Supplementary File 1: Participants' Information

Table 1: News Audience

Aliases	Gender	Age	Occupation	Context
AU01	M	30	Logistics officer	Nairobi
AU02	F	29	Engineer	Nairobi
AU03	M	36	Trader	Nairobi
AU04	M	30	Advocate	Nairobi
AU05	F	31	Advocate	Nairobi
AU06	F	32	Operations officer	Nairobi
AU07	F	32	Network Operations Center Intern	Kiambu
AU08	F	20	Student	Nairobi
AU09	M	38	Researcher	Nairobi
AU10	F	32	Projects Manager	Nairobi
AU11	F	24	Nurse Assistant	Nairobi
AU12	M	30	Advocate	Nairobi
AU13	F	47	PR/Advertising Officer	Nairobi
AU14	M	40	Product Designer	Nairobi
AU15	M	27	Intern (Data Science)	Ongata Rongai
AU16	M	39	Editor/Educator/Researcher/Founder	Nairobi
AU17	M	48	Laboratory Technician	Kisii

Table 2: Information Technology (IT) Experts

Aliases	Gender	Age	Occupation	Years working as an ITE	Context
ITE01	M	41	IT Manager	13	Nairobi
ITE02	M	39	IT Manager	15	Nairobi
ITE03	M	26	Web/Software Developer	7	Kitengela
ITE04	M	24	Data Scientist	2	Kakamega
ITE05	M	25	Software/AI Engineer	6	Nairobi
ITE06	M	25	IT Support Officer	2	Nairobi
ITE07	M	25	Software Developer	4	Nairobi
ITE08	M	30	IT Support Officer	4	Nairobi
ITE09	F	25	IT Trainer	1	Kakamega
ITE10	F	25	Software Engineer	3	Nairobi
ITE11	F	30	Cybersecurity Analyst	10	Nairobi
ITE12	M	45	Newsroom Technologist	18	Nairobi
ITE13	M	25	Software Developer	4	Nairobi
ITE14	M	37	Data Product Manager	15	Nairobi
ITE15	M	24	Software Engineer	5	Nairobi

Table 3: Journalists

Aliases	Gender	Age	Newsroom task(s) or Specialty	Years Working as a Journalist	Context
J01	M	25	Data journalist	5	Mombasa
J02	F	47	Fact-checker	18	Nairobi
J03	M	40	News monitor and writer	15	Nairobi
J04	F	38	Health and science reporter	10	Nairobi
J05	F	28	Morning show host	6	Nairobi
J06	F	28	Digital journalist	3	Kakamega
J07	F	35	Multimedia journalist/Freelancer	14	Kwale
J08	F	22	Radio/digital journalist	2	Kakamega
J09	F	24	Digital journalist	2.5	Nairobi
J10	F	23	Newspaper reporter	2	Kakamega
J11	F	29	Fact-checker	6	Nairobi
J12	M	27	Reporter	3	Nairobi
J13	M	30	Multimedia producer	5	Kakamega
J14	F	45	Freelancer	7	Kwale
J15	F	42	Journalist/Editor	15	Mombasa
J16	F	28	Disinformation researcher	6	Nairobi
J17	F	31	Data journalist	5	Kakamega
J18	F	29	Data journalist	5	Nairobi
J19	F	29	Reporter	6	Nairobi
J20	F	30	Reporter	6	Kisii
J21	M	37	Science journalist	13	Kisumu

Table 4: Educators (Journalism Professors/Lecturers)

Aliases	Gender	Age	Occupation	Years of teaching/researching	Context
E01	M	50	Lecturer/Researcher	15	Nairobi
E02	M	53	Associate Dean	22	Nairobi
E03	F	42	Lecturer/Researcher	12	Nairobi
E04	M	51	Dean	17	Nairobi
E05	M	45	Asst. Prof/Researcher	25	Nairobi
E06	M	58	Lecturer/Researcher	13	Eldoret
E07	M	41	Lecturer/Researcher	15	Nairobi
E08	M	47	Lecturer	14	Bungoma
E09	M	46	Lecturer	16	Nairobi
E10	F	38	Part-time lecturer	8	Kakamega
E11	F	47	Lecturer and trainer	8	Nairobi
E12	M	56	Lecturer	5	Nairobi
E13	F	45	Associate Dean/Researcher	10	Nairobi
E14	F	59	Assistant Professor	20	Nairobi
E15	M	45	Assistant Professor	14	Nairobi

Table 5: Influencers

Aliases	Gender	Age	Job description	Channels for Influencing (Est. Subscribers)	Context
IF01	M	40	Blogger	Twitter/YouTube - 2.8k	Nairobi
IF02	M	41	Blogger, Activist, and Founding Member of the Bloggers Association of Kenya	Twitter (17k)/Youtube (17k)/Tiktok (12k)	Nairobi
IF03	F	30	Blogger/Influencer/Activist	TikTok (5-15k); X (5-15k) LinkedIn (300)	Nairobi
IF04	M	35	Influencer	X (3,000)	Nairobi
IF05	M	30	Blogger	YouTube (18,000)	Nairobi
IF06	M	28	Influencer	Facebook (5,091) X (849)	Kisumu
IF07	F	35	Influencer	Facebook (10,000) LinkedIn (1,500)	Nairobi
IF08	M	36	Blogger	Instagram (7,000) Facebook (5,000)	Mombasa
IF09	F	34	Blogger/Influencer/Podcasters	YouTube (37,000 + 17,000) Instagram (22,000) X (11,000)	Kiambu
IF10	F	32	Travel influencer/content creator	Instagram (93,000), X (63,000), and TikTok (19,000)	Nairobi
IF11	F	42	Influencer	Facebook (2,000), Instagram (2,000), and LinkedIn (1,000)	Nairobi
IF12	M	29	Blogger/Influencer	X - 15,000 Instagram - 1,500 Facebook - 4,300	Nakuru
IF13	F	31	Blogger/Influencer	LinkedIn- More than 1k	Nakuru
IF14	M	44	Blogger/Influencer/Activist	Facebook - 33,000 X - 105,000 YouTube - 920	Nairobi

IF15	F	28	Influencer	Instagram - 10,900 and YouTube - 1,000	Nairobi
IF16	M	43	Blogger	X - 84,000, Facebook - 16,000, Website - 250,000/month	Nairobi

Table 6: Policymakers

Aliases	Gender	Age	Occupation	Years of Working as a Policymaker	Context
PM01	M	50	Director of Training	15	Nairobi
PM02	M	48	Regulatory Affairs Manager	12	Nairobi
PM03	F	47	Content Regulation Officer	15	Nairobi
PM04	M	30	Legal Officer	6	Nairobi
PM05	M	43	Lawyer/Political Consultant	14	Nairobi
PM06	F	42	Development Officer	18	Nairobi
PM07	M	43	Technology and Governance Professional	17	Vihiga
PM08	M	37	Standards Officer	2	Nairobi
PM09	M	35	Information Officer	6	Nairobi
PM10	M	43	AI Policy Consultant and Dean of Science Faculty	14	Nyeri

Note: The sample size is small due to challenges accessing this hard-to-reach population

Supplementary File 2: Emerging themes and sub-themes

Themes (sub-themes)
Disclosure as transparency is a core expectation ● The public has the right to know the usage of GenAI in news production ● Journalists should reference how information is obtained and produced ● Expected professional practice ● Essential to maintain responsible and ethical journalism
Disclosure as a means to maintain clear professional boundaries ● Maintain boundaries between human journalistic authority and GenAI assistance ● Importance of human oversight and "human touch." ● Human accountability is essential to journalism
Conditional support for GenAI disclosure ● Disclosure should vary by topic, especially hard news ● Disclosure should vary by context ● Disclosure should vary by the degree of GenAI involvement
No impact on trust ● Trust was primarily anchored in the credibility of the media institution or the journalist ● GenAI use is often a pragmatic decision rather than a credibility concern ● GenAI use is increasingly normalized in journalism
Decreased trust, driven by skepticism ● Lacks "human touch" and accountability ● Concerns about GenAI's inability to handle locally sensitive social issues ● GenAI assistance diminishes the originality and authenticity of content ● Disclosure could undermine trust not only in the story but also in the journalist and the media organization
Conditional trust depended on contextual factors ● Trust depends on the news topic, the reporting context, and the degree of GenAI involvement ● Contextual cues can shape perceptions of credibility ● AI-assisted content with clear human editorial oversight is more trustworthy
Increased trust with verification intentions ● Disclosure of GenAI use is a signal of honesty and accountability ● Clear attribution enables audiences to evaluate content credibility more effectively ● Disclosure encourages more careful information consumption (e.g., verification)