



Ethical Challenges of Broadcast Journalism in the Era of Artificial Intelligence: Perspectives of Practitioners in Anambra State, Nigeria

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Abstract

This study examines the perceptions of broadcast media professionals in Anambra State, Nigeria, regarding the ethical challenges arising from the integration of artificial intelligence (AI) in journalism. Adopting a qualitative research design, the study employed in-depth interviews to collect data from ten purposively selected practitioners drawn from television and radio broadcasting organisations. The findings indicate that while broadcast journalists demonstrate substantial awareness of AI's expanding role in broadcast journalism, they also express concerns about several ethical risks, including misinformation, algorithmic bias, creative disruption of professional roles, editorial over-reliance on automated systems, lack of transparency, and the persistence of a digital divide. Participants contend that these challenges constrain the responsible and effective utilisation of AI technologies in broadcast practice. The study therefore recommends the development and enforcement of context-specific ethical guidelines, targeted AI literacy training for journalists, strengthened editorial oversight of AI-assisted content, routine auditing of AI systems to mitigate bias, and the promotion of inclusive access to AI tools to support equitable adoption across regions.

Keywords: Ethical Challenges, AI, Journalism, Media, journalists, Anambra State, Nigeria

Introduction

Broadcast Journalism (radio and television broadcasting) plays a critical role in shaping public opinion, fostering accountability, and promoting the dissemination of accurate and reliable information. It serves as the fourth estate, holding power to account and ensuring that citizens are informed about matters that influence their lives, communities, and nations (Bello & Sule, 2024). In an era of increasing global interconnectedness, the significance of journalism cannot be overstated, as it remains the bedrock of democracy and social cohesion. However, the effectiveness of journalism is rooted in its adherence to a set of ethical principles that guide practitioners in delivering news that is fair, accurate, impartial, and accountable. Ethics in journalism serve as the cornerstone of credible reporting, ensuring the media remains a trusted source of information (Oso, Adeniran, & Arowolo, 2024). These ethical values demand truthfulness, objectivity, respect for privacy, and a commitment to the public good. Journalists are bound by the responsibility to uphold these standards, as their work directly influences societal values and trust in media institutions.

Nevertheless, as the world evolves technologically, journalism faces unprecedented challenges and opportunities that test its ability to remain both ethical and relevant (Tilak, 2020).

The advent of advanced technology has revolutionised the way news is gathered, produced, and disseminated. From digital platforms to social media, technology has enhanced the speed and reach of information delivery (Owe et al., 2023). Artificial intelligence (AI), in particular, has emerged as a transformative force in journalism, reshaping how news is collected, edited, and presented. AI empowers systems to generate authentic news articles, while algorithms simplify complex information into easily comprehensible news pieces for the general audience. For instance, WordSmith, an AI-driven programme, can convert data and intricate texts into persuasive sentences that closely resemble articles written by human journalists (Guanah et al., 2020). AI-powered tools, such as natural language processing, machine learning, and data analysis systems, enable faster fact-checking, automated content creation, personalised news recommendations, and real-time reporting.

Journalists stand to benefit significantly from these advancements, enjoying increased efficiency, enhanced accuracy, and the ability to process vast amounts of data within seconds. However, the integration of AI into journalism has also brought about significant disruptions. Challenges such as the proliferation of AI-generated fake news, deepfakes, algorithmic bias, and the potential displacement of journalists raise critical ethical concerns. While innovative, AI systems can sometimes prioritise speed and virality over accuracy and fairness. Additionally, the lack of regulation and the complexities of integrating AI ethically into journalistic practices make it challenging to maintain the profession's core values. Studies have also highlighted the potential of AI to replace journalistic roles by automating routine tasks, raising concerns about the future of journalism. Ethical and professional concerns have been raised regarding AI's impact on human creativity within journalism (Ali & Hassoun, 2019; Waleed, 2019; Hossain, 2021; Abdulmajeed & Fahmy, 2023).

Journalists must prepare for the future shaped by AI (Dunajko, 2022). However, many practitioners remain unaware of the potential impact of these technologies on their work and are ill-equipped to embrace this technological revolution (Guanah et al., 2020). This situation is particularly common in developing nations such as Nigeria, where the adoption of new technologies in the workplace is generally slow due to factors such as limited access to resources, inadequate technological infrastructure, and insufficient training compared to the Western world. For example, Webb (2017) reported that the adoption of AI in journalism is now common in Western newsrooms, whereas studies in Nigeria indicate that its adoption is still at an early stage. As Nigerian journalists navigate this transformative era, understanding their perceptions and experiences with AI becomes crucial. Questions arise regarding how they engage with AI-powered tools, their level of knowledge, and their concerns about its ethical implications. This study addresses these questions, focusing on broadcast journalists in Anambra State.

Statement of the problem

The integration of Artificial Intelligence (AI) into broadcast journalism has transformed the processes of news gathering, production, and dissemination. AI-driven tools have significantly improved the speed, efficiency, and accuracy with which broadcast journalists operate, enabling them to analyse vast volumes of information and deliver timely content to broad and diverse audiences. However, while these advancements offer numerous benefits, they also introduce complex ethical dilemmas. Notable among these are the spread of misinformation and fake news, the emergence of deepfakes, algorithmic bias, threats to job security, and the diminishing role of

human creativity and editorial judgement in journalistic practice. These ethical concerns have become a major point of global debate, particularly regarding how they affect the ability of journalists to uphold professional and ethical standards in an AI-mediated media environment. Despite the growing international discourse, there remains a dearth of empirical research addressing these issues within the Nigerian context. In particular, little is known about how broadcast journalists in South-East Nigeria—and Anambra State specifically—perceive and navigate the ethical challenges posed by AI technologies in their daily practice.

Most existing studies tend to emphasise the technological capabilities of AI or assess the general awareness and adoption of AI tools among journalists. However, there is a significant gap in understanding how ethical concerns are perceived and managed by practitioners working in the broadcast sector in Anambra State, where the media landscape is both vibrant and evolving. This study, therefore, seeks to address this gap by exploring the ethical challenges associated with AI in broadcast journalism, as experienced and interpreted by practitioners in Anambra State, Nigeria.

Objectives of the Study

The main objective of the study was to examine the perspective of media practitioners regarding ethical challenges associated with the adoption of AI in journalism. The specific objectives are as follows:

1. To determine the knowledge of broadcast journalists in Anambra State regarding the application of AI in journalism.
2. To examine the perception of broadcast journalists in Anambra State regarding ethical issues associated with the application of AI in journalism practice.

Literature Review

Concept of Artificial Intelligence (AI)

Artificial Intelligence (AI) has been defined by various scholars from different perspectives. Pereira et al. (2023) describe AI as a specialised branch of computer science focused on creating machines capable of performing tasks that typically require human intelligence. Similarly, Khaleel, Jebrel, and Shwehdy (2024) regard AI as an essential aspect of modern computer science, grounded in algorithms and models that mimic or even surpass human cognitive abilities. These systems can independently and efficiently solve problems traditionally handled by humans. Kaplan and Haenlein (2019) highlight AI as the capacity of a system to interpret input data, learn from it, and apply the acquired knowledge to achieve specific goals. Ihejirika, Ogana, and Uzezi (2023) view AI as machines or computers that emulate human-like thought processes to accomplish tasks. Nwakunor (2021) describes AI as computer-controlled robots designed to replicate human intelligence by using electronic systems that simulate the competencies of the human mind.

Shadrach, Tsokwa, and Foseh (2024) argue that AI systems, built on vast datasets and advanced computational resources, are engineered to mimic human cognition and handle complex tasks that would typically demand human intelligence. From a broader perspective, Strusani and Hounghonon (2019) underline that AI combines extensive datasets and computational power to replicate human intellectual functions, including reasoning, language processing, perception, visual recognition, and spatial analysis. Similarly, Russell and Norvig (2021) explains that AI encompasses a wide range of applications, from robotics to natural language processing, and includes various subfields like machine learning, neural networks, and deep learning. Rahman (2024) added that AI systems operate by consuming large amounts of data, analyzing the data for patterns, and using these patterns to make predictions or decisions.

AI has become pervasive, finding applications across various fields and being designed for diverse purposes. In journalism, for instance, the integration of AI represents a transformative phase in news reporting and the broader media ecosystem. Initially considered an experimental tool, AI has rapidly evolved into a core component of contemporary journalism (De-Lima-Santos & Ceron, 2021). Early applications included automating routine tasks, such as generating financial summaries and sports updates. However, its capabilities have since expanded to include advanced data analysis, personalised content delivery, support for investigative journalism, and even influencing editorial decisions (Bahroun et al., 2023). This growing reliance on AI is part of a broader digital transformation reshaping the processes of news gathering, reporting, and consumption. Beyond showcasing technological progress, AI's increasing role signifies a paradigm shift in how news is produced and consumed in the digital age (Gollmitzer, 2023). As a powerful tool, AI enhances journalistic practices while simultaneously sparking ethical and professional debates. With its continuous evolution, AI is poised to exert even greater influence on journalism, presenting both challenges and opportunities that will shape the future of the industry (Amponsah & Atianashie, 2024).

Overview of Broadcast Journalism

Broadcast journalism refers to the branch of journalism that is concerned with the gathering, production, and dissemination of news and information through electronic media platforms, particularly radio and television. Unlike print journalism, which relies primarily on text, broadcast journalism integrates audio and visual elements to convey news in a more immediate and engaging manner (Okunna & Omenugha, 2012). This form of journalism is structured around live reporting, pre-recorded segments, interviews, documentaries, and special reports. It aims to inform, educate, and sometimes entertain a mass audience, using formats that are time-sensitive and audience-driven. The practice of broadcast journalism is underpinned by core journalistic principles such as accuracy, fairness, objectivity, and public interest. However, the unique nature of broadcast media characterised by its reliance on voice, visuals, and real-time delivery demands additional competencies, including clear articulation, visual storytelling, and the ability to perform under pressure (Tilak, 2020). Technological advancements, especially the transition from analogue to digital systems, have expanded the reach and immediacy of broadcast journalism, enabling live coverage from remote locations and integration with social media platforms to enhance audience interaction.

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Artificial Intelligence (AI) and Broadcast Journalism Practice

The integration of Artificial Intelligence (AI) into broadcast journalism has significantly reshaped the processes of news production, presentation, and consumption. Recent advancements in AI technologies have enabled the automation of news writing, real-time data analysis, and the delivery of personalised content to target audiences. This technological evolution presents both

opportunities and challenges for the broadcast journalism industry. AI-driven tools have enhanced newsroom efficiency, allowing for quicker dissemination of information and more effective allocation of editorial resources (Smith, Johnson, & Lee, 2023; Jones & Brown, 2023).

Rahma (2024) underscores the transformative impact of AI in news curation and aggregation, highlighting the role of intelligent systems in sorting and presenting broadcast content from multiple sources. Platforms such as Apple News and Flipboard exemplify this advancement by employing machine learning algorithms to deliver diverse and personalised news streams. In the broadcast space, this facilitates the delivery of tailored content to segmented audiences, helping to broaden public exposure to a range of perspectives while mitigating the risk of echo chambers (Diakopoulos, 2019). Additionally, AI enhances content discoverability by recommending related broadcasts or programmes, thereby supporting content diversity and amplifying the visibility of underrepresented media outlets (Thurman et al., 2017). AI has also become an essential asset in the fight against misinformation in broadcast journalism. Through natural language processing (NLP) and machine learning, AI systems can detect and counter false narratives with remarkable speed and accuracy. Chen and Li (2023) note that AI-enabled fact-checking tools are capable of cross-referencing broadcast content with verified databases in real-time, allowing journalists to authenticate reports and swiftly debunk misleading information.

Beyond content verification and curation, AI contributes to significant operational efficiencies within broadcast journalism. Rahma (2024) observes that AI technologies can automate routine newsroom tasks, including data gathering, scriptwriting, and scheduling, thereby reducing operational costs and increasing productivity. For example, AI algorithms can process large datasets rapidly, enabling broadcast journalists to focus more on investigative and interpretative reporting. According to Smith et al. (2023), AI can reduce editorial expenses by as much as 30%, making broadcast news production more cost-effective.

AI applications in broadcast journalism also extend to innovative features such as virtual presenters or avatars. These AI-generated figures replicate human speech and expressions with high precision, often serving as news anchors or segment hosts in some international broadcast networks (Bailenson et al., 2006; Stanescu, 2023). Moreover, AI-powered chatbots like ChatGPT are increasingly being used to assist broadcasters with content scripting, summarisation, and editorial planning (Stanescu, 2023). These developments signal a paradigm shift in broadcast journalism practice, where human and machine collaboration continues to redefine the future of media production and delivery.

Ethical Challenges of AI

The integration of artificial intelligence (AI) into journalism has ignited complex ethical debates, particularly with the advent of generative AI systems. Ethical challenges associated with AI encompass the intricate issues that arise from the design, implementation, and utilisation of AI technologies across various domains, including journalism. These challenges often impact fundamental principles such as fairness, transparency, accountability, privacy, and human rights. In journalism, the application of AI in content creation, decision-making, and audience targeting raises critical concerns about bias, misinformation, and potential manipulation. AI algorithms, which are typically trained on vast datasets, can inadvertently reinforce existing biases, resulting in discriminatory outcomes (Al-Zoubi et al., 2024; Porlezza & Schapals, 2024). Additionally, the opacity of AI systems complicates public understanding and trust in the decisions made by these technologies (De Fine Licht & De Fine Licht, 2020).

One significant ethical issue is the phenomenon of creative destruction. Critics argue that excessive reliance on AI undermines creativity and diminishes human reasoning in favour of machine-driven processes (Vyas, 2022; Zhai et al., 2024). This concern has profound implications for human development and the potential displacement of jobs. AI technologies can automate tasks traditionally performed by humans, reducing the demand for certain types of labour. This trend has contributed to the growing problem of underemployment, particularly in Nigeria, where the issue is increasingly prevalent (Thahir et al., 2023).

Privacy concerns represent another pressing ethical challenge. AI tools often depend on data mining and the analysis of large volumes of personal information, which raises significant privacy issues. For example, journalists may utilise AI to track audience behaviours, preferences, and engagement patterns. While this practice can improve audience targeting, it also risks infringing upon individuals' privacy rights (Felzmann et al., 2020). Furthermore, the application of AI in newsrooms poses a threat to editorial independence. Algorithms used to generate or recommend stories may be influenced by external commercial interests or political agendas (Amponsah & Atianashie, 2024). This dynamic raises concerns about editorial autonomy, as media organisations might face pressure to prioritise specific content or narratives based on algorithmic recommendations, potentially undermining the integrity of journalism.

Review of Empirical Studies

Numerous studies globally, including in Nigeria, have explored the adoption of artificial intelligence (AI) in journalism. Nnamani and Nwanyanwu (2021) investigated the influence of AI on newsrooms and proposed strategies for its effective integration into journalism. Using a synthesised literature review, their study outlined the transformative impact of AI, such as automating newsroom processes, enhancing journalists' capabilities, enabling innovative investigative reporting, and improving verification and fact-checking processes. However, the study also flagged potential challenges, including risks to creativity, algorithmic bias, and concerns over transparency, fairness, and accuracy. Udoh, Nsude, and Oyeleke (2022) examined the level of awareness regarding artificial intelligence (AI) in news production among journalists in Ebonyi State. The study found that all journalists registered with the Nigerian Union of Journalists (NUJ) in Ebonyi State are aware of the use of AI in news production. The study also provided several recommendations based on its findings.

Talabi et al. (2024) examined AI applications in news gathering and reporting at Nigerian television stations, specifically LTV and TVC. Through in-depth interviews with journalists, the study revealed AI's growing role in data analysis, automation, and content creation. Despite these benefits, significant challenges were noted, such as job displacement, algorithmic bias, and accountability concerns. Similarly, Kioko et al. (2022) explored the adoption of AI in Kenyan newsrooms, focusing on BBC-Africa and Radio Africa Group. Their qualitative study identified six factors influencing AI adoption, including management support, cost, technical expertise, clarity of use cases, organisational structure, and perception. Challenges highlighted in the study included a lack of quality data, ethical dilemmas, and uncertainties regarding AI's long-term impacts.

Cools and Diakopoulos (2024) investigated journalists' perspectives on using generative AI tools such as ChatGPT, Bard, and DALL-E in newsrooms. Semi-structured interviews with early adopters in The Netherlands and Denmark revealed 16 distinct applications of generative AI in news production and distribution. Journalists appreciated the tools for enhancing efficiency and managing data but expressed concerns over accuracy, credibility, and ethical issues, including

algorithmic bias. Sonni et al. (2024) conducted a systematic review to assess AI's impact on journalistic practices, news narratives, and ethics. From an analysis of 127 studies, the review identified widespread use of AI for news writing (73%), data analysis (68%), and content personalisation (62%). However, it also raised concerns about reduced nuance in AI-generated news (42%) and emphasised the rise of hybrid roles, such as “journalist-programmers” (52%), as well as the importance of AI literacy (38%). Ethical issues were particularly prominent, with concerns regarding algorithm transparency (82%), data privacy (76%), and accountability (71%).

Similarly, Trang et al. (2024) explored factors influencing AI adoption among Vietnamese journalists using the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. Their survey of 238 journalists revealed that factors such as performance expectations, social influence, regulatory support, and trust significantly affected AI adoption. Similarly, Wu (2024) examined AI integration into journalistic workflows through interviews with journalists and editors, revealing that AI is utilised across all stages of news production gathering, writing, editing, and distribution without compromising journalistic values.

Additionally, Ali and Hassoun (2019) focused on AI's role in modernising journalism, highlighting its ability to tackle challenges such as combating fake news, aligning news editing with editorial policies, and enabling personalised content delivery. However, the study also raised ethical concerns, including threats to creativity, algorithmic bias, lack of oversight, and issues with transparency and data quality. Sylvia et al. (2024) investigated AI adoption in Uganda's privately funded print media, focusing on *The Observer* and *Daily Monitor*. Using a mixed-methods approach, the study found slow adoption due to limited resources and AI illiteracy, with AI primarily applied in fact-checking, content generation, and transcription tasks.

Similarly, Noor and Zafar (2023) examined AI integration in Pakistani journalism, exploring its benefits, challenges, and ethical considerations. Interviews with industry professionals revealed varying levels of AI awareness and adoption, with concerns about algorithmic bias and the widening knowledge gap within the industry, aligning with insights from the Diffusion of Innovations theory. Gutiérrez-Caneda et al. (2024) conducted qualitative interviews with media professionals and researchers to examine their perspectives on the ethical implications of integrating AI into newsrooms. The data from the interviews were analysed to uncover common themes and specific challenges associated with AI usage in journalism. The study found that AI is influencing journalism during a critical period characterised by declining trust in the media, increasing news avoidance, and waning public interest in news content.

Theoretical Framework

The study was anchored on the Media Ethics Theory. The theory was rooted in normative ethical theories such as deontology and consequentialism, provides a foundation for ethical decision-making in media practices. Scholars like Clifford Christians, John Merrill, and Louis Hodges have significantly contributed to the development of this theory, emphasising the need for ethical principles to ensure responsible media practices that uphold societal values (Christians et al., 2010). The theory is based on several key assumptions, including the obligation of media practitioners to prioritise truth and accuracy, ensure fairness and objectivity, respect privacy and human dignity, maintain accountability, and serve the public interest. It also underscores the importance of critical thinking and adherence to ethical codes when navigating complex dilemmas in journalism.

Media Ethics Theory is particularly relevant to the current study in that the integration of AI into journalism introduces unique ethical challenges. For instance, AI's role in automating

content creation raises concerns about truth and accuracy, key principles emphasised by Media Ethics Theory. Furthermore, algorithmic biases inherent in AI tools challenge the journalistic ideal of fairness, while the lack of accountability for AI-generated content raises critical ethical questions. Additionally, the theory highlights the importance of maintaining public trust, which may be eroded by unethical AI applications. By using Media Ethics Theory as a framework, this study examines how broadcast journalists in Anambra State navigate these challenges while adhering to the core ethical principles of their profession.

Methodology

The study employed a qualitative approach, utilising in-depth interviews with Broadcast media professionals in Anambra State as the target population. This approach was chosen due to its ability to provide a comprehensive understanding of the experiences and perceptions of individuals actively engaged in the field under investigation. By offering a rich, contextualised perspective, qualitative methods allow researchers to delve deeply into specific ethical issues and practical challenges associated with the integration of artificial intelligence (AI) in journalism. Soler (2011) highlights that interviews provide unique insights not accessible through other methods, capturing a range of diverse opinions and professional perspectives that enrich the analysis of ethical impacts. The in-depth interviews were semi-structured, following the approach used in similar studies (Cools & Koliska, 2024; Cools & Diakopoulos, 2024).

An interview guide was developed and subsequently refined during the data collection process to ensure relevance and adaptability. The questions were designed to explore how AI implementation affects journalistic practices, both positively and negatively, while assessing the alignment of these practices with deontological and ethical codes. The interview guide is provided in the Appendix. Interviews were conducted both virtually and in person, with prior consent obtained from the participants to record the sessions. A total of 10 participants were purposively selected from media outlets that had integrated AI into their newsrooms and had firsthand experience with its benefits and challenges. Table below presents the profiles of the selected interviewees. The data collected were analyzed using narrative and thematic qualitative data analysis approach.

s/n	Code	Edu. Level	Age	Gender	Nature of state
1.	PT 1	B.Sc.	36	Male	TV
2.	PT 2	MSc.	39	Female	TV
3.	PT 3	PhD.	44	Female	Radio
4.	PT 4	PGD	42	Male	TV
5.	PT 5	BA	36	Male	Radio
6.	PT 6	BA	45	Male	Radio
7.	PT7	MSc.	46	Male	TV
8.	PT8	B.Sc.	28	Female	Radio
9.	PT 9	B.Sc.	25	Female	TV
10.	PT 10	B.Sc.	40	Male	TV

Data Presentation

Knowledge of AI and application in Journalism

During the interview participants were asked to demonstrate their knowledge of Artificial intelligence (AI) and its application in the field of journalism. Most of the participants have showed a significant understanding of what constitutes AI and how AI tools are been apply in modern journalism. Participant PT 8, succinctly explain that, "The concept of AI involves machines processing data to make decisions or complete tasks". Similarly, PT 9, opined that "Artificial Intelligence is about creating systems that can perform intelligent tasks like humans.

Furthermore, PT 1 explained that, "AI, refers to systems or machines that can mimic human intelligence. In broadcast journalism, we see this in tools like speech-to-text software and automated video editing systems". Similarly, PT 2, added that "Artificial Intelligence is essentially about machines being able to process and analyse data in ways that resemble human reasoning. In our newsroom, AI is used for predictive analytics, helping us identify what type of stories are likely to engage our audience. In the same vein, PT 3, elaborates thus:

[...]AI operates on algorithms and data. In journalism, these systems can perform tasks such as sentiment analysis, language translation, and even automated writing. The dynamics lie in its ability to adapt through machine learning. For example, when we feed an AI tool with audience preferences, it tailors content to suit those preferences. This adaptability is a game-changer for media...

PT 4, asserted that, "I've seen it [AI] used for tasks like identifying trends in large datasets or automatically detecting errors in articles. Its ability to handle vast amounts of data quickly and provide insights is what makes it dynamic. Corroborating, PT 5, stated that "In journalism, it [AI] helps us summarise large volumes of information or generate visuals for data storytelling. Furthermore, PT 7, added that "AI is about machines performing tasks that typically require human intelligence. It uses technologies like neural networks and natural language processing. For instance, in online journalism, AI helps in real-time content optimisation and personalisation for audiences. Corroborating on the application of AI in journalism, PT 10 explained that, " AI tools can detect patterns in content, such as common grammatical errors or themes across stories.

Ethical Challenges of AI in Journalism

The key objective of the study was determine the perception of the participants regarding ethical challenges associated with the adoption of AI in journalism practice. The interviews revealed that though, all the participants acknowledged the positive transforming power of AI in the field of journalism, they revealed several challenges and concern associated with the use of AI tools for various journalism practices. The recurrent themes from their responses include issue of misinformation, algorithmic biases, creative destruction, and editorial dependence. Others include question of transparency and issue of digital divide.

a. Misinformation

A significant number of the participant expressed concern regarding issue of misinformation in the use of AI in journalism practice. For instance, PT 1, said, "AI is a powerful tool, but one of the major ethical challenges is the spread of misinformation. For instance, AI-powered bots can generate and circulate fake news at a speed that is difficult to control. Similarly, PT 8, added that "While AI helps in content creation, it can also amplify misinformation, especially when algorithms prioritise sensational headlines for clicks. This raises ethical concerns because these tools don't always differentiate between factual and false information."

b. Algorithmic Biases

The second theme that emerged in relation to ethical challenges of the use of AI in journalism is Algorithmic Biases. Algorithmic bias refers to systematic and unfair discrimination that occurs when algorithms produce results that are prejudiced due to flaws in their design, training data, or implementation (Chen, 2023). This can happen when the data used to train an algorithm reflects existing inequalities or stereotypes, which then get perpetuated and amplified by the algorithm in its decision-making process (Chen, 2023). According to PT 7, "One issue I've observed is algorithmic bias. These systems are only as good as the data they are trained on, and if the data is

biased, the AI will produce biased results. This can lead to unequal representation of certain groups in the stories that are promoted or suppressed." Corroborating, PT 2, said, "AI tools can unintentionally favour certain demographics or viewpoints based on the data fed into them. For example, an AI may underrepresent stories about rural communities because the algorithms are more focused on urban audiences."

c. Creative Destruction

Another ethical challenge that emerge from the study was creative destruction. Many participant were of the view that too much dependence on AI will kill creativity in journalist, they argued that where AI is used for writing, editing etc, they journalist might become last and lost his or her skills. Corroborating this claim, PT 5, opined that "AI is replacing traditional roles in journalism, like editing and proofreading. This is an ethical dilemma because the creative aspect of journalism is being diminished." Similarly, PT 4, said, "AI tools are making journalism too automated. The human creativity and intuition that add depth to stories are being sidelined in favour of algorithms that churn out content quickly but lack emotional depth."

d. Editorial Dependence

The question of editorial independence was also highlighted by several participants as a key ethical challenge associated with the adoption of AI in journalism practice. For instance, PT 3, argued that, "AI can make editorial decisions faster, but this also raises ethical concerns. Should an algorithm decide which stories are more important? This kind of dependence can undermine the editorial judgment and ethics of human journalists." In the same vein, PT 6, believes that "Over-reliance on AI for editorial decisions risks creating a scenario where stories are shaped by algorithms rather than human judgment, which is problematic for maintaining journalistic integrity."

e. Question of Transparency

The issue of transparency also emerge as from the interviews another ethical challenge link with the use of AI in journalism. PT 1, opined that "AI tools are often seen as a 'black box.' We don't always know how they make decisions, which raises questions about transparency and accountability in journalism." Similarly, PT 7, opinioned that "The lack of transparency in how AI algorithms operate is a major ethical challenge. Journalists and audiences deserve to know how these tools are influencing the content they see."

f. Digital Divide

Another ethical challenge that was highlighted in the interviews was the issue of digital divide. Specifically, PT 8, explained that "The integration of AI into broadcast journalism is widening the gap between those broadcasters who have access to AI and those who don't. This creates an imbalance in the quality of broadcasting across different areas." Corroborating, PT 5, added that "AI is largely accessible to radio or TV media outlets in urban areas, while rural-based outlets struggle to keep up. This digital divide means that the benefits of AI are not equally distributed, which is an ethical concern for the industry."

Discussion of Findings

The findings from the data analysis indicate that participants possess significant knowledge of Artificial Intelligence (AI) and its applications in broadcast journalism. This observation aligns with the study by Udoh, et al., (2022), which found that all journalists registered with the Nigerian Union of Journalists (NUJ) in Ebonyi State were aware of AI's role in news production. This awareness reflects a broader trend in both national and global contexts, reinforcing the growing familiarity of broadcast journalists with AI technologies. Furthermore, Nnamani and Nwanyanwu

(2021) support this finding by demonstrating that journalists understand AI's transformative impact on journalism, including the unique dynamics of the broadcast sector. Participants in the present study also identified several ethical challenges associated with AI in broadcast journalism. These include the spread of misinformation, algorithmic biases, erosion of creativity, overdependence on automated editorial decisions, lack of transparency, and the widening digital divide.

The findings above are consistent with a range of previous studies. For instance, Nnamani and Nwanyanwu (2021) highlighted the potential of AI to amplify the spread of misinformation, especially when content is automatically produced or disseminated without adequate human oversight a challenge particularly relevant to the immediacy of broadcast journalism. The risk is heightened in AI-driven content curation and personalisation, which may reinforce echo chambers and propagate biased or misleading narratives, as observed by Sonni et al. (2024). Moreover, Cools and Diakopoulos (2024) and Talabi et al. (2024) argued that AI systems, being products of human-coded algorithms, are vulnerable to embedded biases from their training data. In a broadcast setting, this may result in skewed coverage, where certain stories or groups dominate airwaves while others are marginalised. Talabi et al. (2024) also cautioned that automating content generation could displace human broadcasters and reduce the scope for journalistic creativity. Similarly, Nnamani and Nwanyanwu (2021) warned that excessive reliance on AI in editorial decision-making may erode the autonomy and professional judgement of broadcast editors and reporters.

The study further revealed concerns about the lack of transparency in AI algorithms, which undermines accountability and trust in AI-generated broadcast content. This echoes the arguments of Cools and Diakopoulos (2024) and Sonni et al. (2024), who emphasised that the opaque nature of AI decision-making introduces serious ethical challenges in journalism. The inability of journalists, audiences, or even developers to fully understand how AI reaches conclusions can lead to problematic outcomes in news reporting. Regarding the digital divide, earlier studies by Kioko et al. (2022) and Sylvia et al. (2024) noted that AI may deepen inequalities by limiting its benefits in regions lacking technological infrastructure a concern with significant implications for access to broadcast content in underserved communities. Overall, the findings support the Media Ethics Theory by highlighting core ethical concerns misinformation, bias, editorial dependence, transparency, and inequality that are central to ethical journalism. These findings underscore the urgency of integrating AI responsibly into broadcast journalism in a manner that upholds truth, fairness, accountability, transparency, and justice. Thus, the study reinforces the relevance of media ethics in guiding professional conduct within AI-driven broadcast journalism.

Conclusion

This study investigated the ethical challenges associated with the adoption of Artificial Intelligence (AI) in broadcast journalism, focusing on the perspectives of practitioners in Anambra State, Nigeria. The findings revealed that while broadcast journalists acknowledge the transformative potential of AI in enhancing news production and dissemination, they also expressed significant concerns regarding its ethical implications. Key challenges identified include misinformation, algorithmic biases, creative displacement, editorial dependence, lack of transparency, and the widening digital divide. These concerns are particularly critical in the broadcast sector, where immediacy, credibility, and public trust are paramount. The study underscores the importance of addressing these ethical issues to ensure that AI integration into

broadcast journalism aligns with core journalistic values such as truth, fairness, transparency, accountability, and inclusivity.

Recommendations

Based on the findings of this study, the following precommendations are suggested to address the ethical challenges associated with the use of Artificial Intelligence (AI) in journalism:

1. Broadcast media organizations should develop comprehensive ethical guidelines and frameworks specifically for the use of AI tools in journalism.
2. Broadcast media stations should exposed their staff (Journalists) to training in AI literacy, enabling them to understand the potential benefits and ethical concerns associated with AI in journalism. This can be done via regular workshops, seminars, and online courses.
3. While AI can automate various aspects of news production, editorial teams should retain control over the final output to ensure quality, accuracy, and journalistic integrity. Human oversight should be a standard practice to counteract the potential over-reliance on AI for editorial decisions and to safeguard against the erosion of creativity and critical thinking in journalism.
4. Broadcast media organizations and AI developers should collaborate to audit AI algorithms regularly to detect and rectify biases, ensuring balanced and fair news coverage.
5. Broadcast media organizations should advocate for open and explainable AI systems, where the processes behind AI decisions are clear and understandable to both journalists and their audiences. This can be achieved by requiring AI tools to provide traceable explanations of how content is generated or curated.

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