



EMERGING FRONTIER IN ARTIFICIAL INTELLIGENCE: TRANSFORMING NIGERIAN JOURNALISM PRACTICE IN THE FUTURE.

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Abstract: *This study examined the emerging frontier in artificial intelligence: transforming Nigerian journalism practice in the future. The technological determinism theory was anchored in this study. This study adopted a qualitative research approach, utilising in-depth interviews to explore the impact of artificial intelligence (AI) on Nigerian journalism. The study's population comprised of professional journalists working across various media platforms in Nigeria, including print, broadcast, and online media. A purposive sampling technique was used to select a sample of 20 journalists who have experience or exposure to AI-driven media practices. The selected participants were drawn from major media organisations in Lagos, Abuja, and Port Harcourt, representing the diversity of the Nigerian media landscape. Data collection was conducted through semi-structured in-depth interviews, allowing participants to provide detailed responses and share their experiences regarding AI adoption, challenges, and potential solutions. The interviews were conducted via virtual platforms, depending on participants' availability and preferences. Each interview was recorded with the participants' consent and later transcribed for analysis. Thematic analysis was employed to identify patterns and recurring themes within the collected data, ensuring a systematic examination of journalists' perspectives. The findings revealed that, AI has significantly improved news production efficiency in Nigerian journalism, enabling faster content generation, real-time trend tracking, and personalised audience engagement. AI tools like automated writing software and data analysis systems have streamlined workflows, particularly in data-heavy areas like financial and sports reporting, thus enhancing productivity and accuracy in newsrooms. The study concluded that AI has a transformative impact on news production in Nigerian journalism by enhancing efficiency and enabling more personalised content delivery, suggesting that newsrooms must adapt to these technological advancements to improve both their operational efficiency and audience engagement. The study recommended that Nigerian newsrooms should invest in AI technologies to improve the efficiency and quality of news production, focusing on automation and content personalisation to enhance audience engagement.*

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Introduction

The advent of artificial intelligence (AI) is revolutionising various industries worldwide, and journalism is no exception. AI has introduced unprecedented opportunities and challenges to journalism, fundamentally altering news production, distribution, and consumption. As Nigerian journalism navigates this digital transformation, the integration of AI-driven technologies such as automated content generation, personalised news feeds, and deep learning algorithms is reshaping the profession in profound ways (Matsa & Mitchell, 2021). These innovations are poised to enhance efficiency, accuracy, and audience engagement, positioning Nigerian journalism to thrive in an increasingly digital world.

AI-powered tools are increasingly being adopted by global media organisations to streamline news-gathering processes and improve content delivery. Automated journalism, driven by Natural Language Processing (NLP) and machine learning algorithms, is now capable of generating reports, summarising events, and detecting trends with minimal human intervention (Carlson, 2020). In the Nigerian context, media houses such as The Guardian and Vanguard have begun experimenting with AI-driven analytics to enhance audience targeting and content personalisation. However, the full potential of AI remains largely untapped in the country due to challenges related to infrastructure, technical expertise, and regulatory frameworks (Okoro & Diri, 2022).

Despite its potential, AI in Nigerian journalism raises ethical and professional concerns. Issues such as misinformation, bias in algorithms, and job displacement are growing concerns among media practitioners and scholars (Diakopoulos, 2019). The use of AI to curate content or detect fake news, while beneficial, may inadvertently perpetuate biases inherent in training data, leading to inaccurate reporting and eroding public trust in journalism. Furthermore, the increasing automation of routine tasks poses a threat to traditional journalistic roles, necessitating a re-evaluation of skillsets required in the future media landscape.

The role of AI in combating disinformation and enhancing fact-checking capabilities is another crucial area of interest. In Nigeria, where the spread of fake news via social media platforms such as Facebook, WhatsApp, and Twitter have become a pervasive problem, AI-driven fact-checking tools can provide real-time verification of news content (Adeleke, 2021). Media organisations and civil society groups are already exploring AI solutions to tackle misinformation, with initiatives such as Dubawa and Africa Check leveraging machine learning techniques to verify claims and debunk falsehoods.

Furthermore, the integration of AI into newsroom operations offers prospects for data-driven journalism, enabling journalists to analyse large datasets and uncover hidden patterns. AI-powered investigative journalism

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can aid in exposing corruption, analysing electoral data, and providing insights into complex social issues (Lewis et al., 2020). In Nigeria, where issues of governance and accountability remain critical, AI could serve as a powerful tool to support investigative reporting and enhance media oversight functions.

However, the deployment of AI in Nigerian journalism requires significant investment in capacity building and infrastructure. The lack of adequate AI literacy among journalists, coupled with limited access to cutting-edge technology, poses a barrier to adoption (Eze & Okonkwo, 2021). Training programs, workshops, and collaborations with technology firms are essential to equip Nigerian journalists with the skills needed to harness AI effectively. Moreover, policymakers must establish clear guidelines and ethical standards to govern the use of AI in journalism, ensuring responsible and transparent practices.

As AI continues to evolve, its implications for media sustainability and business models also merit attention. Traditional revenue streams for Nigerian media outlets are under strain due to declining print sales and shifts in advertising trends. AI-driven innovations, such as predictive analytics and personalised advertising, can offer new revenue opportunities by enhancing audience engagement and optimising content monetisation strategies (Napoli, 2020). Adopting AI in these areas can help media organisations remain financially

viable in an increasingly digital and competitive environment.

AI presents both opportunities and challenges for the future of Nigerian journalism. While it holds the promise of enhancing efficiency, fact-checking, and audience engagement, it also requires careful consideration of ethical, regulatory, and infrastructural issues. As Nigerian journalism embraces AI, a balanced approach that combines technological innovation with human oversight will be essential to ensure that the core values of journalistic integrity and public trust are upheld. The future of Nigerian journalism in the AI era will depend on how well the industry adapts to and integrates these emerging technologies responsibly and effectively.

The significance of this study lies in its potential to provide valuable insights into how artificial intelligence can transform Nigerian journalism by enhancing news production efficiency, improving content personalisation, combating misinformation, and fostering data-driven investigative reporting, while also addressing critical challenges such as ethical concerns, job displacement, and infrastructural limitations; ultimately contributing to the development of a more robust, adaptive, and future-ready media landscape in Nigeria.

Statement of the Problem

The rapid advancement of artificial intelligence (AI) is revolutionising journalism globally, yet its adoption and integration into Nigerian journalism remain fraught with challenges.

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While AI presents opportunities for automating news production, enhancing content personalisation, and improving fact-checking capabilities, Nigerian media organisations struggle with issues such as limited technological infrastructure, lack of technical expertise, and ethical concerns related to bias, misinformation, and job displacement. The absence of clear regulatory frameworks and industry standards further complicates the effective implementation of AI in the Nigerian media landscape. As the digital era continues to reshape audience expectations and media consumption patterns, the inability of Nigerian journalism to fully leverage AI could hinder its competitiveness and relevance in the evolving global media ecosystem.

Furthermore, the increasing prevalence of misinformation and disinformation in Nigeria underscores the urgent need for AI-driven solutions to enhance journalistic credibility and public trust. The proliferation of social media platforms has accelerated the spread of false information, posing significant challenges to media integrity and the democratic process. However, the potential of AI-powered tools such as automated fact-checking, deep learning algorithms for content verification, and data-driven reporting remains underutilised in the country. Without a strategic approach to addressing these challenges, Nigerian journalism risks falling behind in the global digital revolution, leading to reduced audience engagement, declining revenues, and a

weakened role in society. This study, therefore, aims to examine the transformative potential of AI in Nigerian journalism and explore solutions to the existing barriers, ultimately contributing to the industry's sustainability and future growth.

The objectives of this study are to examine the potential impact of artificial intelligence on the future of Nigerian journalism, focusing on its role in enhancing news production, fact-checking, and audience engagement. It aims to identify the key challenges hindering the adoption of AI in Nigerian media organisations, such as infrastructural limitations, ethical concerns, and regulatory gaps. Additionally, the study seeks to explore possible strategies for effectively integrating AI into journalism to ensure sustainability and relevance in the evolving digital landscape.

Literature Review

Conceptual Review

The Role of Artificial Intelligence in News Production and Content Personalisation

Artificial intelligence (AI) is transforming the way news is produced, distributed, and consumed globally, with Nigerian journalism gradually embracing these advancements. AI-powered tools such as Natural Language Processing (NLP), machine learning algorithms, and automated journalism software enable media organizations to generate news content with speed and efficiency (Diakopoulos, 2019). Automated content generation tools, such as those used by major international media houses

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like The Washington Post and Reuters, can produce data-driven reports and financial summaries with minimal human intervention. In Nigeria, media organisations have begun to experiment with AI-driven analytics to enhance newsroom operations, but full-scale adoption remains limited due to infrastructural challenges and resource constraints (Okoro & Diri, 2022).

Content personalisation is another significant area where AI is making an impact on journalism. AI algorithms analyse user behaviour, preferences, and engagement patterns to tailor news content to individual readers, ensuring a more relevant and engaging experience (Matsa & Mitchell, 2021). This level of personalisation helps media outlets increase audience retention and attract targeted advertising revenue. In the Nigerian context, platforms such as Pulse Nigeria and Legit.ng have leveraged AI-driven recommendations to optimize content delivery across digital channels. However, concerns over privacy, data security, and algorithmic bias pose challenges to widespread adoption, necessitating clear regulatory frameworks to govern AI implementation in content personalisation (Eze & Okonkwo, 2021).

Moreover, AI is enhancing newsroom efficiency by automating routine editorial tasks such as content curation, tagging, and social media management. AI tools can analyse vast amounts of data, detect emerging trends, and suggest story ideas, allowing journalists to focus on

more complex investigative work (Carlson, 2020). Newsrooms can also utilise AI-driven tools to monitor audience sentiment and engagement in real time, helping them adapt their editorial strategies to changing audience preferences. Despite these advantages, Nigerian media organisations face barriers such as the high cost of AI implementation and the need for specialised training to equip journalists with the necessary skills to work alongside AI systems (Adeleke, 2021).

To fully harness AI's potential in news production and content personalisation, Nigerian journalism must address existing infrastructural gaps and invest in capacity-building initiatives. Collaboration with technology firms, government agencies, and academic institutions can help bridge the skill gap and foster the development of AI solutions tailored to the local media landscape. Additionally, ethical considerations related to transparency, accuracy, and bias in AI-generated content must be prioritised to maintain public trust and uphold journalistic integrity (Lewis et al., 2020). By embracing AI responsibly, Nigerian journalism can enhance its competitiveness and relevance in the evolving digital media environment.

Ethical and Professional Challenges of AI Integration in Journalism

The integration of artificial intelligence in journalism presents several ethical and professional challenges that require careful consideration to ensure responsible use. One of

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the primary ethical concerns is the potential for algorithmic bias, which can result in skewed or misleading reporting. AI systems are trained on existing datasets that may contain biases, leading to the reinforcement of stereotypes and misinformation in news coverage (Diakopoulos, 2019). In Nigeria, where ethnic and political sensitivities are prevalent, biased AI-generated content could exacerbate social tensions and undermine public trust in journalism. Addressing these biases requires transparency in AI algorithms and the implementation of ethical guidelines to ensure fair and accurate reporting.

Another major challenge is the impact of AI on employment in the journalism industry. As AI takes over routine tasks such as data processing, content generation, and audience engagement, there is growing concern about job displacement among journalists (Napoli, 2020). While AI can enhance productivity and reduce operational costs, it also threatens traditional roles in newsrooms, necessitating the upskilling of journalists to remain relevant in the evolving media landscape. Nigerian journalists must be equipped with new competencies in data analysis, AI literacy, and digital storytelling to complement AI technologies and maintain their professional relevance (Eze & Okonkwo, 2021).

The use of AI in journalism also raises questions about accountability and editorial responsibility. Automated content generation can lead to errors, misinterpretations, and

ethical lapses if not properly supervised by human editors (Lewis et al., 2020). In Nigeria, where media regulation is still evolving, the absence of clear policies governing AI usage in journalism could result in misinformation and reputational damage for media organisations. It is crucial for media stakeholders to establish ethical frameworks that define the roles and responsibilities of AI systems and human journalists, ensuring accountability and editorial oversight.

Furthermore, data privacy and security concerns are critical challenges associated with AI adoption in journalism. AI-driven content personalisation relies on the collection and analysis of user data, raising concerns about how media organisations handle sensitive information (Adeleke, 2021). In Nigeria, where data protection laws are still developing, ensuring compliance with global data privacy standards is essential to safeguard user trust. Media organizations must implement robust data protection measures and ethical guidelines to prevent unauthorised data usage and breaches, fostering a more responsible AI-driven media environment.

Theoretical Review

The Technological Determinism Theory

This theory was propounded by Marshall McLuhan in 1964. Technology Shapes Society: The theory posits that technological advancements are the primary driving force behind societal changes, influencing culture, communication, and behaviour

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(McLuhan, 1964). Medium as the Message: McLuhan argued that the form of communication technology (e.g., print, television, or digital media) has a more significant impact on society than the content itself. Technological Evolution is Unstoppable: As new technologies emerge; they inevitably transform human interactions and social structures. Technological Influence on Human Perception: Changes in communication technologies alter how people perceive and understand the world around them. Media Ecology: The theory suggests that media technologies create an "environment" that shapes human experience and societal development.

Assumptions of the Theory: The development of communication technology drives historical progress and societal transformation. Technological innovations dictate the nature and pace of cultural evolution, often independent of human control. Society must adapt to technological changes, leading to new patterns of communication and interaction. The influence of technology is inevitable and affects all aspects of human life, including journalism and media practices. Criticism of the Theory: Deterministic Nature: Critics argue that the theory oversimplifies the relationship between technology and society, ignoring human agency and social context (Chandler, 2002). Overemphasis on Technology: It downplays other critical factors such as economic, political, and cultural influences in shaping societal

changes. Lack of Empirical Evidence: Some scholars argue that the theory lacks empirical support and fails to account for varying technological impacts across different cultures and societies. Neglect of Ethical Considerations: The theory does not adequately address the ethical implications of technological advancements, such as misinformation and privacy concerns in journalism.

Relevance to the Study: The Technological Determinism Theory is highly relevant to the study of artificial intelligence (AI) in Nigerian journalism as it helps explain how AI-driven innovations are transforming news production, distribution, and consumption. The theory provides a framework for understanding the significant influence of AI technologies on journalistic practices, media ethics, and audience engagement. By applying this theory, the study can analyse how AI is reshaping the media landscape in Nigeria and the broader implications for the future of journalism. Moreover, the theory underscores the need for Nigerian media organisations to adapt to AI-driven changes while addressing ethical and regulatory challenges.

Literature Review and Gap Identification

Existing literature extensively explores the transformative impact of artificial intelligence (AI) on journalism, with a focus on news automation, content personalisation, and audience engagement. Studies have shown that AI-powered technologies such as natural language processing (NLP) and machine

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learning algorithms are revolutionising newsrooms by automating repetitive tasks, enabling real-time fact-checking, and enhancing data-driven storytelling (Diakopoulos, 2019; Lewis et al., 2020). Research conducted in Western media organisations, such as The Washington Post and Reuters, indicates that AI can significantly improve efficiency and accuracy in news production (Napoli, 2020). Similarly, studies in developing countries, including Nigeria, suggest that AI offers opportunities to address challenges such as misinformation and audience fragmentation, but adoption remains limited due to infrastructural deficits and skill shortages (Okoro & Diri, 2022). While AI's potential in improving journalism is well-documented, ethical concerns related to algorithmic bias, data privacy, and the displacement of traditional journalistic roles continue to be areas of scholarly debate (Eze & Okonkwo, 2021). Despite the growing body of research, most studies have focused on the technological potential of AI rather than the practical challenges and contextual realities of its implementation in Nigerian journalism.

However, a critical gap exists in the literature regarding the specific challenges and opportunities of AI adoption within Nigeria's unique media landscape. Most studies emphasize AI's potential in global contexts but do not adequately address Nigeria's socio-economic and infrastructural constraints that hinder widespread implementation. There is

limited research on how Nigerian journalists perceive AI integration and how it affects their professional roles and ethical considerations. Additionally, while studies have explored AI's role in combating misinformation, there is insufficient empirical evidence on the effectiveness of AI-driven fact-checking tools in the Nigerian context (Adeleke, 2021). This study aims to fill these gaps by providing a comprehensive analysis of AI's impact on Nigerian journalism, examining the barriers to adoption, and proposing actionable strategies to leverage AI for sustainable media development. By doing so, it will contribute to a deeper understanding of how AI can be effectively integrated into the Nigerian media industry while addressing ethical, technical, and regulatory challenges.

Methodology

This study adopts a qualitative research approach, utilising in-depth interviews to explore the impact of artificial intelligence (AI) on Nigerian journalism. The qualitative method is appropriate for gaining deep insights into the perceptions, experiences, and challenges journalists face in integrating AI into their work. The study's population comprises professional journalists working across various media platforms in Nigeria, including print, broadcast, and online media. A purposive sampling technique was used to select a sample of 20 journalists who have experience or exposure to AI-driven media practices. This non-probability sampling approach ensures that only journalists

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with relevant knowledge and insights into AI adoption in Nigerian journalism are included in the study. The selected participants were drawn from major media organisations in Lagos, Abuja, and Port Harcourt, representing the diversity of the Nigerian media landscape.

Data collection was conducted through semi-structured in-depth interviews, allowing participants to provide detailed responses and share their experiences regarding AI adoption, challenges, and potential solutions. The interviews were conducted via virtual platforms, depending on participants' availability and preferences. Each interview was recorded with the participants' consent and later transcribed for analysis. Thematic analysis was employed to identify patterns and recurring themes within the collected data, ensuring a systematic examination of journalists' perspectives. Coding was conducted to categorise key themes such as AI's impact on news production, ethical considerations, and barriers to adoption. The findings were synthesised to provide a comprehensive understanding of how AI is shaping journalism in Nigeria and to propose actionable recommendations for media stakeholders.

Data Presentation and Analysis

Themes were deduced deductively following the research objectives. The following themes were deduced: Impact of Artificial Intelligence on News Production and Efficiency; Challenges to AI Adoption in Nigerian Journalism and Strategies for Integrating AI into Nigerian

Journalism. These were presented and discussed below:

Impact of Artificial Intelligence on News Production and Efficiency:

This theme explores how AI technologies influence the speed, quality, and efficiency of news production in Nigerian journalism, focusing on automated content generation, data-driven reporting, and AI-driven tools for newsroom operations. "AI has significantly streamlined various aspects of news production in our newsroom. From content generation to data analysis, tools like automated writing software and fact-checking algorithms have reduced the time we spend on routine tasks, allowing us to focus more on investigative and creative work. AI-powered systems help in curating and personalizing content for our digital platforms, ensuring that we cater to diverse audience preferences. For example, AI tools analyse audience behaviour and engagement patterns, suggesting the most relevant topics, which has improved our engagement levels."

"One notable example is the use of AI in generating financial reports and sports news. These areas, which are heavily data-driven, benefit immensely from AI algorithms that can quickly analyse vast amounts of data and produce concise, accurate reports. This not only speeds up the process but also reduces human error. In terms of editorial decision-making, AI has made it easier for us to track real-time trends and adjust our editorial strategies

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accordingly, ensuring that we stay ahead of the competition."

"While AI has been beneficial in many ways, challenges do exist. For instance, there is a dependency on technology that sometimes limits editorial flexibility. In some cases, AI tools might suggest content based on algorithms that do not fully align with our editorial vision, or they may overlook nuances in complex stories. Additionally, the accuracy of AI-driven tools depends on the data they are trained on, which could sometimes lead to errors, particularly when dealing with ambiguous or subjective issues."

Challenges to AI Adoption in Nigerian Journalism: This theme addresses the key barriers hindering the widespread adoption of AI in Nigerian media organisations, such as infrastructural limitations, lack of technical expertise, ethical concerns, and regulatory gaps. "The major challenges in adopting AI are infrastructural and financial. Many media organisations in Nigeria, especially smaller ones, lack the necessary technological infrastructure to support AI tools. There is also the issue of cost; AI implementation requires significant investment in both technology and training. Furthermore, there's a lack of skilled personnel who are capable of working with AI systems. Many journalists are still unfamiliar with AI concepts and how they can be incorporated into journalism, which makes it harder to fully embrace these technologies."

"Ethical concerns are very real, especially in terms of algorithmic bias. AI algorithms can inadvertently perpetuate biases present in the data they are trained on. For instance, if the data sets used to train an AI system are biased or incomplete, it can lead to skewed content or misinformation. Moreover, there are concerns about AI-generated content not being fully transparent, which could compromise journalistic integrity. It's important for news organisations to establish clear ethical guidelines for AI use and ensure that automated content is regularly reviewed by human editors."

"Government regulation could play a pivotal role in setting standards for AI use in journalism. This could include creating guidelines for transparency, accountability, and data protection, as well as fostering public awareness of AI's role in media. Additionally, there should be initiatives aimed at improving digital infrastructure and supporting training programs for journalists to equip them with the skills necessary to use AI effectively. Regulatory frameworks would help in mitigating the ethical risks and ensure AI is used responsibly in the media."

Strategies for Integrating AI into Nigerian Journalism: This theme examines potential solutions and strategies for overcoming the challenges to AI adoption, focusing on capacity-building, collaboration with technology firms, development of AI ethics guidelines, and the creation of supportive

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regulatory frameworks. "One of the first steps would be improving the technological infrastructure in media organisations. Investing in the necessary hardware and software tools will create a solid foundation for AI integration. Beyond that, media houses should focus on capacity-building by offering training programs for journalists. By providing education on AI concepts, data analytics, and how to work with automated tools, we can foster a more AI-literate workforce. Collaboration between media organisations and tech firms could also lead to more affordable, customised AI solutions suitable for the Nigerian market."

"Media organisations need to take the lead in creating ethical frameworks for AI adoption. This includes setting guidelines for transparency in AI-generated content, ensuring that all AI-powered tools used for reporting undergo regular scrutiny, and maintaining human oversight of automated content. There should also be a commitment to diversity and fairness in training AI algorithms to avoid bias. Additionally, media outlets should establish clear protocols for protecting audience data and ensuring privacy, especially when AI tools collect and analyse user data for personalised content."

"I see AI as a tool for positive change, especially if it is adopted responsibly. It has the potential to revolutionise journalism in Nigeria by making news production more efficient, improving accuracy, and enhancing audience engagement. However, this transformation will

only be successful if the challenges, such as infrastructure and ethics, are addressed properly. As long as media organizations stay committed to ethical practices and invest in training and capacity-building, AI can empower journalists and strengthen the industry."

Discussion of Findings

The findings suggest that AI has significantly improved news production efficiency in Nigerian journalism, enabling faster content generation, real-time trend tracking, and personalised audience engagement. AI tools like automated writing software and data analysis systems have streamlined workflows, particularly in data-heavy areas like financial and sports reporting, thus enhancing productivity and accuracy in newsrooms. The Technological Determinism Theory is relevant to the finding on AI's impact on news production and efficiency as it underscores the idea that technological advancements, such as AI, shape the way news is created and consumed. The efficiency gained through AI in newsrooms aligns with McLuhan's notion that technology directly influences human behaviour and societal structures, particularly in how journalists produce and engage with content. The implications of AI's impact on news production and efficiency suggest that Nigerian newsrooms must increasingly embrace AI technologies to stay competitive and enhance their productivity. By streamlining repetitive tasks and improving content personalization, AI can empower journalists to focus on more

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investigative and creative aspects of reporting, potentially transforming the media landscape in Nigeria.

The study revealed that key barriers to AI adoption in Nigerian journalism include inadequate technological infrastructure, high implementation costs, and a lack of technical expertise among journalists. Ethical concerns related to algorithmic bias and misinformation were also prominent, with many journalists highlighting the risks of automated systems undermining editorial integrity and transparency in news production. The relevance of Technological Determinism to the challenges faced in AI adoption is evident in how the theory emphasises the inevitable influence of technology on society. The infrastructural and financial constraints in Nigeria reflect the broader social impact of technological limitations, suggesting that while AI can drive progress, the pace of adoption is slowed by external factors that shape the technological environment, as McLuhan's theory would suggest. The implications of the challenges to AI adoption indicate that Nigerian media organisations must address significant infrastructural and financial barriers to fully harness the potential of AI. Without proper investment in technology and training, AI's transformative potential may remain untapped, limiting its effectiveness in improving news production, content accuracy, and audience engagement.

To successfully integrate AI into Nigerian journalism, the study identifies the need for improved technological infrastructure, investment in journalist training, and collaboration with technology firms to develop

affordable, context-specific AI solutions. Ethical guidelines and regulatory frameworks are essential for ensuring the responsible use of AI, including transparency in AI-generated content and safeguarding against biases in algorithms. The Technological Determinism Theory supports the relevance of developing strategies for AI integration, as it highlights the role of media organisations in adapting to technological change. McLuhan's concept of the "medium as the message" is pertinent here, indicating that the successful integration of AI in journalism requires not only technological infrastructure but also a shift in the way media organisations and journalists perceive and adopt new tools to align with evolving societal needs. The implications of the strategies for AI integration highlight the need for media organisations to foster collaboration with tech firms, improve capacity-building efforts, and establish ethical frameworks for AI usage. By addressing these strategic areas, Nigerian journalism can ensure that AI is used responsibly and effectively, improving news quality while safeguarding editorial integrity and audience trust.

Conclusion

The study concluded that the AI has a transformative impact on news production in Nigerian journalism by enhancing efficiency and enabling more personalised content delivery, suggesting that newsrooms must adapt to these technological advancements to improve both their operational efficiency and audience engagement.

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The study established that the challenges to AI adoption in Nigerian journalism underscore the need for substantial investment in infrastructure, training, and ethical considerations to overcome the barriers that hinder the full potential of AI, which, if addressed, could significantly improve the media industry.

Finally, the study explored that the successful integration of AI into Nigerian journalism relies on strategic initiatives such as improving infrastructure, building technical capacity, and establishing ethical guidelines, all of which are crucial for leveraging AI's potential to enhance news production while maintaining editorial standards.

This study contributes to the body of knowledge by providing a detailed analysis of the impact, challenges, and strategies surrounding the integration of artificial intelligence (AI) into Nigerian journalism. While existing literature focuses on the technological aspects of AI adoption, this research fills the gap by exploring the unique challenges faced by Nigerian media organisations, such as infrastructural limitations, financial constraints, and the lack of technical expertise among journalists. The study highlights how these challenges hinder the widespread adoption of AI, offering a nuanced understanding of the barriers that may not be apparent in more technologically advanced countries. Additionally, the research emphasises the importance of ethical considerations, such as algorithmic bias and data privacy, in the use

of AI within journalism, thus broadening the discourse on the ethical implications of AI in media practices.

Furthermore, the study offers practical recommendations for integrating AI into Nigerian journalism. It emphasises the need for targeted strategies, including investment in digital infrastructure, capacity-building programs for journalists, and the development of ethical guidelines. These recommendations are significant for media stakeholders, including policymakers, media organisations, and tech firms, as they provide actionable insights into how AI can be leveraged for sustainable media development in Nigeria. The findings of this study will inform future research on AI in journalism, particularly in developing countries, by providing empirical evidence on how AI can be effectively integrated into local contexts while addressing technical, ethical, and regulatory challenges.

Recommendations

In view of the findings from the work, the following recommendations have been made.

- 1) Nigerian newsrooms should invest in AI technologies to improve the efficiency and quality of news production, focusing on automation and content personalisation to enhance audience engagement.
- 2) Media organisations should address infrastructural deficits and invest in training programs to equip journalists with the necessary skills to adopt AI effectively while ensuring ethical standards are upheld.

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3) Nigerian media organisations should collaborate with technology firms to develop affordable AI solutions and establish clear ethical guidelines to ensure responsible AI integration in journalism.

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