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The Use and Dependency on AI by Journalists in Kaduna for the Development of Media Content

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Abstract

Artificial intelligence (AI) and its implementation in the journalism field is transforming the profession, allowing journalists to practice in new ways, but also creating new ethical and operational issues. This paper explores how AI technologies have been adopted and their effects on the practice of journalism in Kaduna, including the tools involved, effects on journalistic practices, and advantages and limitations of their use. The study is based on the Diffusion of Innovations Theory, which explores the process of adoption and adaptation of AI technologies in journalistic workflows. A descriptive survey research design was employed, and a structured questionnaire served as the primary data collection instrument. The researcher used 299 journalists from several media houses in Kaduna State as the sampling population, which gave quantitative data of how they have encountered AI tools. Results showed that journalists extensively apply AI to perform content generation, identify images, and conduct analysis, making it more efficient, productive, and accurate. Nevertheless, difficulties in the ethical issue, artificial intelligence bias, high price, and lack of creativity were observed. Although AI has a positive impact on journalistic endeavours in terms of automation and fact-checking, some worry about oversaturation and eventual loss of the old-fashioned ideals of journalism. The research suggests specific training of journalists to enhance their knowledge and ethical application of AI tool,s as well as policies to tackle the economic and ethical issues associated with the implementation of AI in journalism.

Keywords: Artificial Intelligence, Journalists, Development, Media Content, Kaduna State.

Introduction

Artificial Intelligence (AI) has been integrated more than ever in different industries, transforming the way things are conducted and altering the work environment (Fountaine, McCarthy and Saleh, 2019). When applied to journalism, AI technologies can provide some promising grounds to optimize the news production process, improve storytelling methods,

and attract audiences in new ways (Diakopoulos, 2019). Therefore, journalists are starting to consider the opportunities offered by AI tools to supplement their efforts and endure the competition of the digital era (Anderson, 2020).

With its primary roles in education, entertainment, and information sharing, broadcast media have long been an essential link between the general public and their surroundings (Qin, 2021). Because of these functions, broadcasting has maintained its position as a major influence on public opinion and social consciousness. The adaptability and resilience of broadcasters, who never stop innovating and customizing content delivery to satisfy changing audience demands, are largely responsible for the longevity of broadcast media (Punchihewa, 2018).

Artificial intelligence (AI) is already having an impact on all facets of human society. This includes the mass media, which is a significant part of society (Guanah, Agbanu & Obi, 2020). Since the invention of the first printing press in the Gutenberg era, the media have experienced numerous changes that have affected and modernized journalism worldwide. In fact, as long as information and communication technologies (ICTs) continue to advance, the media landscape will keep changing. The development of intelligent machines that behave and act like people is the focus of artificial intelligence. In journalism, artificial intelligence (AI) uses software or algorithms to automatically generate news stories without human intervention in order to determine a result, as opposed to employing manual means to carry out a task (Graefe, 2016; Habib, 2017).

Statement of the Problem

The media sector is fast evolving in Nigeria and more so in Kaduna because of the spread of online technologies and the shifting media consumption patterns among the citizens (Olorunnisola & Ogunrotifa, 2017). The challenge of adjusting to technological advances and professional standards and journalism ethics is a twofold affair that faces journalists in Kaduna (Akoh, 2020). The application of AI in media content development by journalists and content creators is not an exclusive feature of journalists in Kaduna (Jamil, 2021); it is a worldwide trend that has been noticed in different countries worldwide. To give just one example, journalists in the United States have adopted AI technologies to achieve the following purposes: automated news writing, data-driven storytelling, and interacting with audiences (Gupta and Jha, 2020). Equally, media companies in the United Kingdom have adopted AI solutions in their operations to automate editorial workflows, increase personalisation of content, and improve digital distribution channels (Napoli, 2019). Besides, in China, media content production is largely influenced by AI-driven platforms and algorithms, and journalists use AI-based analytics to segment the audience, recommend content, and interact on social media (Zeng, Nie and Zhang, 2020).

Although AI has become widely used in media content development in various countries, the literature has gap elements in relation to the specific implications it has on journalists in Kaduna, Nigeria. Previous researchers have discussed the application of AI in journalism on an international level, noting its possible advantages and threats to media workers (Haim, Graefe, and Brosius, 2018). Nevertheless, these sources often overlook the context-specific sociocultural backgrounds and infrastructural limitations of journalists in such regions as Kaduna, where access to AI technologies and digital literacy rates may differ (Olorunnisola and Ogunrotifa, 2017). Furthermore, although certain studies have been conducted on the ethical implications of AI adoption in journalism, there is very little empirical data regarding how journalists in Kaduna make ethical decisions concerning AI adoption and its subsequent effects on media content integrity (Brennen, Howard and Nielsen, 2020). Thus, this research seeks to fill this gap of paucity of empirical literature on how journalists in

Kaduna overcome ethical dilemmas in adopting AI and its effects on the integrity of media content by offering an insight into how journalists in Kaduna use and are dependent on AI, and the consequences of these developments on the creation of media content, hence a contribution to the rest of the literature on AI in journalism practice. It is on this backdrop that the application and reliance of AI by Kaduna journalists are critical in evaluating the dynamics of media content development and the future of journalism in this region.

Objectives of the Study

The primary objective of the research is to investigate the use and dependency on AI by journalists in Kaduna and its impact on the development of media content. Specific objectives include:

1. Examine the kinds of AI technologies used by journalists in Kaduna.
2. Assess the extent of journalists' dependency on AI tools in their daily work.
3. Explore the perceived advantages and difficulties of using AI in developing media content.
4. Investigate the influence of AI use on the practices and standards of journalism in Kaduna.

Scope of the Study

This research focuses on journalists working in Kaduna, Nigeria and how they use AI technologies in media content creation. The rationale for targeting Journalists in Kaduna comprises: first, Kaduna State is a multi-ethnic, multi-media environment with a blend of online and offline media operating locally to serve a multi-ethnic community (Ishaku, 2021). The focus on the journalists in Kaduna will allow the study to address the specific issues and opportunities that media professionals will experience when working in a semi-urban setting with socio-cultural diversity and infrastructural inequality. Secondly, Kaduna State is a key strategic point in northern Nigeria, and this renders it a centre of political, economic and social activities with impact on media coverage and content development. As a result, concentrating on journalists in Kaduna, the study will allow revealing insights into the interplay between AI and journalism in the framework of the regional processes and media ecosystem peculiarities.

Conceptual Clarification

Artificial Intelligence (AI)

The term AI can be described as a subdivision of computer science that tries to develop systems or machines, which would otherwise need a human brain to be able to learn about data, reason, solve problems, and make decisions (Russell and Norvig, 2020). Such artificial intelligence systems are based on algorithms and calculation methods to process massive amounts of data, identify patterns, and make inferences to support autonomous or semi-autonomous actions (Nilsson, 2014). AI has several subfields, which are machine learning, natural language processing, computer vision, and robotics, each of which is relevant to the creation of intelligent systems capable of recognizing the surrounding environment, communicating with users, and changing their behaviors dynamically (Anderson, 2020). Simply put, AI is aimed at imitating human mental processes and abilities in machines so that they could be able to accomplish tasks in an efficient, accurate, and even creative way across various fields of life, such as healthcare and finance, education and journalism (Bostrom, 2014).

Media Content

Media content is defined as information, messages, and creative resources that are shared using different communication platforms, such as print, broadcast, digital, and social media (Albarran, Dimmick and Rothenbuhler, 2020). It includes a broad collection of formats like

news stories, television shows, podcasts, videos, infographics, and posts on social media that are created to inform, entertain, or convince people (Pavlik and McIntosh, 2017). Media content can be created by journalists, content creators, or organizations with the idea of addressing certain target audiences and presenting certain narratives or perspectives (Küng, 2016). In addition, media content may also include conventional types of journalism, which are typified by factual reporting and editorial integrity, or user-generated content and branded content created by people/corporations to advertise themselves (Barnhurst and Nerone, 2001). With the changing technology, opinion of the audience, and changes in society's trends, the contents of media in the present digital world are dynamic, as media production and consumption in modern society change dynamically (Picard, 2019).

Theoretical Framework

Diffusion of Innovation Theory

Diffusion of Innovation Theory is a well-known model of how innovations on the level of new technologies, new ideas, or new practices (innovations) spread and are applied to society or to individuals over time. This theory was developed by Everett Rogers in 1962, and it has several critical ideas and presumptions that explain the innovation adoption process.

The main point of Diffusion of Innovation Theory is based on the notion that the diffusion of innovation is habitual with the behaviour of the various adopter groups in a population (Rogers, 2003). It implies that adoption is not haphazard but a systematic phenomenon that is subject to several factors. Diffusion of Innovation Theory hypothesizes that the process of diffusion of an innovation is achieved in a sequence of steps: knowledge, persuasion, decision, implementation and confirmation (Rogers, 2003). These phases define the process of the first realization and knowledge of the innovation and its ultimate acceptance and usage (Innovation Diffusion Theory) as being spread through various categories of adopters, which include innovators, early adopters, early majority, late majority and laggards (Rogers, 2003). Early adopters and innovators tend to adopt new ideas or new technologies sooner, as it is seen that they have the willingness to take risks and experiment with new solutions. The more an innovation spreads and takes root, the larger the number of early and late majority attracted to the innovation is, because they are more conservative and more willing to adopt innovations influenced by social norms and peer pressure. Laggards, on the other hand, are the last to embrace innovations since they are skeptical and resistant to change. The theory focuses on how communication channels and social networks can help in the diffusion process. Influencers and opinion leaders are significant in the distribution of information, perception formation, and the speedier adoption of information among the divergent groups of adopters (Rogers, 2003).

Diffusion of Innovation Theory can be applied successfully in the context of the study on The Use and Dependency on AI by Journalists in Kaduna, in the Development of Media Content, to explain how artificial intelligence (AI) technologies can be implemented by journalists and media organizations in the local context of Kaduna, Nigeria. Among the most important assumptions of Diffusion of Innovation Theory is the fact that innovations are more prone to adoption in cases where they provide greater benefits compared to current solutions. AI technologies like natural language processing (NLP) to generate automated content and sentiment analysis can generate a relative advantage in the context of AI in journalism in Kaduna. Journalists might view AI as a way to make them more efficient with news content, analyze data, and engage audiences in a better way than before.

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Methodology

Research Method

The cross-sectional research design was adopted in this study. This design was selected because it enabled the collection of large amounts of data at a single point in time, thereby making it suitable for researching journalists' current use of and reliance on AI in Kaduna. The survey method was used as the research method, while the research approach was quantitative. A survey method was selected because it is efficient in collecting data among many respondents, and this is very necessary in attaining the research objectives. It is well known that surveys have the capacity to gather standardized data, which will allow the researcher to measure the use and dependency of AI amongst journalists (Babbie, 2020). Quantitative method was used in order to make sure that the data gathered can be statistically processed, thus giving objective and measurable results.

Population of Study

The sample for this research comprises members of the Nigerian Union of Journalists (NUJ) in Kaduna State, representing journalists from various media houses. The choice of this population was because it included professionals directly engaged in the production and creation of media content, and hence, the best respondents to use in the study. The attention to reporters in Kaduna is reasonable because it gives a contextualized picture of the use of AI in the development of media content. NUJ was selected because it is a representative association of journalists in Kaduna, and it is, therefore, an appropriate platform to gauge AI application in media content development practices in the state. According to the office of the Secretary, NUJ in Kaduna State Chapter has 1333 registered members who form the population of the study.

Sample Size

299 journalists registered with the NUJ Kaduna chapter were selected as the sample size of this study. The formula used to determine the sample size of this study was the Tarp Yamane formula because it is applicable to large populations. Given the estimated number of journalists in Kaduna, the formula yields a representative sample sufficient for statistical analysis. The sample size ensures that the study's findings can be generalized to the broader population of journalists in Kaduna.

The research used the simple random sampling method. The reason for the selection of this technique was that it allowed all journalists in the population equal opportunity to be selected, thus minimizing the chances of bias and increasing sample representativeness. Simple random sampling was especially appropriate in this research because it offered an uncomplicated and objective method of selecting the respondents among the population of journalists working in Kaduna (Babbie, 2020). By using this technique, the study ensured that the sample accurately reflects the diversity of journalists, making the findings more generalizable to the broader population. The simplicity and randomness of the method contribute to the validity of the study by minimizing systematic errors in the selection process.

Method of Data Collection

The data collection method that was employed in this research is the administration of structured questionnaires. The rationale behind using questionnaires was that they are economical, enable data to be gathered on a large scale of respondents, and, in carrying out the research, minimal bias of the researcher can be realized (Fowler, 2013). The questionnaires were designed to capture information on the extent of AI use, the areas of media content development in which AI is applied, and the degree of AI dependence among

journalists. The use of questionnaires is justified, as it aligns with the survey method and a quantitative approach, thereby facilitating the collection of quantifiable data. The application of questionnaires is also valid because it fits the survey methodology and quantitative approach, which allows gathering measurable information.

A structured questionnaire (comprising closed-ended questions as well as Likert-scale questions) was the instrument of data collection in this study. The questionnaire was structured such that the information obtained is coherent and can be analyzed to get the information easily in a quantitative manner. Specific data on the application of AI were collected using closed-ended questions, whereas the degree of reliance on AI among journalists was evaluated using Likert-scale questions. This tool is also appropriate because it offers a standardized method of measuring the variables of interest, which promotes Reliability and validity of the data gathered (Dillman, Smyth, and Christian, 2014).

Method of Data Analysis and Presentation

Data analysis approach used in this study is descriptive statistics, frequency distributions as well as percentages. This strategy was adopted because it enabled a summary of the data in an easy to interpret and understandable format. The results of the analysis were presented in tables, which are effective in visually conveying the findings of the study.

Data Presentation, Analysis, and Interpretation

Socio-Demographic Features of Respondents

Table 1: Showing the age distribution of respondents

Age Range	Frequency (n = 299)	Percentage (%)
18–24 years	40	13.4
25–34 years	130	43.5
35–44 years	90	30.1
45–54 years	25	8.4
55 and older	14	4.6
Total	**299**	**100**

Source: Field Survey (2024)

Table 1 outlines the age distribution of the respondents. The largest age group among respondents is 25–34 years (43.5%), followed by 35–44 years (30.1%). The younger age groups (18–24 years) represent 13.4%, while older respondents (45–54 years and 55 and older) collectively make up 13% of the sample. The prominence of respondents aged 25–44 years indicates that the majority of journalists in Kaduna fall within their prime working years, which may correlate with a higher likelihood of exposure to and adoption of AI tools.

Table 2: Showing the educational background of respondents

Educational Level	Frequency (n = 299)	Percentage (%)
Primary Education	5	1.7
Secondary Education	40	13.4
Tertiary Education	180	60.2
Postgraduate Education	74	24.7
Total	**299**	**100**

Source: Field Survey (2024)

Table 2 presents the educational qualifications of the respondents. Most of the respondents (60.2%) are highly educated with tertiary education, while 24.7% are post-graduate. Only 13.4% of respondents possess secondary education, and minimal representation is seen from primary education (1.7%). None of the respondents stated that they did not have

formal education. This distribution highlights a high degree of education among journalists in Kaduna and it can help to comprehend and implement AI tools in the development of content.

Analysis Based on Research Questions

Research Question 1: What types of AI technologies are utilized by journalists in Kaduna?

Table 3: Showing whether or not respondents frequently use AI-powered transcription tools in their work.

Response	Frequency (n = 299)	Percentage (%)
Strongly Agree	141	47.1
Agree	110	36.8
Neutral	9	3.0
Disagree	25	8.4
Strongly Disagree	14	4.7
Total	**299**	**100**

Source: Field Survey (2024)

Table 3 shows the answers to the question about using AI-based transcription tools, including Otter.ai, by journalists in Kaduna. Most of the sample participants (47.1%) strongly agree that they use AI transcription tools, while 36.8% agree they use those tools, totaling 76.9% who consider these instruments as an essential part of their work. A smaller portion, 3%, remains neutral, indicating limited familiarity or relevance to their specific tasks. It is apparent that the use of these tools is integrated well into journalistic practices in Kaduna, as only 13.1% (8.4% disagree and 4.7% strongly disagree) do not use these tools.

Table 4: Showing whether or not AI tools for content generation are integral to respondents' work.

Response	Frequency (n = 299)	Percentage (%)
Strongly Agree	140	46.8
Agree	100	33.4
Neutral	20	6.7
Disagree	25	8.4
Strongly Disagree	14	4.7
Total	**299**	**100**

Source: Field Survey (2024)

Table 4 contains the data on how the respondents used AI tools to generate content, including ChatGPT and Jasper. A significant proportion of respondents (46.8%) strongly agree and 33.4% agree that AI content generation tools are integral to their work, accounting for 80.2% in favour. Neutral responses stand at 6.7%, reflecting minimal ambivalence about these tools. Disagreeing responses constitute 13.1%, which means that skepticism is not extensive. This highlights the widespread adoption of content generation AI among journalists in Kaduna.

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Table *5*: Showing whether or not image editing and enhancement software with AI is widely used in respondents' organization.

Response	Frequency (n = 299)	Percentage (%)
Strongly Agree	115	38.5
Agree	120	40.1
Neutral	20	6.7
Disagree	25	8.4
Strongly Disagree	19	6.3
Total	**299**	**100**

Source: Field Survey (2024)

Table 5 presents the answers regarding the use of AI-enhanced picture editing software, e.g., Adobe Sensei, by journalists. Combined, 78.6% of respondents strongly agree (38.5%) or agree (40.1%) that AI tools for image editing are widely used in their organizations. Neutral responses are low at 6.7%, while 14.7% (8.4% disagree and 6.3% strongly disagree) indicate limited usage. These findings indicate that journalists depend heavily on AI in the creation and editing of visual material.

Research Question 2: To what extent do journalists in Kaduna depend on AI tools in their daily work?

Table 6: Showing whether or not respondents depend on AI tools for faster content creation and publishing

Response	Frequency (n = 299)	Percentage (%)
Strongly Agree	150	50.2
Agree	120	40.1
Neutral	10	3.3
Disagree	10	3.3
Strongly Disagree	9	3.0
Total	**299**	**100**

Source: Field Survey (2024)

Table 6 displays respondents' dependence on AI tools for faster content creation and publishing. A significant majority of respondents (50.2% strongly agree and 40.1% agree, totaling 90.3%) rely on AI tools for faster content creation. Neutral responses account for only 3.3%, and 6.3% (3.3% disagree and 3.0% strongly disagree) report minimal reliance. This implies that AI tools play a significant facilitating role in the effective and timely creation of content among Kaduna journalists.

Table *7*: Showing whether or not AI tools are indispensable in meeting tight deadlines for news reports.

Response	Frequency (n = 299)	Percentage (%)
Strongly Agree	140	46.8
Agree	130	43.5
Neutral	9	3.0
Disagree	10	3.3
Strongly Disagree	10	3.3
Total	**299**	**100**

Source: Field Survey (2024)

Table 7 explains how respondents think that AI tools are invaluable in the face of tight deadlines. Most of the respondents (46.8% strongly agree and 43.5% agree) believe that AI tools are essential to ensuring that deadlines are met, totalling 90.3%. The neutral answers are low (3.0%), while 6.6% (3.3% disagree and 3.3% strongly disagree) do not agree. This highlights the importance of AI to deadline-driven journalism.

Table *8*: Showing whether or not Without AI tools, respondents' productivity would significantly decrease

Response	Frequency (n = 299)	Percentage (%)
Strongly Agree	130	43.5
Agree	140	46.8
Neutral	9	3.0
Disagree	10	3.3
Strongly Disagree	10	3.3
Total	**299**	**100**

Source: Field Survey (2024)

Table 8 outlines the perceived impact on productivity without AI tools. A combined 90.3% of respondents (43.5% strongly agree and 46.8% agree) believe their productivity would significantly decrease without AI tools. Only 6.6% (3.3% disagree and 3.3% strongly disagree) report otherwise, while 3.0% are neutral. This highlights the indispensable nature of AI tools in maintaining journalistic productivity.

Table 9: Showing whether or not respondents rely on AI tools for fact-checking and verification of information.

Response	Frequency (n = 299)	Percentage (%)
Strongly Agree	140	46.8
Agree	130	43.5
Neutral	10	3.3
Disagree	9	3.0
Strongly Disagree	10	3.3
Total	**299**	**100**

Source: Field Survey (2024)

Table 9 presents respondents' reliance on AI tools for fact-checking and verification. A total of 90.3% of respondents (46.8% strongly agree and 43.5% agree) rely on AI tools for fact-checking and verification. Neutral responses are at 3.3%, while 6.3% (3.0% disagree and 3.3% strongly disagree) do not rely on these tools. This shows that AI tools have a strong role to play in the accuracy and credibility of journalism.

Research Question 3: What are the perceived benefits and challenges of using AI in media content development?

Table 10: Showing whether or not AI significantly improves the accuracy and quality of respondents' media content.

Response Option	Frequency (n = 299)	Percentage (%)
Strongly Disagree	10	3.3
Disagree	20	6.7
Neutral	15	5.0
Agree	120	40.1
Strongly Agree	134	44.8
Total	**299**	**100**

Source: Field Survey (2024)

Table 10 shows the perceived impact of AI on improving the accuracy and quality of media content. An overwhelming majority (84.9%) of respondents either agree or strongly agree that AI improves content accuracy and quality, highlighting the strong positive perception of AI in improving the standards of journalistic content. Only 10% of respondents were neutral or disagreed, which means that there is not much skepticism regarding the effect of AI on quality.

Table 11: Showing whether or not AI tools help respondents save time and resources in content development.

Response Option	Frequency (n = 299)	Percentage (%)
Strongly Disagree	8	2.7
Disagree	18	6.0
Neutral	10	3.3
Agree	130	43.5
Strongly Agree	133	44.5
Total	**299**	**100**

Source: Field Survey (2024)

Table 11 shows the responses to how AI helps in saving time and resources in content development. A large proportion (88%) of journalists agree or strongly agree that AI helps save time and resources, emphasizing the efficiency AI brings to content development. The small percentage of neutral or disagreeing responses (12.0%) indicates that the majority of journalists get the real benefits in the form of productivity improvement when they are using AI tools.

Table 12: Showing whether or not AI tools often lack the creativity and originality required for some media projects.

Response Option	Frequency (n = 299)	Percentage (%)
Strongly Disagree	8	2.7
Disagree	12	4.0
Neutral	15	5.0
Agree	125	41.8
Strongly Agree	139	46.5
Total	**299**	**100**

Source: Field Survey (2024)

Table 12 explores whether AI tools lack the creativity and originality necessary for media projects. Many respondents (88.3%) agree or strongly agree that AI cannot be creative or original in certain media projects. This is indicative of an overall idea that although AI is effective in information processing and monotonous duties, it will never be capable of totally substituting human imagination in narrative representations or content development. The proportion of respondents who were neutral or disagreements were 6.7% only, which shows the agreement on the limits of AI in this field.

Table 13: Showing whether or not the cost of acquiring and maintaining AI technologies poses a significant challenge.

Response Option	Frequency (n = 299)	Percentage (%)
Strongly Disagree	10	3.3
Disagree	12	4.0
Neutral	15	5.0
Agree	135	45.1
Strongly Agree	127	42.4
Total	**299**	**100**

Source: Field Survey (2024)

Table 13 illustrates the perceived challenge regarding the high cost of acquiring and maintaining AI technologies. A total of 87.5% of respondents either agree or strongly agree that the high cost of AI tools is a significant challenge. This underlines the financial barriers journalists face in adopting AI technology, with many organizations potentially lacking the budget to invest in or maintain AI systems. Only 7.3% disagreed or strongly disagreed, which is an indication that the cost is a well-known factor as one of the significant limitations to the implementation of AI in the media industry.

Research Question 4: How does AI influence journalistic practices and standards in Kaduna?

Table 14: Showing whether or not AI has positively influenced respondents' ability to adhere to journalistic ethics.

Response Option	Frequency (n = 299)	Percentage (%)
Strongly Disagree	5	1.7
Disagree	15	5.0
Neutral	10	3.3
Agree	130	43.5
Strongly Agree	139	46.5
Total	**299**	**100**

Source: Field Survey (2024)

Table 14 illustrates how AI influences journalists' ability to adhere to journalistic ethics. A large majority (90.0%) of respondents agree or strongly agree that AI has positively influenced their ability to adhere to journalistic ethics. This suggests that AI is seen as enhancing ethical practices, possibly through automated fact-checking and content review tools. Only 6.7% of respondents disagreed or were neutral, indicating a high level of trust in AI's contribution to ethical standards.

Table 15: Showing whether or not AI compromises journalistic standards by prioritizing speed over accuracy.

Response Option	Frequency (n = 299)	Percentage (%)
Strongly Disagree	15	5.0
Disagree	20	6.7
Neutral	5	1.7
Agree	120	40.1
Strongly Agree	139	46.5
Total	**299**	**100**

Source: Field Survey (2024)

Table 15 examines whether AI compromises journalistic standards by prioritizing speed over accuracy. A significant 86.6% of respondents agreed or strongly agreed that AI may compromise journalistic standards by prioritizing speed over accuracy. This reflects concerns that AI-driven content generation could lead to faster but less accurate reporting. Only 11.7% disagreed or were neutral, and this implies that the bulk of the journalists see a trade-off between speed and accuracy when creating content with AI tools.

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Table 16: Showing whether or not the integration of AI has transformed the way respondents approach media content development.

Response Option	Frequency (n = 299)	Percentage (%)
Strongly Disagree	5	1.7
Disagree	10	3.3
Neutral	5	1.7
Agree	120	40.1
Strongly Agree	159	53.2
Total	**299**	**100**

Source: Field Survey (2024)

Table 16 assesses whether the integration of AI has transformed journalists' approaches to media content development. The most impressive finding is that 93.3% of respondents agree or strongly agree that AI has changed their way of developing media content. This underlines the fact that AI is regarded as a revolutionary instrument in transforming the way journalists tackle content development, automating tasks, and increasing productivity. Only a small fraction (5.0%) disagreed or were neutral, which means a massive support of the transformative effect of AI.

Discussion of Findings

This section answers research questions to research questions posed at the beginning of the study. The discussion of the findings is accompanied with the scholarly opinion to support the findings.

Research Question 1: What types of AI technologies are utilized by journalists in Kaduna?

General-purpose AI are commonly used by journalists in Kaduna and has become part of routine newsroom activities. These tools are particularly popular in information collection, initial drafting, and standard check, which can be attributed to the change in focus to efficiency and scope of coverage. Perceived usefulness and compatibility with workflow promote adoption, whereas more sophisticated or advanced AI tools are slower to adopt because of perceived complexity and incompatibility with current practice. Generally, purposeful AI is infiltrated, niche or specialized tools are behind due to integration and usability issues. The results of the present study are consistent with the principles of the Diffusion of Innovation Theory, which was introduced by Rogers (1962). As explained by the theory, perceived usefulness, compatibility, and relative advantage are some of the factors that determine the adoption of an innovation. The findings revealed that Kaduna journalists view AI technologies as very beneficial and compatible with the working processes, which has caused widespread usage. This is in line with the concept of relative advantage, which was described by Rogers, in which innovations that have distinct advantages have higher chances of adoption. The results show that some AI tools have a slower uptake, which may be explained by the absence of a feeling of compatibility or complexity when using them. This is what can be seen in the complex aspect of Diffusion of Innovation Theory, which states that innovations that are viewed as hard to comprehend or implement will not be adopted.

Research Question 2: To what extent do journalists in Kaduna depend on AI tools in their daily work?

AI tools are at the core of the daily journalistic processes in Kaduna, as they are the essential facilitators of speed, accuracy, and productivity, particularly when it comes to strict deadlines. Journalists use AI to create content, fact-check and automate work, and most of them say that without it, their output would decrease significantly. This reliance has

shifted the trend towards automation of routine tasks in newsrooms, leaving human hands to investigate and interpret. In general, AI is regarded as an essential part of present-day journalistic activity. The results of the present research are highly consistent with the Diffusion of Innovation Theory by Rogers (1962). The theory holds that relative advantage, compatibility and complexity of innovation are factors that influence the adoption of an innovation. The findings suggest the extensive use of AI tools, which is preconditioned by the perception of its relative advantage in raising efficiency, accuracy, and productivity. The ability of AI technologies to complement journalism practices has resulted in journalists in Kaduna adopting them in their day-to-day operations. This goes together with Rogers statement that innovations that are seen as beneficial and integrable easily get adopted.

Research Question 3: What are the perceived benefits and challenges of using AI in media content development?

The immediate advantages that journalists see are enhanced efficiency, increased productivity, and better fact-checking; a challenge that persists in restricting creative originality by AI, ethical issues, and the financial price of acquiring and maintaining. Although AI is a sure way to increase output and contribute to credibility, it is incapable of completely replicating human storytelling nuance, and resource constraints introduce disparities in access between newsrooms. Therefore, pragmatic and substantial benefits exist, but creativity, morals and expense are still critical constraints to unqualified use. This study is based on the Diffusion of Innovation Theory, which posits that new technologies are implemented in social systems depending on factors such as relative advantage, compatibility, complexity, trialability, and observability. The data bring to the fore the perceived relative advantage of AI in enhancing productivity and quality, which is consistent with the claim made by Rogers (1962) that an innovation with obvious advantage is more apt to be adopted. In the same way, the issue of the lack of AI popularity, which is present in the data, is indicative of the complex and compatibility aspects of IDT. These issues imply that although AI is advantageous, its application is determined by the financial, ethical, and creative factors.

Research Question 4: How does AI influence journalistic practices and standards in Kaduna?

The influence of AI on the journalistic practices in Kaduna is evident in the facilitation of workflows and the reinforcement of the verification process and productivity increase, and simultaneously, they raise the ethical, job displacement, and speed-versus-accuracy trade-off concerns. Mechanized verification and plagiarism-detecting software is considered a positive contributor to the maintenance of standards, but automation has led to discussions regarding editorial control and the maintenance of creative judgment. Overall, AI is transforming the professional routine and norms. It is welcomed for its operational benefits but approached with caution regarding ethics, employment, and the quality of creativity. The results are aligned with the Diffusion of Innovation Theory that describes the implementation of new technologies in terms of perceived advantages and obstacles. The data show that AI is perceived to be beneficial with improvements in ethics, creativity, and productivity, which is consistent with the notion of relativity of advantage as an adoption driver in the context of the theory. The various issues that are presented in the information, including job displacement and speed-accuracy trade-off, represent the complex aspect of the theory that may delay the adoption of innovations. The popularity of AI as a means of workflow and creativity optimization, implicates the fact that the use of AI is also seen as an extension of the professional objectives and principles of journalists in Kaduna. Such an equilibrium of advantages and disadvantages confirms the general story of the term of

technology adoption being a complex phenomenon, which is predetermined by the interaction between the qualities of innovation and the perception of users.

Conclusion

The paper finds that AI technologies are disruptive technologies in the sphere of journalism, which offer unprecedented efficiency and improve the quality of media content. Journalists in Kaduna have adopted AI as part of the toolkit. Nevertheless, according to the results, the necessity to prioritize the incorporation of technology with ethical issues and creative retention is observed. Although AI can solve a lot of problems in contemporary journalism, its drawbacks can highlight the convenience of human experience and judgment in content production.

Recommendations

Following the above findings, the recommendations outlined below are drawn:

1. Media houses should conduct regular training for their journalists to enhance their use of and knowledge of AI tools. It will increase productivity and mitigate ethical concerns by enabling journalists to use AI responsibly.
2. Policies should be put in place that will regulate the ethical application of AI in journalism.
3. Journalists and media houses should make sure there is a balance between the use of AI and human intelligence. This will prevent the loss of creativity and the preservation of traditional values of journalism.
4. The media organizations should collaborate with AI developers in order to make technologies cheaper and more accessible, especially to smaller media houses in Kaduna.
5. The media organizations should periodically evaluate the effects of AI on the practices of journalism to determine areas where they can improve and transform new trends.

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