

ADOPTION AND UTILISATION OF ARTIFICIAL INTELLIGENCE USE (AI) IN NEWS PRODUCTION BY SELECT BROADCAST MEDIA HOUSES IN FCT-ABUJA

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Abstract

This study assesses the integration and impact of Artificial Intelligence (AI) in news production by selected broadcast media houses in the Federal Capital Territory (FCT), Abuja, Nigeria. With the rapid advancement of AI technologies, this research explores how these tools are reshaping journalistic practices, enhancing efficiency, and influencing audience engagement. Utilizing a mixed-methods approach, data were collected through surveys and interviews with journalists and media professionals from Arise TV and the Nigerian Television Authority (NTA). The findings reveal a significant level of AI integration in news gathering and production, with respondents acknowledging the benefits of improved speed, accuracy, and content quality. However, the study also identifies critical challenges, including ethical concerns, technical know-how, and credibility issues surrounding AI-generated content. Moreover, the implications of AI adoption on traditional journalistic roles and the necessity for new ethical guidelines are discussed. The research underscores the importance of training journalists in AI technologies to maximize their potential while maintaining journalistic integrity. The study contributes to the growing body of knowledge on AI in journalism and provides actionable insights for media organizations aiming to navigate the complexities of AI integration in news production.

Keywords: Artificial Intelligence, Artificial Intelligence Use in Journalism, Broadcast Media, News

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Introduction

The broadcast industry has a rich history of embracing transformative technologies, from the telegraph and Linotype machine to radio and television, each revolutionizing news production by enhancing speed and efficiency. These advancements reshaped journalists' roles, displaced traditional workers, and introduced sophisticated workflows, demonstrating the industry's adaptability. Artificial Intelligence now emerges as the latest disruptor, reshaping newsrooms by streamlining tasks like headline writing, fact-checking, and audience engagement, though incidents at CBS Interactive Network (CNET) highlight risks of unchecked AI use. In Nigeria, broadcast organizations like Nigeria Television Authority (NTA) Channel 5 and

Arise Television in Abuja are integrating AI, yet research on its local impact remains scarce. Global studies outline AI's role in journalism, but Nigeria-specific insights into adoption phases, holistic, technological, or partial, are limited. Key gaps include AI's influence on workforce dynamics, the balance between human and AI-driven roles, and challenges like infrastructure, training, and cultural resistance. The effectiveness of AI in improving news quality and audience engagement in Nigerian media also lacks exploration.

This study seeks to address these gaps by examining AI's role in news production at NTA Channel 5 and Arise Television. It aims to provide localized insights into adoption trends, challenges, and

transformations in journalistic practices within Nigeria's broadcast industry. By analysing AI's integration, the research explores how it reshapes newsroom operations, from content creation to delivery, and navigates issues like ethical concerns and staff readiness. Drawing on the industry's historical resilience, the study underscores AI's potential to enhance efficiency while emphasizing the need to address infrastructural and cultural barriers to ensure its benefits align with journalistic integrity and audience trust in Nigeria's evolving media landscape.

Statement of the Problem

Unquestionably, AI is here to stay and will have a significant influence on society both now and in the near future. The integration of artificial intelligence (AI) in news production has become increasingly popular in recent years. According to Mark, Meritxell, Jon, and George (2017), AI increasingly assists in reporting, content creation, distribution, and audience interaction, to name a few examples. Tools for fact-checking, crowd sourcing, and information collecting have recently been created to help with data collection and, more specifically, to organise pertinent data (Guanah, 2021). Automation is also a crucial tool for modern newsrooms to compete successfully in the news sector. The majority of workers may likely lose their employment as a result of the worry that AI and robots would result in unheard-of job displacements. People would need to be ready for the rapidly approaching AI in the future. This study aims to assess the use of AI in the news production of broadcast media in Nigeria. The study will explore the current state of AI technology in Nigerian news production, as well as the challenges and opportunities that come with its integration.

Objectives of the Study

The main objective of the study is to assess the use of Artificial Intelligence in news production in Nigeria using select broadcast media houses. However, the following objectives will guide the study:

1. To evaluate the level of Artificial Intelligence (AI) adoption in the news production processes.
2. To examine the implications of AI in journalistic practices
3. To identify the benefits of AI in news production
4. To examine the challenges faced by Arise TV and NTA broadcast media in adopting AI in news production

Research Questions

The specific research questions are:

1. What is the level of Artificial Intelligence (AI) adoption in the news production processes?
2. How has the adoption of AI impacted journalistic practices and the roles of media professionals?
3. What are the key benefits of AI implementation in the news production processes of broadcast media?
4. What are the challenges faced by Arise TV and NTA broadcast media in adopting AI in news production?

Theoretical Framework

Everett M. Rogers' Diffusion of Innovation theory, developed in 1962, explains how new technologies spread through distinct stages before achieving widespread adoption. It posits that individuals adopt innovations at different rates: some embrace them quickly, others require more time, and some resist change for longer. Adoption hinges on perceiving an idea, behavior, or product as novel, enabling its diffusion across a social system via communication channels over time. The theory identifies four core elements: innovation, communication channels, time, and social systems. Individual psychological factors, like communication needs, and macro-level social norms shape adoption rates. Both interpersonal and mass communication channels play vital roles, helping people assess an innovation's value and utility.

In the context of journalism, this theory illuminates the adoption of Artificial Intelligence in news production at media houses like NTA and Arise TV in Abuja. Innovators, or early adopters, are media organizations that swiftly integrate AI to streamline content creation and delivery, securing a competitive advantage. The early majority adopt AI cautiously, observing innovators' successes before implementing tools on a broader scale. The late majority, influenced by industry pressures and proven outcomes, incorporate AI more gradually. Laggard media houses hesitate, lagging in leveraging AI's potential. This progression aligns with the theory's stages, revealing varied readiness among media organizations to embrace AI, thus shaping journalism's evolution. Building on earlier models, the theory offers a practical framework for analyzing AI's diffusion, informing strategies to promote its integration while highlighting the critical role of perceived innovation in transforming newsroom practices and enhancing journalistic efficiency.

Conceptual Clarifications

Artificial Intelligence

Artificial Intelligence, a computer science field, creates systems that mimic human intelligence, such as learning and reasoning, using technologies like machine learning and natural language generation. Emerging in the 1950s through pioneers like John McCarthy and formalized at the 1956 Dartmouth workshop, AI has transformed industries. In journalism, AI enhances news production by processing data, identifying patterns, and boosting efficiency. Scholars like Thorson and Wells emphasize its role in modern newsrooms, where AI streamlines content creation and dissemination, reshaping how media organizations operate and communicate globally.

Broadcast Media

Broadcasting has been defined as the transmission of information through radio waves from a radio or television station, to the audience in far and near places, through their receivers, which help in decoding such information (Onabajo, 2015). Broadcasting, as articulated by Olalekan et al. (2018), involves the dissemination of information through mechanical means to a vast, diverse, and heterogeneous audience comprising individuals both within and beyond a given society. Ogola (2023) elaborates further, defining broadcasting as the transmission of content via radio waves from radio or television stations to audiences in distant and proximate locations, with receivers decoding the transmitted messages. Broadcasting is an indispensable component of societal communication, fulfilling individual, social, political, and hedonic needs by enabling the transfer of meaning through structured communication processes.

News

News, a vital yet elusive concept in journalism, lacks a universal definition, reflecting diverse perspectives among scholars and practitioners. Thorson and Wells (2016) highlight its intuitive recognizability despite varied interpretations. Saad and Talat (2020) define news as timely reports of significant events relevant to a specific community. Ugulah (2019) views it as accounts of events the public wants, needs, or has a right to know, driven by factors like immediacy, proximity, prominence, or consequence. News features and analyses, tied to significant events, provide in-depth insights shortly

after occurrences, emphasizing social importance.

Review of Empirical Studies

Several studies explore Artificial Intelligence adoption in journalism, revealing both opportunities and challenges. Okiyi and Nsude (2020) qualitatively examined AI's challenges in Nigerian journalism, using expert opinions to highlight barriers to successful integration, though excluding Ebonyi State journalists. Udoh et al. (2021) surveyed 250 Ebonyi State journalists, finding full awareness of AI for news production, openness to training, and varied preferences for AI use in tasks like news writing and editing, but less in reporting due to its human-centric nature. Anchored on diffusion of innovation and mediamorphosis theories, the study noted fears of job displacement.

Waleed and Mohamed (2019) systematically reviewed global AI literature, identifying AI's role in modernizing journalism while raising ethical concerns like bias, transparency, and data quality. They concluded AI enhances, not replaces, journalists' work. Amaya (2020) conducted 15 international interviews with media professionals and academics, affirming AI's efficiency in news production but stressing the need for training and ethical oversight to address dilemmas.

Ogola (2023) investigated AI in African public interest media through interviews and observations, finding low adoption, particularly among smaller outlets reliant on open-source tools. Kenya and South Africa lead in AI use, with functional applications in content gathering and audience engagement. Challenges include limited AI knowledge, resource constraints, cultural resistance, and weak policy frameworks, alongside concerns about data quality and gender disparities in newsrooms.

Research Methodology

This study employs a survey research design to explore Artificial Intelligence adoption in news production at NTA and Arise TV in Abuja, with a population of 2,150 staff (1,700 from NTA, 450 from Arise TV). Using Cozby and Bates' Sample Size Determination Table, a sample of 322 respondents was selected via stratified and purposive sampling, ensuring representation across departments like news, IT, and administration. Data collection combined a 7-point Likert scale questionnaire, split into demographic and thematic sections, and a structured interview guide targeting two news editors for in-depth insights. This mixed-method approach, blending

quantitative and qualitative data, enhances understanding of AI's role in journalism. The clear, concise questionnaire and face-to-face interviews foster personal interaction, capturing diverse perspectives on AI's impact while ensuring robust, reliable findings.

Data Presentation

Table 1: Gender of Respondents

Variables	Frequency	Percentage %
Male	202	63
Female	120	37
Total	322	100

Source: Field Survey, 2024

The table above shows that male population are the majority of the respondents for the study.

Table 2: Years of Experience as Journalists

Variables	Frequency	Percentage %
0-5 Years	91	28
6-11 years	107	33
12-16 years	82	25
17-21 years	42	14
Total	322	100

Source: Field Survey, 2024

Table 2 above reveal that journalists with 0-5 years' experience are majority of the respondents.

Table 3: Highest Academic Qualification of Respondents

Variables	Frequency	Percentage %
First School Leaving Certificate	7	2
WAEC/SSCE	31	10
OND/NCE	86	27
BSC/BA/LLB (First Degree)	121	38
Master's Degree/MBA	53	16
Doctorate (PhD.)	24	7
Total	322	100

Source: Field Survey, 2024

The table above reveal that first degree holders are majority of the respondents for the study.

Table 4: Broadcast Media Organisation

Variables	Frequency	Percentage %
Arise TV	161	50
NTA	161	50
Total	322	100

Source: Field Survey, 2024

Table 4 above shows that NTA and Arise TV have equal number of questionnaire distributed proportionately.

Table 5: Designation of Journalists

Variables	Frequency	Percentage %
Reporters	33	10
IT specialists	46	14
Editors	51	16
News producers	66	20
Programme Producers	53	16
Fact checkers	23	7
Freelancers	50	17
Total	322	100

Source: Field Survey, 2024

The above table reveal that News producers are the majority of the respondents.

Research Question One (R1):

Table 6: What is the level of Artificial Intelligence (AI) adoption in the news production processes?

Variables	SD	D	SD	NA	SA	A	SA	Total
1. The news production department of your organization currently use any form of AI technology such as ChatGPT, Canva, Otter.ai, Inshot, Capcut, Quillbot, Copy.ai, Headlinehero.io and others in producing news material for public consumption	20 (6%)	25 (8%)	31 (10%)	5 (2%)	53 (16%)	75 (23%)	114 (35%)	322
2. You have been making use of AI tools in producing news content since the last five (5) years	17 (5%)	13 (4%)	26 (8%)	18 (6%)	71 (22%)	64 (20%)	112 (35%)	322
3. All your news programmes content have AI enabled contents	60 (19%)	28 (9%)	133 (41%)	11 (3%)	49 (15%)	25 (8%)	16 (5%)	322
4. The areas where AI has been most adopted within the news production workflow in your broadcast station are: editing, proofreading, newswriting, audio-visual editing and fact checking.	19 (6%)	49 (15%)	32 (10%)	16 (5%)	41 (13%)	73 (23%)	92 (29%)	322
5. Your news organization was quick to adopt the use of AI in news production process	83 (26%)	48 (15%)	26 (8%)	14 (4%)	37 (11%)	43 (13%)	71 (22%)	322

Source: Field Survey, 2024

The table above shows that the extent of AI Adoption in news production processes is high.

Research Question Two (Rq2):

Table 7: How has the adoption of AI impacted journalistic practices and the roles of media professionals?

Variables	SD	D	SD	NA	SA	A	SA	Total
1. The use of AI has led to a reduction in the need for some traditional journalistic roles, thereby resulting in job losses	24 (7%)	31 (10%)	121 (38%)	8 (2%)	47 (15%)	29 (9%)	62 (19%)	322
2. AI adoption has caused journalists to be lazy in the discharge of their duties thereby diminishing the place of human judgment in news production that enriches news contents	95 (30%)	36 (11%)	23 (7%)	39 (12%)	20 (6%)	43 (13%)	66 (20%)	322
3. News organizations may need to establish new ethical guidelines and standards for AI adoption in journalism to address issues of privacy, bias, transparency, and accountability	36 (11%)	19 (6%)	32 (10%)	21 (7%)	59 (18%)	54 (17%)	98 (17%)	322
4. AI adoption has helped your organization to save cost and ensure that the news room is technologically driven	55 (37%)	26 (8%)	32 (10%)	15 (5%)	35 (11%)	52 (16%)	107 (33%)	322
5. AI encourages unqualified journalists to engage in news gathering since the tools will augment their deficiencies	100 (31%)	61 (19%)	35 (11%)	21 (7%)	28 (9%)	26 (8%)	51 (16%)	322

Source: Field Survey, 2024

Table 7 above reveal that AI has significant implications in news production and journalistic practices

Research Question Three (R3):

Table 8: What are the key benefits of AI implementation in the news production processes of broadcast media?

Variables	SD	D	SD	NA	SA	A	SA	Total
1. Since AI handles repetitive and tedious tasks such as transcribing interviews, formatting articles, and updating databases, it allows journalists time to focus on more creative and investigative work	28 (8%)	29 (9%)	36 (11%)	22 (7%)	43 (13%)	77 (24%)	87 (27%)	322
2. The portability and mobility nature of AI allows it to be easily moved from one location to another while providing journalistic support	30 (9%)	20 (6%)	36 (11%)	16 (5%)	62 (19%)	58 (18%)	100 (31%)	322
3. Because AI is predictive, it predict news audience behaviour and preferences, thereby helping news organizations tailor their content strategies to suit the target audience	88 (27%)	61 (19%)	50 (16%)	11 (3%)	59 (18%)	32 (10%)	21 (7%)	322
4. AI is used to provide feedback, analyse reader engagement metrics, such as click-through rates, time spent on articles, and social media interactions to news organization checking.	27 (8%)	39 (12%)	42 (13%)	16 (5%)	31 (10%)	74 (23%)	95 (30%)	322
5. AI-powered translation tools ensures that news content are accessible to a global audience by translating them into multiple languages	94 (29%)	47 (15%)	16 (5%)	24 (7%)	46 (14%)	32 (10%)	63 (20%)	322

Source: Field Survey, 2024

Table 8 above indicates that the benefits of AI in broadcast news production are enormous.

Research Question Four (R4):

Table 9: What are the challenges faced by Arise TV and NTA broadcast media in adopting AI in news production?

Variables	SD	D	SD	NA	SA	A	SA	Total
1. There is high cost of implementing AI technologies that requires substantial initial investment in infrastructure, software, and hardware	32 (10%)	29 (9%)	26 (8%)	16 (5%)	25 (8%)	71 (22%)	123 (38%)	322
2. Journalists and staff resist adopting AI since they are unsure of the capabilities of this new technology	56 (17%)	24 (7%)	41 (13%)	20 (6%)	25 (8%)	48 (15%)	108 (34%)	322
3. It is difficult to guarantee that AI technologies uphold the highest standards of journalistic ethics and editorial integrity, particularly when automating content creation	97 (30%)	55 (17%)	49 (15%)	11 (3%)	58 (18%)	30 (9%)	21 (7%)	322
4. There is a chance that information created by AI may fall short of human-produced material in terms of quality, context, and depth	75 (23%)	49 (15%)	32 (10%)	19 (6%)	41 (13%)	54 (17%)	52 (16%)	322
5. Because viewers are suspicious about the veracity and dependability of AI-generated news information, the broadcast's credibility is negatively impacted	124 (39%)	36 (11%)	21 (7%)	18 (6%)	45 (14%)	26 (8%)	52 (16%)	322

Source: Field Survey, 2024

43

The table 9 above show that the challenges faced by Arise TV and NTA in adopting AI in News Production include credibility issues, ethical consideration, technical know-how, competence and digital infrastructure.

Discussion of Findings

The study found that male make-up of the majority of the respondents. Table 2 reveals that journalists with 0-5 years' experience are majority of the respondents. The table 3 reveals that first-degree holders are majority of the respondents for the study. Table 4 above shows that NTA and Arise TV have equal number of questionnaire distributed proportionately. The table 5 reveals that News producers are the majority of the respondents.

Research Question One: What is the level of Artificial Intelligence (AI) adoption in the news production processes?

The findings from Table 6 indicate a substantial level of AI adoption within the news production processes at the studied broadcast organizations. The study reveals significant adoption of Artificial Intelligence (AI) in news production at broadcast organizations like NTA and Arise TV in Abuja. Most respondents confirm their departments use AI tools, such as ChatGPT and Canva, for tasks like data handling and content creation, with 58% agreeing and 35% strongly agreeing. The data analysed on the level of AI Adoption In News Production Processes show

that the level of AI adoption is high. This is in agreement with the position of Nnamdi Odikpo of NTA who opines that:

Most of these AI applications are embedded in the systems we work with... It helps getting materials for research and improves the quality of the news gathering depending on what issues or what event is being reported on. I think in my opinion it has revolutionized the entire practice of journalism... it has improved the quality of data we put out there, it has made the processes a lot more quicker.

Oloije Waapera also corroborated the above view when she said that:

AI has become a new technology that Nigerians are catching up with. Although AI helps in the smooth transitioning of news, it is watering down the skill of journalism in its actual sense.

The data reflects a growing trend toward embracing AI technologies to enhance journalistic practices and improve the overall quality of news content.

Research Question Two: How has the adoption of AI impacted journalistic practices and the roles of media professionals?

Table 7 highlights varied perspectives on Artificial Intelligence's impact on journalism at NTA and Arise TV in Abuja. Respondents are divided on whether AI reduces traditional roles, with 38% disagreeing and 34% agreeing, reflecting concerns about job losses alongside optimism about job security. A strong 30% reject the idea that AI fosters complacency, affirming the value of human judgment in news production. Most (50%) disagree that AI enables unqualified journalists, emphasizing the need for professional skills. These findings suggest AI is seen as a complement to, not a replacement for, traditional journalism, though concerns about ethics and job displacement persist, shaping a nuanced view of AI's role in newsrooms.

Oloije Waapera, News Editor at Arise TV, supported the above when he stated:

AI has become a new technology that Nigerians are catching up with because of the 21st century, although AI helps in the smooth transitioning of news from newsroom to on-air, it is watering down

the skill of journalism in its actual sense.

Research Question Three: What are the key benefits of AI implementation in the news production processes of broadcast media?

Table 8 explores perceived benefits of Artificial Intelligence in news production among 322 participants at NTA and Arise TV in Abuja. Most (51%) agree AI handles repetitive tasks, freeing journalists for creative work, though 29% express scepticism, citing concerns about accuracy.

The benefits of AI was expatiated by Momso Damun Dah who is the Assistant Manager News for NTA:

AI has significantly transformed the way we work in the newsroom. Before its introduction, journalists had to manually transcribe interviews, edit reports, and format content, which consumed a lot of time. Now, with AI-powered transcription tools and automated formatting, our reporters can focus more on investigative stories and in-depth journalism. This has improved both efficiency and the quality of our news reports.

Georgina Ndukwe, News Production Manager, also supported the above submission when she said:

One of the biggest advantages of AI is its predictive capability. We use AI analytics to track viewer preferences and engagement metrics, allowing us to tailor our content strategy. AI helps us understand what type of news resonates with our audience, which ultimately improves viewership and retention.

The overall analysis reveals that while AI is generally seen as beneficial in handling repetitive tasks and improving engagement tracking, its predictive capabilities, mobility, and translation functions remain contentious.

Research Question Four: What are the challenges faced by Arise TV and NTA broadcast media in adopting AI in news production?

The study highlights key challenges in adopting Artificial Intelligence for news production at Arise TV and NTA. High costs, with 60% of respondents noting financial barriers, limit infrastructure and software investments, especially in developing economies.

Nnamdi O. Odikpo (Assistant Director News, NTA) shared his thoughts on the challenges:

Here I am speaking in terms of equipment and infrastructure now because the AI is there and available online, but it boils down to availability of equipment and data to access it...Connectivity is a challenge as data network sometimes these signals are erratic, thus not stable. Aside that, the high cost for data services is also a challenge. These challenges don't affect AI but rather how we at NTA try to access it.

Overall, the findings reveal that the challenges faced by Arise TV and NTA in adopting AI in news production encompass credibility issues, ethical considerations, technical know-how, competence, and the necessity for robust digital infrastructure. Addressing these challenges will be essential for both organizations to effectively integrate AI technologies while upholding the standards of quality journalism and maintaining audience trust.

Summary of Findings

The integration of AI technology in news production presents both significant benefits and notable challenges for broadcast media, as evidenced by the findings related to Arise TV and NTA. The benefits include enhanced efficiency in repetitive tasks, improved content strategies through audience behaviour analysis, and the ability to provide multilingual news. However, the challenges are substantial, encompassing high implementation costs, resistance from journalists and staff due to uncertainty about AI's capabilities, concerns about upholding journalistic ethics, the quality of AI-generated content, and credibility issues stemming from viewer scepticism. These insights highlight the complex landscape of AI adoption in journalism, where the advantages must be carefully balanced against the ethical and practical concerns that arise. The findings of this study underscore the transformative potential of AI in news production while simultaneously illuminating the significant obstacles that must be addressed for successful integration. As Arise TV and NTA navigate the complexities of AI adoption, it is evident that the path forward will require not only technological investments but also a comprehensive approach to training and ethical standards. Maintaining the credibility of news reporting in an increasingly AI-driven environment will be paramount for both organizations. Thus, a strategic framework that incorporates technological, educational, and

ethical considerations is essential for leveraging AI in a manner that enhances journalistic integrity and audience trust.

Conclusion

The exploration of artificial intelligence in the newsrooms of Arise TV and NTA in Abuja reveals a transformative shift for Nigeria's broadcast media. This study paints a vivid picture of AI as a powerful force, streamlining tasks, sharpening audience insights, and breaking language barriers to connect with more people. The thought of journalists, unburdened from repetitive work, diving deeper into stories that spark curiosity and uncover truth feels inspiring. Yet, this path has its challenges. High costs of adopting AI, hesitation among journalists facing an unfamiliar tool, and concerns about whether machines can uphold the heart of ethical reporting weigh heavily. These are real hurdles, rooted in a commitment to preserving what makes journalism human.

This study goes beyond data, telling a story of an industry at a turning point, balancing innovation with journalism's soul. Looking ahead, newsrooms where AI and human creativity collaborate can craft stories that resonate deeply. By investing in training, building audience trust, and staying true to their mission, these media houses can lead, not just in Nigeria but globally, showing how technology can amplify the human spirit in storytelling.

Recommendations

It is recommended that since findings indicate a high level of AI integration in news production, with key areas for improvement in training and maximizing AI's capabilities, there should be comprehensive AI trainings for broadcast media professionals in order to integrate AI in their news production to save time, cost, energy and produce high quality news contents.

Media owners should employ AI in their news production process as it has proven to be beneficial in handling repetitive tasks and improving engagement tracking, its predictive capabilities, mobility, and translation functions remain contentious. Media professionals and owners should encourage the introduction of AI since their fears have been addressed that AI will take over jobs of humans. Instead, broadcast media professional should view this as a step in the right direction to use the AI to complement, rather than replace, traditional journalistic practices in news production.

Since there are lingering doubts about its reliability, efficiency, and impact on traditional

journalism practices. Addressing these concerns through training and better AI integration could help bridge the gap between scepticism and adoption.

There is the necessity for robust digital infrastructure in the country since the findings reveal that the challenges faced by Arise TV and NTA in adopting AI in news production encompass credibility issues, ethical considerations, technical know-how and competence. Addressing these challenges by the Nigeria government will be essential for both organizations to effectively integrate AI technologies while upholding the standards of quality journalism and maintaining audience trust.

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