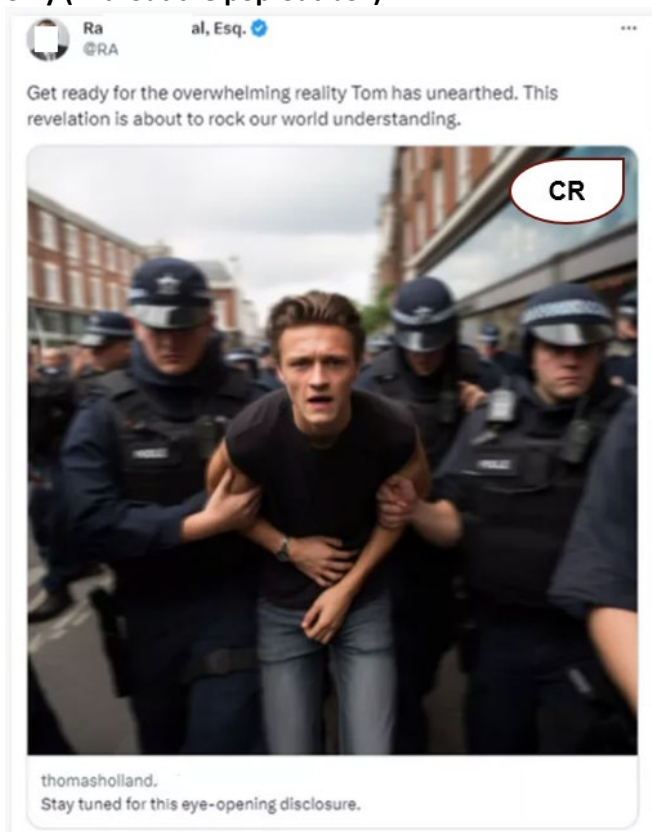
Scenario testing (30 mins in total – 15 mins per scenario)

I would like to now show you some scenarios and get your reaction to them. I will share my screen and share some information and images that I would like you to look at.

Scenario - Tom Holland (image)

Slide:

Slide with the CR icon only (without the pop-out box):

Note: This is synthetic content. The username, profile image and hyperlink are redacted for reporting.

- Can you please tell me what you see or notice here? Any immediate thoughts? *Moderator to explore first impressions and any top-of-mind thought.*
- Does anything in particular stand out to you – in a positive or negative way? Why so? *Probe if anything seems trustworthy / untrustworthy (and the reasons behind), confusing, helpful, worrying, useful, novel etc.*
- How would you respond to this image? What makes you say this?
- How noticeable is the CR icon? What makes you say this?
- Have you seen a similar label in real life? If so, where, on which platforms?
- What do you think 'CR' stands for here?
  - Why do you think this CR icon has been added here?
  - Have you seen any similar icons in real life? If so, on which platforms?
  - Would you click on it? Why or why not?

Slide with the CR pop-out box:

Note: This is synthetic content. The username, profile image and hyperlink are redacted for reporting.

- What do you think of the information listed under CR?
  - What do you think it means?
  - How useful, or not, is this information? *Probe on which information is most and least useful, confusing, missing information about the person that made or edited the content, the device used to make or edit the content, a marker or a label if AI was used in making or editing the content, how other uses used or questioned the authenticity of the content etc.*

- Would you remove any of the information listed here? Why?
- Would you add any other pieces of information / context here? Why?
  - How trustworthy, or not, is this information in this pop-up box? What makes you feel this way?
  - Who do you think created this information under the CR icon?
- What action, if any, would you take after seeing this information? *Probe on if they would do research on the icon, how would they do it? First check for spontaneous reactions and later on show the slide with the question and answers options.*

What would you do after seeing this image? (Select all that apply)
- ❑ Ignore it
- ❑ Do some research on the image
- ❑ Do some research on the 'CR' icon
- ❑ Report the image
- ❑ Engage with the image – e.g., sharing it with people I know, commenting or liking or disliking it
- ❑ Something else
- ❑ Not sure

- Is there anything you would change to make this CR label or information listed within the pop-up box more useful for people like you?

Slide with the 'Made by AI' label:
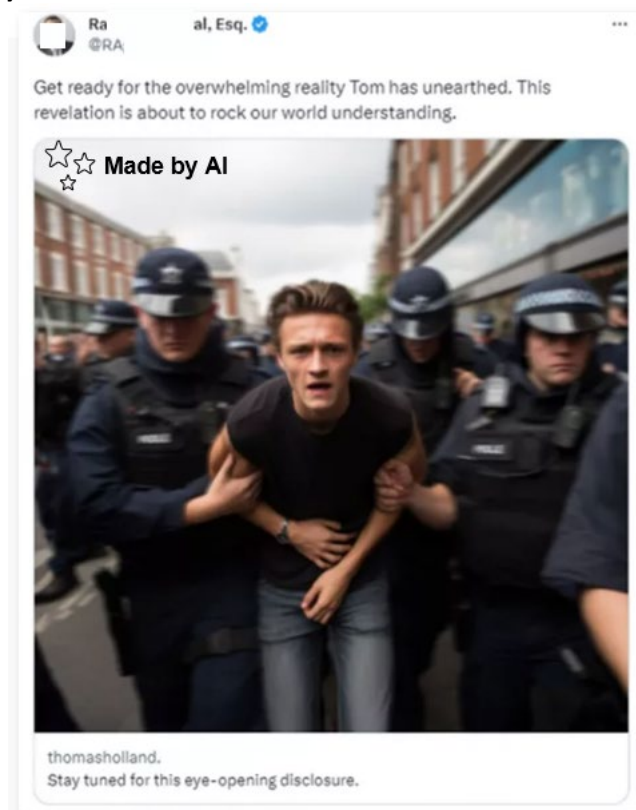
Note: This is synthetic content. The username, profile image and hyperlink are redacted for reporting.

- What do you see here? Does anything stand out? *Probe if anything confusing or missing (do they notice the Made by AI label)*
- What does the label 'Made by AI' mean to you? How does it make you feel?
- How easy or not is it to notice the 'Made by AI' label here? What makes you say this?
- Have you seen any similar labels in real life? If so, on what types of content, where, on which platforms?
- How useful, or not, is this label? What makes you say this?
- What action, if any, would you take after seeing the 'Made by AI' label? *Probe: if they would do research on the icon, how would they do it? First check for spontaneous reactions and later on show this slide with question and answers options.*

What would you do after seeing this image? (Select all that apply)
- ❏ Ignore it
- ❏ Do some research on the image
- ❏ Do some research on the 'Made by AI' icon
- ❏ Report the image
- ❏ Engage with the image – e.g., sharing it with people I know, commenting on or liking or disliking it
- ❏ Something else
- ❏ Not sure

- Does the label impact how much you trust the image? Why or why not? If so, in what ways?
- How, if at all, could this label be improved? What further context could be provided?

Slide with the 'Readers added context' label:

Note: This is synthetic content. The username, profile image and hyperlink are redacted for reporting.

- Does anything stand out here? *Probe if anything is confusing or missing* (*do they notice the readers added context)*
- What do you think about the 'Readers added context' information? How does it make you feel about the image/video?
- Have you seen any similar information in real life? If so, where, on which platforms?
- How useful, or not, is this information?
    - Is there any other information that you would like to see in the 'Readers added context'? If so, what and why?
- What action, if any, would you take after seeing the 'Readers added context' information? *Probe: if they would do research on the icon, how would they do it? First check for spontaneous reactions and later on show this slide with question and answers options.*

What would you do after seeing this image? (Select all that apply)
- ❑ Ignore it
- ❑ Do some research on the image
- ❑ Do some research on the 'Readers added context' function
- ❑ Report the image
- ❑ Engage with the image – e.g., sharing it with people I know, commenting or liking or disliking it
- ❑ Something else
- ❑ Not sure

- Does this information impact how much you trust the content? Why or why not? If so, in what way?
- How, if at all, could this context annotations be improved?
- Who do you think should be able to post/edit context annotations? Why? E.g. anybody/select group of people like experts?
- What types of information do you think should always be in this type of annotation?
    - Are there any other pieces of information that you would like to see? Probe e.g., the author of annotation, proof of alternative facts (e.g., from a known news source)

Slide:

> You met someone called "Alla Morgan" in a social group online.
>
> You and other members have only seen photos of her and wondered if she is real. A user called "Nikki" raised her suspicion that Alla could be a scam.
>
> Alla then sent these videos to the group to prove Nikki wrong.

[Play video]

- What do you think of this video? Any immediate thoughts? *Moderator to explore first impressions and any top-of-mind thought.*

- Does anything in particular stand out to you – in a positive or negative way? Why so? *Probe if anything seems trustworthy / untrustworthy (and the reasons behind), confusing, helpful, worrying, useful, novel etc.*

**Slide with the CR icon only (without the pop-out box):**

Note: This is synthetic content.

- Can you please tell me what you see or notice here? Any immediate thoughts? *Moderator to explore first impressions and any top-of-mind thought.*

- Have you seen a similar label in real life? If so, where, on which platforms?
- How would you respond to this video with this icon on it? What makes you say this?
- How noticeable is the CR icon? What makes you say this?
- What do you think 'CR' stands for here?
  - Why do you think this CR icon has been added here?
  - Have you seen any similar icons in real life? If so, on which platforms?
  - Would you click on it? Why or why not?

Slide with CR pop out box:
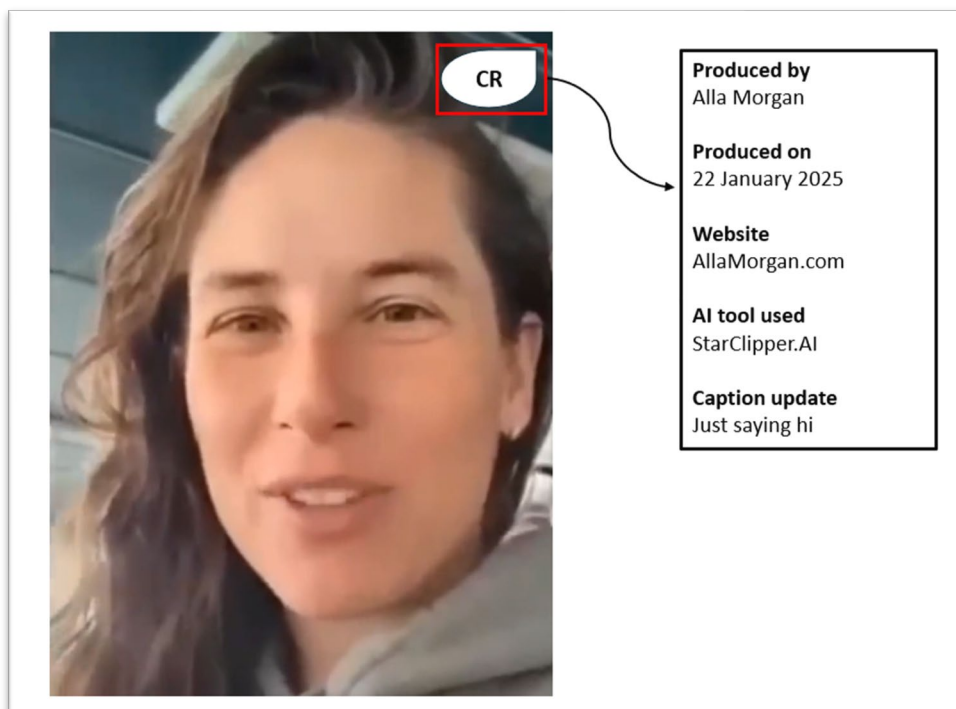
Note: This is synthetic content.

- What do you think about the information listed under CR?
  - What do you think it means?
  - How useful, or not, is this information? *Probe which information is most and least useful, confusing, missing information about the person that made or edited the content, the device used to make or edit the content, a marker or label if AI was used in making or editing the content, how other uses used or questioned the authenticity of the content etc.*
    - Would you remove any of the information listed here? Why?
    - Would you add any other pieces of information here? Why?
  - How trustworthy, or not, is this information in this pop-up box? What makes you feel this way?
  - Who do you think created this information under the CR icon?
- What action, if any, would you take after seeing this video with this label? *Probe: if they would do research on the icon, how would they do it? First check for spontaneous reactions and later on show this slide with question and answers options.*

> **What would you do after seeing this? (Select all that apply)**
> ☐ Ignore it
> ☐ Do some research on it
> ☐ Do some research on the 'CR' icon
> ☐ Report the video, because it might be false
> ☐ Engage with the video – e.g., sharing it with people I know, commenting or liking or disliking it
> ☐ Something else
> ☐ Not sure

- Is there anything you would change to make this CR label or information more useful for people like you?

Slide with 'Made by AI':

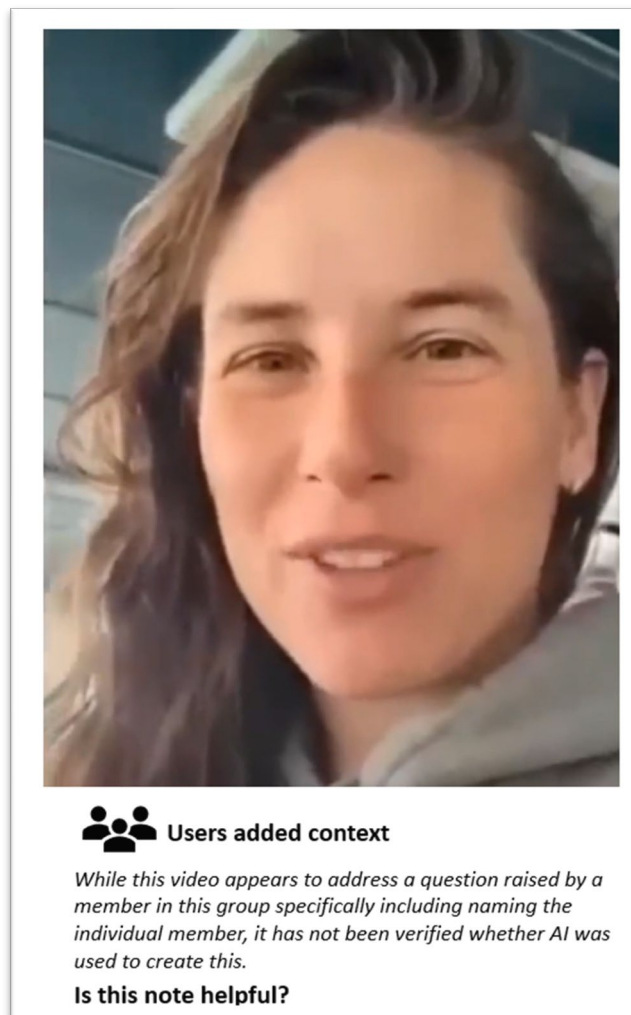Note: This is synthetic content.

- What do you see here? Does anything stand out here? *Check if they notice the 'Made by AI' label.*
- What does the label 'made by AI' mean to you? How does it make you feel?
- How easy or not is it to notice the 'Made by AI' label here? What makes you say this?
- Have you seen any similar labels in real life? If so, on which platforms?
- How useful, or not, is this label? Anything confusing or missing here? What makes you say this?
- What action, if any, would you take after seeing the 'Made by AI' label? *Probe: if they would do research on the icon, how would they do it? First check for spontaneous reactions and later on show this slide with question and answers options.*

What would you do after seeing this? (Select all that apply)

- ❑ Ignore it
- ❑ Do some research it
- ❑ Do some research on the 'Made by AI' icon
- ❑ Report the video, because it might be false
- ❑ Engage with the video – e.g., sharing it with people I know, commenting or liking or disliking it
- ❑ Something else
- ❑ Not sure

- Does the label impact how much you trust the video? Why or why not? If so, in what ways?
- How, if at all, could this label be improved? What further context could be provided?

Slide with the 'Readers added context' label:

Note: This is synthetic content.

- Does anything stand out here? (*do they notice the readers added context*)
- What do you think about the 'Readers added context' information? How does it make you feel about the image/video?

- Have you seen any similar information in real life? If so, on which platforms if so?
- How useful, or not, is this information? *Probe on anything confusing or missing here.*
  - Is there any other information that you would like to see in the 'Readers added context'? If so what and why?
- What action, if any, would you take after seeing the 'readers added context' information? *Probe: if they would do research on the icon, how would they do it? First check for spontaneous reactions and later on show this slide with question and answers options.*

What would you do after seeing this? (Select all that apply)
- ❑ Ignore it
- ❑ Do some research on it
- ❑ Do some research on the 'Readers added context' function
- ❑ Report the video, because it might be <u>fals</u>
- ❑ Engage with the video – e.g., sharing it with people I know, commenting or liking or disliking it
- ❑ Something else
- ❑ Not sure

- Does this information impact how much you trust the content? Why or why not? If so, in what ways?
- How, if at all, could this label be improved?
- Who do you think should be able to post/edit context annotations? Why? E.g. anybody/select group of people like experts?
- What types of information do you think should always be in this type of annotation?
  - Are there any other pieces of information that you would like to see? *Probe e.g., the author of annotation, proof of alternative facts e.g., from a known news source.*

Awareness and understanding of AI (7-10 mins)

- Before today, how much did you know about **'AI generated content'? [Show on board - 'AI generated content']**

AI generated content

  - Where, if anywhere, have you seen or heard about AI generated content?
  - How would you describe what it is to a friend?

- How do you feel about online content that is made or edited by AI? *Probe: worried, indifferent, overwhelmed etc.*
  - What are the positives, if any, of using AI to generate / edit content online?
  - What are the negatives, if any, of using AI to generate / edit content online?

o   What comes to mind when you see the term '**deepfakes'?** *Probe: worried, indifferent, overwhelmed etc.* **[Show on board - 'Deepfakes']**

> *Deepfakes*

> o   How would you describe what a deepfake is to a friend?
> o   What is your experience/ engagement with deepfakes? (*E.g., Have you created one? Seen one? Been overwhelmed by them? Been a target of one?*)
> > ▪   Have you reported a deepfake? Why /why not?

- Have you ever edited or created online content using AI? Why or why not?
  - o   If so:
    - ▪   What AI tools / platforms did you use?
    - ▪   What content did you create with it and why did you use AI?
    - ▪   Did you add any labels, icons or information to it to show that you used AI? If so, what did you do? Was it required by the tool / platform? If not, why not?
    - ▪   Which online sites or platforms did you publish this content?
- What pieces of information / context (e.g. date posted, author, etc.) do you look for / find helpful when judging the trustworthiness of content online (synthetic or not)? Why would you like to see / look for this?

Views on AI content labels and conclusions (10 min)

- ***Ask if not already naturally covered***: When viewing online content (including videos, adverts, social media posts, images, news stories), what are the things that you use or look for, if anything, to know if AI has been used and how it has been used? *Probe: using certain sites, checking reviews, verifying sites or content etc.*
  - o   In what ways do these measures / information help you to assess the trustworthiness of the content?

Slide with all three measures (CR icon, 'Made by AI' and 'Readers added context' labels).

Note: These are synthetic content. The username, profile image and hyperlink are redacted for reporting.

- Which type of measure on the board would you find most useful and why? In what ways?
- Which measure would most increase your trust in online content? Why?
    - Which would least increase your trust? Why?
    - What changes could be made to increase your trust in online content?
- Which type of measure is the most attention-grabbing for you and why?

- Are there any other types of labels or icons that you would like to see to help you understand if online content was made or edited using AI?

- Now that you have seen an image / video with these types of labels, does this change how you view other similar content without such labels?

- Thinking about different types of online content edited or made by AI – are there any which are more important to label than others? If so, why is that?
    - Imagine that the content of the video that you watched today is different, and has someone shouting abusively and offensively – how important or not, is it to use these types of AI labelling for such videos? Why/why not?
    - Do you think that if a specific type of content wasn't labelled as made or edited by AI, could have a negative impact on an individual or some members of the public? Why do you say that?

- Do you think that online platforms should label all content that has been created or edited by AI with a similar label to the ones that we have discussed? Why/ why not?
    - Are there certain platforms that you think would be more important than others to have these kinds of AI labelling?

- Do you think these types of measures should be made an official requirement by creators / companies when they have used AI to edit or create online content? Why / why not?
    - Who should be responsible for making it a requirement? *E.g., government, website / platform company*

- o Who should be responsible for implementing and enforcing these measures? *Probe on online platforms where the content is available, authors of the content.*
- o What do you think the implications of such a requirement could be?
- o Do you think that these labels should be standardised?
  - ▪ If so, to what extent should they be standardised? E.g., would the 'made by AI' labels have to be the same style or shape?

- How could social media sites / websites / platforms increase the awareness and understanding of these types of labels and information provided on them for people like you?
- Do you have anything else you would like to say about the topics covered today?

Slide with the sources used for creating the image and video:

Note: All the stimulus you have seen in this call today were synthetic content created or edited by AI in some way.

The different types of AI-content labelling were added by researchers.

Sources:
Mirror https://www.mirror.co.uk/news/uk-news/elon-must-act-stop-tide-30451315

BBC News https://www.bbc.co.uk/news/articles/cdr0g1em52go
Good Morning Britain https://www.youtube.com/watch?v=1Kv5njt9X5c

Thank and close.