

## Adoption of Artificial Intelligence in News Gathering and Reporting in Nigerian Mass Media

Felix Olajide TALABI<sup>1</sup>, John Ayodele OYEWOLE<sup>2</sup>, Samson Adedapo BELLO<sup>3</sup>, Victor Oluwole ADEFEMI<sup>4</sup>, Joseph Moyinoluwa TALABI<sup>5</sup>, Tosin ADESILE<sup>6</sup>, Patrick Olajide OLADELE<sup>7</sup>

### Abstract

*This study looks at how artificial intelligence (AI) is employed in news reporting and gathering in Nigerian mainstream media, with a focus on LTV and TVC. The study's goals are to find out how much AI is employed in these TV stations, as well as what the benefits and challenges are of doing so, and what the ethical implications are of incorporating AI into journalism. The study conducted in-depth interviews with journalists from LTV and TVC to gain information on their viewpoints and experiences about the usage of AI in their news gathering and reporting methods. The findings demonstrate the growing use of artificial intelligence (AI) in data analysis, automation, and content creation for news reporting. Nonetheless, the research also emphasizes the difficulties and moral dilemmas that come with the use of AI, such as the possibility of prejudice, the loss of jobs, and the requirement for accountability and transparency. According to the study's findings, artificial intelligence (AI) has the potential to completely transform Nigerian journalism. Still, its implementation would need to be carefully regulated to get the best results for society and the media.*

**Keywords:** *Artificial Intelligence (AI), Nigerian Mass Media, Journalism Practice, Digital Journalism.*

### Introduction

Artificial intelligence (AI) has found its way through many different sectors, and journalism is no exception. In recent years, AI has been increasingly integrated into news gathering and reporting, offering a range of benefits and challenges. This paper explores the use of AI in Nigerian mass media, examining its impact on news production, consumption, and ethical implications. Artificial intelligence has started playing a significant role in journalism, particularly in industrialised economies. Software stories are generated automatically by computers using AI, as opposed to by human reporters. These programmes arrange, interpret, and display data in a way that is comprehensible to humans. Artificial intelligence pertains to narratives that rely on numerical data and statistics, as it is formulaic. It has reshaped and revolutionised the way smaller teams do that work in the media. Through the development of algorithms, robots are taught to comprehend and write information more quickly than humans. In a matter of seconds, they may generate numerous news pieces concurrently. Because robots can input data from multiple sources, identify patterns and trends, and use natural language, they expedite journalists' reporting. Processing helps create complex sentences by placing them in context.

Designing machines to learn patterns over time and assist reporters in quickly organising, sorting, and producing news is possible. They can organise data, notice differences and trends that might lead to a scoop, or analyse data to back up tales that need to be verified or inquiries that need to be supported. To replicate content created for print or broadcast media organisations, these automated computers are fed data that follows established templates. News stories in automated journalism—also referred to as robot journalism—are produced by computer programmes. Moreover, automatic news distribution and writing

<sup>1</sup> Department of Mass Communication, Faculty of Social Sciences, Redeemer's University, Ede, Osun State, Nigeria, Email: talabif@run.edu.ng, (Corresponding Author).

<sup>2</sup> Department of Mass Communication, Faculty of the Social Sciences, Adekunle Ajasin University, Akungba-Akoko, Ondo State, Nigeria.

<sup>3</sup> Department of Mass Communication, Olabisi Onabanjo University, Ago-Iwoye, Nigeria.

<sup>4</sup> Department of Mass Communication, Ekiti State University, Ado-Ekiti, Ekiti State, Nigeria.

<sup>5</sup> Department of Religions and Peace Studies, Lagos State University, Nigeria.

<sup>6</sup> Department of Mass Communication, Elizade University, Ilara-Mokin, Ondo State, Nigeria

<sup>7</sup> Department of Business Administration, Federal University, Oye-Ekiti, Ekiti State, Nigeria

happen without human oversight (Talabi, 2011).

The use of artificial intelligence (AI) in journalism in Nigeria is a topic of growing interest. While AI has been widely adopted in various sectors to enhance productivity and accuracy, its application in Nigerian journalism is still limited due to several factors. Nigerian journalists are starting to see the advantages of artificial intelligence (AI) in the media, including faster turnaround times and higher output. However, in Nigeria and other sub-Saharan African nations, obstacles and professional problems are impeding the broad use of AI in journalism. The scant application of AI in Nigerian journalism underscores the necessity for governments and journalists to recast their perceptions of the technology's importance to guarantee that it is put to use to increase industry productivity.

The development of machine learning, natural language processing, and data analytics has fuelled the use of AI in journalism. These advancements have made it possible for AI-powered tools to carry out various tasks, including automated data-driven reporting, fact-checking and verification, news aggregation and summarization, and personalized news recommendations.

(Guanah.J.S. E et al (2020); Okiyi, 2022).

In the Nigerian context, the adoption of AI in mass media is still in its early stages, but the potential benefits are evident. AI can assist journalists in addressing challenges such as limited resources, time constraints, and the proliferation of misinformation (Guanah, et al 2022). Addressing the issue of misinformation, AI can be employed for fact-checking and identifying potential sources of misinformation (Okoye et al., 2021).

The literature that has already been written on this subject emphasises the need for more study to determine the effects of implementing AI in journalism in Nigeria, the difficulties that arise, and the best course of action. This entails learning how journalists view artificial intelligence and investigating workable methods for incorporating AI into Nigerian news reporting. Media professionals need to embrace new technologies and understand the various ways that data journalism and artificial intelligence (AI) can be used to amplify a story and achieve desired effects. AI is becoming more and more integrated into journalism.

Even with the possible advantages, there are ethical questions about using AI in journalism. These include transparency and accountability in AI algorithms and processes, potential biases and unfairness in reporting due to biases reflected in data, and job displacement in the news industry as certain tasks become automated (Okiyi, 2022). Addressing these concerns requires a balanced approach that embraces the technology's potential while ensuring responsible AI practices.

AI presents both challenges and opportunities for Nigerian mass media. By carefully considering the ethical implications and implementing responsible AI practices, Nigerian journalists can harness the power of AI to enhance news gathering and reporting, improve the quality of journalism, and better serve the public interest. The use and application of artificial intelligence in gathering and reporting in Nigerian broad communications is a subject that has acquired consideration lately. Despite the developing growth of artificial intelligence around the world, its application to editorial practice in Nigeria is as yet restricted because of different elements. The effect of embracing this in news coverage in Nigeria is viewed as a stunning development that is changing the stories on how news is accumulated, altered, and revealed by writers. The utilisation of computerised reasoning in news assembling and detailing in Nigerian broad communications is a subject that has acquired consideration lately (Talabi et al 2023).

Within the Nigerian media landscape, there is a clear knowledge vacuum regarding how much AI has been incorporated by mainstream media outlets into their news-gathering procedures. This study aims to investigate the adoption rate and factors that facilitate or hinder the integration of artificial intelligence technologies. It's important to comprehend how journalists view artificial intelligence (AI) and how widely accepted these technologies are in newsrooms. When incorporating AI into Nigerian journalism practices, it is also imperative to take into account the determinism of technology, the impact of communication technologies on production, and their influence on societies.

This research aims to explore whether the use of AI in news production positively or negatively impacts the accuracy, impartiality, and overall quality of news content within the Nigerian context. Understanding and addressing these challenges is essential for the successful integration of AI into news gathering and reporting in Nigerian mass media. Further research is needed to explore these challenges and identify feasible steps towards the effective adoption of AI in journalism practice in Nigeria.

By examining these aspects, the study hopes to offer insightful analysis of how artificial intelligence is currently being integrated into Nigerian mass media, along with suggestions for better utilizing these tools to raise the bar for news reporting's ethical and technical standards.

The objectives of this study are to determine the extent to which Nigerian mass media currently uses AI for reporting and news gathering, analyse the potential benefits of using AI in Nigerian mass media's news reporting and gathering and examine the possible difficulties in incorporating AI into the reporting and news gathering processes of Nigerian mass media. **Literature Review**

Artificial intelligence (AI) in journalism has become more and more common in recent years. Artificial intelligence (AI) tools can help journalists find and import pertinent news stories, helping news organisations to produce more content and also help media outlets detect and fact-check misinformation (Zannu et al (2024). Notwithstanding the potential advantages, several issues, such as technological difficulties and media readiness, continue to hinder the application of AI to journalism in Nigeria. Computers and other gadgets can simulate human intelligence and problem-solving skills by utilising artificial intelligence (AI) technology. It comprises machine learning and deep learning, which involve developing AI systems that are fashioned after humans' decision-making processes. AI can be used alone or in conjunction with other technologies like robotics, sensors, and geolocation to do activities that would typically require human intelligence or assistance. Real-world AI applications include digital assistants, driverless automobiles, GPS assistance, and generative AI tools like Open AI's Chat GPT. The simulation of human intelligence processes by machines, particularly computer systems, is known as artificial intelligence (AI).

The journalism industry is always changing. Information sharing has become more accessible with the rise of social media and the internet, but there are drawbacks as well. It might be difficult to distinguish between fact and fiction because of the overwhelming amount of information that is readily available. Today's journalists must adjust to these developments by embracing new storytelling venues and tools while maintaining the fundamental principles of their profession. Writing, transcribing, and sorting through massive amounts of data are just a few of the journalistic tasks that AI can automate, giving journalists more efficiency and time savings. By automating various journalism tasks, the use of AI in journalism can result in lower variable costs. For news organizations in particular, this can be advantageous because it lowers operating costs. Big news companies can afford to fund AI projects, which can spur creativity and the creation of novel journalistic techniques. Additionally, AI can free up journalists' time so they can concentrate on jobs that call for human abilities like empathy and in-depth analysis. Newsroom productivity and creativity can be enhanced by AI tools. They can be used to personalise content for users, automate repetitive tasks, and streamline production—all of which boost output and enhance user satisfaction. Journalists can concentrate on more intricate and creative aspects of their work by using AI content tools to automate many time-consuming tasks. AI content tools should be viewed as an adjunct to human journalists, not as a replacement for them. They can help with the repetitious and time-consuming parts of journalism so that reporters can concentrate on deeper and more creative work.

While applying artificial intelligence (AI) to journalism has many benefits, there are drawbacks as well. Due to accidental errors in the data used, AI-driven tools may provide biased or unreliable information, which could result in inaccurate or unethical reporting. The depth and calibre of news reports might suffer if AI were to replace human context, empathy, and judgment entirely.

The media environment is changing dramatically as a result of artificial intelligence (AI) disrupting traditional journalistic practices. While the printing press and the internet have previously revolutionized news delivery, AI holds the potential to reshape the very essence of news gathering, production, and

consumption (Dhiman, 2023). This gives journalists valuable time to devote to more difficult assignments, such as in-depth investigations and analysis, allowing them to delve deeper into stories and provide richer context (Túñez-López et al., 2021).

Okiyi, & Nsude, (2022) in their study, discussed the possibilities and difficulties of incorporating AI into Nigerian journalism practices. The study recognized the importance of AI in journalism for newsrooms to stay competitive and create job opportunities, while also acknowledging the structural and technical challenges that AI presents to newsrooms.

de-Lima-Santos & Ceron (2021) study's insight into the application of artificial intelligence in journalism focuses on how AI is affecting journalism practice, stressing both the possible advantages and difficulties of implementing it. It has been mentioned that artificial intelligence (AI) holds promise for enhancing work efficiency, news product and service production, and service delivery. The study also shows that artificial intelligence (AI) is becoming a necessary component of any society, including Nigeria, and is progressively affecting every aspect of the mass media. They generally concur that automated journalism — which uses AI-powered media applications is a better reporting technique than what is currently done. According to the study's findings, automation is the way of the future, and Nigerian journalists must not allow themselves to be left behind as the world gradually moves toward automation.

A study by Guanah & Agbanu (2022) revealed that journalists view the advent of artificial intelligence (AI) favourably. They agree that AI can accelerate the delivery of news and raise the calibre of news reporting. It has been observed that Nigerian media use AI in the gathering and dissemination of news (Guanah et al 2020). Though the majority of Nigerian journalists are aware of the idea of robot journalism, they don't think the country is ready for its widespread adoption (Okocha & Ola-Akuma, 2022). Meanwhile, with the current technology of ChatGPT journalists all over the world generate content ideas, automate repetitive tasks, rewrite texts, and analyse data (Gutiérrez-Caneda et al, 2023; Fadare, 2024; Abdulmajeed & Fahmy 2022). However, newsrooms in developing countries are comparatively behind their peers at larger news organizations in implementing and understanding AI processes. Despite the use of AI in journalism, most of its use is more effective in the developed world (Calvo-Rubio & Ufarte-Ruize, 2020). The changing nature of journalism in the age of robot journalism and artificial intelligence has come to stay (Saad & Issa, 2020). AI is so essential that it helps in fact-checking news articles and accurately identifying false information. This technology helps to guarantee the legitimacy and authenticity of news reports (St-Germain & White, 2021).

### *Theoretical Framework*

The study is anchored on *mediamorphosis* and technological determinism theories. Roger Fidler coined the term "*mediamorphosis*" in 1990 claiming that since the invention of written language, human communication has undergone the most significant change. The term "*mediamorphosis*" describes how communication media change over time, typically due to complex interactions between social and technological advancements, political and competitive forces, and perceived needs. In *Mediamorphosis*, it is discussed how technology must advance to meet humankind's insatiable needs and fulfil consumer demand. It explains that human beings have played a major role in the technological advancement of communication media. This theory suggests that media constantly evolve and change in response to technological advancements. The theory is relevant to this study because it highlights the convergence of digital and traditional media and explains how they work together to improve effective communication. The use of AI in news reporting and collection signifies a dramatic change in the media environment, as both digital and traditional media are embracing new technologies to enhance the flow of information and news content.

The theory of technological determinism holds that technology largely shapes people's attitudes, behaviours, and social interactions, which leads to social change. Since the technological determinism theory illuminates how the adoption of AI technologies impacts the processes, techniques, and outcomes of news production and distribution, it is relevant to this study's analysis of how artificial intelligence is used in Nigerian mass media for news reporting and collection. It illustrates how technology is changing society and the profound shifts that artificial intelligence (AI) has wrought in the journalism and media sectors.

## Materials and Methods

The research design used for the study on the use of artificial. The population consists of all elements and subjects related to a particular field of interest (Asemah & Ekhareafu et al, 2017). The population of the study are the professionals involved in the news production process at TVC and LTV. At TVC (Lagos Branch), they have a total of 170 journalists, who are in charge of news gathering and reporting and in LTV, they have a total of 110 journalists. The total population of the study is 280. Purposive sampling was used as the sampling technique for the study. For this study, the population consists of the total number of journalists engaged in the news gathering and reporting process in both TVC and LTV. This is because this phenomenon is a new one and as such has not been fully admitted into the journalism sector, so the researcher picked interviewees till the saturation stage was reached among the TVC and LTV Journalists. An in-depth interview with journalists was conducted as part of the study's qualitative research methodology to learn more about their viewpoints and experiences using AI in the media. The interview guide is the tool used to collect data. The information gathered was evaluated qualitatively. The explanation-building method was used to analyse the data gathered.

## Results

The researchers recorded verbatim the data collected from all respondents. The initial thoughts and ideas were recorded during this procedure because it was deemed an important stage in the analysis (Riessman, 1993). The transcribed data was read and reread numerous times, and the social media messages were read numerous times to ensure that the transcription was accurate. This approach of frequent reading (Braun & Clarke, 2006) and recording to listen to the data resulted in data immersion and ensured the researcher's proximity to the data. It is interesting to note that 10 journalists (five from each of the television stations) were involved in the interview using purposive sampling. The interview questions were answered based on individual views as most of the journalists concluded that the use of Artificial Intelligence in their different stations has not come into play, nonetheless, some were able to agree to use some of these Artificial intelligence tools.

### ***RQ 1: What is the current level of adoption of AI in news gathering and reporting in Nigerian mass media?***

*The two broadcast stations were chosen to respond to ascertain the current level of adoption of AI in news gathering and reporting in Nigerian mass media. One essential question formed the basis of the interview: How would you describe the current state of AI in Nigeria, particularly in the media industry?*

In describing the current state of AI in Nigeria mass media, all respondents stated that in the Nigerian mass media industry, Artificial Intelligence is rather on the lower side, as not a high percentage of media outlets have adopted the use of Artificial Intelligence.

When a news reporter was asked this question, she said,

*“I don't think people have come to adopt AI as a tool in Journalism. There's a knowledge of AI, but many have not come to terms with its usage”*

Also, the news producer who is the youngest correspondent is somewhat familiar with technological trends. She had this to say about the level of adoption of Artificial Intelligence in Nigerian mass media,

*“Frankly, I don't think Nigerian mass media use Artificial Intelligence as much as other developed countries do, I don't think up to 20% of Nigerian mass media use AI, but there are very few.”*

A senior news producer in his response to this question stated that, *“Okay, for a lot of persons in the media industry, while it is still being accepted, there are so many persons in the industry of journalism that really don't know about them and how to use them. Now, not to talk about the application of it in the use of journalism, people are still trying to embrace the use of Artificial Intelligence in Nigeria. So, for people who are in the journalism industry, yes, most of them have*

*heard about it, but it now boils down to the general application of how to use it in making their jobs easier”.*

## **RQ 2: What are the potential benefits associated with the integration of AI into news gathering and reporting in Nigerian mass media?**

*Three essential questions formed the basis of the interview, and these are: What are the benefits of using AI in news gathering and reporting? How can AI help improve the accuracy and speed of news reporting in Nigeria? And how can AI be used to improve the efficiency and productivity of newsrooms in Nigeria?*

To answer these questions, the respondents’ answer to their understanding of Artificial Intelligence is very paramount. When asked about her understanding of Artificial Intelligence the news anchor at TVC stated, “Well, I think AI is basically to make work easier. It's, you know, the evolution of technology across various professions to aid work and productivity generally”

To the majority of the respondents, Artificial Intelligence is a computerized tool used to make things easier for humans but of course, would be instructed by humans to carry out these functions.

Still, answering the question relating to the benefits of Artificial Intelligence in Nigerian mass media, a script writer at TVC stated thus:

*“Well, for scripting, scripting is a major challenge and is also an integral part of our work as journalists. From the little I know, even on the Androids that we carry around, I know there is a way that you know, scripting is made easy, texting is made easy. So that may also be able to help you. If you imbibe that, it could also help you cut down on hours because you have a deadline to meet up to in, you know, having to submit that report. But so many times, maybe due to stress or some other realities, you find out that scripting, which is the major part of your work, is being delayed or somewhat, you are not able to put words together. But with the use of Artificial Intelligence, I know there is a tool that I could maybe speak to and whatever is being said is written it down for me.”*

The above respondent emphasised how a particular AI tool (turboscribe.ai) assists by saving time and energy in scripting and texting

Also, a news anchor at TVC mentioned that the speed of Artificial Intelligence avails journalism in the traditional media space. So, it will help with speed and get your stories across to the media as fast as possible and help to make breaking as seamless as possible.”

## **RQ 3: What are the potential challenges associated with the integration of AI into news gathering and reporting in Nigerian mass media?**

*Three essential questions formed the basis for the interview relating to this research question*

*What challenges do you foresee in the adoption of AI in Nigerian mass media? Do you think Artificial Intelligence will compromise the journalistic ethics and standards in Nigerian mass media? What are the potential risks and ethical concerns associated with the use of AI in news gathering and reporting in Nigeria?*

In response to the challenges the respondent foresees in the adoption of AI in Nigerian mass media, the senior reporter at TVC stated thus:

*“Well, just like the AI is a human creation, it can be used positively and it can also be used negatively. That is if you know how to use AI. Okay, so now we are talking about fake news everywhere. Now, let's ask ourselves, is it possible for an AI to also generate fake news? You understand? Sometimes if you don't have the knowledge about a particular thing and you go to ask the AI x, y, z, it prompts you to put in a question, and the AI can give you a wrong answer. So, we also have dangers in that aspect of generating responses that are not true. Because what the AI does is go back to its data, what it has been fed with, and generally give you its response.”*

In response to this question, the news anchor further stated that “You could see, we've seen some videos being

*circulated where you can see that AIs are the ones reading the news or doing voiceovers and all of that. But anyway, there is a feel to it that you can tell is not human and you're having to communicate, having to project might be an issue. That believability, especially for us TV journalists, is missing. It's also prone to some abuse right now in terms of fake news and all of that. Like in the newsroom now, even in TVC, we've seen some of our anchors, I Inclusive, that have been used to peddle some fake stories. We see our faces and then they now lay us along with maybe a product, maybe a gaming product or something like that to give the viewers out there the idea that we are endorsing a particular product. But whereas we have nothing to do with it. So, our web guys are having a hard time having to keep up with the influx of fake news now and all of this is AI-generated."*

In response to the question of whether Artificial Intelligence will compromise the journalistic ethics and standards in Nigerian mass media?

The digital arm manager stated "Yeah, it will compromise ethics. Because especially in a place like Nigeria, we have different states with different kinds of news stories. For example, we have the issues in the northeast, we have the headsmen-farmers clashes in Plateau State, and in Benin State, we have peculiar issues. So, it's not something you can just sit down and just generate with an AI tool. It is something you have to do yourself. Fine, AI will help you, but necessarily, ours is about getting the facts. And, you know, putting the fact out there."

He went further to state the use of clones and what is commonly referred to as deep fake, as in the case of Joe Biden, saying certain things that were originally not said by him but a cloned version or a created version of him saying these things to which are not true.

In response to the question of what the potential risks and ethical concerns associated with the use of AI in news gathering and reporting in Nigeria are,

A producer stated, "*When it is not balanced, when the use of AI is not balanced, yes, it can compromise journalistic ethics. As I said, news must be balanced. And what is balanced to you will not be balanced to me. So, it now depends on which programs the AI should give you. So, it can be... What's the word? It can be manipulated. The general public is put at risk of consuming fake news.*"

In agreement with this, a journalist at LTV said, "*Basically, giving answers from the pool of information that has been given to them. So, they're not giving new answers. Whatever responses they're giving is based on what has been given to them or programmed into it. So, it's not 100% reliable, AI is not always correct, and sometimes they give wrong answers. And so, journalists cannot depend on AI to give stories that thousands and millions of people are waiting to see and hear and understand.*"

## Discussions

The study notes that while Nigerian journalists are aware of AI technologies, there is a lack of practical integration and use of AI tools in their daily work. This is due to concerns about how AI will affect their creativity, skill, and professional autonomy. Similarly, the study by Dhiman (2023) highlights the potential benefits of AI in journalism, such as enhanced efficiency and accuracy, but also notes the challenges and concerns associated with AI adoption, including the need for journalists to adapt to new technologies and maintain their professional autonomy. This mirrors the study's observation that AI adoption in Nigerian journalism is still in its early phases.

The finding also notes that the availability and quality of data present major challenges because incomplete or distorted AI algorithm outputs can result from a lack of well-structured, high-quality data. As such, AI adoption in Nigerian journalism is still in its early stages. The study by Abdulmajeed & Fahmy (2022) agrees with the stance that AI integration can bring numerous benefits to journalism, including improved writing skills, fact-checking, and increased efficiency and productivity. However, it further lays emphasis on the need for discussing moral and professional concerns associated with AI adoption. The study highlights the possible advantages of incorporating AI into journalism, such as enhanced fact-checking, writing abilities, and productivity. The authors also go over the difficulties in implementing AI, like the requirement for strong moral standards and educational initiatives.

The Guanah, Obi, & Ginikachuk (2020) study supports the idea that integrating AI into journalism can have several positive effects, such as enhanced fact-checking, enhanced writing abilities, and increased productivity. It also highlights the necessity of addressing professional concerns about ethics in the use of AI. Although there is an increasing awareness of AI in journalism, the study points out that there are still several obstacles preventing its widespread adoption.

The Guanah, & Agbanu (2022) study supports the idea that integrating AI into journalism can have several positive effects, such as enhanced fact-checking, writing skills, and productivity. It also emphasizes how important it is to deal with ethical and professional concerns surrounding the use of AI. The study highlights how crucial it is to address ethical and professional concerns surrounding the use of AI. The authors emphasize the need for strong ethical standards and training programs to ensure the transparent and moral use of AI in news gathering and reporting.

The study discusses the advantages of possibly incorporating artificial intelligence (AI) into news gathering and reporting in Nigerian mass media. It highlights several benefits, including improved writing skills, fact-checking, increased efficiency and productivity, improved accuracy and reliability, and cost savings. These benefits are vital to improving the quality, efficiency, and reach of news content in Nigeria.

The study highlights the significance of tackling the difficulties and concerns associated with AI adoption, including the need for increased training and capacity building to give media professionals the tools they need to succeed in leveraging AI technologies effectively. The study by Dhiman (2023) highlights the potential benefits of AI in journalism, like increased effectiveness and accuracy, but also notes the issues and worries related to the adoption of AI, including the need for journalists to adapt to new technologies and maintain their professional autonomy. This mirrors the prompt's emphasis on the benefits of AI integration but also acknowledges the challenges. The study emphasises the necessity of adopting AI in a balanced manner, taking into both the benefits and the potential risks to journalists' professional autonomy and creativity. This study is in agreement with de-Lima-Santos. & Ceron (2021) that using artificial intelligence in the news industry enhances services, employee productivity and the process of producing new products and services. The use of AI will enhance productivity and create new opportunities in media production.

The outcome of this study revealed so many potential challenges associated with the integration of AI in news gathering and reporting in Nigerian mass media. One of the difficulties facing artificial intelligence in Nigerian journalism is fake news. Also, some media personnel use AI tools as a way to create deep fakes; an example is a video of Joe Biden, making certain statements, when in the real sense of it, it was not him making the statements, but an Artificial Intelligence tool which has been programmed to look and sound like him. In other words, Artificial Intelligence can be manipulated. Guanah, & Agbanu. (2022) agree with this stance, they highlight the potential for AI-generated fake news and the need for journalists to be vigilant in verifying the accuracy of their sources. This study emphasises the importance of journalists being aware of the potential for AI-generated misinformation and taking steps to ensure the integrity of their reporting. Túnnez-López et al (2020) also agree with this stance, they highlight the potential for AI-generated fake news and the necessity of strong data infrastructure and audience insights to ensure effective targeting of ads and content. Their study emphasises the importance of journalists being aware of the potential for AI-generated misinformation and taking steps to prevent its spread.

According to Okiyi, & Nsude, (2022) study, there are several advantages to incorporating AI into journalism, including improved fact-checking, improved writing skills, and higher output. It also highlights how important it is to address the practical and ethical issues raised by the use of AI. The study by St-Germain, & White (2021) agrees with the stance that Artificial Intelligence (AI) can be manipulated and can generate fake news. This is because the study highlights the potential for AI to be used to create deepfakes, which are fake videos or audio recordings that are designed to look and sound like real events or statements. This is because AI systems can be programmed to produce biased or misleading information, and journalists must be able to identify and correct these errors. Despite the fear of job loss, it is agreed that Artificial Intelligence in journalism will make things much easier and faster.



According to Okoye et al (2021), there are several advantages that AI integration can offer journalism, such as enhanced fact-checking, enhanced writing abilities, and increased productivity. It also underlines how important it is to address the moral and professional issues raised by the application of AI. The *Mediamorphosis* theory supports the findings of this study by highlighting the gradual transformation of journalism through the integration of Artificial Intelligence. The theory suggests that new media forms emerge gradually from the metamorphosis of older forms, and this is evident when incorporating AI into journalism. The *Mediamorphosis* theory also emphasises the coexistence and coevolution of media forms, which is evident in the integration of AI in journalism. Traditional journalism practices are not being replaced, but rather, they are being enhanced and transformed by the integration of AI. The theory also highlights the gradual emergence of new media forms, which is evident in the development of AI-powered tools for journalism. These tools are not replacing traditional journalism practices, but rather, they are being used to enhance and transform them. The Technological Determinism theory also agrees by highlighting how the integration of Artificial Intelligence into news gathering and reporting in Nigerian mass media is transforming the journalism industry. Technological determinism suggests that technology has a direct and profound impact on society, shaping the way people live, work, and communicate.

## Conclusion and Recommendations

The results of this study draw attention to the benefits and difficulties of applying AI to the journalism industry in Nigeria. Increased productivity and efficiency in journalism are among the main advantages of AI, as it automates recurring tasks, enhances audience engagement and storytelling through personalised and data-driven content, tools for fact-checking and content verification to thwart false information, and has the potential to completely transform the journalism workflow. Nevertheless, despite knowledge of AI technologies, there is a lack of practical integration and use of these tools in day-to-day work; worries about how AI may affect journalists' creativity, skill, and professional autonomy; and there is a need for more training and capacity building to equip journalists with these tools. The adoption of AI in journalism is further complicated by issues with data availability and quality that can impact the outputs of AI algorithms, concerns about transparency and accountability arising from the opaque nature of AI algorithms, and skill gaps and cultural resistance among journalists who may see AI as a threat to their expertise. AI has the potential to improve journalism practices in Nigeria, but barriers to its adoption include gaps in skills and cultural norms, as well as issues with data availability and quality. Overall, the results indicate that although AI offers journalism a lot of potential, there are obstacles to its adoption and for AI integration in the journalism industry to be successful, it will be imperative to address these issues.

Findings from this study show that it is important for journalists to receive more education and training regarding the advantages and disadvantages of integrating AI. This is essential to make sure journalists are prepared to use AI tools efficiently and reduce the risks involved in their adoption. The study emphasises how critical it is to address the financial and infrastructural barriers preventing the widespread adoption of AI technologies in Nigerian newsrooms. This can be achieved through strategic initiatives, such as government support and private sector investment, to improve the availability of resources and infrastructure. Furthermore, the study highlights how important it is for media companies to create strong moral frameworks and policies for the ethical application of AI in journalism. This is necessary to guarantee that content produced by AI is accountable, transparent, and consistent with journalistic principles. The study further indicates that AI is crucial in enhancing the quality and relevance of news content in Nigeria, particularly in the areas of data-oriented reporting and personalised storytelling.

Notwithstanding the possible advantages, it is important to note that AI should not replace the primary role of journalists, which is to gather facts from reliable sources and field reports. Journalists should be trained in AI literacy and critical thinking to understand the limitations and biases of these AI tools. Media organisations should establish guidelines for AI's application in news production, prioritising transparency and accountability. Future research should investigate the AI's effects on professionals' roles and autonomy of journalists in Nigeria.

## References

- Abdulmajeed, M., & Fahmy, N. (2022). Meta-analysis of AI Research in Journalism: Challenges, Opportunities and Future Research Agenda for Arab Journalism. In *Lecture notes in networks and systems* (pp. 213–225). [https://doi.org/10.1007/978-3-031-17746-0\\_18](https://doi.org/10.1007/978-3-031-17746-0_18)
- Asemah, S. E & Ekhareafu D. (2017) *Research Methods and Procedures in Mass Communication* (Third Edition). <https://www.researchgate.net/publication/366897399>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101.
- Calvo-Rubio, L. M. & Ufarte-Ruize, M. J. (2020). Artificial Intelligence and Journalism: Systematic Review of Scientific Production in Web of Science and Scopus (2008–2019). *Communication and Society*, 34(2), 159-176.
- de-Lima-Santos, M. & Ceron, W. (2021). Artificial Intelligence in News Media: Current Perceptions and Future Outlook. *Journal. Media* 2022, 3(1), 13-26.
- Dhiman, D. B. (2023). Does artificial intelligence help journalists: a boon or bane? [https://www.academia.edu/100443447/Does\\_Artificial\\_Intelligence\\_help\\_Journalists\\_A\\_Boon\\_or\\_Bane?rhid=26900173307&swp=rr-rw-wc-49081056&nav\\_from=67ce7443-bc82-47e2-bde9-421c6e425318&rw\\_pos=0](https://www.academia.edu/100443447/Does_Artificial_Intelligence_help_Journalists_A_Boon_or_Bane?rhid=26900173307&swp=rr-rw-wc-49081056&nav_from=67ce7443-bc82-47e2-bde9-421c6e425318&rw_pos=0)
- 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 (IJMJC)*, 6(3), 1-13 doi: <http://dx.doi.org/10.20431/2454-9479.0603001>.
- Fadare, T. (2024). Artificial Intelligence (AI) and the practice of journalism In Nigeria: a study of Nigeria Union of Journalists, Abuja. A dissertation submitted to the University of Abuja.
- Guanah J. S. E, Obi. I. & Ginikachuk. A. C (2020). Artificial intelligence and its reportage in select Nigerian newspapers: A content analysis. *International Journal of Language and Literary Studies* 10(7), 1-10.
- Guanah, J. S. E., & Agbanu V. N. (2022). Artificial intelligence and journalism practice in Nigeria: Perception of journalists in Benin City, Edo State. *International Journal of Humanities and Social Science Invention*, 11(6), 1-9.
- Gutiérrez-Caneda, B., Vázquez-Herrero, J., & López-García, X. (2023). AI application in journalism: ChatGPT and the uses and risks of an emergent technology. *Profesional de La Información / Information Professional*, 32(5). <https://doi.org/10.3145/epi.2023.sep.14>
- Moravec, V., Hynek, N., Skare, M., Gavurova, B., & Kubak, M. (2024c). Human or machine? The perception of artificial intelligence in journalism, its socio-economic conditions, and technological developments toward the digital future. *Technological Forecasting and Social Change*, 200, 123162. <https://doi.org/10.1016/j.techfore.2023.123162>
- Okiyi, G. O. (2022). Adopting Artificial Intelligence to Journalistic Practices in Nigeria: Challenges and Way Forward. *University of Nigeria, Interdisciplinary Journal of Communication Studies*, 7(3), 224-237.
- Okocha, D., & Ola-Akuma, R. O. (2022). Journalistic metamorphosis: robot journalism adoption in Nigeria in a digital age, *An African Journal of Arts and Humanities*, 8(1), 255-294.
- Okoye, I., Okoro, C., & Ogbodo, C. (2021). Artificial intelligence and its impact on journalism in Nigeria. *Journal of Emerging Trends in Computing and Information Sciences*, 12(2), 207-212.
- Riessman, C. K. (1993). *Narrative Analysis*. In Google Books. SAGE. [https://books.google.com.ng/books/about/Narrative\\_Analysis.html?id=9ffAwoYi7E0C&redir\\_esc=y](https://books.google.com.ng/books/about/Narrative_Analysis.html?id=9ffAwoYi7E0C&redir_esc=y)
- St-Germain, N. & White. (2021). "The Impact of Artificial Intelligence on Journalistic Practices in Canada." Being a conference paper presented at ACFAS Conference, Quebec, 2021. [www.academia.edu/49081056/The\\_impact\\_of\\_artificial\\_intelligence\\_on\\_journalistic\\_practices\\_in\\_Canada](http://www.academia.edu/49081056/The_impact_of_artificial_intelligence_on_journalistic_practices_in_Canada).
- Talabi, F. O. (2011). "The Internet and Journalism Practice in Nigeria". *Global Journal of Human Social Science*. Vol. 11 (10), 2011, 14–20.
- Talabi, F. O.; Fajoye, A. J.; Adelabu, O. T.; Sanusi, B. O.; Okunade, J. K.; Aiyesimoju, A.B.; Bello, S. A.; Olley, W. O. and Zannu, P. N. (2023). COVID-19 Sensitization and the Media in the World of Information Overload. *Pakistan Journal of Life and Social Sciences*, 21(1): 371-392
- Túñez-López, J. M., Fieiras, C. & Vaz-Álvarez, M. (2020). Impact of Artificial Intelligence on Journalism: transformations in the company, products, contents and professional profile. *Communication & Society*, 34(1), 177-193.
- Zannu, P. N.; Talabi, F. O.; Sanusi, B. O.; Adesina, O. A.; Aderibigbe, A. A.; Adelabu, O. T.; Oyinloye, O. and Bello, S. A. (2024). Influence of Media Literacy on the Dissemination of Fake News among Instagram and Twitter Users. *International Research Journal of Multidisciplinary Scope (IRJMS)*, 5(2): 246-255.