

Special issue editors' introduction

We extend our sincere gratitude for your unwavering interest in Connect/IST. It is our privilege to present Issue 68, curated under an inclusive theme that brings together rigorous scholarship from diverse geographic regions and methodological traditions within the discipline of communication studies. As issue editors, in collaboration with our editor-in-chief and the entire editorial team, we meticulously coordinated and reviewed the substantial number of new submissions received by the journal every week.

In the initial evaluation phase, each submission was assessed against our publication criteria, focusing on the clarity and significance of its research questions, the robustness of its theoretical framework, and its potential contribution to communication scholarship. Manuscripts meeting these standards advanced to the peer-review stage, where each paper was evaluated by an average of three experts. We then compiled reviewer feedback and guided the authors through a structured revision process to ensure methodological rigor, conceptual coherence, and adherence to our editorial policies.

This issue presents a comprehensive range of studies—from neuromarketing investigations of consumer brain responses to social media advertising to analyses of AI adoption framed by technology acceptance models; from cultural adaptation studies of digital literacy scales for immigrant communities to critical examinations of generative AI's integration into news production workflows. Each article is supported by carefully crafted graphics, tables, and infographic that visually underscore key methodological details and principal findings, thereby enriching the reader's experience.

We offer our deepest thanks to the reviewers whose diligent evaluations underpin the quality of these papers, and to our authors for their invaluable contributions. Thanks to the unwavering dedication of the ConnectIST editorial team, Issue 68 faithfully upholds our high standards of academic excellence.

We trust that this issue will provide you with meaningful insights into the current trends in communication and media research. Enjoy your reading, and we eagerly anticipate re-engaging with you in our next issue.

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