Appendix A: Examples of AI-generated images
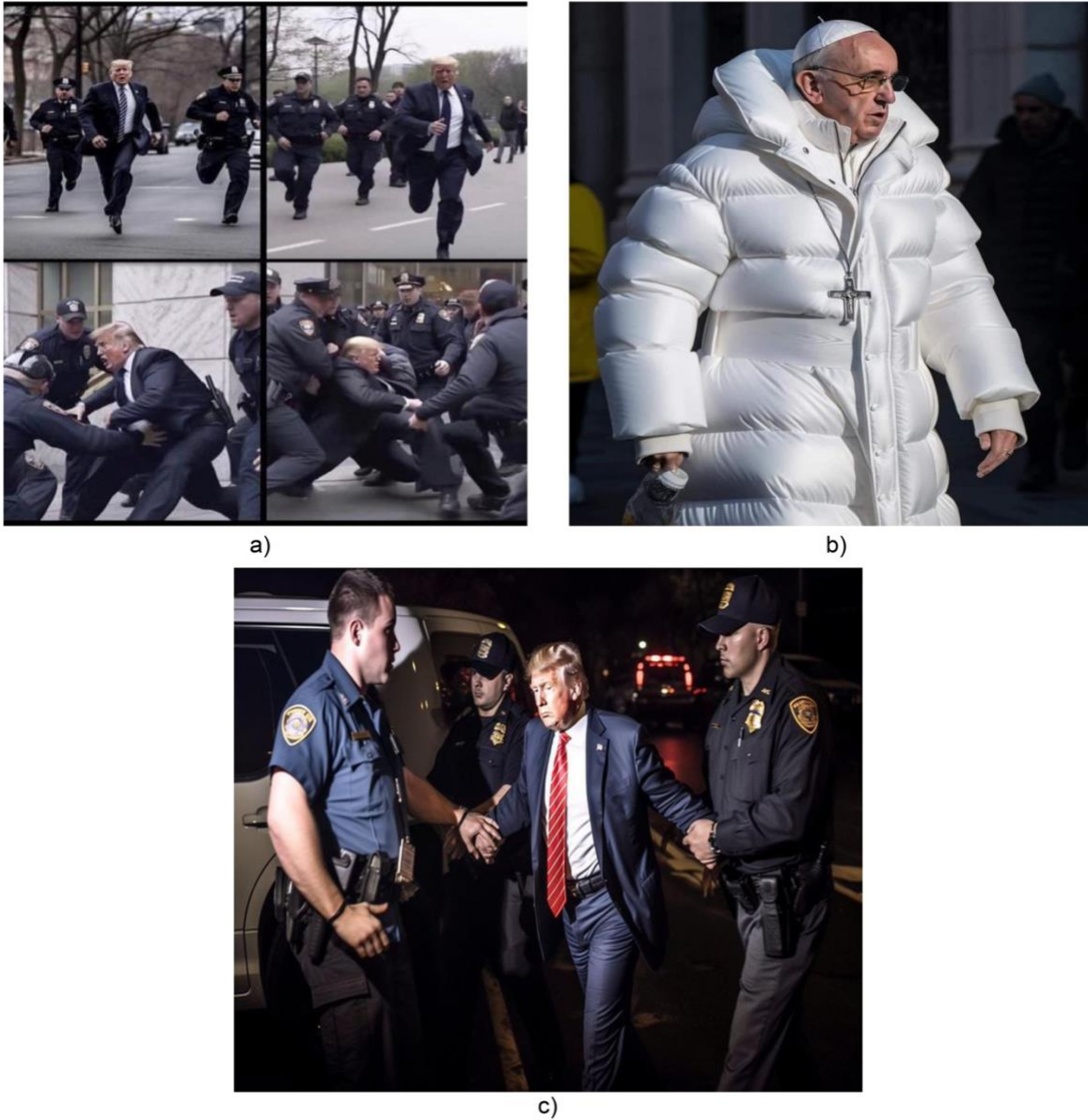
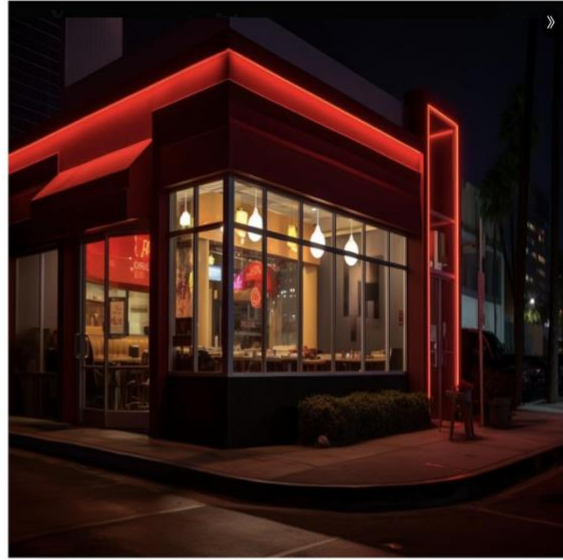**Figure A1. Examples of popular AI-generated images created by Midjourney.** *The top-left and bottom panels (a) and (c) depict AI-generated scenarios of Donald Trump being arrested. The top-right image (b) shows a viral AI-generated depiction of Pope Francis wearing a puffer jacket.*

Figure A2. Synthetic media with the highest number of raw views in the dataset. *The top left panel (a) shows an AI-generated image of Elon Musk wearing a puffer jacket. The top-right panel (b) features an AI-generated rendering of a Netflix-themed restaurant. The bottom panel (c) presents an AI-generated image of cats containing the subliminal message "gay sex."*

Figure A3. Synthetic media with the highest virality measured by followers/views ratio. *The top-left panel (a) shows an AI-generated rendering of the Princess Peach character playing golf. The top-right panel (b) depicts football supporters of Manchester City parading. The bottom panel (c) presents an AI-generated image of the animated movie characters Lilo and Stitch.*

Figure A4. Frames from political videos with highest number of raw views. *The top left panel (a) presents a still from a deepfake video of Donald Trump firing Anthony Fauci. The top right panel (b) shows a frame of a deepfake video of U.S. President Joe Biden announcing a national draft to deploy the U.S. Army in Ukraine and Taiwan. The bottom panel (c) shows a frame a deepfake media involving Nancy Pelosi, Joe Biden and Alexandria Ocasio-Cortez.*