Deepfakes' Cognitive and Emotional Impact: A Systematic Review and Meta-Analysis of Individual Responses

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Abstract : This meta-analysis examines 24 experimental studies on deepfake effects on individual responses, comprising 20,685 participants from 10 countries. Potential moderator effects of media literacy in the influence of deepfake exposure on credibility, accuracy, sharing intention, and emotional responses were analyzed. Overall, deep-fake exposure indicated negative effect sizes on credibility and a positive influence on emotional responses. The effects of deepfake exposure on adverse credibility, accuracy, and sharing intention were moderated by media literacy. A positive moderator effect of media literacy was found in the relationship between deepfake exposure and emotional responses. The results suggest that critical media consumers make a difference in mitigating adverse deepfake effects.