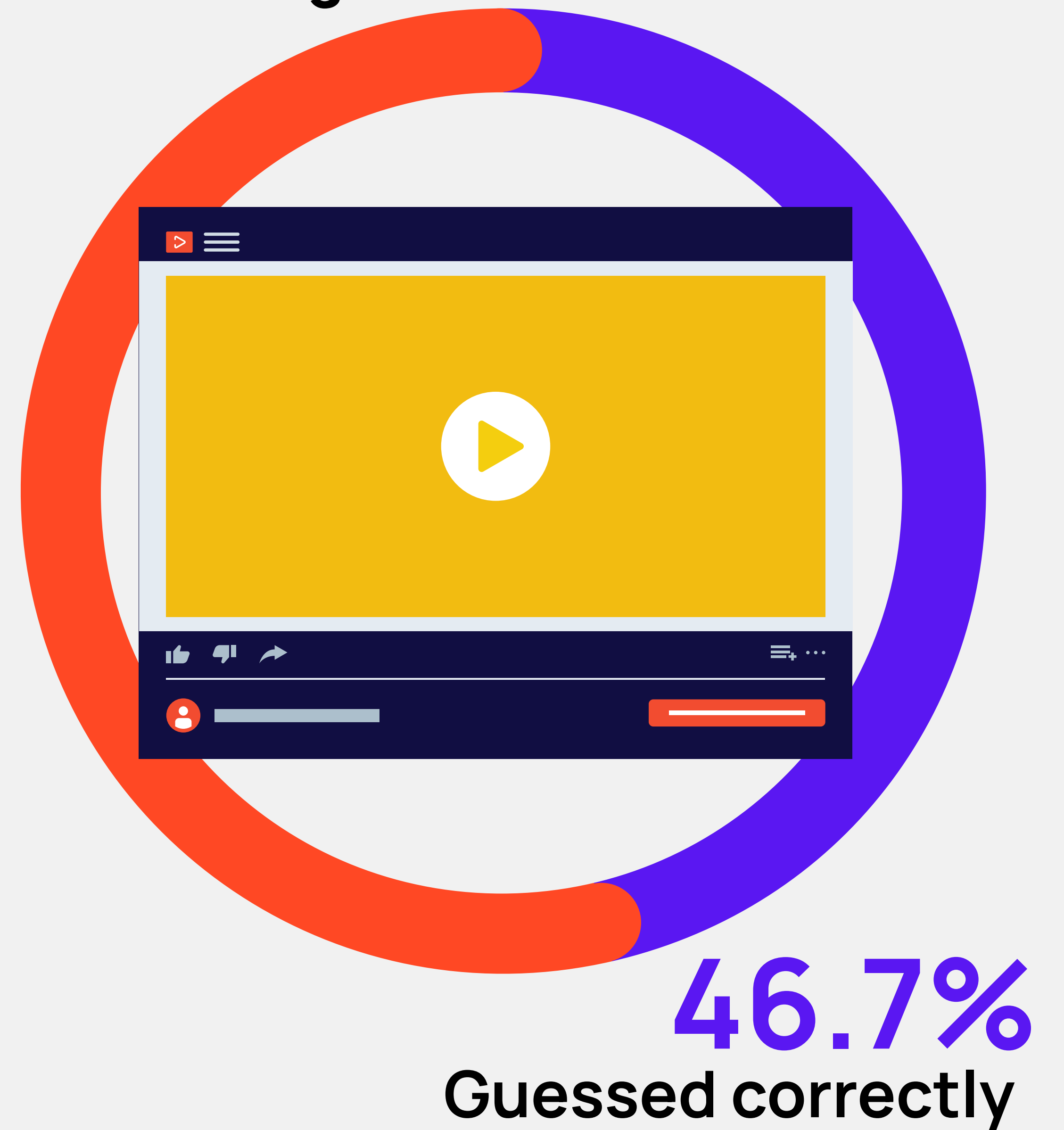


53.3%
Guessed wrong

53.3%
of viewers guessed
WRONG
when asked to spot
the AI-edited video



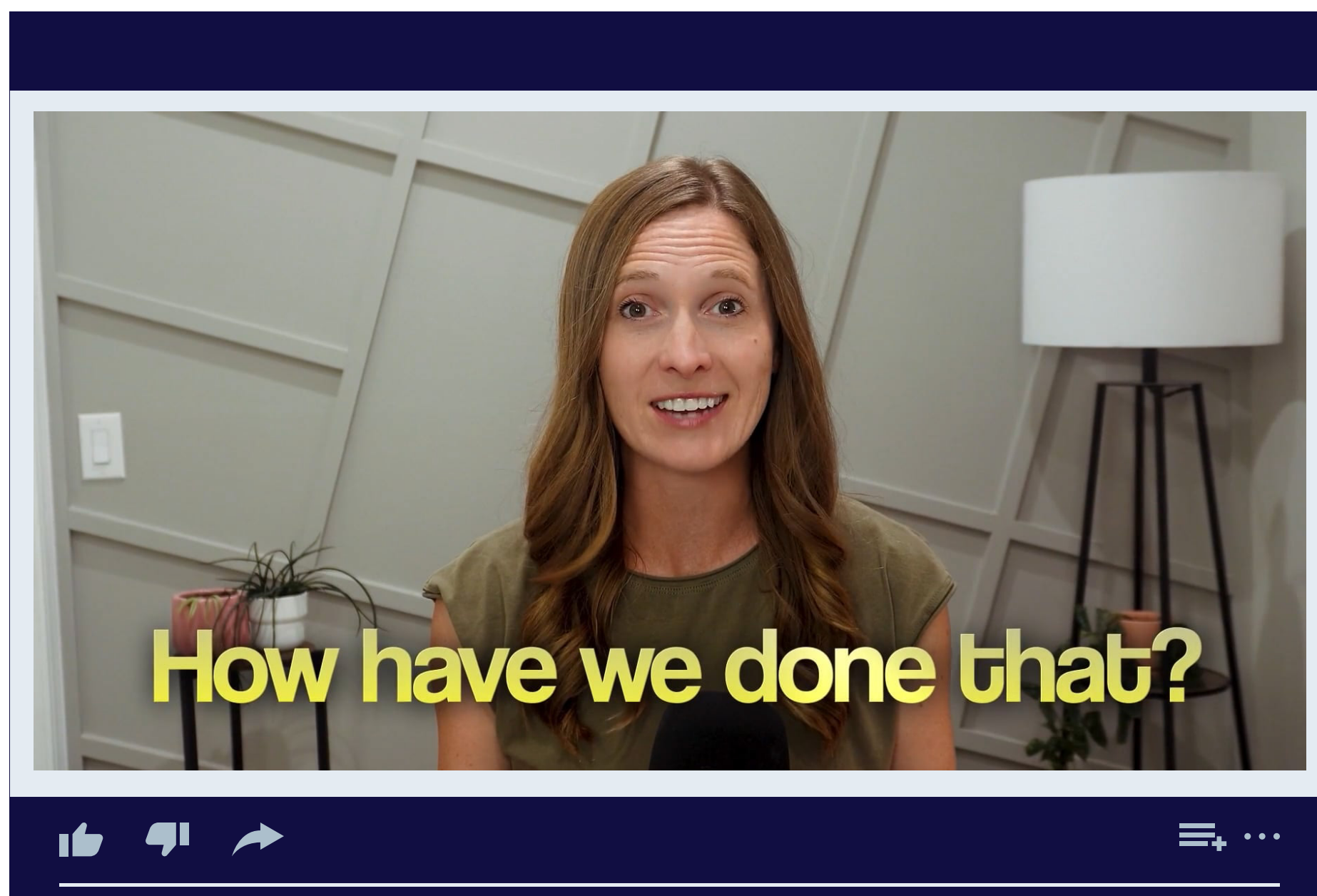
*I honestly can't tell which one it is. You asked to
pick one so I took a guess.*

— survey respondent

SAME FOOTAGE. SAME SCRIPT. ONLY THE EDITOR CHANGED.

VIDEO A

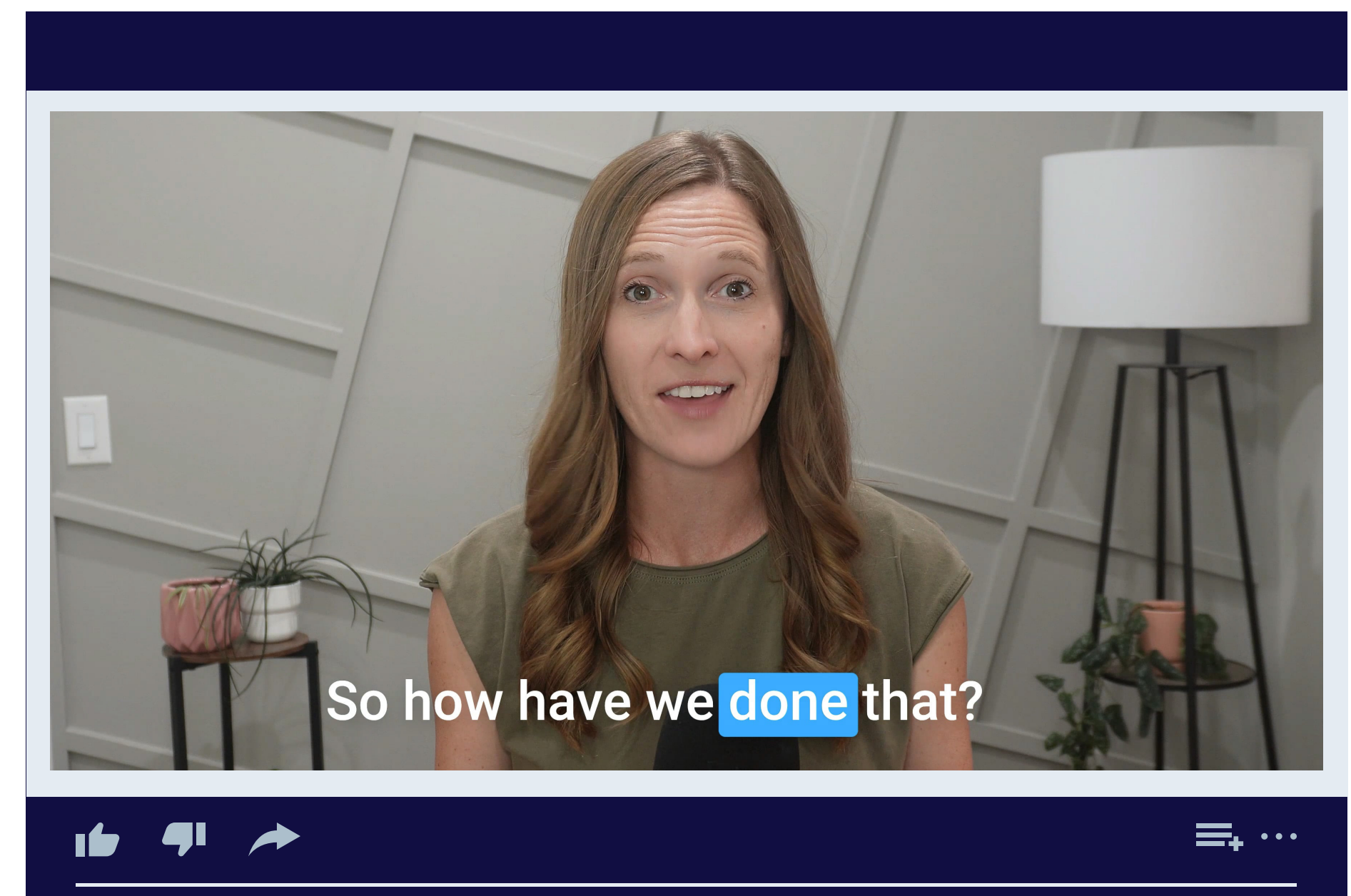
Edited by a professional human editor on our team.



- ✓ Branded motion graphics
- ✓ Yellow highlighted captions
- ✓ Manually paced and cut

VIDEO B

Edited entirely by Descript's Underlord AI, from a single prompt



- ✓ Zero manual touch-ups after
- ✓ Simple, auto-generated captions
- ✓ Minimal on-screen graphics



1 single locked AI prompt, no edits after



3 real issues found and fixed



50s VS 53s
final runtimes, nearly identical

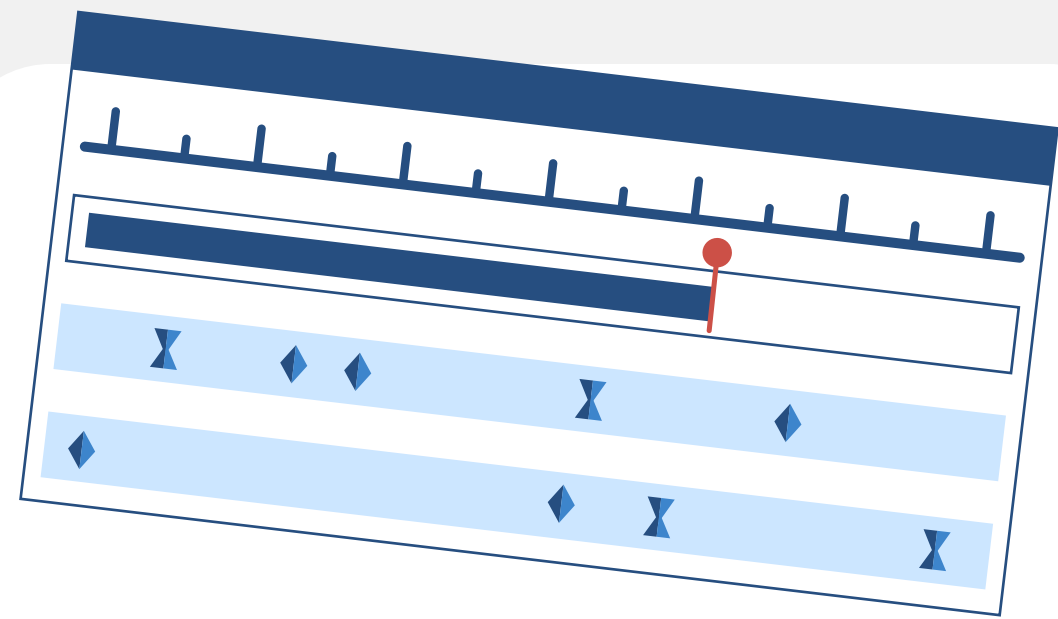


0 manual touch-ups on the AI edit

VIEWERS STRONGLY PREFERRED THE HUMAN-EDITED VIDEO.

Which video did you prefer overall?

Statistically significant per PickFu.



30.5%

of respondents who preferred the human edit specifically cited **graphics/visuals** (icons, pop-ups, animated text).

78.7%

Human
-edited

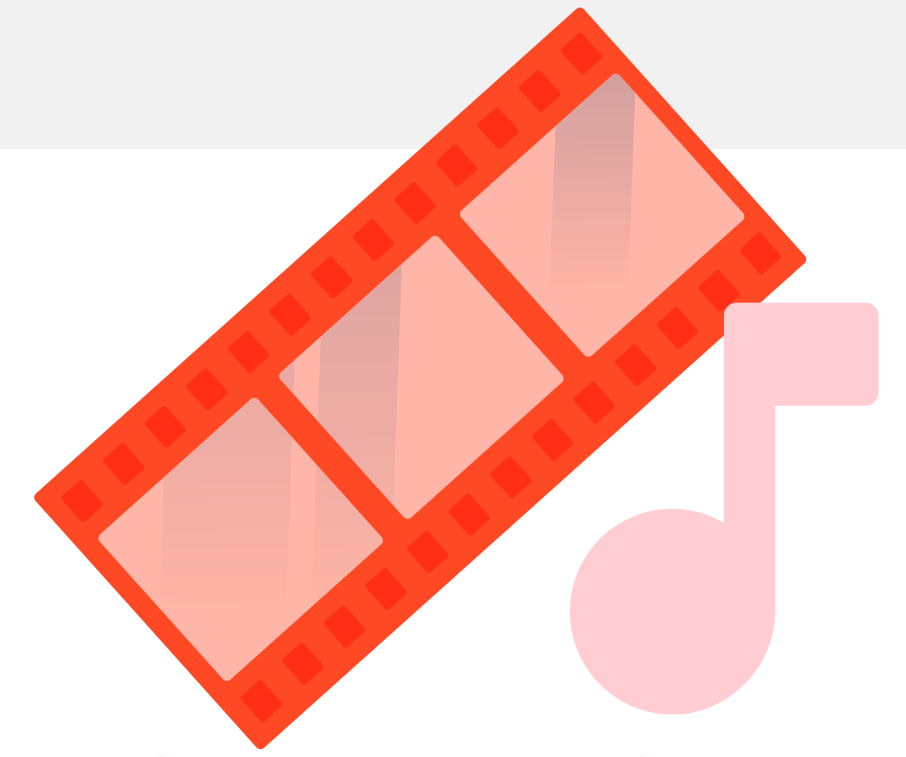
Video A



21.3%

AI-edited

Video B



24.1%

of respondents who preferred the human edit specifically cited **audio/voice clarity** as the reason.

*The graphics that show up on the screen are eye catching and therefore keep attention.
Bulleted lists help solidify what is being said.
— survey respondent*

VIEWERS FELT THE HUMAN EDIT WAS MORE TRUSTWORTHY AND MADE THEM MORE LIKELY TO SUBSCRIBE.

Which video felt more trustworthy and made you more likely to subscribe?

36.8%

AI-edited

Video B



63.2%

Human-edited

Video A



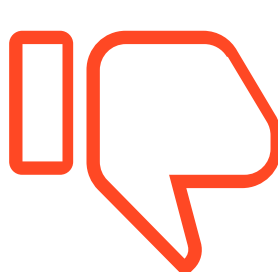
10.2%

of respondents used words like "genuine," "authentic," or "real" specifically to describe the human edit.



7.9%

specifically cited "professional" / "polished" as their trust signal.



2.2%

explicitly used "scam" / "suspicious" language about the AI edit.

Comes across as more mindfully and intentionally made, which feels trustworthy and grounded.

— survey respondent



SPOT THE BOT: THE REVERSAL

WE ASKED: WHICH VIDEO DO YOU THINK WAS EDITED BY A HUMAN?

53.3%
Guessed wrong



46.7%
Guessed correctly



I would think the simplest video, video B was done by a human editor... Video A looks like the AI edited version with all the edits and visual elements added — survey respondent

WHY PEOPLE GUESSED WRONG

THE "SIMPLE = HUMAN" ASSUMPTION



SIMPLE
= HUMAN

POLISHED
= AI

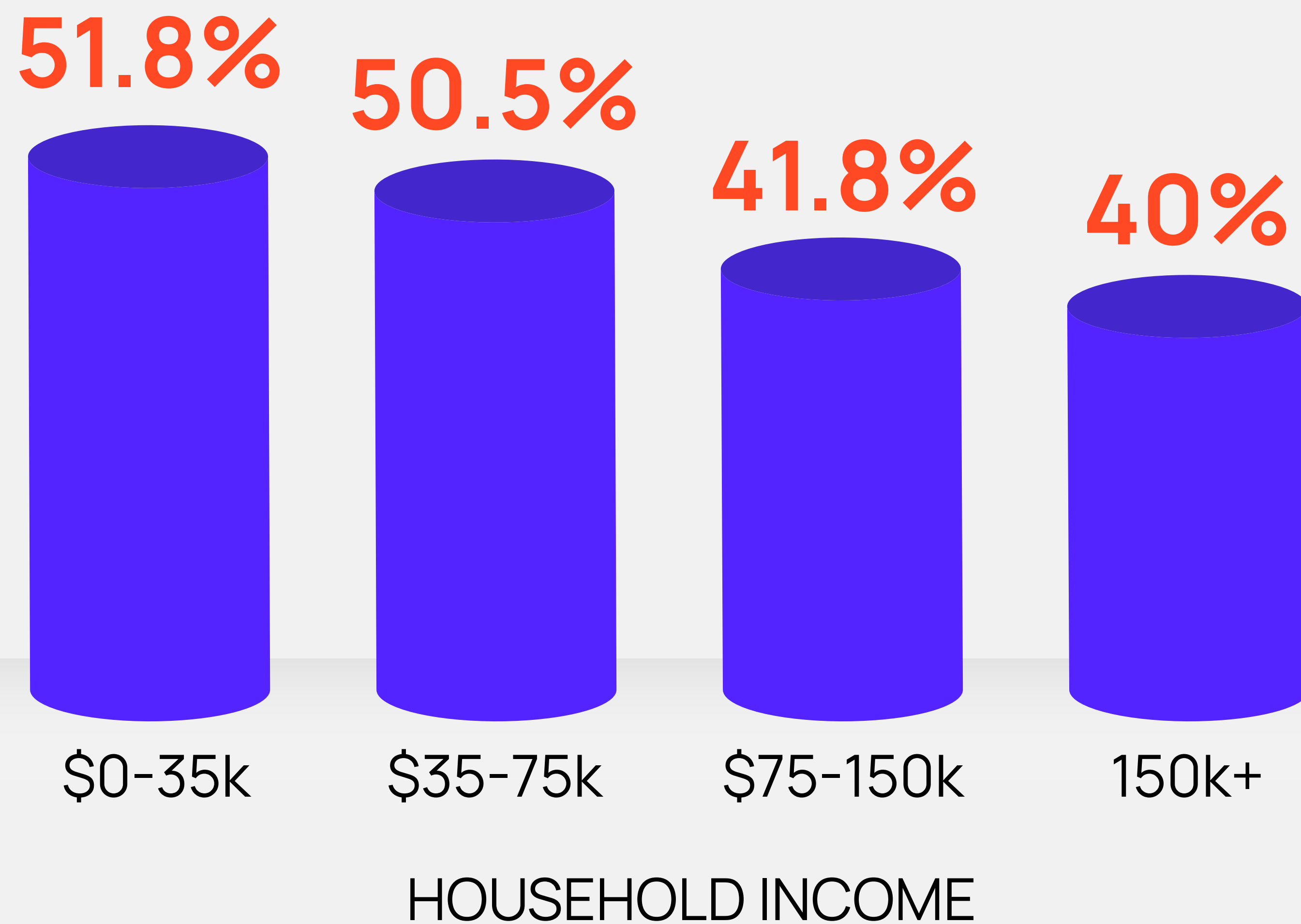
It seems like AI 'jazzed' the other one up with the extra flair and a human did this one.

— survey respondent

THE PATTERN: SIMPLER EDITING READ AS HUMAN.
MORE POLISH READ AS AI. IN THIS STUDY, IT WAS REVERSED.

INCOME BREAKDOWN

ACCURACY AT CORRECTLY SPOTTING THE HUMAN EDIT



**HIGHER INCOME,
EASIER TO FOOL.**

Highest earners
were the LEAST
accurate.

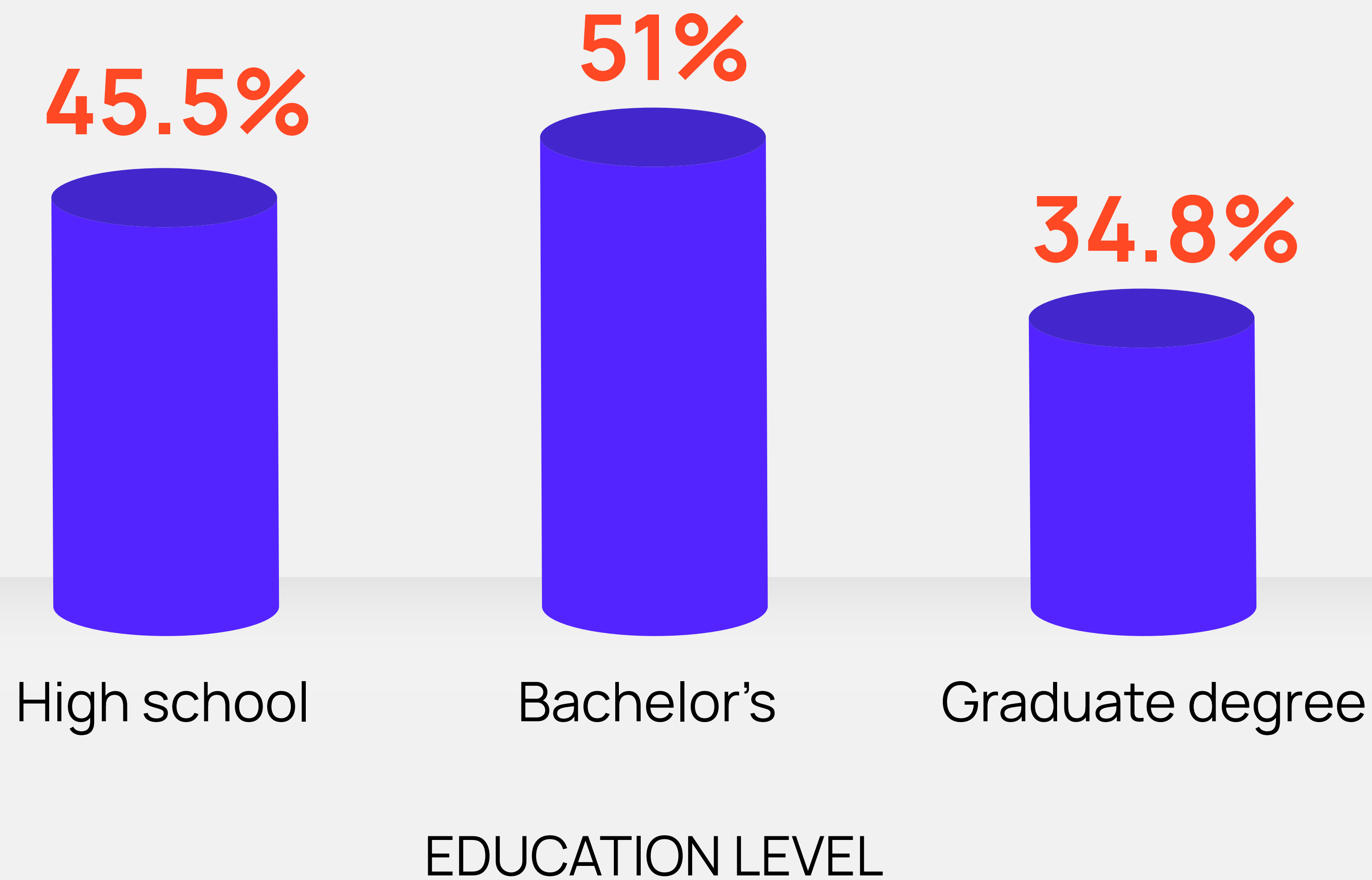
B was 100% human edited and it shows. It flowed like a sane conversation, it felt natural. A was all over the place, felt weird and obnoxiously bad. It was obvious because no human would have made A as bad as it was.

— \$75–150k household income respondent, guessed incorrectly and stated it with full confidence

”

EDUCATION BREAKDOWN

ACCURACY AT CORRECTLY SPOTTING THE HUMAN EDIT



I would think that choice B was human edited because it was just the video and subtitles. I would think AI would be punching it up with the graphics like in choice A.

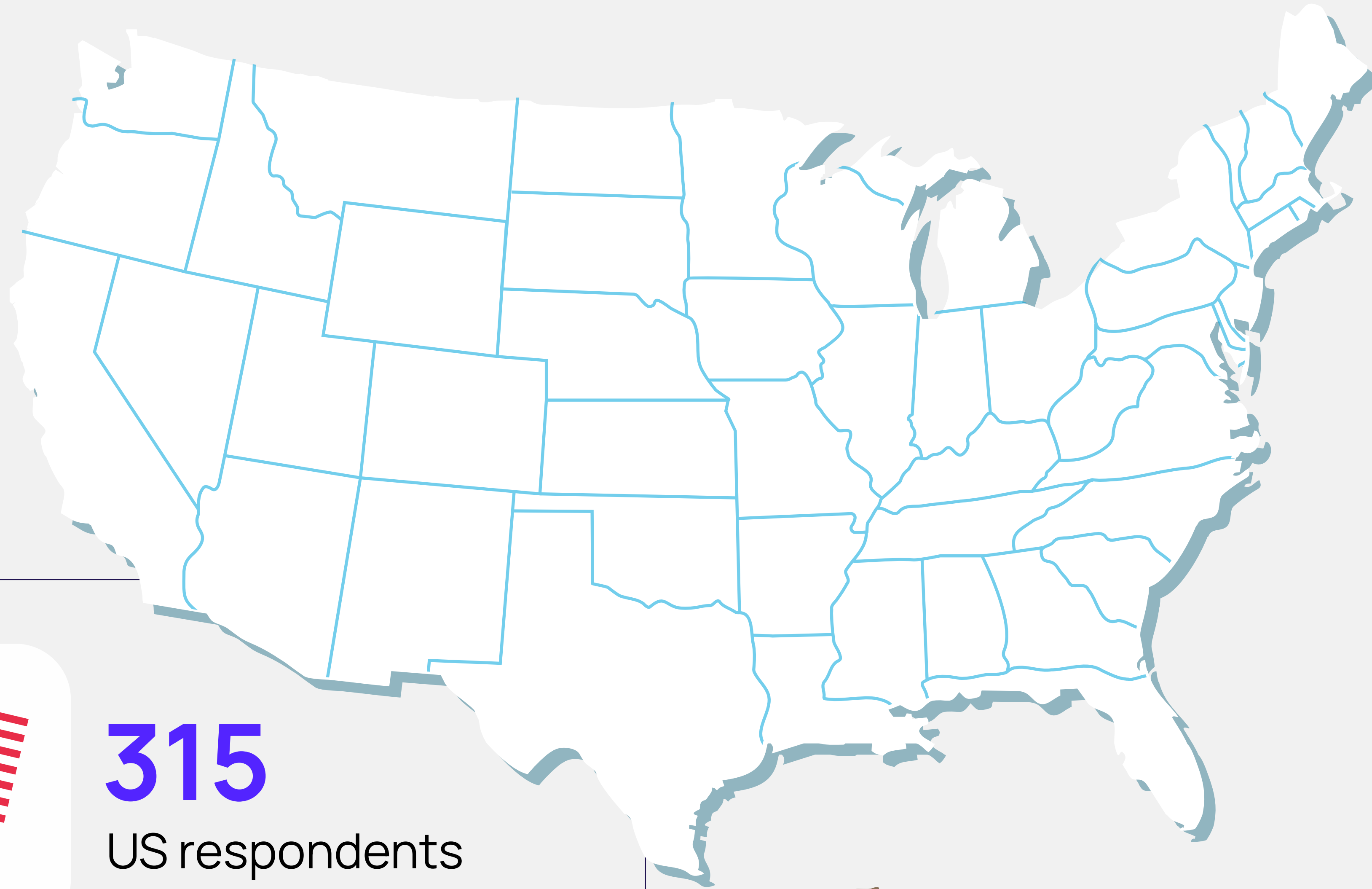
— graduate degree respondent, guessed incorrectly

”

n=315 total; smallest demographic groups excluded for sample size.

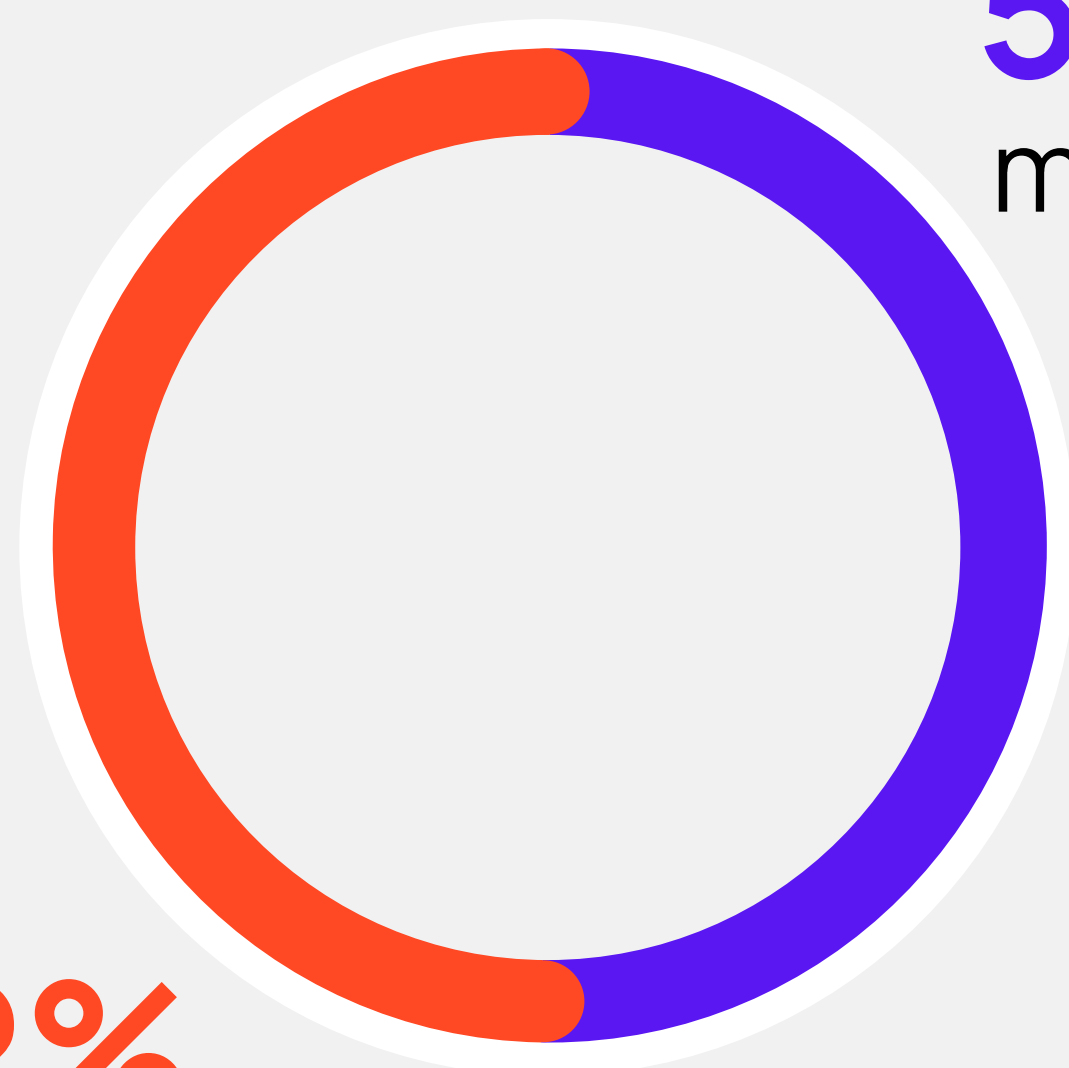
WHO WE SURVEYED

A BROAD, UNFILTERED SAMPLE



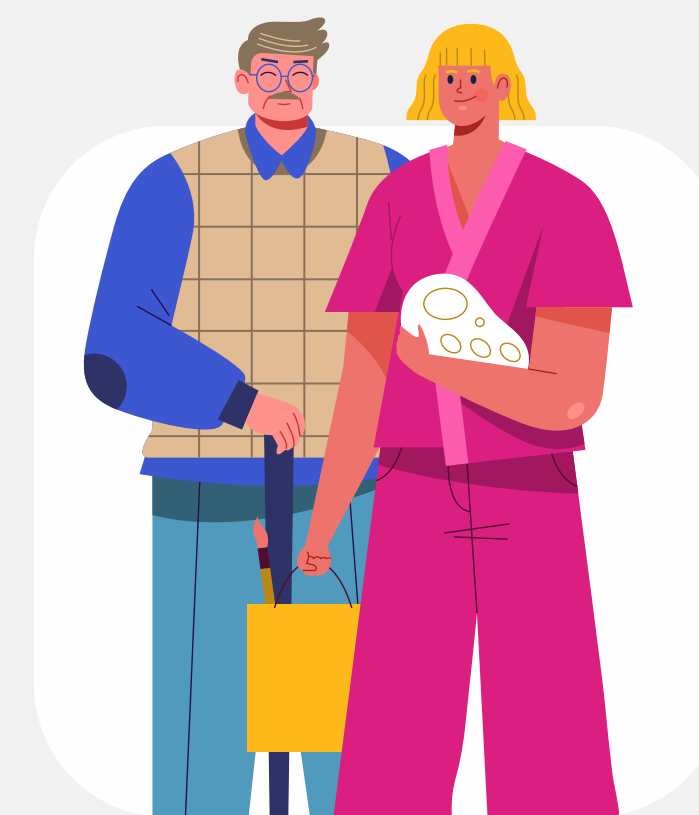
315

US respondents



50.5%
male

49.2%
female



57%

Aged 35-54



**INCOME &
EDUCATION**

spread across brackets
with no filtering applied