# ARTIFICIAL INTELLIGENCE AND ITS IMPLICATION ON THE ETHICAL PRACTICE OF JOURNALISM IN NIGERIA

**Musa Adamu Labaran**
*Department of Mass Communication, Bayero University, Kano, Nigeria*
Malabaran.mac@buk.edu.ng

**Abstract**

The introduction of new tools and technology, such as Artificial Intelligence (AI), has caused the journalism industry to change quickly in recent years. AI poses questions regarding the ethical practice of journalism even if it has the ability to increase the productivity and accuracy of journalistic labour. The future of journalistic engagement is called into doubt by the growing usage of AI by journalists. There are worries that the quality and diversity of news output may decline as a result of journalists using AI. It is also clear from the literature that the introduction of AI technology into journalism has been seen to have both facilitated and hindered the ethical practice of journalism in Nigeria, which has resulted in the advancement of the field. As a result, this study assesses how AI may affect Nigerian journalists' ethical standards. The study used the theories of Digital Generative Multimedia Tool Theory (DGMTT) and Mediamorphosis. In order to generate data for the study, secondary sources such pertinent texts, journals, official publications, historical documents, and the Internet were used. These sources provided insights into the thematic analysis. The study established that ethical behaviour in Nigeria has both opportunities and challenges as a result of the use of AI in journalism. AI has the ability to improve ethical monitoring, efficiency, and accuracy, but it also carries concerns of bias, job displacement, and trust loss. The study concludes that the integration of AI in journalism, particularly in Nigeria, has the potential to significantly impact ethical practices within the field. AI tools can help monitor ethical standards by analyzing news content for adherence to ethical guidelines, such as avoiding sensationalism or ensuring balanced reporting.

**Keywords:** Artificial Intelligence, Ethical Practice, Implication, Journalism and Technology

## Introduction

Globally, every profession has its own set of ethics that guide practitioners to achieve excellence. Journalism upholds moral standards that practitioners must honour in order to win the public's trust. It is morally necessary for every journalist and news outlet to uphold the highest standards of professionalism and ethics in order to gain and keep this trust. The American news outlet Associated Press (AP) revealed in 2014 that over 3,000 of their messages within a single year were generated by robots. These messages included flash messages about popular culture and sports events, raising ethical concerns for those in the journalism field. Despite the fact that AI tools had previously been utilized for financial reports, medical data processing, and weather forecasting, intelligent software now generates text that is identical to those human journalists (Sholola et al., 2024).

In China, where journalists are vital in influencing public opinion, the perceived effects of artificial intelligence on journalism are noteworthy and provocative. The introduction of artificial intelligence technologies into journalism has radicalized the production, distribution, and consumption of news. Chinese newsrooms are utilising artificial intelligence in a variety of ways, including automated news writing, intelligent data analysis, and personalised content recommendations (Biswal & Gouda, 2020). Journalists have too many responsibilities in obtaining and distributing information in a dynamic culture like Nigeria, where they also operate as a pivotal point for political,

social, and cultural activities. To safeguard a society that depends so heavily on journalists for current information, however, the profession of journalism demands self-control, adherence to moral standards, and moral behaviour.

The technical applications of computers were arguably one of the most significant turning points in the history of journalism worldwide following the printing press. These developments opened the door for qualitative shifts that transformed every facet of the media process and altered journalism narratives by raising ethical concerns (Jamil, 2021). In the meantime, major media are undergoing a profound transformation in the way they gather, compose, edit, store, retrieve, and disseminate news. Significant opportunities are being created by the mission for data, information execution, and the need for speed in a data-driven society. These chances will enhance the form and ethics of the news industry as well as the core goal and purpose of journalism by reevaluating digital work tools (Idris & Msughter, 2022).

According to Hosanagar (2017), it is difficult to talk about technological advancement these days without mentioning AI, and the media constantly spreading the myth that robots will replace people in the workforce. Elon Musk, a digital visionary and entrepreneur, is quoted by Hosanagar (2017) as warning that AI may bring about the extinction of humans. According to Sherman (2018), half of all productive tasks in the workplace are expected to be completed by AI-driven robots and machines by 2025. Consequently, Maikaba and Msughter (2019) argue that unless everyone, including universities, embraces AI as a new scientific infrastructure for research and learning, universities will eventually become outdated and increasingly irrelevant.

Similar to how the emergence of AI has affected many facets of society, it has also had a significant impact on journalism practice, particularly in light of the ease with which journalists can now compile and distribute news reports on a range of topics by utilising AI-generated smart templates. According to Aondover et al. (2022), the usage of AI technology has grown to be an essential component of the media and must bring about significant changes in the journalism industry. According to Loosen in Kurfi et al. (2021), news production is impacted by the technology made possible by advancements in the area of automatically generated material. He views data journalism, algorithm journalism, automated journalism, and metrics-driven journalism as transformation processes that impact journalism at its foundation as well as the fundamental phases of news generation and consumption (Graefe, 2016).

AI has already been used into the production process of journalism. Since human reporters will no longer be the primary providers of news, this development raises concerns about possible ramifications for the future of journalists and, more significantly, the fact that there are fewer people working in newsrooms (Schmelzer, 2018). Thus, this study focused its research on understanding how the development of AI can or has affected Nigerian journalism practice. This acknowledges that a machine's actions, no matter how powerful, can never be compared to those of the human brain that created it since it lacks morality and is incapable of independent thought; instead, it is controlled by a human (Aondover et al., 2023).

It's also fascinating to note that machines are unable to replicate certain qualities of human journalists, such as incorporating comedy into newscasts or articles or fostering relationships. AI is unable to perform the tasks that journalists are capable of performing, such as interacting with news sources, providing in-depth analyses of topics, expressing their opinions while writing for the media, determining what constitutes news, and expressing emotions when needed. For these reasons, according to Marr (2017),

humans are still required to decide which data sets will be analysed first for stories.

AI's emergence is akin to a double-edged sword with both benefits and drawbacks. In addition to being simple to use, its improper use can have disastrous effects on the majority of social structures currently in place, spanning issues related to gender, the economy, politics, society, and the media, among other areas. Some claim that, since the development of nuclear weapons, artificial intelligence poses the greatest existential threat to human civilisation.

Although AI can accelerate media expansion by bringing technology into journalism and reducing the cost and time required for large-scale data collection, collation, and distribution, it can also cause disruptions in a number of other businesses. A significant number of job losses, idleness, and redundancies are possible outcomes of the growing sophistication of AI applications in the media sector. Shafik (2018) claims that as a result, occupations are being created and destroyed by technology and automation more quickly than certain workers can adjust. Within this context, this paper examines artificial intelligence and its implication on the ethical practice of journalism in Nigeria.

**Theoretical Framework**

The paper is guided by Mediamorphosis and Digital Generative Multimedia Tool Theory (DGMTT). Roger Fildler proposed the mediamorphosis idea, also referred to as the "digital metamorphosis," in 1997. The theory assesses and describes how the digital world and its culture have changed. In 1990, Roger Fidler coined the term "mediamorphosis," which he made possible in his book in 1997 by defining it as the "transformation of communication media," which is typically caused by the intricate interaction of social and technological innovations, political and competitive pressures, and perceived needs (Blogspot, 2012).

According to Fidler (1997), mediamorphosis offers a cohesive framework for understanding how communication media have evolved technologically. He took the ideas of co-evolution, convergence, and complexity as the foundation for his mediamorphosis theory. The main thrust of Fidler's position, according to Ekeli and Enobakhare (2013), is that as new media forms evolve and develop, they gradually and to varying degrees influence the development of other existing media such that the existing media converge with the emergent media to improve their operations, and the emergent media displace the existing ones. The notion that media are intricate, adaptable systems lies at the heart of mediamorphosis. Put differently, the media, like other systems, spontaneously undergoes a process of self-reorganization in response to external stimuli.

According to Roger Fidler, Mediamorphosis is a cohesive approach to understanding the technological development of communication media. By examining the communications system holistically, "we will see that new media do not arise spontaneously and independently, they emerge gradually from the metamorphosis." This theory was selected as the best fit for this study because it discusses the current shifts in the methods of information transmission and how the usage of AI in journalism may further impact the spread of information.

Similarly, Onyejelem and Aondover used "DGMTT" for the first time in 2023. In 2024, Onyejelem and Aondover proposed a theory to explore the potential of multimodal tools in creating digital content. This theory is at the forefront of innovation because it offers a means of bridging the gap between traditional multimedia creation techniques and emerging technologies, thereby improving the digital media environment and generating captivating and memorable multimedia content in the ever-evolving

digital landscape (Onyejelem & Aondover, 2024a).

DGMTT claims that rather than being merely instruments for producing static content, digital media tools are dynamic makers of new, original digital media forms. According to this hypothesis, creative experts like designers, photographers, and artists could be able to create interactive, generative media that can change and adapt in real time thanks to digital media technologies. DGMTT presents a brand-new approach to digital media production that has the potential to completely transform our understanding of and usage of digital media instruments in the creative process. This concept could offer up new possibilities for creativity and innovation in the design, art, and digital media sectors (Onyejelem & Aondover, 2024b).

The philosophies defining how digital generating tools impact multimedia content creation, sharing, and consumption in the AI era are made clear by a novel concept known as DGMTT. For understanding, deciphering, and clarifying AI's role in multimedia studies and communication, the theory offers a helpful framework. By leveraging the potential of DGMTTs to deliver individualized, flexible, captivating, instructive, amusing, and convincing experiences, media educators and digital content producers may satisfy audiences' appetite for new media technologies. As AI technologies progress, DGMTT will be essential in determining the future of multimedia studies, communication, and generative media tools.

DGMTT provides a helpful framework for understanding the revolutionary impact of AI on the creation of multimedia content. With the help of this theoretical framework, we may better grasp the potential and accompanying challenges of AI-powered media tools and make well-informed plans for their effective implementation. DGMTT thus offers a workable framework for overseeing the complex and rapidly evolving area of AI-powered media content creation. It provides a helpful starting point for understanding and assessing how digital technology could transform the creative process in media studies and film. DGMTT is therefore relevant to our research on AI-powered media creation tools and the production of multimedia content.

By utilizing cutting-edge technology like AI, machine learning, and data-driven content production, the philosophy of digital generative multimedia tools is being applied to improve public participation, communication tactics, and transparency. The adoption of DGMTT in journalism signifies a substantial change toward communication approaches that are more transparent, dynamic, and responsive. To ensure that new technologies be used for the public good, nevertheless, appropriate management of the practical and ethical difficulties must also be implemented.

## Research Methodology

The study uses secondary sources to generate data, including the Internet, government publications, journals, historical documents, and pertinent texts. These sources provided concrete insights into the thematic analysis. The criteria for the selection of the existing studies were based on significance of such studies that have direct bearing to the subject under investigation and must be from 2000 to 2025, while the criteria for exclusion of the existing studies was based on literature from 2000 below and has no direct bearing to the subject matter.

## Conceptual Clarification

***Artificial Intelligence (AI):*** In this context refers to the simulation of human cognitive processes, such as learning, reasoning, problem-solving, perception, and decision-making by computer systems and algorithms.

***Ethical Practice***: Connotes the application of moral principles and professional codes of conduct in decision-

making and action among journalists in discharging their responsibilities

***Implication:*** This has to do with the possible effects, outcomes, or consequences, intended or unintended, that stem from an action, decision in the context of journalistic practice.

***Journalism:*** It has to do with the professional practice of collecting, verifying, producing, and disseminating information of public interest through various media platforms.

***Technology:*** It is the application of scientific knowledge, tools, techniques, and processes to solve problems, enhance efficiency, or create new possibilities by journalists.

**AI and Journalism Practice**

The prehistoric man was interacting with his neighbors in a natural way, without making a conscious effort to create unnecessary ways to do so. But as time passed, a number of conventional communication modalities dance, music, theater, art, etc. were used in communication. These were the main ways that the prehistoric people communicated with one another before civilisation invented the printing press. As we thought we understood everything there was to know about communication transmission, new media forms arose as a result of technological advancements. This improved communication even further, and as artificial intelligence (AI) advances and machines (robots) begin to perform tasks that humans once performed, we are quickly reaching the age of AI (Sholola et al., 2024).

News articles are automatically generated by AI software, which uses computer programs to organize, interpret, and present material in a form that is legible by humans. Cohen in Aondover et al., (2023) states that the procedure entails an algorithm that scans a sizable amount of the supplied data, chooses from a variety of pre-programmed article structures, arranges the main points in an ordered fashion, and inserts specifics like names, locations, amounts, rankings, statistics, and other figures. According to Hall (2018), the co-founder of Narrative Science projects that within 15 years, AI will write up to 90% of articles in the industry. Moreover, comparable technologies can be used to condense lengthy publications into digestible content for social media.

The rapid expansion of coverage has been greatly aided by the usage of AI in journalism. AI has made it easier for Nigerian media outlets to collect, analyze, and share information on national and international concerns, broadening the definition of civic responsibility beyond a single community or country. Artificial Intelligence has transformed news reporting practices and how we communicate. This is now possible since employing AI in conjunction with journalists' manual skills will speed up the news collecting and reporting process and free up more time for higher-level work, allowing them to produce content more quickly and affordably.

The application of AI in journalism, in particular, has accelerated news dissemination and saved time and money for the media business as a whole. For instance, some Nigerian media organizations plan to rebuild their newsrooms with a focus on information technology and human-machine collaboration. The organization has introduced the "Media Brain" platform, which uses artificial intelligence, cloud computing, the Internet of Things, and other technologies in conjunction with news production. This platform can be used to generate leads, gather news, modify, distribute, and analyze feedback.

According to Kobie (2018), Reuters is developing an AI tool named "Lynx Insight" for use in journalism. Journalists will use this AI as a digital data scientist and copywriting assistance. By sifting through enormous datasets in search of anything intriguing, it will assist with data analysis, story idea generation, and even sentence

writing. Stated differently, the AI performs its strengths and then provides journalists with raw resources to work with. Additionally, Reuters has worked with Graphiq, which creates and updates data visualizations using AI.

Faster access to data is made possible by the technology, and the visualisations are updated in real time once they are included into a news article. In support of this, Schmelzer (2018) provides an example of how Reuters uses AI to search Twitter streams for breaking news before it makes headlines. Important information is communicated in this way as soon as it becomes available. But regardless of how AI is applied to journalism, Amaechi (2018) believes that some forms of media, like print, will always exist. According to British journalist and former editor-in-chief of The Guardian Alan Rusbridger, the newspaper of the future might not look like a newspaper at all; it might be printed on paper, on a screen, or exist in electronic ink on a piece of plastic. He supports this assertion. Nevertheless, it will act like a newspaper.

**Application of AI to Journalistic Practices in Nigeria**

AI isn't fully been used in Nigerian newsrooms by journalists. According to experts, Nigeria will need at least eleven years to catch up to other countries in the AI space (Olanrewaju, 2018). This claim has reasonable justifications. A few of the obstacles impeding the introduction and uptake of AI in newsrooms are the absence of infrastructure, funding for the acquisition and upkeep of these tools, and the availability of electricity to adequately power the AI applications. The expense of an Internet connection, the training of AI operators, and cultural and financial impediments to adoption are further issues. In reality, Nigerians still have difficulty meeting their basic needs. As seen by her failure to successfully execute a digital switchover system despite having one in place for several years, Nigeria is likewise a slow adopter of technical developments. Since AI is here to stay, it is imperative to spend in the introduction, training, and retraining of editors and reporters. As AI technologies become more prevalent in newsrooms, journalists must learn how to effectively and morally use these new tools for storytelling (Sholola et al., 2024).

It is essential to create and encourage the application of common standards for journalists and technologists on the moral use of data and open disclosure of technique. It is important to consider how to apply editorial standards and principles to the early phases of new journalistic technology by utilizing existing AI technologies. A concentrated and ongoing effort is required to combat hidden bias in AI, which is constantly present but frequently goes unnoticed because tools are created by humans. Journalists should make an effort to include openness in their articles by explaining how AI aided their reporting or production in plain, understandable language (Okocha & Ola-Akuma, 2022).

The application of Artificial Intelligence (AI) to journalistic practices in Nigeria is transforming how news is gathered, produced, and consumed. AI tools, such as natural language generation (NLG), can automatically generate news stories, particularly for routine reports like financial results, sports scores, and weather updates. This allows newsrooms to produce more content quickly. The application of AI to journalistic practices in Nigeria offers numerous benefits, including increased efficiency, better audience engagement, and enhanced investigative capabilities. However, it also poses challenges, particularly in terms of ethics, accuracy, and the potential for job displacement. To maximize the benefits while minimizing the risks, it is essential for Nigerian media organizations to develop clear guidelines for the use of AI and to ensure that human oversight remains a key part of the journalistic process.

**Prospects of Artificial Intelligence in Journalism in Nigeria**

Amidst a time marked by swift technological progress, Nigerian journalism finds itself at a critical turning point. The advent of the digital age has brought with it previously unheard-of opportunities and problems, and the potential of artificial intelligence (AI) is at the center of this change. Examining the potential that AI use holds for the Nigerian journalism sector is crucial as the sector struggles to meet the demands of the contemporary world. Although there will be challenges along the way, integrating AI tools into newsrooms opens up a world of opportunities that might completely transform journalism in Nigeria. In the context of Nigeria, this talk aims to dissect the opportunities that artificial intelligence (AI) presents for the media industry. Artificial Intelligence (AI) has the potential to revolutionize news reporting in a variety of ways, including fact-checking, personalized news distribution, data-driven journalism, efficiency improvements, and engaged, reader-specific reporting (Adekunle et al., 2024).

*Enhanced Efficiency:* The efficiency of journalistic procedures can be greatly increased by integrating AI tools into newsrooms. Large datasets can be quickly analyzed by AI, which can also spot trends and even create draft reports. Journalists can now devote more of their attention to storytelling and investigative work instead of tedious, repetitive jobs thanks to automation.

*Data-Driven Journalism:* With AI, journalists will be able to collect, analyze, and present data on a never-before-seen scale. This in turn makes it possible for complicated databases to be mined for insights, trends, and stories in data-driven journalism. AI systems are able to detect trends, abnormalities, and new problems rapidly, which makes reporting more informed possible.

*Personalized News Delivery:* When it comes to giving readers individualized news experiences, AI can be really helpful. AI can suggest material based on user interests by examining their preferences and behavior. This promotes greater interaction with news sources in addition to improving the reader's experience.

*Fact-Checking and Verification*: Fake news and misleading information are major problems in the digital age. Real-time fact-checking and content verification are possible with AI. By comparing data with trustworthy sources and databases, artificial intelligence (AI) systems can swiftly identify mistakes and flag potentially deceptive content.

*Multilingual Reporting:* Artificial intelligence (AI)-powered translation systems can help remove language barriers in a multicultural nation like Nigeria, which has many different languages and dialects. By doing this, Nigerian news organizations may be able to reach a wider audience and interact with a more varied group of people.

*Predictive Analytics:* When predicting patterns and events, AI-driven predictive analytics can be quite helpful. For investigative reporting and crisis management in particular, this can be helpful. Artificial Intelligence can assist journalists in anticipating trends and making appropriate preparations by evaluating both historical and real-time data.

*Automated Content Generation*: AI has the potential to automate the production of standard content, including financial reports, weather updates, and sports summaries, but it may also cause job displacement. As a result, human journalists may focus on reporting that is more thorough, in-depth, and analytical.

*Improved Audience Engagement:* Chatbots and virtual assistants driven by AI can improve audience engagement. These chatbots are able to respond to user inquiries, direct users through news articles, and even provide real-time communication during broadcasts or live events.

*AI-Enhanced Storytelling:* AI tools can be used by journalists to produce more

immersive and captivating narratives. This includes adding augmented reality components, interactive visuals, and AI-driven data visualization to news stories to make them more interesting and educational.

**Review of Empirical Studies**

Sholola et al. (2024) examined how Kwara State journalists regarded AI impact on ethical journalism. The research approach used in the study was survey research. The study's population consisted of 205 available journalists. By applying the Krejcie and Morgan table to the entire population of Nigerian Twitter users, a sample size of 143 was selected. Data was gathered using copies of questionnaires, and statistical techniques were employed to determine the frequency, percentages, mean, and standard deviation. The study discovered that Kwara State journalists had a favorable opinion of and a high degree of awareness regarding artificial intelligence for journalistic practice. Artificial intelligence is also widely used by Kwara State journalists, who aggressively integrate AI technologies into their everyday work routines. Finally, Kwara State journalists' ethical journalism is influenced by AI. In order to increase audience trust and understanding, the study advises media companies to raise public knowledge of AI's role in journalism. Express how AI tools improve news reporting's accuracy, narrative, and data analysis. Additionally, fund training initiatives to teach reporters how to use AI tools efficiently. This will enable reporters to take full advantage of AI technologies and use them to improve the caliber of their stories.

Zakariyyah et al. (2024) investigated the ethical issues surrounding the use of AI in newsroom operations across media organizations in Kogi State, Nigeria. Targeting 148 journalists in Kogi State who were registered with the Nigerian Union of Journalists, the study used a quantitative survey research design. Krejcie and Morgan's sample size table was used to calculate the study's sample size of 108. Using a standardized questionnaire, data was gathered, and descriptive statistical methods like percentages and frequencies were used for analysis. According to the findings, the usage of AI in newsrooms throughout Kogi State media outlets is still in its infancy. The main applications of AI are in fact-checking, grammar checking, and dispelling propaganda. The study concluded that while AI holds great promise for the future of journalism in Kogi State, addressing ethical challenges is essential for its successful integration. Among other things, the study suggests that media organizations in Kogi State invest in AI training, adopt ethical frameworks, and ensure transparency, fairness, and privacy in AI usage. It also stated that ethical concerns related to AI use in newsrooms—such as the risk of bias, the threat to creativity, and privacy issues are impeding its widespread adoption.

Agbasimelo and Enahoro (2025) looked into how journalists in Anambra State used artificial intelligence in their work. The study was based on the theories of technological determinism and diffusion of innovation. The study used a mixed methods research methodology that included in-depth interviews with surveys. The 265 registered working journalists in Anambra State were chosen for the study using the census sample technique. The quantitative and qualitative data gathered for the study were analysed using theme analysis and descriptive statistics, respectively. According to the survey, state journalists are well-versed in artificial intelligence and how it may be used in journalism. The study also discovered that financial constraints, a lack of necessary ICT expertise, and opposition to new technology are obstacles to the incorporation of AI in journalism.

**Challenges of Using Artificial Intelligence in Journalism in Nigeria**

Concerns around the use of artificial intelligence (AI) in Nigerian newsrooms are becoming more and more prevalent.

According to experts, it's commonly stated that Nigeria could need a minimum of eleven years to catch up with the rest of the world in terms of AI integration breakthroughs (Olanrewaju, 2018). The Nigerian setting presents some significant issues and limitations that may be the reason for the lag in the adoption of AI. One of the primary obstacles encountered by Nigerian newsrooms is the unstable electrical supply. For the AI applications that are becoming more and more necessary in contemporary journalism to be powered efficiently, a steady power source is vital. Due to their heavy reliance on computational operations, AI technologies are problematic in a newsroom setting since frequent power outages interfere with their smooth performance (Guanah et al., 2019).

In addition, newsrooms lack the necessary infrastructure to facilitate the incorporation of AI.AI systems demand a significant amount of network, storage, and processing resources. It becomes extremely difficult to build AI technologies without the required infrastructure. The adoption of AI is hampered by the absence of investment in these crucial areas (Nnamdi & Nwanyanwu, 2021). Financial limitations are yet another major barrier to the use of AI in Nigerian newsrooms. The cost of buying and maintaining hardware and software for artificial intelligence applications might be high. Allocating the necessary finances for such investments is a big difficulty for many media companies in Nigeria, especially considering the already tight financial circumstances they frequently operate under (Olanrewaju, 2018).

The deployment of AI in newsrooms is also significantly hampered by cultural and socioeconomic issues. These elements may include reluctance to adapt, conventional methods of working, and the belief that artificial intelligence could eventually replace human labor. The incorporation of AI tools into the journalism process may be further slowed down by this aversion to change (Nnamdi, & Nwanyanwu, 2021). Another challenge is the expense of internet access. For data retrieval, processing, and sharing, artificial intelligence frequently needs a fast and reliable internet connection. This is a major concern in Nigeria, where internet infrastructure is still developing and access can be expensive. Furthermore, there is a dearth of knowledgeable people who are adept at using AI tools. Finding experts with the requisite knowledge of both AI and journalism can be difficult, and training AI handlers is a costly and time-consuming procedure. Nigeria has been a sluggish adopter of technical improvements, similar to many other nations, as seen by its protracted efforts to successfully deploy a digital switch-over system (Nnamdi & Nwanyanwu, 2021).

The country's slow adoption of AI is partly due to this slowness in embracing technical innovations. But it's important to realize that AI is here to stay, and that editors and reporters need to be properly introduced to, trained in, and retrained in the use of AI. As artificial intelligence (AI) tools become more prevalent in newsrooms, journalists need to be prepared to use these new tools for storytelling by acquiring the necessary knowledge and abilities. This calls for both assuring effective utilization and comprehending the ethical ramifications. The creation and dissemination of common standards between engineers and journalists, with an emphasis on the responsible use of data and the open sharing of AI methods, is a noteworthy step in this direction. AI should be seen as a chance to introduce editorial standards and principles into the early phases of new journalism technologies. It's critical to recognize that humans design and develop AI tools, even when they are automated (Ndiomewese, 2017). This human component raises the possibility of undiscovered biases in AI systems. These prejudices, which are frequently unconscious, can distort the data or analysis that AI systems deliver. Thus, the necessity for coordinated and ongoing efforts to

combat hidden bias in AI is critical. In this sense, journalists in particular have a vital role to play.

Journalists ought to make an effort to include openness in their articles by describing how AI aided their reporting or production in understandable, non-technical language. This not only increases audience trust but also offers a glimpse into the journalistic process by demonstrating the ethical and responsible use of AI tools. As with any complex system, mistakes can be made, and the consequences of these mistakes within AI can be serious (Nnamdi & Nwanyanwu, 2021). This emphasizes how crucial it is to keep human control in place and carefully examine how AI systems operate. Unfortunately, as many academics have noted, robots cannot be held responsible for any mistakes. They have identified two different types of challenges: Ethical and Professional Difficulties

***Undermining Creativity*:** Journalism is based on creativity, which represents human cognitive processes through innovative writing, interpretation, and other forms of expression. Latar (2018) asserts that "AI algorithms cannot think beyond the preconceived framework set by their human algorithm designers; they lack the capacity to venture into novel and unforeseen conceptual realms." For example, AI algorithms still can't create the mood needed to make readers laugh or react emotionally, or to conduct street interviews, conduct investigation work, or respond skillfully to accident scenes. Consequently, when compared to algorithms, journalists' primary strengths continue to be their analytical abilities and inventiveness.

***Lack of Monitoring**:* Journalism has a significant influence on society and is essential to preserving its social cohesion. Therefore, in the digital age, it is essential to preserve journalism as a public asset. Latar (2018) asserts that "it is unreasonable to expect AI algorithms to understand and monitor unforeseen and alarming developments because they lack the human capacity to establish connections based on previously unexperienced phenomena."

Bias*:* The most obvious issue with automated journalism is the possibility of biases—such as racial and gender bias seeping into AI systems (Larson, 2017). In this case, AI systems continue to be susceptible to human influence, which is consistent with the guiding principles of their creation. Osoba and Welser (2017, p "The risks of errors and bias in algorithms and AI will persist as long as artificial agents play an increasingly prominent role in our lives, devoid of regulation." Notably, Google issued an apology in 2015 after two individuals of African descent were incorrectly identified as gorillas by the Photos app's algorithms. This was most likely caused by the training sample's inadequate representation.

***Transparency:*** At its core, transparency means being clear about how data is collected and used, as well as avoiding needless data collection. Notably, transparency is essential for building reader confidence and calls for the availability of underlying data in order to facilitate interactive involvement. The definition of transparency given by Leppänen et al. (2017) is "trust in the system that transforms data into an article." Therefore, publishers must to clearly distinguish between content produced by intelligent algorithms and that written by human journalists (Ombelet et al., 2016).

***Fact-Checking*:** In this sense, readers should be aware of the methods used to ensure source objectivity and reliability, the selection of raw data, the reasoning behind data choices, verification procedures, and possible processing of reader personal data.

***Fairness*:** Avoiding harmful biases and stereotypes that affect people's lives is a prerequisite for being fair. As a result, AI poses a serious problem for journalists, particularly when data is used to violate privacy, plan social manipulation, and uphold injustice. The Declaration on Ethics and Protection in Artificial Intelligence,

published in October 2018 by the International Conference of Data Protection and Privacy Commissioners (ICDPPC), reaffirmed the need to reduce illegal biases and discriminations brought on by the use of AI data.

***Data Utilization****:* There are now ethical conundrums surrounding the use of data related to AI in automated journalism because there aren't any specific laws or regulations in place. Wang and Siau (2018) argue that there are significant concerns associated with data security and privacy, not just for consumers but also for governments and developers. In response to this issue, Monti (2019), in his research paper "Automated Journalism and Freedom of Information: Ethical and Juridical Problems Related to AI in the Press Field," highlights the moral need to use precise, impartial, and accurate data (Gbaden, 2024).

## Conclusion

The integration of Artificial Intelligence (AI) in journalism, particularly in Nigeria, has the potential to significantly impact ethical practices within the field. AI tools can help monitor ethical standards by analyzing news content for adherence to ethical guidelines, such as avoiding sensationalism or ensuring balanced reporting. The integration of AI into journalism in Nigeria presents both opportunities and challenges for ethical practice. While AI can enhance accuracy, efficiency, and ethical monitoring, it also poses risks related to bias, job displacement, and the potential erosion of trust. Balancing AI's benefits with ethical considerations will be crucial for the future of journalism in the region. The use of AI-driven media applications may therefore result in job losses and the ultimate acquisition of Nigerian media outlets, although for the time being, they might not pose a danger due to the numerous issues that the usage of AI may encounter.

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