

Section1: General Introduction

1. Could you briefly talk about your primary area of expertise in communication, journalism, or media studies?
2. What kind of media do you usually work on? Do you ever work on video content? Can you share a recent experience with video content, what it was about?
3. How do you choose videos for your work (this was impromptu based on an earlier answer of what type of work they do with video)?

Section 2: Assessment of Videos by Communication, Media Scholars or Journalists

1. When reviewing events (e.g., live or video) related to complex subjects such as politics, what key factors do you consider in drafting / generating an article on this event (e.g., live or video)?
 - a. What does it mean by good video analysis to you?
2. Can you walk me through the process you employ to analyze the video content to write a report?
3. Please consider this video (provided a video). Feel free to analyze it manually or with any existing tool you usually.
 - a. Could you please write your interpretation of this video content and share afterward?

Section 3: Perceptions of LLMs for Video Analysis and Assessment of Video Analysis by LLMs

1. How familiar are you with the use of large language models (LLMs), for example, ChatGPT for video analysis?
2. What do you think about the idea of using LLMs for video analysis? what are the pros and cons in your opinion?
3. Show a demo with ChatGPT... Now read this analysis result from LLMs of this same video. What do you think about this analysis?

This discussion would be pretty open-ended since I also don't know what they would like or not like. I could ask questions like—

- a. If they say, didn't match their expectation, then ask why?
 - b. If they meet their expectations, then why?
 - c. This "Why" will provide the criteria they consider to be qualified as a good video analysis result
4. Now that you have reviewed the video by yourself and read the LLMs' generated response, if you were to use chatGPT for video analysis, how would you prompt?

Section 4: Use-Cases of AI in Communication and Journalism

1. Can you tell me any current use cases where AI has been effectively integrated into communication or journalism practices?
2. How do you see the role of AI evolving in the field of journalism and media studies in the next five years?