
Supplementary Material S1 – Interview guide

Table S1. Interview guide

Introductory and contextual information

- Timestamp
 - Name
 - Area of professional activity
 - Role/position
 - Main tasks performed
 - Years of professional experience
 - Gender
 - Age
 - Academic qualifications
 - Marital status
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Axis 1 – Meanings, representations, and concrete uses of AI in journalistic routines

(Conceptual framing and empirical practices)

1. How do you define “artificial intelligence”?
 2. In your view, should professions related to journalism/strategic communication invest in artificial intelligence tools? Why?
 3. In your professional activity, do you use artificial intelligence tools (e.g. content creation tools such as ChatGPT)?
 - 3.1. If yes, why did you start using them?
 - 3.2. Which artificial intelligence tools do you use?
 - 3.3. For what purposes do you use them (e.g. content creation, aggregation, distribution, consumption)?
 4. If you do not use AI tools in your professional activity, what are the reasons for that decision?
 5. What concrete changes has the use (or non-use) of AI introduced into your daily professional routines (e.g. workflow, productivity, newsroom dynamics)?
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Axis 2 – Perceived gratifications, risks, and ethical implications

(Normative evaluations and professional values)

6. What are, in your view, the main gratifications or benefits of using artificial intelligence in your profession?
7. What risks or negative consequences do you associate with the use of AI in journalism?
8. How do you assess the ethical implications of using AI in your profession?
 - Are there ethical limits or professional obligations that should guide its use?
 - Do you consider certain uses of AI to be inappropriate or equivalent to “cheating”?
9. Has the use of AI affected, in your view, the relationship between journalists and audiences? If so, how?

Axis 3 – Human judgement, professional authority, and AI-generated content

(Quality, legitimacy, and future outlook)

10. Have you read or encountered content generated by artificial intelligence?
 - 10.1. How would you evaluate the quality, credibility, and reliability of such content?
11. Do you believe AI-generated content may be poorer in quality due to the absence of a “human touch”?
 - If so, what does that human touch consist of (e.g. creativity, critical judgement, editorial responsibility)?
12. Conversely, can human-produced content lack a “machine touch”?
 - If so, what would that be (e.g., speed, data processing capacity, systematic verification)?
13. What are the main challenges AI poses to professional authority and editorial judgement in journalism?
14. What trends do you foresee in the relationship between artificial intelligence and professional journalistic practice?
15. Do you consider it important for communication and journalism professionals to receive training in artificial intelligence? Why?
16. What recommendations would you make for the responsible professional use of artificial intelligence in journalism/communication?
17. How do you anticipate the future relationship between artificial intelligence and professional communication practice?

Supplementary Material S2 – Final Coding Scheme

Table S2. Final coding scheme

Research Question	Main code	Sub-code	Operational definition
RQ1 – Uses and motivations of AI in journalistic routines	Instrumental use of AI	Speed and efficiency	References to AI as a means to accelerate journalistic workflows and reduce time spent on tasks.
RQ1 – Uses and motivations	Instrumental use of AI	Task simplification	Use of AI to support repetitive, routine, or mechanical tasks in journalistic practice.
RQ1 – Uses and motivations	Instrumental use of AI	Productivity enhancement	Perceptions of AI as increasing output or enabling journalists to cope with workload pressures.

Research Question	Main code	Sub-code	Operational definition
RQ1 – Uses and motivations	Functional applications	Transcription	Use of AI tools for transcribing interviews, audio recordings, or audiovisual materials.
RQ1 – Uses and motivations	Functional applications	Translation	Use of AI for translating journalistic content or source material across languages.
RQ1 – Uses and motivations	Functional applications	Information search and summarisation	Use of AI to assist with information retrieval, organisation, or summarisation of information.
RQ1 – Uses and motivations	Adoption motivations	Pragmatic motivation	Adoption of AI driven by practical or operational needs rather than intrinsic interest in the technology.
RQ1 – Uses and motivations	Adoption motivations	Perceived inevitability	References to AI adoption as unavoidable, normalised, or necessary in contemporary journalistic practice.
RQ2 – Perceived gratifications, risks, and ethical implications	Perceived gratifications	Operational efficiency	Recognition of efficiency gains associated with AI-supported journalistic work.
RQ2 – Gratifications, risks, and ethics	Perceived gratifications	Supportive role	Framing of AI as a support tool that enhances journalistic work rather than replacing journalists.
RQ2 – Gratifications, risks, and ethics	Perceived risks	Credibility and trust	Concerns about the impact of AI use on journalistic credibility, reliability, and audience trust.
RQ2 – Gratifications, risks, and ethics	Perceived risks	Content quality degradation	Perceptions that AI use may reduce accuracy, depth, originality, or contextual quality of journalistic content.
RQ2 – Gratifications, risks, and ethics	Perceived risks	Employment and precarity	Concerns related to job security, deskilling, role displacement, or professional precarity.
RQ2 – Gratifications, risks, and ethics	Ethical implications	Transparency	Concerns regarding disclosure and openness about the use of AI in journalistic content.
RQ2 – Gratifications, risks, and ethics	Ethical implications	Accountability	Concerns about responsibility, authorship, and liability for AI-

Research Question	Main code	Sub-code	Operational definition
RQ2 – Gratifications, risks, and ethics	Ethical implications	Algorithmic bias and errors	<p>assisted or AI-generated content.</p> <p>Concerns about bias, inaccuracies, hallucinations, or distortions introduced by AI systems.</p>
RQ3 – Negotiation between human judgment and AI-generated content	Human judgment	Editorial decision-making	<p>Emphasis on human responsibility for editorial choices, gatekeeping, and news judgement.</p>
RQ3 – Human–AI negotiation	Human judgment	Ethical reasoning	<p>Emphasis on the irreplaceability of human moral judgement and ethical evaluation in journalism.</p>
RQ3 – Human–AI negotiation	Human judgment	Creativity and contextual sensitivity	<p>Perceived limitations of AI in creativity, empathy, contextual awareness, and interpretative depth.</p>
RQ3 – Human–AI negotiation	Boundary-setting	Human oversight	<p>Framing AI use as acceptable only under human supervision, verification, and final control.</p>
RQ3 – Human–AI negotiation	Boundary-setting	Task differentiation	<p>Differentiation between tasks considered suitable for AI and those reserved for journalists.</p>
RQ3 – Human–AI negotiation	Professional identity	Preservation of authority	<p>Assertions of journalistic authority, responsibility, and professional legitimacy in AI-assisted practices.</p>
RQ3 – Human–AI negotiation	Hybrid practice	Complementarity	<p>Framing AI as complementary to, rather than substitutive of, human journalistic work.</p>