

APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE LEARNING AND PRACTICE OF JOURNALISM IN NIGERIA

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Abstract

The impact of Artificial Intelligence (AI) is changing journalism today. These days, news can be produced and shared without human assistance. Artificial intelligence has changed how journalists engage with the outside world. This makes it possible for reporters to examine information from several sources. Now that AI is a worldwide phenomenon, how does it affect journalism education (learning) and practice in Nigeria? How can Nigeria's media business prepare for the use of AI in its tasks? Being qualitative research, this study used the Technology Acceptance Model (TAM), Version 1 and made use of a content analysis research approach to examine AI coverage in three newspapers. In this regard, the researchers used survey methods and concentrated their attention mainly on the secondary form of data collection. Findings from this research suggested a poor knowledge of AI's potential and a low degree of application of AI. It therefore recommends that journalism schools in Nigeria should have curricula that embrace technology that will effectively prepare potential journalists for the future use of AI for their work and how to use AI responsibly.

Keywords: Artificial Intelligence, Learning, Practice, Journalism, Technology Acceptance Model

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Introduction

The mass media and its operations, including journalism education and practice worldwide, are becoming increasingly sophisticated daily due to technological growth and development (Guanah, 2019). A school of thought may argue that there will never be an electronic shortcut to disseminating news and information, as reporters and editors will always be required to blend thousands of bits of information into a package that people will read, enjoy, and understand. However, recent technological developments demonstrate the opposite, as evidenced by Artificial Intelligence (AI).

Practically every aspect of human activity, including journalism, utilises artificial intelligence today, and it is becoming increasingly significant in modern society. Guanah (2021) asserts that Artificial Intelligence (AI) not only facilitates faster and better service delivery but also enhances job performance, often resulting in lower execution costs and labour savings. Guanah, Agbanu, and Obi (2020) observed that the emergence of Artificial Intelligence (AI) is gradually

affecting most facets of society, with no area immune to its impact; "all these indicate that AI has the potential to cause significant disruptions to many hitherto known and established ways of doing things in the world, including Nigeria" (p. 46).

Undoubtedly, AI has revolutionised the learning and practice processes of journalism by accelerating research, acquiring and disseminating information, cross-referencing data, and enhancing the journalistic process to produce higher-quality outputs. AI also streamlines lengthy articles into bite-sized content for social media, instantly creates short films from text, and collects data from various sources. The co-founder of Narrative Science estimates that AI will write up to 90% of articles within 15 years (Hall, 2018). AI can enhance and tailor news coverage for individuals or groups of readers or viewers. The use of AI in journalism is often referred to as "automated journalism," A scenario in which computational processes translate data into narrative news pieces with little or no human intervention after programming. Some can even compose and broadcast

news independently of human journalists while also improving the quality of the news.

As a result, Guanah, Agbanu, and Ob state that "just as the advent of AI has an impact on various sectors of society, it also affects journalism practice in numerous ways, especially now that journalists can use AI-generated smart templates to gather and disseminate news reports on various issues" (p. 699, emphasis mine). When there is clean, accurate, and organised data for AI to analyse, it may create regular news items on common themes.

Previously, a news reporter had to be physically there to cover a news event, sometimes at risk of their life. However, now, with AI-powered drones, a reporter may cover a combat scenario without being present at the battlefield. This is consistent with Ladi Ojora's statement that "true artificial intelligence" is the empowerment of computer systems with the ability to independently learn and make decisions exclusively for the programmer or system that created them, as stated in Ndiomewese (2017, p. 2).

The introduction of AI technology is producing upheavals, both beneficial and harmful, in many parts of human existence, including journalism education and practice. Although technology has the potential to replace individuals in their occupations, it also enhances efficiency. Despite the advent of AI, many Nigerian journalism training institutions and media companies have yet to integrate technology into their operations fully (Guanah et al., 2020). Earlier, Adeniyi (2011) reported that mass communication institutions in Nigeria do not incorporate e-learning as extensively as required in their curricula, resulting in students graduating without acquiring the necessary skills to be e-reporters.

AI is an essential component of e-learning. Now that AI has become a worldwide phenomenon, how does it impact journalism education and practice in Nigeria? How can Nigeria's media business prepare for the use of AI in its tasks? This piece serves as a call to acknowledge the inevitability of AI in media practice. It also provides the groundwork for future discussions on this important topic. We label it as an "introductory outline" because it provides a "take-off" template.

Statement of the Problem

The rapid advancement of Artificial Intelligence (AI) is transforming various sectors globally, with its potential to revolutionise society. While AI offers tremendous opportunities for innovation and efficiency, it also raises concerns regarding significant job displacement, especially in industries reliant on human labour (Brynjolfsson & McAfee, 2014). The widespread implementation of AI technologies is expected to disrupt traditional employment models, prompting fears that many workers will be displaced by automation (Arntz, Gregory, & Zierahn, 2016). In the

context of journalism, there is an urgent need for media professionals to adapt to AI technologies in both their learning processes and professional practices, particularly in Nigeria, where the digital transformation of the media industry is ongoing (Dube & Mokoena, 2020).

However, despite the growing influence of AI, a lack of comprehensive media coverage regarding its implications remains, particularly in newspapers. Newspapers, which have traditionally played a pivotal role as social watchdogs and information disseminators, are under scrutiny for not adequately educating the public on AI's impact (Napoli, 2011). The failure of the media to effectively report on the developments in AI, its potential benefits, and its risks may contribute to widespread public misunderstanding and an underpreparedness for the digital future (McChesney, 2015). This study, therefore, aims to explore how AI is portrayed in Nigerian newspapers through a content analysis approach. It will examine the extent to which AI-related issues are addressed in the media, assessing the quality and depth of the coverage, as well as the potential role of journalism in guiding public awareness and adaptation to the evolving digital landscape.

Research Objectives

The following are the objectives of this study:

1. Know the extent of awareness journalism students have of the application of artificial intelligence.
2. Determine the level of awareness of the application of artificial intelligence by journalists in Nigeria.
3. Understand the factors surrounding artificial intelligence in the Nigerian journalism space

Research Questions

1. To what extent are journalism students aware of the application of artificial intelligence?
2. What is the level of awareness of the application of artificial intelligence by journalists in Nigeria?
3. What are the factors limiting the awareness of artificial intelligence in the Nigerian journalism space?

Literature Review

What is Artificial Intelligence?

Ali Shafti describes AI as "a non-human device or algorithm capable of performing behaviours and actions that are only possible for a person of human intelligence, or perhaps not even possible for humans, so above human intelligence" (Handley, 2018, p. 2). According to Makridakis (2017), artificial intelligence, or machine intelligence, is the process of making machines intelligent. Intelligence may be defined as the trait that allows an entity to operate effectively and

with foresight in its environment.

Though there is no internationally agreed definition of AI, Vinuesa, Azizpour, and Nerini (2020) define AI as any software technology with at least one of the following capabilities: perception, including audio, visual, textual, and tactile (e.g., face recognition), decision-making (eg, medical diagnosis systems), prediction (e.g., weather forecast), automatic knowledge extraction, and pattern recognition from data (e.g., discovery of fake news circles in social media). They argue that it covers a wide range of subfields, including machine learning. Drawing on some of the above definitions of AI, it is possible to infer that robots may be programmed with intelligence to execute tasks optimally, even better and quicker than humans, with little or no human input.

Artificial intelligence and machine learning are sometimes used interchangeably. Michael I. Jordan, one of the leading experts on AI and machine learning (ML), comments that when we speak about AI, we usually mean ML. According to him, "ML is an algorithmic field that blends ideas from statistics, computer science, and many other disciplines to design algorithms that process data, make predictions, and help make decisions" (Asay, 2021, p.2). Although Ark (2020) views machine learning as a functional subset of AI, big data, and enabling technologies, Wu (2019) defines machine learning as the process of training a computer model with a "teaching set" of data to identify patterns, insights, and predict significantly faster and more effectively than a human being. He quotes Siegman, who defines machine learning as "finding patterns in large amounts of data and making predictions based on historical data" (p.2).

Many news organisations currently employ AI to collect, edit, and report news articles. There are robots capable of writing actual news, as well as AI algorithms that can convert complex papers into easy-to-understand news items for the public. In other words, AI allows machines to do cognitive tasks. The application of artificial intelligence in journalistic practice, in which computer programs create news items, is also known as algorithmic journalism or robot journalism (Graefe, 2016; Dörr, 2016; Cohen, 2015).

Rationale for Adopting AI Journalism

While many media organisations in Nigeria have yet to embrace AI fully, our educational system must align with global standards. This alignment will ensure that graduates in mass communication and media studies are equipped to navigate the latest advancements in reporting, enabling them to operate effectively in any part of the world post-graduation.

There is a growing recognition among media professionals regarding the unavoidable integration of AI into media practices in Nigeria. The practice of mass media has evolved from mere theoretical discussions to

new realms of application, significantly shaped by technological advancements. Undoubtedly, the rapid advancement of technology is propelling the media landscape forward, with artificial intelligence at the forefront. Consequently, students of media studies must equip themselves to engage meaningfully in this evolving paradigm.

Nonetheless, several significant challenges confront media students and practitioners in Nigeria today, particularly regarding their understanding of AI and the accessibility and integration of relevant AI systems for practical application. They require comprehensive training to foster adoption and provide necessary resources. As the global landscape increasingly shifts towards a workforce dominated by artificial intelligence, our students must familiarise themselves with cutting-edge technologies to align with future demands. This necessity should be seamlessly integrated into the existing pedagogical frameworks of journalism and media studies in Nigeria.

Nonetheless, the exploration of automated journalism remains relatively limited in Nigeria, and a comprehensive framework for its implementation has yet to be established. This chapter serves to enlighten students and journalism educators about the intricacies of AI. This text delineates the concept of artificial intelligence, categorises its various forms, and underscores the applications of AI within media practices across different regions globally.

Types of Artificial Intelligence

Various classifications of Artificial Intelligence exist. Heath (2018) asserts that, at a fundamental level, artificial intelligence may be categorised into two primary types: 'Narrow AI' and 'General AI'. 'Narrow AI' is characterised as "what we observe in contemporary computers: intelligent systems that have been instructed or have acquired the ability to perform specific tasks without explicit programming" (p. 3). He characterises 'General AI' as "the adaptable intellect exhibited by humans, a versatile form of intelligence proficient in learning to perform a diverse array of tasks, ranging from haircutting to constructing spreadsheets or reasoning about a broad spectrum of subjects based on its accumulated experience" (p. 3).

Moreover, he asserted that a natural intersection exists between robotics and artificial intelligence. He elucidates that AI constitutes only one of the technologies used in robotics. At the same time, its application facilitates the advancement of robots into novel domains, such as autonomous vehicles and delivery robots, while also enhancing their capacity to acquire new abilities.

Factors Associated with AI and Media Practice

The methods of communication among individuals and the practices of journalists and media

content creators have undergone significant evolution due to the emergence of new media technologies. The full impact of these technologies remains to be seen, particularly with the advent of Artificial Intelligence (AI) on the collection, production, and distribution of news.

Nonetheless, challenges exist in the realm of automated journalism; one significant issue, as noted by Caswell & Dorr (2017), is the critical limitation on the capacity to automate journalistic writing, specifically the lack of data models adequate to encapsulate the journalistic knowledge required for the automatic generation of event-driven narratives. Machine learning is most effective when ample data is available, enabling it to identify patterns from which it learns and subsequently enhances the system.

Hall (2018) observes that AI struggles with unstructured data. He states that AI can readily convert structured materials, such as tabulated sports results or earnings data, into articles using standardised templates; however, this approach has not been extensively applied in the creative economy, which predominantly consists of unstructured data that is widely accessible today. The question of authorship for an automated narrative remains unresolved.

Participants in research on algorithmic authorship, such as Montal & Reich (2016), contend that the programmer should be recognised as the author, whilst other participants assert that the media outlet responsible for publishing the article should be designated as the author. Furthermore, issues of transparency, credibility, and authenticity verification arise when readers struggle to discern whether an article is authored by a robot or a human (Dörr & Holinbuchner, 2017).

Regarding credibility, Gillespie (2014) highlights the scepticism of critics questioning the fairness, accuracy, and objectivity of algorithms, as well as their susceptibility to error or manipulation. Hall (2018) asserts that AI is incapable of discerning the accuracy of the information it gets while checking authenticity. AI produces erroneous output when it gets dubious input. Hall (2018) contends that AI lacks self-awareness, since it cannot elucidate its output, justify its writing choices, or describe its reasoning process.

Hall (2018) asserts that AI cannot be legally held accountable for disseminating and promoting defamatory content; consequently, he advocates for the incorporation of human accountability at all stages of the content value chain to mitigate the propagation of harmful information by the algorithms they have created. Concerns exist that the automation of journalism may result in significant job losses for journalists as publications transition to using AI. This apprehension is unsustainable, since many facets of media still require human journalists, referred to as

auto editors, because AI's deficiencies in originality, humour, and critical thinking are inherent. Artificial intelligence, being created by humans, is prone to errors that might be expensive or hazardous.

Thus, Christian Louis Lange asserts that "Technology is a useful servant but a dangerous master", as stated in Kwakpovwe (2021, p. 49). Nevertheless, based on the multitude of tasks AI executes, it is widely acknowledged that the benefits far surpass the drawbacks.

Usage of AI by Media Organisations

Hall (2018) asserts that AI is transforming journalism in three ways, namely (a) automating standard reporting procedures. This facilitates the fast expansion of coverage and delivers expedited insights. AI can promptly respond to real-time data with narrative frameworks, while also reducing barriers to access. Artificial intelligence diminishes the human component in the content creation process.

Forbes has evaluated an AI tool named Bertie. It aims to provide reporters with preliminary drafts and narrative templates. Various forms of artificial intelligence are employed in journalism. The list comprises Narrative Science, which focuses on natural language generation for enterprises, Monok, which produces auto-generated news articles utilising neural networks for NLG; BBC, which enhances media workflows through news aggregation and content extraction; and Storykube, which employs artificial intelligence to facilitate the entire news production process, including data collection, text generation, and fact-checking, among others.

Diakopoulos (2019) discusses data mining tools that notify journalists of possible news items, while news bots provide novel methods for viewers to investigate information. Desmond (2020) asserts that at Microsoft, artificial intelligence employs algorithms to identify popular news articles from multiple publishing partners, assists in reformulating headlines, and enhances content with high-quality images or slide displays. The Wall Street Journal and Dow Jones have also utilised this technology for various purposes, including interview transcription and assisting journalists in detecting "deepfakes," which are convincingly created photographs produced by AI (Peiser, 2019).

The Guardian employs a proprietary artificial intelligence program known as "ReporterMate," an experimental automated news reporting system. Karaca (2019) asserts that journalists can discern artificial audio and video content generated by AI methodologies. He used the skills of BBC News professionals and global linguists who monitor and authenticate media worldwide, discerning fake and inaccurate information. AI-driven reporters are designed to generate vast volumes of information at a

faster rate. At the Associated Press, AI-driven reporters produce two to six lines on sports scores and quarterly corporate profits reports (Desmond, 2020).

According to Hall (2018), the Associated Press was able to increase the number of firms it reported on from 300 to 4,000 by utilising AI to create reporting on corporate results. Cohen (2015) indicates that using software from Automated Insights and data from various firms enables the generation of 150 to 300-word articles in the same duration as journalists need to analyse data and compile material. Reuters has partnered with Graphiq, a business that uses AI to create and refresh data visualisations. Hall (2018) states that the technology facilitates expedited data access, and when integrated into a news article, the visualisations are refreshed in real time. Karaca (2019) further corroborates that Reuters employs Lynx Insight, which uses automated data analysis to detect patterns and anomalies, as well as to propose articles to writers.

Similarly, Desmond (2020) indicates that Bloomberg News employs AI robots to analyse extensive datasets, identifying warnings when patterns or abnormalities arise. This assists reporters in selecting stories for follow-up, doing fact-checking, contextualising narratives, and conducting interviews. Peiser (2019) states that Bloomberg News employs an automated system called Cyborg to generate around one-third of its content. Cyborg is said to enable journalists to produce hundreds of pieces on corporate profit reports each quarter. It may analyse a financial report upon its release and generate an instant news article with the most relevant data and numbers.

Desmond (2020), referencing Unite AI, states that Xinhua, the Chinese official news agency, has introduced a new artificial intelligence 3d news anchor called Xin Xiaowei, modelled after Zhao Wanwei, one of the agency's human news presenters. This is an augmentation of the current roster of virtual speakers being curated by the agency. Sogou, the search engine startup that co-developed the technology, states that the new AI anchor employs "multi-modal recognition and synthesis, facial recognition and animation, and transfer learning" (Desmond, 2020, p. 2).

Theoretical Framework

This study was based on the Technology Acceptance Model (TAM), a significant expansion of Ajzen and Fishbein's (1980) Theory of Reasoned Action (TRA) in academic literature. Venkatesh (2000) asserts that Davis's technology acceptance model, articulated in Davis (1989) and Davis, Bagozzi, and Warshaw (1989), is the most extensively used framework for understanding consumers' acceptance and utilisation of technology. It was created by Fred Davis and Richard Bagozzi (Davis, 1989; Bagozzi, Davis, & Warshaw, 1992).

TAM is said to have replaced several attitude measurements from TRA with two technological acceptance metrics: ease of use and usefulness. Both TRA and TAM, which include significant behavioural components, propose that when an individual intends to act, they will be unencumbered in their ability to do so. However, other constraints exist, including restricted freedom of action (Bagozzi, Davis & Warshaw, 1992).

The Technology Acceptance Model (TAM), version 1, as proposed by Davis, Bagozzi, and Warshaw (1989), is a theoretical framework in information systems that elucidates the process by which people adopt and use technology. This theory posits that many elements, including Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), impact consumers' decisions about the adoption and use of new technology. Davis (1989) defines Perceived Usefulness (PU) as the extent to which an individual believes that using a particular technology will improve their work performance. He also characterises and defines Perceived Ease of Use (PEOU) as the extent to which an individual perceives that using a particular technology would require little effort.

Venkatesh and Davis (2000) and Venkatesh (2000) remarked that further research led to the enhancement of the Technology Acceptance Model (TAM) to TAM 2, while Venkatesh, Morris, Davis, and Davis (2003) indicated its further extension to the Unified Theory of Acceptance and Use of Technology (UTAUT). Venkatesh and Bala (2008) suggest that a TAM 3 is forthcoming in the context of e-commerce, incorporating the influences of trust and perceived risk on system use.

This theory aligns seamlessly with this work, as its two principles, perceived utility (PU) and perceived ease of use, effectively encompass artificial intelligence and its application in the education and practice of journalism in Nigeria.

Research Methodology

This study employs a secondary research methodology, focusing on gathering data from existing sources, such as books, journals, online publications, and library collections. Secondary data collection is essential for obtaining relevant information to address the research objectives, as it allows for the exploration of a wide range of materials that have already been compiled and analysed (Saunders, Lewis, & Thornhill, 2019). The research sources include internet searches, scholarly journals, books, newspapers, and magazines, all of which provide comprehensive insights into the subject matter. Library resources, including textbooks and archived publications, were also utilised to ensure a well-rounded understanding of the topic. The use of secondary sources in this study not only helped to gather established data but also benefited from the

perspectives and findings of previous researchers in the field (Hart, 2018). This approach provides a valuable foundation for analysing the topic in greater depth and supports the formulation of new insights without the need for primary data collection.

Discussion of Findings

Research Question One: To what extent are journalism students aware of the application of artificial intelligence?

The foundations of properly employing AI in media practice are having a solid understanding of how to control the computer, which involves knowing the basics of computer programming. This is best depicted by the little computer (cell phone), which practically anyone has access to. However, one does not need specific training to know how to handle a mobile phone. Nevertheless, in the case of a computer, fundamental skills are necessary.

These fundamental abilities become particularly advantageous in the application of AI within mainstream media. Ark (2020) identifies AI4k 12, a project by prominent computer scientists, as a foundational resource for understanding AI, which will then be integrated into journalism, highlighting five essential concepts that every student should comprehend about AI. They are as follows:

- i. Computers perceive the world using Sensors.** Examples include speech recognition and computer vision; emerging issues include the nature of intelligence and the limitations of human and computer perception.
- ii. Agents maintain Representations of the World and use them for reasoning.** Examples include types of algorithms, the work they do and their limitations.
- iii. Computers can learn from Data.** Examples include types of machine learning, yet there are concerns about issues such as bias in training data.
- iv. Intelligent Agents require many Types of Knowledge to interact naturally with Humans.** Examples include interacting with digital assistants, chatbots and robots. Emerging issues involve the nature of consciousness and the limitations of AI interaction.
- v. V. AI Applications Can Impact Society in Both Positive and Negative Ways.** Emerging issues include the use, fairness, and transparency of algorithms, as well as their likely social impacts. It would not be out of place for all journalism students to learn about how AI is reshaping media practice and the journalism landscape. They should not only know about how AI operates but should also be able to apply it to their chosen profession. AI will enable students to learn the technical and conceptual tools and

to understand the basics of most of their courses, as well as introduce them to the dynamics of AI. To have a grasp on the workings of AI, therefore, mass media teachers can simplify everything about AI by integrating the fundamental concepts of AI, which include learning about data science and ethical design, into the various courses they teach. With this, teaching about AI will be more attractive and interesting. Students will develop a passion for its usage when they become conversant with the abilities of AI.

Research Question Two: What is the level of awareness of the application of artificial intelligence by journalists in Nigeria?

The recognition of artificial intelligence's potential to advance sustainable development in Nigeria is on the rise; however, significant gaps remain evident. A variety of stakeholders, including governmental bodies, private sector organisations, and academic Institutions, are recognising the capacity of AI to address substantial challenges and contribute to the Sustainable Development Goals (SDGs).

Nevertheless, some challenges impede the broad dissemination of knowledge and understanding. The Nigerian government has initiated the National Artificial Intelligence Strategy (NAIS) to harness the capabilities of AI judiciously. This strategy aims to position Nigeria as a prominent figure in the realm of artificial intelligence, emphasising the significance of ethical innovation and collaboration across various sectors (Kolcolu & Atanda, 2024).

The establishment of the National Centre for Artificial Intelligence and Robotics (NCAIR) underscores a governmental recognition of the significance of AI in fostering economic growth and societal progress (Olorunfemi, 2024). Oluwafemi Osho highlights the significant potential of AI to enhance various sectors such as agriculture, healthcare, and education. The authors emphasise that, despite growing acknowledgement of the benefits of AI, numerous individuals still associate AI predominantly with specific applications, like chatbots (e.g., Chatgpt), which limits their understanding of its broader potential (Olorunfemi, 2024).

Newly emerging applications of artificial intelligence are tackling substantial developmental challenges. In the realm of agriculture, artificial intelligence is employed for precision farming, pest management, and enhancing food security, as evidenced by innovative startups such as Crop2Cash and Hello Tractor. Artificial intelligence innovations within the healthcare sector are significantly refining diagnostic precision and augmenting accessibility to medical services (Deshpande, 2024).

Research Question Three: What are the factors limiting the awareness of artificial intelligence in the

Nigerian journalism space?

The public is noticeably underinformed on the promise and hazards of artificial intelligence. To improve comprehension from a young age, experts support incorporating AI into the school curriculum (Olorunfemi, 2024). Additionally, limited Internet penetration restricts access to information on AI technology, which hinders the field's growth and awareness. Fostering a more educated public that can use AI solutions requires increased connection (Olorunfemi, 2024).

The adoption of AI solutions tailored to local demands is hindered by the ineffective training of AI models, which is often caused by a lack of high-quality data. This scarcity of information also complicates the understanding of how AI can be effectively utilised in various industries (Paul, 2024).

Similarly, the lack of thorough regulations controlling the moral application of AI adds to the ambiguity surrounding its usage across industries. Defining rules might boost investor trust and promote broader AI technology adoption (Koleolu & Atanda, 2024; Paul, 2024).

Conclusion

AI is here to stay, and the changes it has brought to journalistic practice will continue as long as technology continues to develop rapidly. The findings from this research suggest a poor understanding of AI's potential and a low degree of AI application. The study listed important areas in which artificial intelligence may be employed for sustainable development in Nigeria, including security, agriculture, education, engineering, economics, health, sports, and many more.

It, therefore, concluded that AI has great potential to drive sustainable development in Nigeria, but achieving this potential needs deliberate initiatives to increase awareness, offer technical assistance, and promote a conducive atmosphere for innovation. AI may be pretty beneficial in teaching Digital editing and computer retouching. This course instructs students in the actual use of graphic design and editing software to improve their abilities in picture creation and manipulation.

When media schools instruct students in AI alongside multimedia scripting and contemporary communication technologies, students are early integrated into the application of AI in their journalistic responsibilities. This enables students to be effortlessly acquainted with scriptwriting for multimedia, utilising various software applications in multimedia scripting. They will be introduced to the diverse technologies of communication, including their characteristics, applications, and effects.

Recommendations

Based on the findings of this study, the following are recommended by the researchers:

1. Students should be able to recognise AI and its impact on the mass media and therefore be proactive in using AI to discharge their duties as journalists. Consequently, using Automated Insights, an AI tool that enables journalists to develop dynamic templates that convert structured data into human-readable content.
2. Journalism schools should have curricula that incorporate technology to effectively prepare potential journalists for the future use of AI in their work. Moreover, journalism students should also be equipped with the basics of computer programming and skills for working with data. With this, students will be armed with information about AI technology and how media-related AI are relevant to their profession.
3. Media houses should make concerted efforts to improve their adaptability, as we are approaching an increasingly automated future. To survive the "onslaught" of AI on journalism practices, media houses in Nigeria must start implementing strategies to cope with AI in the future. They have to be trained on how to use AI responsibly.

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