

AI-Augmented Short-Form Video Journalism and Audience Trust on Platforms Like YouTube Shorts

Abdygany Khailov¹, Yihao Shen¹, Jiaxing Fei¹, Zelong Yu¹, Wenwen Miao²

¹Kyrgyz National University named after Jusup Balasagyn Frunze Street 547 bishkek-720033, Kyrgyzstan

²Kyrgyz Economic University named after Musa Ryskulbekov, 201 Manas Avenue, Bishkek-720001, Kyrgyzstan

Correspondence: Yihao Shen, Kyrgyz National University named after Jusup Balasagyn Frunze Street 547 bishkek-720033, Kyrgyzstan. Email: shen.yihao@knu.kg

Received: July 8, 2026

Accepted: October 10, 2026

Online Published: October 22, 2026

doi:10.11114/smc.v14i4.9043

URL: <https://doi.org/10.11114/smc.v14i4.9043>

Abstract

With the rise of short-form video content creation on social media, along with the growing role of AI in online content creation, there is a need for validation of the use of AI in newsrooms and in social media journalistic communication. To study how AI implementation in short-form video journalism affects the audience's perception of trust, engagement, and authenticity, this study examines how AI technology is shaping media content and how this process influences audiences' perception. As AI becomes more and more popular as a tool for news production, there is an increasing need for research that will explore the perception of audiences in regard to AI-mediated content and how it affects credibility and interaction. The study used a mixed-methods design of surveying 300 participants and conducting focus groups with them. The quantitative data collected were analysed using descriptive statistics, correlation, and regression, while qualitative information was obtained using thematic analysis. The finding suggests that transparency can create a perception of deception among the audiences; authenticity is seen as performative, and engagement is somewhat habit-based. Additionally, AI journalism is not necessarily affecting trust in a negative way, but rather changing the way audiences perceive news.

Keywords: journalism, short-form videos, AI, engagement and trust, credibility

1. Introduction

1.1 AI Integration in Digital Journalism

AI tools like ChatGPT and others are being significantly used in digital journalism, which has shifted the domain from a human-centred practice into a technology-driven hybridised production system. Pinto and Barbosa (2024) found that Brazilian newsrooms use low-cost and low-impact AI bots in their development and communication of news. This raises the concern about the spread of false information, engagement, where the information authenticity influences viewer engagement (Mourão & Robertson, 2019). AI in newsroom operations perform fact-checking, data collection, editing, reporting, and content sharing, through natural language processing features, machine-learning algorithms, and cloud-based operating systems (Kevin-Alerechi et al., 2025). However, it raises concerns about accountability, transparency, bias, audience trust, and the erosion of editorial oversight, suggesting disparity in the process of adopting AI, guided by market readiness, technological infrastructure, and policy developments. These highlight the need for context-based governance of AI integration in journalism (Dariush & Piriyaee, 2026). To that end, Saad and Issa (2020) suggest the development of AI models that are specifically designed and trained for journalistic and editorial news writing. Additionally, Abdulrauf et al. (2025) suggest that advancing technologies and tools for deepfake detection, creating policies and guidelines for AI ethics, and increasing journalism-oriented AI training that bridges the technological gaps can increase the efficiency of AI integration in newsrooms.

1.2 Short-form Video Journalism and Platform Logistics

AI in digital journalism unfolds through the algorithmic logics, which determines the priority of content, speed of sharing, as well as the degree of engagement and virality, challenging traditional forms. Li (2025, p.2) claims that “urban visibility on platforms like Douyin is neither random nor purely organic...it is the outcome of ongoing struggles over attention and meaning, forged in the contested relations between state intervention, algorithmic curation, and user agency”. This

indicates platforms as the source for communicating the agency of the individual users in their process of seeking attention and establishing ideological meanings. These cater to the evolving preferences of the digital natives with increasing preferences for visual intimacy and storytelling, allowing these platforms to accelerate the creation and consumption process of news (Malik et al., 2025). This applies to communicating news information, irrespective of the identity of the user, whether the newsrooms or individual persons sharing it. Jiang et al. (2026) note that short-form news recommendations are often skewed right, even though the long-form recommendations display overall extremism, but are less likely to show the political leaning of an account. Alternatively, short-form recommendations are “less diverse and elicit passive engagement metrics like views and likes, echoing concerns about personalisation and reduced user agency” (p.6154). Fu (2026) notes that apart from the psychological feeling of being emotionally touched, two additional emotional factors of aversion and neutral indifference contribute to the representation of strong and moderate faces of emotional resistance. This highlights the audience-authority relationships which apply in the co-construction, opposition, and compromised adaptation of platform-based short-form news propaganda among Chinese viewers.

1.3 Audience Trust and Credibility in Digital News

The integration of AI in the journalistic field poses a significant challenge to the credibility of the news, including posing ethical and professional challenges due to the inclusion of AI that has changed the pattern of production and distribution processes of news (Sonni, 2025). While the modern digital communication of news on social media platforms is essentially algorithm-driven, it creates pressure for factual accuracy, whereas the algorithmic curation influences AI integration for rapid growth that leads to ethical concerns about validity and diminished public trust (Ahmed et al., 2025). This trust of the audience in these platform contents, guided by the credibility of the information and source, influences the perceived authenticity of the content, as well as complicates the role of AI transparency in determining the trust and engagement of the viewers. The use of AI in news journalism was initiated to reduce costs and increase the efficiency of news production, under the condition that the primary principles of journalistic practices were followed, to increase credibility and engagement of the viewers (Theodosiou et al., 2024). However, in the case of marketing content, the audience has reflected a negative effect on their perceived trust, credibility, and authenticity of the content when users could recognise the AI contribution in such content (Majerova et al., 2025). To that end, increasing the authenticity of the AI-generated content ensures an increase in consumers' trust (Rehman & Fareed, 2025). This presents an opportunity to increase engagement by increasing trust and perceived authenticity of the content.

1.4 Theoretical Frameworks: MAIN Model and Uses and Gratification Theory

The MAIN Model represents the main theoretical foundation that will help to understand how technological features of AI-mediated short-form journalism might impact audiences' perceptions of the credibility and trust in media. According to Sundar (2008), digital media have the affordances of modality, interactivity, agency, and navigability that create perceptual cues that can activate certain heuristics during the process of evaluating the credibility of the media content. The relevance of the model to this particular research is based on the fact that the use of AI technology itself could be treated as an agency cue that might draw attention to whether the content is created or mediated by human beings or artificial intelligence, whereas such cues as voice, visual realism, editing, and presentation might be considered as modality cues. The Uses and Gratifications Theory is another cue-based theory, although, in contrast to the previous one, it is oriented at the audience as an active consumer that has specific media-use needs, expectations, motives, and sought gratifications. Katz et al. (1973) argue that media use is determined by various social and psychological needs that lead to the development of media expectations, certain media exposure patterns, and, ultimately, to some kinds of gratification and consequences. In this case, the theory is employed in the context of the relationship between trust in short-form news and intentions to engage in media use.

1.5 Research Gap

The existing research presents a significant elaboration on the use of AI in content development and the strategies that increase its credibility and influence the trust and engagement of the viewers. However, there remains a significant gap in the integration of a mixed-methodological, extensive research focus on examining how AI integration in short-form video journalism can simultaneously influence viewers' perceptions of the credibility, authenticity, and transparency of the content, which influences their trust and engagement. The current studies present an extensive understanding of the integration of AI in journalistic workflows and emphasise algorithmic curation and patterns of engagement, but focus only on the newsroom operations, rather than the short-form video content that audiences come across through social media platforms, and lack an understanding of how the AI-mediated content interacts with the platform logistics to influence the perception and motivation for engagement and trust among the viewers.

1.6 Research Aim and Hypotheses

The research aims to examine how AI tools (e.g., ChatGPT, automated editing, voice synthesis) are integrated into short-form video news production and how they shape audience trust, engagement, and perceived authenticity. Accordingly, it

address the following questions: 1. How are AI tools used in producing short-form video journalism? 2. How does AI-mediated short video news affect audience trust and credibility perceptions? The research has set four hypotheses for testing, which are:

H1: Perceived AI transparency positively influences audience trust in AI-augmented short-form video journalism.

H2: Perceived authenticity positively influences audience trust in AI-augmented short-form video journalism.

H3: Perceived credibility positively influences audience trust in AI-augmented short-form video journalism.

H4: Audience trust positively influences engagement intention toward AI-augmented short-form video journalism.

1.7 Rationale and Significance

The current rise in modern digital technologies has witnessed a significant increase in the communication of information and promotion of content through short-form videos and reels on social media that aim to visually engage the viewers through sensory appeals and emotional resonance. However, these sensory cues often hide the integration of AI in the development of the content, thus presenting a potential challenge regarding the verification of the spread of misinformation or politically skewed content. While this current research does not essentially focus on the kind of content that such platform mechanics allow users to promote and engage with, it essentially focuses on how the credibility of such AI-generated content on these platforms is viewed and interpreted by the viewers.

2. Methodology

2.1 Research Design

The research employed a sequential mixed-method design, whereby the quantitative phase was carried out first before the qualitative phase. In the quantitative phase, an online survey of 300 participants was administered. This was done to explore the proposed relationships between perceived AI transparency, perceived credibility, perceived authenticity, engagement intention, and audience trust. The quantitative data collected through the survey were analysed using measurement model evaluation, correlation analysis, descriptive statistics, and regression analysis. The second phase of the study was qualitative, wherein focus group discussions were carried out involving 14 volunteers from the survey. Through the sequential research design, the qualitative analysis provided the context for the statistical relationships discovered in the survey. Instead of using the qualitative data just as confirmatory evidence, the focus group discussions revealed areas in which participants' experiences confirmed, qualified, or complicated the observed statistical relationships. Therefore, perceived authenticity, perceived AI transparency, and perceived credibility were tested as predictors of audience trust, where audience trust was tested as a predictor of engagement intention. The operational definitions of the five variables are shown in Table 2.1.

Table 2.1. Variable description

Variable	Type	Explanation
Perceived AI Transparency	Independent Variable	How clearly audiences feel the video discloses the use of AI tools such as automated editing, AI voice, or AI-generated scripts.
Perceived Authenticity	Independent Variable	The extent to which audiences feel the short-form news video is genuine, human-like, natural, and not artificial.
Perceived Credibility	Independent Variable	How believable, accurate, reliable, and professional the audience finds the AI-augmented news content.
Audience Trust	Dependent Variable	The level of confidence audiences have in AI-augmented short-form video journalism.
Engagement Intention	Dependent Variable / Outcome Variable	The audience's willingness to like, share, comment, follow, or continue watching AI-supported short-form news videos.

2.2 Sampling

Convenience sampling was used for both the quantitative survey and the focus-group discussions conducted thereafter. The reason for choosing the convenience sampling technique was that it allows recruiting people who are readily available and eligible for the study (Golzar et al., 2022; Stratton, 2021). Participants of the study were recruited via the researchers' personal and professional network. Respondents' eligibility included previous experience with short-form video platforms, such as Instagram Reels, YouTube Shorts, or any other short-form video service, together with some awareness of AI digital content creation. Participants were recruited online; participation was voluntary. After the screening procedure, 300 valid surveys were selected for further quantitative analysis.

After completing the survey, participants were asked if they wanted to join the focus-group discussion that follows. As a result, fourteen people responded positively to the invitation, and they were divided into two groups of seven people each. Participants were recruited mainly from the UK. It is necessary to point out that the geographical and cultural context may be

significant since attitudes to AI, news credibility, journalism, and platform use may vary depending on different media and socio-cultural environments. In other words, the results must be seen as representing attitudes of the current population only.

2.3 Research and Measuring Instruments

There were two research instruments employed in this project: a structured questionnaire for the quantitative survey and a semi-structured interview guide for the qualitative focus group discussions. The questionnaire items have been developed specifically for the current study according to the conceptual definitions and themes suggested by prior literature regarding authenticity, AI transparency, audience trust, credibility, and engagement. Instead of copying an entire pre-tested questionnaire scale, the items were customised to the specific setting of AI-enhanced short-form video journalism. Each construct had four items, thus creating a total of 20 construct-related items. Respondents were expected to answer these items on a five-point Likert scale, where 1 indicated strong disagreement, and 5 indicated strong agreement (see Appendix 1).

Perceived AI transparency assessed whether respondents knew about AI utilisation in short-form news production. Authenticity perception measured whether the AI-assisted videos seemed genuine, natural, and realistic, whereas credibility perception evaluated the reliability, accuracy, professionalism, and evidential support of content. Audience trust reflected respondents' trust in AI-assisted short-form journalism, while engagement intention referred to willingness to watch, share, comment, follow, and otherwise interact with this kind of news content. These operational definitions relate to the constructs listed in Table 2.1.

A number of items included conceptually relevant cues that could make the connection between constructs within a questionnaire. For example, some audience trust items referred to the disclosure of AI usage, while some engagement intention items referred to content credibility. Hence, the wording could cause the conceptual closeness between predictor and outcome variables. As a result, the current study assumed that the constructs could not be empirically different only because of their conceptual nature. Thus, the factor inter-construct correlations, loadings, heterotrait–monotrait (HTMT) ratios, and Fornell–Larcker criterion were estimated as part of the measurement assessment to find out if the five constructs would remain distinct.

The qualitative research tool was a semi-structured interview guide for the focus group discussion. This instrument included seven main questions with some follow-up prompts in case of need for clarifying or expanding the answers (see Appendix 2). Questions focused on participants' experience with short-form news, their perceptions of credibility and authenticity, awareness of AI usage, feelings of trust and distrust, and decisions to engage with short-form news content. The semi-structured format helped address the same major topics for both groups but, at the same time, provided more detailed explanations of participants' perceptions and experiences.

2.4 Data Collection and Analysis

Quantitative data were collected via the online questionnaire, yielding 300 valid responses to be further analysed. The data were analysed using SPSS, applying both descriptive and inferential statistics. Demographic information of the participants was described based on frequencies and percentages. Responses of the participants at the level of the constructs under examination were explored using descriptive statistics such as means, modes, medians, standard deviations, minimums, and maximums to describe patterns of the dataset and variability within the dataset.

Prior to hypothesis testing, the measurement properties of the questionnaire were evaluated. Sampling adequacy and factorability were evaluated via the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity. Then, the factor analysis was performed to test whether the 20 items of the questionnaire load predominantly on the constructs they are supposed to load and whether any cross-loadings exist to show conceptual overlap of constructs. Internal consistency and convergent validity were estimated via Cronbach's alpha and composite reliability, as well as average variance extracted (AVE), respectively. Then, discriminant validity was tested using the Fornell-Larcker criterion and heterotrait-monotrait ratio (HTMT). Such procedures were especially necessary due to conceptual overlap existing between such questionnaire items which concerned credibility, transparency, trust, and engagement.

After the evaluation of the measurement model, Pearson correlation analysis was applied to test associations among the five constructs. Hypotheses 1-3 were tested via multiple linear regression with audience trust being a dependent variable and perceived authenticity, AI transparency, and credibility being predictors. To test Hypothesis 4, simple linear regression was used to evaluate whether audience trust is a predictor of engagement intention. Statistical analysis in the study had to be interpreted as the association within the sample but not as evidence of causation in the population.

Thematic analysis was used to analyse qualitative data obtained during the focus group discussions. Answers provided by participants in two focus groups were read carefully and manually coded to identify themes related to transparency, AI credibility, trust, authenticity, engagement, perceived manipulation risks, and platform influence. Codes that were somehow related were combined into themes in each focus group separately. Then, themes found in the two separate focus groups were compared to identify areas of agreement and discrepancy. These qualitative themes were further combined with results of the quantitative analysis to identify places where findings of the focus group study supported, complemented, or questioned associations found in the survey.

3. Findings

3.1 Results from the Online Survey Using Statistical Analysis

The quantitative results from the survey of 300 valid respondents are presented in this chapter. The analysis comprises demographic characteristics, descriptive statistics, reliability and validity tests, correlation analysis and the regression results. It provides empirical evidence of the relationship between audience perceptions of AI-supported short-form video journalism and trust and intention to engage.

3.2 Demographic and Descriptive Analysis

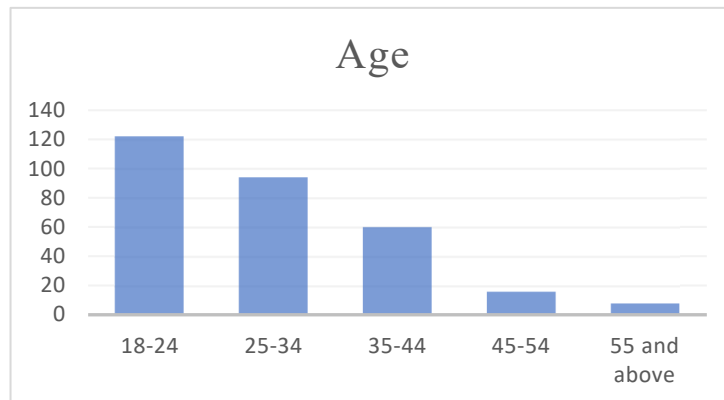


Figure 3.1. Age

Regarding age distribution, most of the respondents were young adults, mostly 18–24 and 25–34, indicating a good representation of digitally active audience groups.

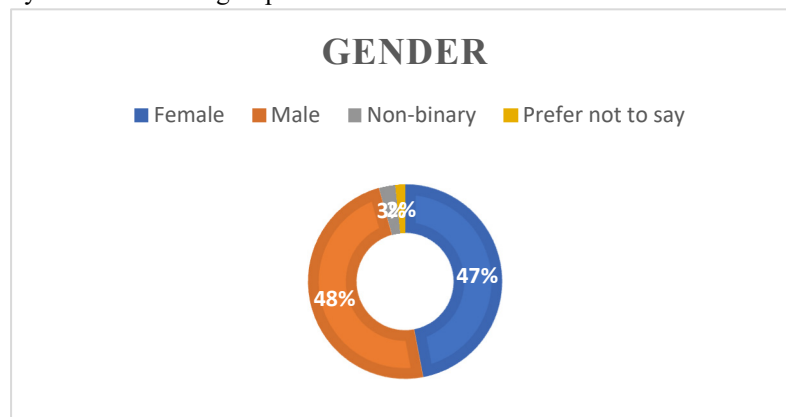


Figure 3.2. Gender

The gender profile was fairly balanced, with the number of male respondents being 48% and the number of female respondents being 47%. Non-binary and prefer-not-to-say were the smallest proportions.

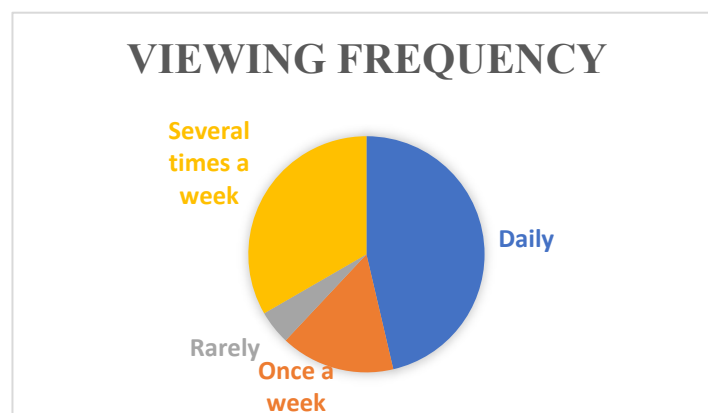


Figure 3.3. Viewing Frequency

The majority of respondents viewed short-form news videos either daily or several times a week, indicating frequent exposure to short-form digital journalism among the sampled participants.

Table 3.1. Descriptive Statistics

Statistic	Perceived AI Transparency	Perceived Authenticity	Perceived Credibility	Audience Trust	Engagement Intention
Mean	3.812	3.941	3.948	3.929	3.886
Median	4	4	4.25	4.25	4
Mode	5	5	5	5	5
Std. Deviation	0.983	0.904	0.924	0.999	0.991
Minimum	1.25	1.25	1	1	1
Maximum	5	5	5	5	5

Table 3.1 indicates the generally favourable responses across all five constructs. Mean scores ranged from 3.812 for perceived AI transparency to 3.948 for perceived credibility, indicating an overall tendency toward agreement. The median values ranged from 4.00 to 4.25, whereas the mode was 5 for all constructs, showing that “strongly agree” was the most frequently selected response. Standard deviations ranged from 0.904 to 0.999, indicating a moderate degree of variation in respondents’ perceptions.

3.3 Measurement Model Assessment

3.3.1 Sampling Adequacy and Factorability

Table 3.2. KMO test

Test	Result
Kaiser–Meyer–Olkin Measure of Sampling Adequacy	.932
Bartlett’s Test of Sphericity χ^2	3397.990
df	190
p-value	< .001

The suitability of the dataset for factor analysis was assessed using the Kaiser–Meyer–Olkin (KMO) measure and Bartlett’s test of sphericity. In Table 3.2, the KMO value was .932, indicating excellent sampling adequacy. Bartlett’s test was statistically significant, $\chi^2(190) = 3397.990$, $p < .001$, confirming that the inter-item correlations were sufficiently strong to support factor analysis.

Table 3.3. Rotated Factor Loadings for Measurement Items

Item	PAT	PA	PC	AT	EI
PAT1	.727	.141	.230	.197	.159
PAT2	.701	.214	.126	.129	.099
PAT3	.711	.168	.159	.135	.228
PAT4	.701	.176	.158	.212	.117
PA1	.192	.712	.102	.226	.194
PA2	.210	.593	.164	.227	.189
PA3	.237	.716	.232	.170	.130
PA4	.151	.571	.228	.250	.141
PC1	.252	.220	.660	.223	.173
PC2	.188	.151	.647	.251	.173
PC3	.180	.191	.690	.210	.239
PC4	.204	.144	.583	.220	.193
AT1	.198	.190	.237	.672	.323
AT2	.204	.232	.179	.648	.313
AT3	.199	.264	.226	.705	.230
AT4	.212	.172	.299	.598	.282
EI1	.140	.184	.175	.265	.657
EI2	.173	.106	.176	.182	.740
EI3	.120	.126	.179	.163	.833
EI4	.137	.136	.054	.313	.671

A five-factor solution was investigated in Table 3.3 to determine whether the measurement items were congruent with the theoretically posited constructs. The 20 items were loaded onto their respective factors with the highest loadings. Cross-loadings were consistently low, with the highest being .323, and primary factor loadings ranged from .571 to .833. The results corroborate the empirical separation of the five constructs employed in this study.

3.3.2 Reliability and convergent Validity

Table 3.4. Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Perceived AI Transparency	0.864	0.861	0.607
Perceived Authenticity	0.839	0.834	0.558
Perceived Credibility	0.846	0.831	0.552
Audience Trust	0.883	0.815	0.524
Engagement Intention	0.875	0.864	0.615

All constructs had good internal consistency and convergent validity, as indicated in Table 3.4. The Cronbach alpha values were between .839 and .883, which is higher than the accepted alpha of .70. In addition, the composite reliability values exceeded .80, and the AVE values were .524 to .615, which are all higher than .50. The results of these tests show good reliability and convergent validity for all five constructs.

3.3.3 Discriminant Validity

Table 3.5. Fornell–Larcker Discriminant Validity Assessment

Construct	PAT	PA	PC	AT	EI
PAT	.779	.501	.508	.518	.416
PA	.501	.747	.522	.584	.448
PC	.508	.522	.743	.614	.483
AT	.518	.584	.614	.724	.619
EI	.416	.448	.483	.619	.784

Note. Diagonal values in bold represent the square root of AVE. Off-diagonal values represent inter-construct correlations.

Firstly, the Fornell-Larcker criterion was used to assess the discriminant validity. Table 3.5 indicates that the square root values of all the constructs were higher than their correlations with all other constructs. The diagonal values ranged from .724 to .784, while the highest inter-construct correlations were between audience trust and engagement intention (corr=.619). The findings are thus consistent with good discriminant validity for the five constructs.

Table 3.6. HTMT Ratios

Construct	PAT	PA	PC	AT	EI
PAT	—	.588	.594	.593	.479
PA	.588	—	.620	.679	.522
PC	.594	.620	—	.710	.562
AT	.593	.679	.710	—	.702
EI	.479	.522	.562	.702	—

Another test of discriminant validity was the heterotrait–monotrait ratio (HTMT) as shown in Table 3.6. All values were below the conservative value of .85, with the HTMT values ranging from .479 to .710. This further demonstrates that perceived AI transparency, perceived authenticity, perceived credibility, audience trust and engagement intention are empirically distinct constructs.

3.4 Correlation Analysis

Table 3.7. Correlation

Variable	Engagement Intention	Audience Trust
Perceived AI Transparency	.416**	.518**
Perceived Authenticity	.448**	.584**
Perceived Credibility	.483**	.614**
Audience Trust	.619**	1

Note: $p < 0.01$ (2-tailed), $N = 300$

Statistically significant positive correlation among the study variables is presented in Table 3.7. Perceived AI transparency, authenticity and credibility were found to be positively associated with the audience's trust, with the highest correlation between perceived credibility and trust ($r = .614$, $p < .01$). The three perceptual variables also had a positive relationship with engagement intention. There was a positive correlation between audience trust and engagement intention ($r = .619$, $p < .01$), indicating that respondents who felt higher trust in the content were more likely to feel high engagement intentions with AI-augmented short-form journalism.

3.5 Regression Analysis

Table 3.8. MLR model summary

Predictor	B	Std. Error	β	t	Sig.
Perceived AI Transparency	0.184	0.051	0.181	3.575	0.000
Perceived Authenticity	0.336	0.057	0.304	5.942	0.000
Perceived Credibility	0.393	0.056	0.364	7.076	0.000
Model Summary: $R^2 = .495$, Adjusted $R^2 = .490$, $F(3, 296) = 96.587$, $p = .000$. DV: Audience Trust.					

From Table 3.8, the multiple regression model predicting audience trust was statistically significant, $F(3, 296) = 96.587$, $p < .001$, and explained 49.5% of the variance in audience trust ($R^2 = .495$; adjusted $R^2 = .490$). Perceived AI transparency was a significant positive predictor of audience trust ($\beta = .181$, $p < .001$), supporting H1. Perceived authenticity was also a significant positive predictor ($\beta = .304$, $p < .001$), supporting H2. Perceived credibility was the strongest predictor of audience trust ($\beta = .364$, $p < .001$), supporting H3. Overall, the results indicate that transparency, authenticity, and credibility were positively associated with audience trust within the study sample.

Table 3.9. SLR model summary

IV	B	t	Sig.	R^2	F	DV
Audience Trust	0.614	13.589	0	0.383	184.672	Engagement Intention.

As shown in Table 3.9, the simple linear regression investigating the association between audience trust and engagement intention was statistically significant. Audience trust positively predicted engagement intention ($B = .614$, $t = 13.589$, $p < .001$), and the model explained 38.3% of the variance in engagement intention ($R^2 = .383$, $F = 184.672$, $p < .001$). These results support H4.

4. Summary

Table 3.10. Hypothesis summary

Hypothesis	Decision
H1: Perceived AI transparency positively influences audience trust in AI-augmented short-form video journalism.	Supported
H2: Perceived authenticity positively influences audience trust in AI-augmented short-form video journalism.	Supported
H3: Perceived credibility positively influences audience trust in AI-augmented short-form video journalism.	Supported
H4: Audience trust positively influences engagement intention toward AI-augmented short-form video journalism.	Supported

3.6 Results from the Focus-group Interviews Using Thematic Analysis

The interview found different themes in the responses of the participants of two groups, who presented their in-depth experiences about the integration of AI in the communication of news information through short-form video content. These themes are described in tabular form, which contributed to the thematic analysis for the research.

Table 3.11. Descriptions of the thematic codes from group 1

Themes	Codes	Descriptions
Perceived Credibility as Primary Trust Driver	factual accuracy, professional tone, clear sources, structured delivery	Credibility is the main basis of trust, with emphasis on clarity and accuracy.
Conditional Acceptance of AI in News Production	efficiency benefit, neutral tool, acceptable if supervised, human oversight	AI is accepted if supported by human oversight and used responsibly.
Transparency as Ethical Expectation	disclosure needed, honesty signal, ethical responsibility, hidden AI concern	Transparency is expected; lack of disclosure reduces trust.
Authenticity as “Human Feel” Rather than Origin	natural voice, emotional tone, relatability, conversational delivery	Authenticity depends on tone and relatability, not human origin.
Trust–Engagement Link	Share when trusted, avoid doubtful content, selective engagement, passive viewing.	Engagement increases when trust is established.
Algorithmic Awareness but Limited Resistance	Platform influence, scrolling habit, passive consumption, low critical interruption	Algorithmic influence is recognised but rarely challenged.

Table 3.11 indicates that participants placed substantial emphasis on perceived credibility when evaluating trust, particularly factual clarity and professionalism rather than the production method. Additionally, they evaluate the authenticity of the content through the sensory cues integrated within the content. Their engagement is also influenced by their trust, which reinforces the quantitative observations of the research, connecting credibility, authenticity, and transparency to increased levels of interaction and trust.

Table 3.12. Descriptions of the thematic codes from group 2

Themes	Codes	Descriptions
Scepticism Toward AI-Generated Content	artificial feel, robotic voice, doubt in accuracy, lack of accountability	AI elements trigger scepticism and reduce confidence.
Transparency Paradox	trust with disclosure, distrust after disclosure, awareness discomfort, overthinking content	Disclosure builds awareness but also increases doubt.
Authenticity as Performance	polished realism, staged naturalness, visual persuasion, aesthetic trust cues	Authenticity is seen as constructed through visuals and editing.
Credibility Anchored in External Validation	known sources, brand recognition, cross-checking, and reputation reliance	Trust depends on source reputation and external validation.
Engagement as Low-Commitment Behaviour	scrolling engagement, habitual liking, low cognitive investment, short attention span	Engagement is often automatic and not deeply considered.
Awareness of Manipulation Risks	misinformation concern, AI misuse fear, deepfake anxiety, ethical unease	AI raises concerns about misinformation and manipulation.

Table 3.12 shows that the participants in the second focus group reveal a deeper critical orientation towards AI-generated news content that they receive through the short-form videos, along with their increased scepticism towards artificiality (lack of human emotional touch) and conscious accountability. It shows that transparency induces deeper scrutiny by the viewers as they view authenticity as constructed through visual and stylistic sensory cues. They note that actual credibility depends on external validation factors, like the reputation of the source. Engagement is found to be more habitual rather than driven by trust, which complicates the correlation between interaction and trust as observed in the quantitative findings.

Below, Table 3.13 presents the thematic analysis of the coded themes derived from the theme tables of both focus groups (Tables 3.11 and 3.12). The thematic patterns that emerge from the focus group interviews largely support the quantitative observations, especially the strong predictive role of the credibility of the content in influencing trust and suggest that the viewers of such content essentially prioritise the reliability factor of the information even when the format of such information remains compromised. However, the findings of the focus group interview complicate the linearity of H1 established in the quantitative research by showing that excessive transparency through disclosure might increase scepticism among the viewers, which reflects a conditional effect instead of a uniformly positive effect. The qualitative findings of Table 3.11 refine H2 by showing that authenticity is a perceptual and performative factor, which is not dependent on human contribution to authorship. It suggests the role of flexibility in influencing the way the audience evaluates the realness of the content.

This observation also reinforces H3 by displaying the foregrounding of credibility in both groups, even though they are examined differently through internal and external cues. Moreover, the qualitative findings support H4, but also reveal engagement to be a partially habitual and platform-driven factor, which weakens its exclusive dependence on trust. Additionally, the observations from the two groups indicate an audience segmentation effect, where the interpretation of the content by the audience is influenced by their prior attitude towards AI. To that end, AI awareness among the audience and platform logic interact with perception variables, which complicates the process beyond the statistical frame of interpretation, thus supporting the significant in-depth analysis.

The quantitative and qualitative results indicate some convergence and some divergence between the two strands of the study. The survey results show that there are statistically significant positive relationships among transparency, authenticity, credibility, trust, and engagement, but the focus group results show that the relationships are conditional and context-dependent. Transparency can be seen as a way to build trust for some participants and to raise the scrutiny of others, and engagement can be a measure of trust as well as the fact that they are used to the platform. The statistical relationships, therefore, are not contradicted by the qualitative evidence, but it provides context to the interpretation of the relationships.

Table 3.13. Thematic analysis of the coded themes from FG1 and FG2 findings

Theme	FG1 Insight	FG2 Insight	Codes	Analysis
Credibility as Trust Anchor	Internal cues valued	External cues valued	accuracy, professionalism, sources	Credibility consistently drives trust, though evaluated through different cues.
Conditional AI Acceptance	Pragmatic acceptance	Cautious skepticism	Efficiency, oversight, control	AI is accepted when perceived as controlled and reliable.
Transparency Dynamics	Builds trust	Triggers scrutiny	disclosure, honesty, awareness	Transparency has a dual role, enabling trust while increasing critical evaluation.
Authenticity as Perception	Sensory/emotional cues	Constructed performance	naturalness, realism, tone	Authenticity is judged through presentation rather than human origin.
Trust–Engagement Link	Trust-driven engagement	Habitual engagement	Sharing, liking, avoidance	Engagement is influenced by trust but also shaped by platform habits.
Algorithmic Normalisation	Passive acceptance	Aware but compliant	Scrolling, platform logic	Algorithmic influence is recognised but normalised in behaviour.
AI Risk Perception	Mild concern	High concern	Misinformation, manipulation	Perceived risks of AI vary, with stronger concern about misuse in FG2.
Human vs AI Distinction	Less salient	More salient	artificial cues, human touch	Visible AI elements reduce perceived authenticity and trust.
Cognitive Processing	Moderate evaluation	Increased scrutiny	attention, evaluation	Awareness of AI prompts deeper cognitive evaluation of content.
Trust Formation Model	Linear process	Layered process	trust, doubt, habit	Trust operates both as a linear predictor and a context-dependent process.

5. Discussion

5.1 Using AI in Producing Journalistic Short-form Video Content

The potential impact of AI in short-form video journalism requires an analysis not only through the prism of production efficiency but also in connection with how audiences perceive the cues related to the use of AI technologies. According to Kevin-Alerechi et al. (2025) and Pinto and Barbosa (2024), AI automation performs scripting, synthetic voice generation, editing, captioning, translation, and formatting, which can boost production efficiency, although they can be perceived by audiences differently based on how AI is perceived in general. This aspect can be observed particularly in Focus Group 1, where participants generally perceived the use of AI in news production as acceptable as long as it was monitored and responsible. In contrast, participants in Focus Group 2 were sensitive to any signs of the use of AI, which means that the same technological application might result in different reactions based on participants' attitudes and previous experience.

The MAIN model offers an interesting theoretical explanation of such results because AI can serve as an agency cue, meaning that audiences will think about who or what produces the information and communicates it. Based on this understanding, the quantitative and qualitative results related to transparency need to be analysed jointly rather than separately. Quantitatively, perceived AI transparency was positively related to trust ($\beta = .181, p < .001$) and supports H1. Nevertheless, the focus-group evidence suggests that the perception of disclosure as an ethical act (as seen in Focus Group 1) and as a factor increasing scrutiny and uncertainty (as noted in Focus Group 2) is an important factor to take into account because it shows that transparency operates as a credibility cue in the specific context. Disclosure can signal honesty and responsibility, but it can also draw attention to the artificial nature of the process and lead to the analysis of the content. This explains why the statistically significant relationship in H1 cannot be considered evidence that more disclosure will always increase trust.

Similarly, one must bear in mind that the interpretation of perceived authenticity is conditional. The regression analysis indicated a significant positive association between perceived authenticity and audience trust ($\beta = .304, p < .001$), thereby supporting H2 within the present sample. Nevertheless, the discussion of authenticity in the context of focus groups reveals that participants did not understand this concept in terms of human authorship of the text. Authenticity included naturalness of voice, emotional tonality, relatability, coherence of images, and overall realism of the content presented.

In this sense, the current results complement previous studies devoted to AI-generated communication. According to the research conducted by Majerova et al. (2025), the recognisability of the involvement of AI in generating the content is likely to result in negative perceptions of the trustworthiness, credibility, and authenticity of digital communication. On the contrary, according to Rehman and Fareed (2025), the authenticity of the AI-generated content can positively influence the perception of trust. This research suggests that these apparently different outcomes might be based on how the audience perceives AI-related cues and the content created by the technology.

Further, the participants in the focus group were aware of the role of algorithmic recommendations and habitual scrolling as factors affecting content consumption. However, this knowledge did not make them reject or challenge AI-mediated content. Therefore, AI-mediated production of content takes place in the context of the normalisation of technological mediation and the audience perception of AI and content authenticity within the platform.

5.2 Effect of AI-mediated Short Video News on Audience Trust and Credibility Perceptions

Among the three perceptual predictors measured numerically, credibility turned out to be the most influential in terms of building audience trust ($\beta = .364$, $p < .001$), thus supporting H3. While it is indicative of this sample, it suggests that respondents attached more importance to perceived credibility, i.e., to the accuracy and professionalism of AI-generated short-form news, than to their transparency and authenticity. The focus-group analysis supports this pattern and at the same time offers some more detailed insights into what credibility means to respondents. Focus Group 1 pays special attention to such aspects of credibility as factual accuracy, professional tone, clarity, and structuring. Meanwhile, Focus Group 2 places greater emphasis on external factors like the recognition of news sources, reputation, and cross-checking. In other words, the qualitative data confirm H3 but show that the concept of credibility is multidimensional.

The MAIN Model explains the observed pattern in the sense that audience might use different heuristics for assessing digitally mediated content. Internal aspects of information may serve as immediate cues of its professional level, while external cues include source recognition and reputation. The fact that different focus groups consider different sets of these cues does not indicate any contradictions in their understanding of credibility. On the contrary, this fact shows that some people assess information using different sets of cues. As a result, credibility turns out to have a strong connection with trust.

The connection between trust and engagement must also be understood integratively. Numerically, there was a significant positive association between audience trust and engagement intention ($B = .614$, $p < .001$). Furthermore, the simple linear regression model explained 38.3% of the variance in engagement intention and supported H4. At the same time, the qualitative results cast doubt on the possibility of understanding engagement simply as the outcome of trust. Although in Focus Group 1, trust was usually associated with being ready to share, continue viewing, and engage with the content, in Focus Group 2, participants indicated that some engagement behaviours are automatic and habitual and require relatively little cognitive effort. It seems that the engagement with short-form news supported by AI involves both trust-driven intentional behaviour and platform habits.

Uses and Gratifications Theory is the appropriate framework to understand the relationship since engagement might be motivated by media gratifications of the audience (Katz et al., 1973). Trust is a facilitator of the continuous consumption of news content if it is seen as useful and credible. However, the focus group findings show that for short-form platform environments, engagement is possible without deep evaluation of the information and involves habitual activities like scrolling, liking, and continuing to watch. The qualitative results confirm H4 but also question it: although trust contributes to engagement, it should not be considered the only factor.

Together, the mixed-methods findings imply that the reaction of the audiences to the AI-mediated journalism cannot be appropriately represented by the linear framework. The quantitative analysis of the survey data showed significant positive associations among transparency, authenticity, credibility, trust, and engagement, whereas the focus groups shed light on the circumstances when such associations can mean something different. Transparency can imply honesty, yet lead to increased suspicion; authenticity can foster trust even when the content is not entirely authored by humans; credibility can be developed based on both the source and content cues; and engagement can be generated due to trust while also being affected by platform use. Such interconnection and qualifications in both phases show the necessity of the sequential mixed-method approach, as the relationships found statistically become clarified by the qualitative data.

6. Conclusion

The research aimed to examine how AI tools are integrated into short-form video news production and how they shape audience trust, engagement, and perceived authenticity. The findings suggest that the role of AI in short-form video journalism extends beyond the technicalities to influence the process of structuring the news content, and its following packaging and delivery to the viewers through social media platforms. The viewers interpret the content through the visual and sensory perceptual cues rather than considering the production process, which focuses on the authenticity of the content. The qualitative findings further suggest that internal credibility cues may be reinforced by external indicators such as source reliability, reputation, and cross-verification.

The study prioritise the identification of the correlation between AI integration and the resulting audience responses, hence emphasising perception as the critical factor in rethinking the role of technology in contemporary journalism. Instead of perceiving AI as a force of disruption that automatically reduces audience trust, these findings show that the consequences of AI integration are contingent on audience perceptions of the embedded cues within such content. The emphasis here is to move away from the actual capabilities of technology to perceptions of the audiences, consistent with the aims of this study to investigate the role played by AI integration in trust, authenticity, and engagement within short-form video journalism. The prominent predictive power of credibility shows that the concept of epistemic reliability continues to play an important role even when news articles become shorter, more algorithmic, and produced via new means. The variability of methods used to perceive credibility, whether it is in terms of characteristics of the content itself or other factors emerging in the process, demonstrates the flexible nature of trust and shows that it is an audience-dependent concept.

Indeed, this study proposes that the process of disclosure, which has traditionally been considered an important tool for fostering trust, can equally undermine trust-building, since the productive character of production processes gets revealed through such actions. The dilemma introduced at the outset turns upside down the simple chain of logic inherent in the formulated research questions. Moreover, the empirical results show that authenticity was measured by natural, tonal, relatable, visually coherent, and realistic features over human authorship. Additionally, while audience trust cannot be treated as the single factor predicting engagement, these two aspects become intertwined within the framework of interactions with media platforms and their algorithms. This implies that the research questions formulated at the outset lead to unexpected results because of the complex interaction of users and technologies involved.

6.1 Limitations

Despite the extensive observation presented by the research, there are limitations that make it difficult for the study to be generalisable beyond the sample population used in the study. In this regard, the use of convenience sampling makes it difficult to generalize the findings of the research beyond the sample population. Also, the focus on digitally active individuals might result in biased findings towards people who have already used such platforms as well as those who use AI. The cross-sectional research design makes it difficult to assess the level of change in the level of trust over time. While the qualitative approach presents an extensive discussion, the sample size used in the research is rather small. Furthermore, since the participants were mainly recruited from the UK, the results of the research cannot be generalised beyond the country.

6.2 Scope for Future Research

Further research could be done building upon this paper through using longitudinal research designs to assess the changes in audience perceptions of AI journalism over time. The comparative approach in studying the different media platforms from varied socio-cultural backgrounds would result in a more holistic understanding of the impact that platform logics and social-cultural background have on the audience trust and engagement in AI journalism. The possible area for research could include experimental design to assess the impact of visibility and disclosure of the use of AI on the audience perceptions. It could also involve combining behavioral and self-reported measures to gain insight into real-life audience behavior.

6.3 Ethical Considerations

The research considered the ethical constraints that arise in conducting participant-based research studies by informing the participants about the purpose and objectives of the research. Participation was voluntary, and participants could choose whether to take part in the study. The study acquired informed consent from the research participants before engaging them in the research process. Additionally, their consent was also gathered before they were recruited for the following focus-group discussion.

Acknowledgments

Not applicable.

Author contributions

Prof. Abdygany Khalilov and Yihao Shen were responsible for study design and revising. Abdygany Khalilov, Yihao Shen, Jiaxin Fei was responsible for data collection. Yihao Shen, Jiaxin Fei, Zelong Yu and Wenwen Miao drafted the manuscript and Prof. Abdygany Khalilov revised it. All authors read and approved the final manuscript. In this paragraph, also explain any special agreements concerning authorship, such as if authors contributed equally to the study.

Funding

This research received no external funding.

Competing interests

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

Open access

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

References

- Abdulrauf, H., Lawal, A. A., Mba, A. N. U., Ademola, C., Yusuf, Z. B., Babatayo, S., & Ayinde, I. (2025). Artificial Intelligence in Journalism: A Narrative Review of Opportunities, Challenges, Ethical Tensions, and Human-Machine Collaboration. *American Journal of Arts and Human Science*, 4(4), 5-18. <https://doi.org/10.54536/ajahs.v4i4.5963>
- Ahmed, T. N., Mustafa, N. N., Ahmed, R. K., Saeed, M. S., Ali, A. Q., & Qadir, K. A. (2025). The impact of digital technologies on journalistic integrity: An analysis of clickbait, algorithmic influence and societal consequences. *Asian Journal of Education and Social Studies*, 51(6), 566-580. <https://doi.org/10.9734/ajess/2025/v51i62018>
- Cheung, A. K. L. (2023). Structured Questionnaires. In F. Maggino (Ed.), *Encyclopedia of Quality of Life and Well-Being Research* (pp. 6906-6909). Springer. https://doi.org/10.1007/978-3-031-17299-1_2888
- Dariush, B., & Piriyaee, F. (2026). Artificial Intelligence and the transformation of journalism: A systematic review of opportunities, challenges, and ethical implications. *Cyberspace Studies*, 10(2), 473-491. <https://doi.org/10.22059/jcss.2025.406680.1205>
- Fu, D. (2026). Resist or Comply: How Audiences Respond to Emotional Propaganda in Chinese Short-Form Videos. *Issues & Studies*, 62(01), 2650001. <https://doi.org/10.1142/S1013251126500013>
- Galliot, N. Y., & Graham, L. J. (2016). Focusing on what counts: using exploratory focus groups to enhance the development of an electronic survey in a mixed-methods research design. *The Australian Educational Researcher*, 43(5), 567-585. https://eprints.qut.edu.au/84281/21/GALLIOTT_N_140515.pdf
- Golzar, J., Noor, S., & Tajik, O. (2022). Convenience sampling. *International Journal of Education & Language Studies*, 1(2), 72-77. <https://doi.org/10.22034/ijels.2022.162981>
- Hossan, D., Dato'Mansor, Z., & Jaharuddin, N. S. (2023). Research population and sampling in quantitative study. *International Journal of Business and Technopreneurship (IJBT)*, 13(3), 209-222. <https://doi.org/10.58915/ijbt.v13i3.263>
- Jiang, S., Arya, A., Kweon, S., Liang, I., Kumar, D., & Vaccaro, K. (2026). Long Story Short: Auditing US Political Polarization in Recommendations for Long- vs. Short-form Videos on YouTube. In *Proceedings of the ACM Web Conference 2026* (pp. 6147-6158). ACM Digital Library. <https://doi.org/10.1145/3774904.3792277>
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509-523. <https://doi.org/10.1086/268109>
- Kevin-Alerechi, E., Abutu, I., Oladunni, O., Osanyinro, E., Ojumah, O., & Ogundele, E. (2025). AI and the newsroom: Transforming journalism with intelligent systems. *Journal of Artificial Intelligence, Machine Learning and Data Science*, 3(1), 1930-1937. <https://doi.org/10.51219/JAIMLD/Elfredah-Kevin-Alerechi/426>
- Kusmaryono, I., Wijayanti, D., & Maharani, H. R. (2022). Number of response options, reliability, validity, and potential bias in the use of the Likert scale education and social science research: A literature review. *International Journal of Educational Methodology*, 8(4), 625-637. <https://doi.org/10.12973/ijem.8.4.625>
- Li, X. (2025). Manufacturing the influency: Short-form video and the politics of visibility in China's new first-tier cities. *Geoforum*, 167, 1-9. <https://doi.org/10.1016/j.geoforum.2025.104481>
- Majerova, J., Nadanyiova, M., & Patik, L. (2025). One step forward, two steps back: AI generated content vs. perceived

- trust, authenticity and credibility. *Intellectual Economics*, 19(2), 150-170. <https://doi.org/10.13165/IE-25-19-2-06>
- Malik, N. I., Ramzan, M. M., Malik, Z., Tariq, I., & Shafiq, S. (2025). The rise of reels: Analyzing the communicative power of short-form videos on social media. *Qlantic Journal of Social Sciences*, 6(2), 138-145. <https://doi.org/10.55737/qjss.vi-ii.25350>
- Mourão, R. R., & Robertson, C. T. (2019). Fake news as discursive integration: An analysis of sites that publish false, misleading, hyperpartisan and sensational information. *Journalism Studies*, 20(14), 2077-2095. <https://doi.org/10.1080/1461670X.2019.1566871>
- Pinto, M. C., & Barbosa, S. O. (2024). Artificial intelligence (AI) in Brazilian digital journalism: Historical context and innovative processes. *Journalism and Media*, 5(1), 325-341. <https://doi.org/10.3390/journalmedia5010022>
- Rehman, S. U., & Fareed, M. (2025). Enhancing consumer trust in AI-created goods: The roles of transparency, simplicity, familiarity and authenticity in market integration. *Contemporary Economics*, 19(4), 429-446. <https://doi.org/10.5709/ce.1897-9254.576>
- Saad, S., & Issa, T. A. (2020). Integration or Replacement: Journalism in the Era of Artificial Intelligence and Robot Journalism. *International Journal of Media, Journalism and Mass Communications (IJMJMC)*, 6(3), 1-13. <http://dx.doi.org/10.20431/2454-9479.0603001>
- Sonni, A. F. (2025). Digital transformation in journalism: Mini review on the impact of AI on journalistic practices. *Frontiers in Communication*, 10, 1535156. <https://doi.org/10.3389/fcomm.2025.1535156>
- Stratton, S. J. (2021). Population research: Convenience sampling strategies. *Prehospital and Disaster Medicine*, 36(4), 373-374. <https://doi.org/10.1017/S1049023X21000649>
- Sundar, S. S. (2008). The MAIN model: A heuristic approach to understanding technology effects on credibility. In, M. J. Metzger & A. J. Flanagin (Eds.), *Digital media, youth, and credibility* (pp. 73–100). MIT Press. <https://doi.org/10.1162/dmal.9780262562324.073>
- Theodosiou, Z., Papa, V., & Lanitis, A. (2024, November). AI based digital journalism: Potential, challenges and future directions. In *2024 19th International Workshop on Semantic and Social Media Adaptation & Personalization (SMAP)* (pp. 133-137). IEEE.

Appendices

Appendix A: Survey Questionnaire

Section A: Demographic Questions

1. Age group

- 18–24
- 25–34
- 35–44
- 45–54
- 55 and above

2. Gender

- Male
- Female
- Non-binary
- Prefer not to say

3. How often do you watch short-form news videos on online platforms?

- Daily
- Several times a week
- Once a week
- Rarely

Section B: Variable Statements

Perceived AI Transparency

1. The news video of the short form obviously indicates when AI tools are utilised in the creation of the news video.
2. I will find it easy to know whether the news video was created, edited, or presented by AI or not.
3. The video must reveal the usage of AI-generated voices, scripts, or visuals.
4. The short-form news video makes the information about the use of AI more responsible.

Perceived Authenticity

1. The short news video in the form of a video makes it look real, even when AI tools are involved.
2. Short-form news videos that are supported by AI can still be natural and realistic.
3. When the audience is not made aware of the use of AI, the content becomes less genuine.
4. I'm more comfortable with AI-assisted news videos that are still human and original.

Perceived Credibility

1. I believe that AI-assisted short-form news videos are credible when the information is true.
2. I find the use of clear evidence or a reliable source more trustworthy in short-form news videos.
3. It appears that AI-assisted news videos are professional when they deliver the facts in a clear manner.
4. I think that AI-driven short-form news videos can become reliable if they are governed by the principles of journalism.

Audience Trust

1. I have confidence in the short-form news videos that clearly explain the use of AI.
2. I am confident in using AI-assisted short-form news videos as a simple source of news information.
3. I have confidence in AI-enhanced news videos when they seem to be factual and expertly produced.
4. I would be wary of believing short-form news videos in case I suspect that AI was employed without mention.

Engagement Intention

1. I am ready to view AI-assisted short-form news videos in the future.
2. Assuming that I consider them credible, I would like to share or comment on AI-assisted short-form news videos.
3. I would subscribe to a news page that is responsible for its short-form video journalism using AI tools.
4. I will probably keep watching AI-enhanced short-form news videos as long as they are believable and captivating.

Appendix B: Interview guide for focus group discussion

1. How do you usually experience short-form news videos on platforms like YouTube Shorts? What stands out to you most?
2. When you watch a short news video, what makes you feel that it is real or genuine?
3. What do you notice, if anything, about the use of AI (like automated voice, editing, or scripting) in these videos?
 - Follow-up: How does noticing AI change the way you interpret the content?
4. How important is it for you to know whether AI was used in creating a news video?
5. What makes you trust or distrust a short-form news video?
 - Follow-up: Can you describe a recent example where you trusted or doubted a video?
6. How do AI-generated elements (like voiceovers or visuals) affect your confidence in the information presented?
7. What makes you decide to like, share, or continue watching a short news video?
 - Follow-up: Does your level of trust influence whether you engage with the video?