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APPENDIX (SEMI-STRUCTURED IN-DEPTH INTERVIEW QUESTIONS)

A- Introduction and Background

1- Please tell us about your academic teaching experience?

2- How did you first learn about GenAI technologies? (From social media, my colleagues, online news, etc.)

3- How familiar are you with generative AI technologies, can you explain?

B- Current Usage Practices of GenAI

1- Do you use GenAI tools in your education and training activities? Which ones do you use, and for what purposes? Do you use any paid GenAI?

2- When deciding whether or not to integrate GenAI tools into your academic practices, what were the key factors that led to your decision?

3- What specific factors solidified your decision to adopt or reject GenAI tools? Any experiences or observations?

4- How do you assess the impact of GenAI in developing course materials?

5- How do your students benefit from GenAI in their teaching-learning activities?

C- Benefits and Opportunities

1- What are the main benefits of trainers integrating GenAI into communication education?

2- How can GenAI potentially improve student projects and learning outcomes?

D- Challenges and Concerns

1- What challenges or concerns do you have regarding using GenAI in academia?

2- How would you assess the ethical issues related to the use of GenAI by academics in education and training activities?

3- How would you assess the ethical issues related to the use of GenAI by students in educational activities?

E- Implementation and Support

1- What strategies are you using, either institutionally or individually, to integrate GenAI into your courses?

2- How supportive is your organization regarding resources and training for using GenAI? Please elaborate?

3- Please provide information about Türkiye's policies on using GenAI in higher education. (e.g., Guidelines on the Use of GenAI in Scientific Research and Publication Activities of Higher Education Institutions in Türkiye)

F- Future Expectations

1- How do you see the future of GenAI in communication education?

2 What advice do you have for other academics interested in using GenAI in their teaching and learning activities?

G- Conclusion

1- Do you want to add anything about your experiences or perspectives on using GenAI in education?

2- What suggestions do you have for future studies on the use of GenAI in education?