Al-Generated News Image Codebook

**Purpose**
Conduct affect-based analysis of real-life, human selected vs. AI-generated images from news headlines

**3 part codebook**
a. Emotion impression of images (with and without textual context)
b. Photojournalism ethics
c. Image characteristics

**Any questions? Contact**
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Emotion impression of images  
(with and without textual context)

1. **[Human emo w/o headline]** - How does the human-selected image make you feel in terms of emotions (without looking at the news headline)?  
   (dominant) Select one of the 12 emotions  
   1 - Anger (negative)  
   2 - Disapproval (negative)  
   3 - Fear (negative)  
   4 - Sadness (negative)  
   5 - Confusion (negative)  
   6 - Curiosity (ambiguous)  
   7 - Realization (ambiguous)  
   8 - Surprise (ambiguous)  
   9 - Relief (positive)  
   10 - Approval (positive)  
   11 - Admiration (positive)  
   12 - Excitement (positive)

2. **[AI emo w/o headline]** How does the AI-generated image make you feel in terms of emotions (without looking at the news headline)?  
   (dominant) Select one of the 12 emotions

3. **[Human emo w/ headline]** - Did your emotional impression of the human-selected image change after reading the headline?  
   (dominant) Select one of the 12 emotions

4. **[AI emo w/ headline]** Did your emotional impression of the AI-generated image change after reading the headline?  
   (dominant) Select one of the 12 emotions
5. **Context**

*“Photographs are not merely images, but a lens into a specific situation or event. As such, they should be centered not just on creating a beautiful image, but also on illuminating the circumstances surrounding the image.”*

a. **[Human context]** How specific/tailored/circumstantial do you think the image is, in regards to the news headline?
   1. Very much
   2. Much
   3. Somewhat
   4. Little
   5. Not at all

b. **[AI context]** How specific/tailored/circumstantial do you think the image is, in regards to the news headline?
   1. Very much
   2. Much
   3. Somewhat
   4. Little
   5. Not at all

6. **Informative**

*“Photojournalists tell a story that would be difficult to capture with words alone. The images they present can be vehicles for educating the public. A photo should be able to convey an entire story, but without words.”*

a. **[Human informative]** Without reading the headline, do you feel like the image alone is descriptive enough for you to grasp that this is a news story? (*goal of this question: analyze image’s standalone power to tell a news story*)
   1. Definitely
   2. Probably
   3. Possibly
   4. Probably not
   5. Definitely not

b. **[AI informative]** - Without reading the headline, do you feel like the image alone is descriptive enough for you to grasp that this is a news story? (*goal of this question: analyze image’s standalone power to tell a news story*)
   1. Definitely
   2. Probably
   3. Possibly
   4. Probably not
   5. Definitely not
7. Impact + Tangibility

*Impact: Images can make it easy for viewers to digest a large amount of information in a single frame. Often a user can see a single picture and immediately know what the broader story is about.

*Tangible: Photographs can add another dimension or layer to a news story. When an image is added to an article, it makes it possible for viewers to better visualize or understand the events being discussed. The story becomes more real.

a. [Human impact] Do you think the image (when seen with the headline) added more emotional weight/nuance to the news headline?
   1. Very much
   2. Much
   3. Somewhat
   4. Little
   5. Not at all

b. [AI impact] Do you think the image (when seen with the headline) added more emotional weight/nuance to the news headline?
   1. Very much
   2. Much
   3. Somewhat
   4. Little
   5. Not at all
Image characteristics

8. Composition sophistication *(Human)* - How photo-technically sophisticated is the human-selected image? *Consider the news headline while assessing the following questions.
   a. # of objects/individuals: Are there multiple objects and/or individuals?
      1. There are only one object/individual
      2. There are a few objects/individuals (2-4ish)
      3. There are a handful of objects/individuals (5-10)
      4. There is a crowd
   b. Depth of field/Focal point - Is there a clear focal point (e.g. focus on an object or individual and blurred background)?
      1. Very much (when fully blurred)
      2. Much (clear that object is centered; background still clear/visible)
      3. Somewhat
      4. Little
      5. Not at all

9. Composition sophistication *(AI)*
   a. # of objects/individuals: Are there multiple objects and/or individuals?
      1. There are only one object/individual
      2. There are a few objects/individuals (2-3ish)
      3. There are a handful of objects/individuals (5-10)
      4. There is a crowd
   b. Depth of field/Focal point - Is there a clear focal point (e.g. focus on an object or individual and blurred background)?
      1. Very much (when fully blurred)
      2. Much (clear that object is centered; background still clear/visible)
      3. Somewhat
      4. Little
      5. Not at all

10. Sophistication comparison *(Human + AI)* - Between the two images, which one feels more “sophisticated”/higher-quality?
    1. Human
    2. AI
    3. Both
    4. Neither