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# ROBOTS AS EMPLOYEES IN NEWSROOMS: ARTIFICIAL INTELLIGENCE AND THE CHANGING MEDIA LANDSCAPE

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## Abstract

The integration of Artificial Intelligence (AI) into journalism marks a significant shift in news gathering, production and dissemination. This study investigates the evolving relationship between AI technologies and journalism practice in Nigeria. The Technological Determinism Theory and the Source Credibility Theories served as theoretical frameworks for this study, and a survey research design was utilised to obtain data for the study. A questionnaire and interview guide served as instruments of data collection. The researchers adopted the multistage sampling technique to sample 170 respondents for the study from a population of 310 registered journalists in Cross River State. Quantitative data obtained from the respondents were presented in tables and calculated using the simple percentage, while qualitative data were analysed using the explanation building technique. Findings reveal that in spite of the huge opportunities provided by AI, most journalists and media organisations in Nigeria are yet to fully embrace the use of AI technology in newsrooms due to a lack of resources or the requisite knowledge required to adapt these technologies. The researchers conclude that to remain globally competitive in the 21st Century, Nigerian journalists and media organisations must urgently embrace and adapt to an AI-driven journalism system.

**Keywords:** Artificial Intelligence, Ethical Concerns, Journalism, Misinformation, Public Trust

## INTRODUCTION

The rapid advancement of Artificial Intelligence (AI) has begun to reshape various sectors of human endeavours raging from gaming, medicine, engineering, language intelligence, automobiles, robotic engineering and, of course, the media and communication discipline. Just of a sudden, everything is gradually becoming AI-driven. According to Ekhorugue, Oyakhaimoh, Ofunne and Mikhelovba (2025) "the world is on the cusp of a revolution where machines and robots will increasingly assume tasks traditionally performed by humans, executing them with unprecedented efficiency and economy" (p. 537). This means that most tasks, traditionally performed by humans who are experts in their chosen fields of endeavours, would now be performed by machines with little or no human intervention.

Journalism profession is also experiencing some of the most profound transformations as AI technologies are now being integrated into newsrooms to perform tasks such as automated content generation, data analysis, fact-checking, and personalised news distribution. These developments are revolutionising the conventional methods of news gathering, writing, editing, reporting as well as consumption; thereby, offering both opportunities and challenges for journalists and other media professionals. Al-Zoubi, Ahmad and Hamid (2025) observe that despite their numerous benefits to modern day journalism practice, AI technologies also create many professional challenges for journalists due to increase in the use and over reliance on AI tools. For instance, as media organisations grapple with the issue of dwindling revenue and how to meet up with operational cost, AI offers tools that can increase efficiency and reduce operational costs.

AI technologies are increasingly used in journalism for a variety of tasks, including automated content creation, data-driven storytelling, and personalized news distribution. Technologies like Machine Learning (ML) and forms of Natural Language Generation (NLG) are widely used in journalism practice

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today. They are commonly employed to write routine articles. AI-powered algorithms are used for content recommendation systems, audience engagement, audience analytics as well as rate online traffic. Ogola (2023) enumerates five most commonly used AI tools in journalism to include: CrowdTangle, Dataminr, Google Analytics, Reverse Search and Chartbeat. Other popular AI tools include: ChatGPT, Google Gemini, Amazon Alexa, Wordtune, Grammarly, Gaming Minecraft, among others. Similarly, AI technologies such as Babylon, Bing Translator, Google Translate and Shaheen are examples of Machine Translation (MT), which is a computer application that translates texts or speech from one natural language (the source) to a target language (Zakraoui, Saleh, Al-Maadeed & Alja'am, 2021).

The problem is that their widespread adoption also raises pressing ethical and professional concerns, including the potential spread of misinformation, algorithmic bias, diminished editorial transparency, job displacement, the potential loss of human-centered storytelling and diminishing public trust in journalism. Others include the risk of spreading fake news and misinformation through automated systems and lack of transparency in presentation of facts. There is also the issue of contravening the journalistic values of objectivity and accuracy

In Nigeria in particular, Journalists and media organisations are still grappling with the challenge of fully incorporating AI into their operations due to financial constraints, lack of technical know-how and dearth of requisite infrastructure. According to Tatalovic (2018), most journalists and media organisations are unprepared to take advantage of these technologies as they lack the know-how and failure to plan strategically for innovations and technological change.

This study explores how the integration of AI is reshaping the media landscape in Nigeria, particularly in the areas of news gathering, production, dissemination as well as the changing pattern of news consume. By examining both the technological and ethical dimensions, this research seeks to underscore how journalists and news organizations in Nigeria are adapting to the changing dynamics of the media and communication ecosystem. The study seeks to answer the following questions:

i. What are the perceived impacts of AI on journalism practice in Nigeria?
ii. What are the challenges and risks associated with the integration of AI into newsrooms?
iii. How are media organizations and journalists in Nigeria adapting to 21st Century AI-driven newsrooms?

## LITERATURE REVIEW

This literature review explores the key themes and debates surrounding the use of AI in journalism, including its applications, ethical concerns, impacts on journalistic practices and implications for the future of the media.

### The Concept of Artificial Intelligence (AI)

Artificial Intelligence, simply known as AI, refers to a process whereby machines or computer system are made to perform tasks that require human intelligence. According to Singh (2019), Artificial intelligence is characterised as computer programmes designed to solve complex problems by implementations of processes similar to human cognition. Goyanes, Háló and Lopezos (2025) define AI as "the tangible real-world capability of non-human machines or artificial entities to perform task, solve problems, communicate, interact, and act logically as it occurs with biological humans" (p. 2). Citing Mitchell (2019), Ogola (2023) defines AI as "the activity of computationally simulating human activities and skills in narrowly defined domains, most commonly through the application of machine learning approaches…" (p. 6). In other words, it is the replication of human intelligence in machines, which enable them to perform such tasks as gaming, learning, decision-making, problem-solving, reasoning and speech recognition or linguistics intelligence with little or no human interface.

AI is not entirely new to the human society; however, some major breakthroughs in the field of AI can be termed 21st Century discoveries. The origin of AI can be traced back to the development of computers after the Second World War (World Travel & Tourism Council, 2024). Scholars have observed that the field of AI was formally founded in 1956, when John McCarthy used the word Artificial Intelligence for the first time at an academic conference at Dartmouth College in Hanover. The conference brought together scientists and researchers from different fields to explore thinking machine (World Travel & Tourism Council, 2024; Robinson, 2018). Today, John McCarthy is referred to as the father of AI (Nwanyanwu & Nwanyanwu, 2021).

The integration of AI into journalism practice and its remarkable impact in the profession has brought about new concepts such as: 'Robot Journalism' Algorithm journalism and Automated Journalism (Ali and Hassoun, 2019). AI technology facilitates automatic production of content using "algorithmic processes that convert data into narrative news texts with limited human intervention beyond the initial programming" (Ali & Hassoun, 2019, p. 42). Wölker and Powell (2021) refer to automated journalism as the autonomous production of journalistic content through computer algorithms. Therefore, computer algorithms are seen as the new employees of several media organizations, which independently produce journalistic contents.

Singh (2019) enumerates the major constituents of AI to include: the User Interface, the Information Base and the Shell or Interface Engine. According to him, User Interface refers to the medium for reporting the problem-solving mechanism between a customer and professional programmes. The Information Base stores all available information in such a way that they can be used by the inference engine; while the Shell or interface Engine serves as a configuration engine and it a software that locates the needed information in the database and generates new information through the implementation of coherent retrieval and interpretation technique.

Some of the characteristics of AI which makes it a replica of human intelligence include: it can learn through data; it can teach itself, using large amount of data or information; AI can think and respond to situations in real time; it can achieve speed and accuracy in performing a task and it can organise data to get most out of it, among others. It is becoming increasingly obvious that AI is the in-thing across all facets of human endeavour, including the journalism profession. Journalists and media organisations in Nigeria must seize the opportunity by leveraging on AI-driven journalism for optimal operations and efficiency.

**Application of AI Tools to Journalism**

AI technologies are becoming integral to modern newsrooms, with widespread applications in various aspects of journalism. AI is impacting journalism in several ways, including automating the newsroom, augmenting the job of a journalists, data verify and fact-check, personalised user experience, audience engagement, editing, as well as sentiment analysis for audience for audience feedback. Ogola (2023) explains the various aspects of AI application as follows:

In the context of news journalism, the most commonly used types of AI are Machine Learning (ML) and forms of Natural Language Processing (NLP). ML is used to develop various AI tools used, for example, in fact-checking and verification, automated transcription and translation, data visualisation, sentiment analysis and opinion mining, among others. Meanwhile, examples of NLP tools include BERT (Bidirectional Encoder Representations from Transformers), Word2Vec, TextBlob and CoreNLP. (p. 6). Natural language processing or generation (NLG) is a technology the enables automatic content generation from digital data structure. This technology promotes efficiency and productivity as it can generate and publish stories with little or no human intervention.

Referring to Loosen (2018), Nwanyanwu & Nwanyanwu (2021) highlights four areas of AI application to journalism to include data journalism, algorithm journalism, automated journalism and metric-driven journalism. They define data journalism or data-driven journalism as "the process of extracting useful information from data, writing articles based on the information and embedding visualizations in the articles that help readers to understand the significance of the story" (p. 206). Data visualization simply refers to the representation of data using infographics, charts or animations. It helps to summarise large data into an understandable format. It enables journalists and researchers to present complex data in accessible format using tolls like Gephi and Tableau (Idom and Ogonyi, 2025).

There are avalanche of data sources for journalists today, thanks to AI technology. With widespread internet use coupled with unlimited availability of Users Generated Content (UGC) via smartphones and social media, journalists have limitless data sources available to them. It is the era of Big Data. It is important, however, to note that not all data sourced online are useful for the work of a journalist. Thus, a technologically savvy journalist would choose to make use of AI tool like Quakebot and chatbots, which can be used for both automated content generation and data mining. Data mining refers to the extraction of useful information from a large data subset.

Another technology-driven transformation in journalism according to Nwanyanwu & Nwanyanwu (2021) is algorithm journalism. According to them, this type of journalism happens when

there an intersection between journalism and data technology (p. 206). Citing Latzer et al. (2016), Zamith (2019), define algorithm as "a finite series of precisely described rules or processes to solve a problem or accomplish a task, generally through a sequence of stages that transforms input through specified computational procedures into output" (p. 3). It helps journalists to select, present and distribute news. It is used to rank online news based on factors like audience engagement and online traffic.

As far as journalism is concern, AI has certainly become a formidable force in driving modern journalism practice globally. Unfortunately, Nigeria journalists and media organisations seem to be lagging behind in the scheme of things due to challenges like lack of requisite infrastructure, financial constraints and lack of technical know-how and training of journalists in AI applications. Nwanyanwu & Nwanyanwu (2021) observe that "many journalists in Nigeria have little or no knowledge of what AI actually means, let alone what it can do for a newsroom" (p. 205). Therefore, media practitioners and proprietors in Nigeria must brace up to the challenges of integrating AI to their newsrooms in order to remain relevant to their audience and the society at large.

**Ethical Considerations and Challenges Associated with the use of AI in Journalism**

The rise of AI in journalism raises significant ethical concerns and poses serious challenges to professional journalism practice. Given the volatile nature AI-enhanced technologies, communication experts and researchers have raised the concerns of undue information manipulation, dissemination of fake news and the tendency to hijack the new media space for other devious purposes. Ekhorugue et al (2025) observe that "the rapid advancement of artificial intelligence (AI) in journalism presents a dual-edged challenge, offering both significant opportunities and profound risks" (p. 538). According to them, while AI technologies can streamline journalistic processes, improve data management, and enhance the efficiency of news production, they also pose serious threats to conventional journalism practice and workforce stability.

Some of the challenges associated with the integration of AI into journalism practice include growing threats of fake news, algorithmic bias, declining public trust, intentional manipulation of content via deep-fake technology, misinformation and disinformation, knowledge gap, resource constraint, job insecurity, among other ethical issues. Commenting on how the open nature of new media technologies, including AI, aids the spread of fake news and disinformation, Ogola (2023) explains that such an open information ecosystem can fuel unethical conduct because it encourages the participation of many actors with diverse interests, who undermine public interest and with little or no regard for gatekeeping processes. According to him, the result of the volatile ecosystem is the explosion of misinformation practices in Africa, including Nigeria.

Similarly, the lack of transparency in AI decision-making processes has been pinpointed as a major concern. This has to do with the threat of AI algorithmic bias. It is perceived that AI technologies are built in the West with inherent biases, including racial prejudices, which raises critical questions about the integrity of AI tools in news-making contexts in Africa (Ogola, 2023). With respect to news production, the use of AI without adequate human intervention could lead to a loss of critical decision-making, thereby undermining the role of journalism as a watchdog of society.

In terms of the knowledge gap, Ogola (2023) observed that the level of AI literacy in most newsrooms and among various media actors and stakeholders in Africa is still low. Particularly in Nigeria, most journalists are not AI savvy and the operations of most media organisations are predominantly analogue. Resource constraint is another major challenge confronting media organisations in Nigeria and some African countries. Dwindling revenue orchestrated by failing business models signifies financial difficulties for media organisations. Dearth of resources to meaningfully invest in AI tools and other technologies can hinder media outlets to improve on their operations.

**Empirical Review**

Several studies have been carried out in recent times on the subject matter of artificial intelligence adaptation to newsroom operations globally. In 2025, Oyakhaimoh, Ofunne and Mikhelovba conducted a study entitled: Leveraging artificial intelligence (AI) for a robust journalistic practice in Benin City, Nigeria. This study investigated how journalists in Benin City, Nigeria, are taking advantage of AI technologies to enhance their professional practices. They observed that the advancement and application of artificial intelligence to journalism presents both opportunities and challenges because while AI

technologies can improve data management and enhance the efficiency of news production, they also throw up serious threats to journalism ethics and workforce stability.

The study was hinged on the theory of Mediamorphosis by Roger Fidler to depict the continuous evolution of the media landscape from the traditional media forms to the present-day digital media. The author utilised the descriptive survey research design, while a structured questionnaire was used to obtain data from 152 registered journalists from the Nigerian Union of Journalists (NUJ), Benin City Chapter. Data were analysed through descriptive statistics. Findings indicate that a significant majority of journalists in Benin City utilise AI in their work, and they reported that it enhances their work output and efficiency. Other benefits include stress reduction, improved news accuracy and timely reporting.

The researchers concluded that AI has redefined journalistic practices in Benin City in different areas. It is therefore imperative for journalists to leverage AI technologies to remain relevant in the contemporary journalism landscape. The approach and methodology adopted for Oyakhaimoh et al is similar to that of the present study. Both studies utilised a survey research design to obtain data from the respondents.

Furthermore, Nnamdi and Anyanwu (2021) conducted a study on the Utilisation of Artificial Intelligence (AI) in Journalism in Nigeria. The study aimed to explore the impact of AI on newsrooms' operations and how it can be effectively adapted to the practice of journalism in Nigeria. The researchers argue that Artificial Intelligence (AI) is changing contemporary journalism practice globally, as it enables automated news writing and distribution, without human supervision. They further observed that AI has also altered the way media practitioners interact with the world outside the newsroom.

The authors examine some challenges affecting the adoption of AI in Nigerian newsrooms, including epileptic electricity supply, inadequate technological infrastructure, and high cost of Internet connection and the training of AI handlers, among others. The study is purely theoretical, relying heavily on a review of relevant studies. Therefore, the methodology and technique of data collection and analysis are quite different from those of the current study.

Findings revealed that AI is fast aiding the automation of the newsroom, as well as augmenting the work of journalists by creating new forms of investigative reporting and helping to verify and fact-check information. The study also revealed that journalists in Nigeria are yet to fully embrace AI. In conclusion, the author observed that in spite of the numerous challenges associated with the adoption and adaptation of AI into newsrooms, it's high time Nigerian journalists embraced AI technologies as added value to journalism in the digital age.

In the same vein, Ali and Hassoun (2019) carried out a study titled: Artificial Intelligence and Automated Journalism: Contemporary Challenges and New Opportunities. The study aimed to provide insights into the impact of AI on changing journalism practice, its implications for the future of journalists, and to explore the ethical and professional concerns associated with the adoption of AI in the journalism profession. According to the researchers, the adoption of AI to journalism has given rise to a new brand of journalism, such as Data journalism, Algorithm Journalism, Automated Journalism, Metrics-Driven Journalism, among others.

More so, the researchers outlined some professional and ethical challenges associated with AI application to journalism to include: undermining the creativity of journalists, absence of monitoring or oversight function, bias within AI systems and other ethical challenges. The author adopted the systematic literature review technique to generate data for the study. This means that the study is purely a theoretical study.

Findings revealed that the application of artificial intelligence technologies in journalism has added value to journalism, especially due to its ability to overcome the fundamental problems of conventional journalism like news editing, audience engagement and content personalisation. It, however, found out that the adoption of AI technology raises professional and ethical issues such as undermining creativity, lack of transparency, integrity issues, etc.

In conclusion, the authors noted that contrary to popular opinion that AI poses a great risk to professional journalism, artificial intelligence does not pose any imminent threat to professional journalism. According to them, artificial intelligence tools are considered as the added value of journalism in the digital age. In fact, AI has come to complement the work of a professional journalist rather than replacing it.

## Theoretical Framework

This study is grounded on two key theoretical perspectives that help explain the evolving relationship between Artificial Intelligence (AI) and journalism. They include the Technological Determinism Theory by Marshal McLuhan and the Source Credibility theory by Carl Hovland and Walter Weiss.

### Technological Determinism Theory

The Technological Determinism Theory was developed by Marshall McLuhan in 1962; while the term 'technological determinism was coined by Thorstein Veblen (Ogbuoshi, 2020). The theory explains how technological innovations, especially media technologies, have shaped the way individuals in society think, feel, act and operate daily. Technology is perceived as the prime mover of society or as the primary driver of social change. According to Ogbuoshi (2020), "technology is viewed as the driving force of culture in society, and it determines its course of history".

Undoubtedly, technological innovation is responsible for the rapidly changing media landscape. The application of AI and other related communication technologies to journalism has significantly altered the way journalists gather, package and disseminate news, and it has brought about remarkable changes in the way people access and consume news today. The theory illustrates how digitisation and the emergence of new media technology transform human society as well as the act of receiving and sharing information and communication globally (Ogri, Agba and Adomi, 2018). The study demonstrates how the integration of AI technology into journalism practice has drastically revolutionised the global mass media landscape, offering a more effective and efficient means of producing, disseminating and consuming media content.

### Source Credibility Theory

The theory was postulated by Carl Hovland and Walter Weiss in 1951 (Ogbuoshi, 2020). The theory states that people are more likely to be persuaded when the source of information presents itself as credible. Ogbuoshi (2020) observes that the source of information plays a dominant role in the credibility and effectiveness of communication. The theory suggests that people are more likely to believe and be influenced by information from sources they perceive as highly credible. In other words, the theory focuses on how individuals perceive the credibility of information based on the trustworthiness of its source.

Factors such as expertise, truthfulness, trustworthiness and attractiveness can influence credibility perceptions of the audience; thus, a credible news source tends to be trusted more by the audience and is more likely to influence their attitudes and behaviours. The source credibility theory tends to address some perceived ethical concerns associated with the application of AI tools to modern journalism practice. Such ethical issues as lack of news credibility, objectivity, accuracy and perceived bias/sentiment have been associated with AI-driven journalism.

## METHODOLOGY

The survey research design was utilised to obtain data for the study; while the questionnaire and interview guide served as instruments used to obtain data from selected Nigerian journalists and media experts, including senior media executives and editors. The population of the study consisted of registered journalists in Calabar Metropolis. The official (registered) population of journalists in Cross River State, according to the Nigerian Union of Journalists (NUJ), Cross River Chapter, is approximately 310 persons.

Utilising the multistage sampling technique, consisting of purposive sampling and the simple random sampling technique. The researchers purposively sampled only journalists as respondents due to their knowledge of the subject matter. And using the Krejcie and Morgan formula, the researchers elected 170 journalists to participate in the study. Data obtained for the study were analysed using both quantitative and qualitative methods of data analysis. Data obtained by means of a questionnaire were presented in tables and calculated using simple percentages and weighted mean score, while data obtained by means of an interview were analysed using the explanation building technique, a process whereby the researcher interprets or builds in the responses of the interviewees into the discussion of findings section.

## RESULTS AND DISCUSSION

Discussion of findings was carried out using both quantitative and qualitative data generated using a questionnaire and an interview guide. A total of 170 copies of the questionnaire were administered to the respondents. Out of this number, 149 copies, representing 87.6 percent, were duly completed by the respondents and returned to the researcher. Thus, data presentation and analysis were carried out based on this figure. The responses are measured using the Likert scale, with total scores derived from the weighted mean values of Strongly Agree (SA-4), Agree (A-3), Disagree (D-2), and Strongly Disagree (SD-1), where a weighted mean of 2.5 and above indicates high influence of AI on newsroom operations, while a weighted mean below 2.5 indicates low impact.

### Impacts of Artificial Intelligence on Journalism Practice in Nigeria

AI-driven technologies have received widespread applications that have transformed the newsroom globally. AI tools are being applied to different aspects of journalism, from print journalism, broadcasting and online journalism. Data displayed in Table One below represent journalists' opinions about the impact of the application of AI tools to journalism practice in Nigeria.

**Table 1:** Application of AI tools to journalism practice in Nigeria and its impacts

| Item | SA(4) | A(3) | D(2) | S (1) | Weighted Mean |
|---|---|---|---|---|---|
| AI has altered the traditional process of news making | 63 | 86 | 0 | 0 | 3.40 |
| AI has largely eased the work of the journalists | 87 | 62 | 0 | 0 | 3.58 |
| AI enhances meaningful audience engagement | 66 | 83 | 0 | 0 | 3.44 |
| AI has altered the roles of journalists and the business models of media outlets | 79 | 62 | 8 | 0 | 3.48 |
| I possess the requisite skills needed to use AI tools in newsroom | 3 | 21 | 96 | 29 | 1.97 |
| I effectively make use of AI tools in my newsroom | 0 | 6 | 78 | 65 | 1.60 |

In Table 1 above, the respondents are in agreement that AI has significantly altered conversional journalism practice in Nigeria in terms of change in the method of news gathering, dissemination and consumption pattern. Similarly, with a weighted mean mark of over 3.4, all the respondents (journalists) agreed that the application of AI has eased their job, enhanced audience engagement and altered their professional roles. However, in terms of the level of integration of AI into Nigerian newsrooms, the majority of the journalists observed that they do not possess the requisite knowledge/skills to manipulate AI tools. And also, with a weighted mean score of 1.60, the respondents confirmed the non-availability of AI tools in most Nigerian newsrooms.

### Challenges and Risks Associated with the Integration of AI in Newsrooms

It has been observed that the integration of AI tools into journalism has its ups and downs. Literature review indicates that such challenges range from growing threats of fake news, misinformation, disinformation, algorithmic bias, declining public trust, proliferation of deepfake technology, knowledge gap, resource constraint, job insecurity, among other ethical issues. According to Ekhorugue, et al (2025), "the rapid advancement of artificial intelligence (AI) in journalism presents a dual-edged challenge, offering both significant opportunities and profound risks". Also, Ogola (2023) explains that the open nature of the information ecosystem facilitated by new media can fuel unethical conduct since it encourages the participation of many stakeholders with diverse interests, and with little or no regard for gatekeeping processes. Such an individual can sacrifice public interest on the altar of selfish personal gains. Table 2 shows the responses of the survey participants to this subject matter.

**Table 2:** Challenges and risks associated with the integration of AI tools in newsrooms

| Item | SA (4) | A (3) | D (2) | SD (1) | W/Mean |
|---|---|---|---|---|---|
| The integration of AI into journalism has brought about both opportunities and challenges | 87 | 56 | 6 | 0 | 3.46 |
| AI portends grave danger to the profession as its tools can easily be manipulated for negative purposes | 64 | 85 | 0 | 0 | 3.43 |
| AI stories lack depth in terms of human angle narration | 47 | 93 | 9 | 0 | 3.26 |

| | | | | | |
|---|---|---|---|---|---|
| Application of AI in journalism may make some journalists lose their jobs or be displaced | 75 | 71 | 3 | 0 | 3.48 |

Data displayed in Table 2 represent journalists' opinions about the possible risks and challenges associated with the integration of AI into journalism practice in Nigeria. With a weighted mean score of 3.46, the majority of the respondents agreed that the integration AI technologies into journalism practice globally has brought about both opportunities and challenges. Some of the challenges include easy manipulation of AI-driven technologies for dubious purposes, job loss or displacement of journalists and promotion of unethical practices.

This response affirms the statement by Nwanyanwu & Nwanyanwu (2021) and Ogola (2023) that many journalists in Nigeria and Africa as a whole lack the requisite knowledge of how to utilise AI tools. According to them, "many journalists in Nigeria have little or no knowledge of what AI actually means, let alone what it can do for a newsroom" (p. 205). Besides, the operations of most newsrooms or media organisations in Nigeria are predominantly analogue.

**How Nigerian Media and Journalists in Nigeria are Adapting to AI-driven Journalism**

As earlier observed, the deployment of AI technologies in Nigerian newsrooms is still very slow, and most journalists are not knowledgeable about the use of professional AI tools in journalism. To some of them, the knowledge of AI is restricted only to ChatGPT and social media-enhanced AI technologies. Therefore, the responses of the majority of the journalists show that AI technologies have not fully integrated into their respective media outlets. It becomes very difficult to really talk about adaptation to AI technologies in the face of nonexistence or nondeployment of AI technologies in newsrooms or the lack of technical know-how to drive the process.

Being familiar with the Nigerian situation, the interviewees advocated the need for journalists and media organisations to swiftly embrace the use of AI technologies in their newsrooms. According to one of the respondents, "journalists and media organisations can adapt to AI-driven changes by embracing AI tools to streamline their workflows while ensuring that human oversight remains a critical part of the content creation process." Another respondent emphasised the need to embrace ethical standards in the deployment of AI technology in the following words: "Journalists and media organisations must uphold ethical standards by applying AI systems that prioritise transparency and accountability. Maintaining editorial oversight and fact-checking mechanisms will help safeguard against the risks of misinformation and bias that come with AI-generated content".

When asked about the future of AI-driven journalism practice in Nigeria, the interviewees declared that it may be a mixed bag of opportunities and challenges. According to one of them, "the future of journalism in Nigeria will be tech-enhanced, locally grounded, ethically challenged, but globally significant. The choices journalists, educators, and media houses make now will determine whether AI is a tool of empowerment or erosion." Another interviewee averred that although AI will facilitate more automated newsrooms, real-time reporting and audience-tailored content, the heart of journalism, which is truth, accountability and trust, will still rely on human judgment. The panacea, according to him, will be to balance speed and innovation with accuracy, fairness and transparency. The view of the third respondent is similar to that of the first and second ones as summarised below:

The future of journalism with AI at the centre stage looks like a powerful blend of speed and depth. AI will handle the fast-heavy data while journalists focus more on storytelling, investigation, and ethical oversight. The key will be balanced – using AI to amplify human work, not replace it. If done right, journalism can become more efficient, more insightful, and even more accessible to diverse audiences.

These opinions are in line with the assertion of Ekhorugue et al. (2025), who observed that the future of journalism will be a blend of machine and human touch. According to them, machines lack moral sensitivity and are incapable of autonomous reasoning, which makes humans rational beings. In their words, they stated that: "Robots cannot mimic the bulk of human reporting characteristics, such as injecting humour into news writing or presentation or developing connections. The journalist is capable of engaging with news sources, doing in-depth research on themes, and providing his perspective when writing for the media" (p. 538). This is what is required to continue to maintain a truthful, fair, balanced, and credible journalism practice in Nigeria in the 21st Century.

## CONCLUSION/RECOMMENDATIONS

This paper posits that the integration of Artificial Intelligence (AI) into journalism marks a transformative shift in the media landscape, offering both significant opportunities and serious challenges. AI technologies are enhancing efficiency in newsrooms by automating newsrooms via content generation, editing and news distribution. They also facilitate personalised content distribution, improve audience engagement and pave the way for a more dynamic and data-driven approach to journalism, helping media organisations keep pace with the demands of the real-time news cycle.

To assess the impact of the application of AI tools to journalism practice in Nigeria and the attendant challenges thereof, the researcher sampled the opinions of Nigerian journalists with a view to also ascertain how they and their media organisations are adapting to AI-driven journalism practice. The result reveals that in spite of the robust transformation AI has brought to the journalism profession, its integration is also threatening the very foundation of journalism practice in Nigeria. In terms of the level of deployment and adaptation to AI technologies, result shows that it has been quite slow, with most journalists lacking the requisite knowledge of the uses of AI in news production and media organisations in Nigeria are yet to fully integrate AI into their operations.

From the foregoing, therefore, the researchers recommend that:

1. For Nigerian journalists and media organisations to remain globally competitive, they must embrace and adapt to an AI-driven brand of journalism. Artificial Intelligence (AI) is certainly the future of journalism globally.
2. Professional journalism bodies like the Nigerian Press Council (NPC), Broadcasting Organisation of Nigeria (BON) and the Nigerian Guild of Editors should tighten up their self-regulatory frameworks to include ethical use of AI technology in journalism. Also, there is a need to revise existing media laws in Nigeria to include frameworks to regulate the use of AI in newsrooms.
3. Finally, to fully optimise the use of AI technology in journalism in Nigeria, journalists and media organisations in Nigeria must carefully develop an adaptation strategy that will blend machine and human touch. Since machines lack moral sensitivity and are incapable of autonomous reasoning, complete and competent human oversight over the deployment of AI tools in Nigerian newsrooms is required.

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