

Perceived Effect of Artificial Intelligence on Ethical Journalism among Journalists in Kwara State.

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ABSTRACT

This study examined the perceived effect of artificial intelligence on ethical journalism among journalists in Kwara State. The study made use of the survey research was adopted as the research method. Two hundred and five available journalists constituted the population of the study. A total of one hundred and thirty-four served as the sample size which was drawn from the total population of Twitter users in Nigeria by subjecting the population to the Krejcie and Morgan table. Copies of questionnaires were used to collect data which was analyzed with statistical methods indicating frequency, percentages, mean, and standard deviation. The study found that there is a positive perception and a notable level of awareness of artificial intelligence for journalistic practice among journalists in Kwara State. Also, journalists in Kwara State have a high level of usage of artificial intelligence, as they actively incorporate AI tools into their daily work routines, lastly, artificial intelligence influences ethical journalism amongst journalists in Kwara State. The study, therefore, recommends that; media organizations should foster more public awareness about AI's role in journalism to foster trust and understanding among audiences. Communicate how AI tools enhance accuracy, storytelling, and data analysis in news reporting, and invest in training programs to upskill journalists on how to effectively use artificial intelligence tools for their reporting, as this will empower journalists to make the most out of AI technologies and leverage them to enhance the quality of their stories.

Keywords: Perceived, effect, Artificial Intelligence tools, Ethical, Journalism, Journalists, Kwara State.

INTRODUCTION

Globally, every profession has its own set of ethics that guide practitioners to achieve excellence (Helm & Jones, 2016). This is the profession of journalism that is not exempt as it embodies ethical principles that must be respected by professionals to gain the trust of the public (Onyebuchi, Obayi, Udorah, and Onwukwaluonye, 2019). To earn and maintain this trust, it is morally imperative for every journalist and news medium to adhere to the highest professional and ethical standards (Segun, 2015).

In 2014, the Associated Press (AP) in the United States of America reported that in one year more than 3,000 of their messages were robot-generated, including flash messages of sporting events and other trending news in society, questioning the Ethics of the journalistic profession (Vinovsk, Ungerov & Kubkov, 2019). Although AI tools have been used before for weather forecasting, medical data processing, or financial reports, intelligent software today produces text indistinguishable from that of journalists (Vinovsk, et al., 2019).

In the context of China, where journalists play a critical role in shaping public opinion, the perceived impact of AI on the journalism profession is both significant and thought-provoking (Anfiel, Ibiti, Machado, Ochoa, Michilot, Arce, and Brunet, 2022). The integration of artificial intelligence technologies into journalism has revolutionized the production, distribution, and consumption of news (Chettah, Aissani, & Chettah, 2022). Automated news writing, intelligent data analysis, and personalized content recommendations are just a few examples of how artificial intelligence is being used in Chinese newsrooms (Biswal & Gouda, 2020).

In a dynamic society like Nigeria, the roles of journalists in gathering and disseminating information are too numerous and they serve as a linchpin for socio-economic, political, and cultural activities (Kusugh, 2018). However, journalism as a profession requires discipline, adherence to ethical principles, and good moral conduct to protect a society that depends so much on journalists for up-to-the-minute information (Sunday, 2018).

Perhaps one of the most important key stages in the development of journalism in the world after the invention of the printing press was the technical uses of computers, which paved the way for qualitative changes which revolutionized all aspects of the media process, which changed the narratives of journalism as it questioned the ethical standard of journalism (Jamil, 2021).

Meanwhile, for the mainstream media, the way traditional media in the news industry collect, write, edit, store, retrieve, and distribute news is fundamentally changing (Okocha& Ola-Akuma, 2019). The mission for data, information execution and the need for speed in a data-driven society are creating significant opportunities leading to a reappraisal of digital work tools that will improve the fundamental purpose and aim of journalism and the form and ethics of the news industry (Okocha& Ola-Akuma, 2019).

PROBLEM STATEMENT

The traditional Nigerian media and mainstream media such as *The Punch*, *Nigeria Television Authority (NTA)*, etc. were precariously run by highly skilled and experienced editors who acted as gatekeepers, sifting through the information they received from journalists and correspondents to engage in an ethical practice of journalism (Ogueji, 2016).

However, the digital revolution in information and communication technologies has provided the platform for a free flow of information (news) around the world and myriad ways in which changes and challenges are brought to the world's suppliers and consumers Newspaper since most mainstream -Media have embraced the existing status quo of news as it emerges, eliminating the need for gatekeeping and jettisoning the ethics of the profession in favour of relevance, views, comments and likes (Nnaane, 2022).

To keep up with the new trend, the media organization has organized training and workshops for journalists, editors, and newsroom staff to improve their understanding of AI tools, their usage, and their ethical implications (Jiang & Rafeeq, 2019). provided practical guidance on the responsible use of AI tools and emphasized the importance of human oversight and editorial judgment (Helberger, Van Drunen, Eskens, Bastian & Miller, 2020). These guidelines covered areas such as content creation, fact-checking, source verification, privacy, and transparency (Brandtzaeg, Flstad & Domnguez, 2018).

As with any complex system, mistakes happen, and with artificial intelligence, these mistakes can have serious consequences (Young, 2022). These implications for journalistic practice undermine the creativity and ethics of journalism. Lack of oversight, there could be bias and lack of transparency, and training of artificial intelligence users is also an issue, as fact-checking and fairness among others (Ali & Hassoun, 2019).

Meanwhile, the incorporation of sophisticated artificial intelligence into the profession of a journalist can

lead to disruption in the mainstream media industry and a high rate of job losses, laziness, and layoffs, among other negative effects it can bring to the media industry (Guanah, Agbanu & Obi, 2020).

Several studies (Jamil 2021; Whittaker & Jason 2019; Nwayanwu & Nwayanwu 2021) have examined the impact of artificial intelligence on the ethical practice of journalism, but there is little literature that focuses on the perceived impact of artificial intelligence on ethical journalism below Journalists in Kwara State. Hence the reason for this study.

Research Question

1. What is the level of awareness of artificial intelligence for journalistic practice among journalists in Kwara State?
2. What artificial intelligence tools can be used for journalistic practice among journalists in Kwara State?
3. What is the level of usage of artificial intelligence tools for journalistic practice among journalists in Kwara State?
4. What is the effect of artificial intelligence on ethical journalism amongst journalists in Kwara State?

LITERATURE REVIEW

The use of artificial intelligence in reporting has made a tremendous difference and rapidly expanded reach (Guanah, Agbanu & Obi, 2020). Artificial intelligence is now enabling media organizations to collect, curate, and disseminate data on local and global issues, expanding the scope of civic engagements beyond a given community or country more effectively (Guanah, et al., 2020). Artificial intelligence has transformed the way we communicate and the strategy for news announcements (Guanah, et al., 2020). This is possible because when authors combine the use of artificial intelligence with their manual capacity, news gathering and detailing are accelerated and journalists have more time for higher-level tasks to deliver content faster with less burden (Thomson, Angus, Dootson, Hurcombe & Smith, 2020). The fact that the internet empowers writers to do basic research guarantees that stories are complete and free from real errors (Zabidi, Woo, Kumar, Fadzil, & Husain, 2017).

One major concern related to the issue of ethical journalism, is the recognition that the internet is eroding the culture of meticulousness associated with the ethics of conventional reporting displacing what most journalists refer to as armchair journalism (Edeh & Uzochukwu, 2017).

There was consensus that the Internet encourages lazy journalism as journalists currently rely on the Internet rather than wandering outside and engaging with employing news sources (Nnaemeka & Benson, (2017). Some journalists pointed to the danger of creating what they portrayed as a Google journalist, i.e. someone who depends on the internet for everything, and what is created by that they lose touch with real people (Ibrahim, Gusau, Uba & Nasir, 2021).

While it is difficult to pinpoint the moral tenets of these experts, some journalists' opinions suggest that fact-checking, accuracy, and most importantly, meticulousness, hallmarks of traditional journalistic morality, may be at risk (Edeh & Uzochukwu, (2017).

Journalists in Nigeria do not use artificial intelligence in their newsrooms. Experts say it will take at least 11 years for Nigeria to catch up with the world in the field of artificial intelligence (Olanrewaju 2018; Ndiomewese, 2017). The reasons for this statement are not implausible. Among the challenges presented by the presentation and appropriation of artificial intelligence in newsrooms are the ability to successfully control artificial intelligence applications; the need for satisfactory framework conditions; back to buy and

maintain this equipment (Nwanyanwu & Nwanyanwu, 2021). Social and societal limitations in choice, access to an internet connection and the development of artificial intelligence also pose a problem, as Nigerian journalists are still struggling with their basic needs (Nwanyanwu & Nwanyanwu, (2021). In addition, Nigeria has been reluctant to make innovative advances, as evidenced by the failure to effectively use a computer-aided conversion system for many years (Guanah, et al., 2020).

The reality is that artificial intelligence has progressed to the point where speculation in the presentation, preparation, and retraining of editors and Columnists are extremely important (Nwanyanwu & Nwanyanwu, 2021). When artificial intelligence makes its way into newsrooms, writers must learn to use these untapped resources to tell stories, not just morally but effectively (Thomson, Angus, Dootson, Hurcombe & Smith, 2022).

Existing artificial intelligence tools should be used as starting points for considering how publication scores and benchmarks can be applied to the early stages of modern journalistic innovation (Abdulmajeed & Fahmy 2022). As devices are modified by humans, a concerted and continuous effort is needed to combat hidden tendencies in artificial intelligence that are often unconfirmed but constantly visible (Richardson & Gilbert, 2021).

Journalists must strive to bring straightness to their stories and recognize in familiar and non-technical terms how artificial intelligence has been used to aid in their detailing or generation (Abbott, 2017).

THEORETICAL FRAMEWORK

Mediamorphosis Theory

The second theory that gave foundation to this work is the media morphosis theory, which was coined by Roger Fidler in 1990, but was made feasible in his book in 1997 when he referred to it as the transformation of communication media, usually brought about by the complex interplay of perceived needs, competitive and political pressures, and social and technological innovations (Blogspot, 2012 as cited in Guanah, et al., 2020). The theory explains that new media only evolved to update and upgrade old media. In this way, artificial intelligence journalism is primarily intended to improve upon the traditional labour of news sourcing that requires movement to various locations to source news, conduct interviews and return to writing, editing footages (TV broadcast) and publishing or broadcasting eventually (Chassiakos, Radesky, Christakis, Moreno, Cross, Hill, & Swanson, 2016). Considering these, artificial intelligence, like new media, did not emerge spontaneously or independently, but rather because of progressive improvements to an old medium (Nwammuo & Nwafor, 2019). These theories were chosen as the best theories for this study since they discuss the current changes in how news is produced, as well as how the entrance of artificial intelligence into news production may influence information circulation in better and more sophisticated ways (West & Allen,2018).

The “Mediamorphosis” theory examines the transformation of media systems and their impact on society. In the context of the perceived effect of artificial intelligence on ethical journalism among selected mainstream media in Nigeria, the theory can provide insights into the evolving media landscape and the ethical considerations that arise.

METHODOLOGY

This study made use of survey research as the research method. The study employed simple random sampling techniques to collect data from the selected population of Journalists in Kwara State, which is 205, who are members of the Nigerian Union of Journalists. This population was subjected to Krejcie & Morgan’s (1970) table for selecting sample size, and as such resulted to the sample size of 134. The study

collected data on respondents’ perceived effect of artificial intelligence on ethical journalism among journalists in Kwara State, using questionnaire as the instrument of data collection. Constructs such as awareness, AI tools used, usage and effect were measured using 7 items each on a five-point Likert scale. A reliability test was conducted using pilot study and was subjected to Cronbach’s alpha coefficient of .70 using IBM SPSS 21.0 analytic tool. Data collected were thus analysed using IBM-SPSS version 21.0.

Result of Reliability Test

	Pilot study (N=13)		main study (N=134)	
Variable	Pilot study		Final	
	No. of Items	Alpha	No. of Items	Alpha
What is the level of awareness of artificial intelligence for journalistic practice among journalists in Kwara State?	7	.749	134	.772
What artificial intelligence tools can be used for journalistic practice among journalists in Kwara State?	7	.707	134	.710
What is the level of usage of artificial intelligence tools for journalistic among journalists in Kwara State?	7	.711	134	.733
What is the effect of artificial intelligence On ethical journalism amongst journalists in Kwara State?	7	.781	134	.836

At the pilot study stage, the Cronbach’s Alpha ranged from .706 to .787. However, Cronbach’s Alpha measures .738 to .788. The results show that the scaled items used were reliable for the construct studied in this research.

RESULTS AND DISCUSSION

This section presents the results of the analysis of the research questions for the study. The overall aim of this study is to find out the level of awareness of artificial intelligence for journalistic practice among journalists in the state of Kwara.

RQ 1: What is the level of awareness of artificial intelligence tools for journalistic practice among journalists in Kwara State?

Table 4.2: Awareness of Artificial Intelligence for Journalistic Practice

Level of Awareness	*Level of Awareness%					M	SD	Overall %
	1	2	3	4	5			
Artificial intelligence plays a significant role in enhancing journalistic practices in Kwara State.	4.5	6.7	10.4	47.0	31.3	3.94	1.04	78.8
I am familiar with the various applications 3.7 of artificial intelligence in journalism within Kwara State.	3.0	16.4	47.0	29.9	3.9	60.96	79.2	
I believe that artificial intelligence can improve the accuracy and efficiency of news reporting in Kwara State.	6.0	2.2	13.4	49.3	29.1	3.9	31.02	78.6

I actively seek out information about the the advancements and developments in artificial intelligence related to journalism in Kwara State.	18.7	14.2	18.7	32.1	16.4	3.1	31.36	62.6
I feel confident in my understanding of how artificial intelligence is being used in journalistic practice in Kwara State.	11.9	9.7	17.2	35.8	25.4	3.5	31.29	70.6
The use of artificial intelligence in journalism is essential for staying in the the media industry in Kwara State.	14.9	12.7	21.6	29.1	21.6	3.30	1.34	66.0
I believe that increasing awareness and knowledge about artificial intelligence among journalists in Kwara State is crucial is crucial for the future of journalism.	10.4	14.9	24.6	33.6	16.4	3.3	11.21	66.2
Total	3.581.1771.7							

*Note: 3 is the cut-off point between disagreement and agreement in this table, M: Mean, SD: standard Deviation, 1: Strongly Disagree (1%-20%), 2: Disagree (21%-40%), 3: Neutral (41%-60%) 4: Agree (61%-80%), 5: Strongly Agree (81%-100%).

Source: Researcher’s fieldwork, 2024.

The overall notion of Table 4.2 indicates that 71.7% of the respondents of this study agreed that they were aware of artificial intelligence tools for journalistic practice (M=3.58, SD=1.17). Specifically, 78.8% of the respondents agreed that artificial intelligence tools play a significant role in enhancing journalistic practices in Kwara State (M=3.94, SD=1.04).

In addition, 79.2% of the respondents agreed that they are familiar with the various applications of artificial intelligence tools in journalism (M=3.96, SD=0.96), while 78.6% of the respondents agreed that artificial intelligence tools could improve the accuracy and efficiency of news reporting with (M=3.93, SD=1.02) within Kwara State, and 62.6% of the respondents agreed that they actively seek out information about the advancements and developments in artificial intelligence tools related to journalism with (M=3.13, SD=1.36) in Kwara State.

More so, 70.6% of the respondents agreed that they feel confident in their understanding of how artificial intelligence is being used in journalistic (M=3.53, SD=1.29), while 66.0% of the journalists agreed in their decision that the use of artificial intelligence in journalism is essential for staying in the media industry in Kwara State (M=3.30, SD=1.34), and 66.2% of the respondents agreed in their decision that increasing awareness and knowledge about artificial intelligence among journalists in Kwara State is crucial for the future of journalism (M=3.31, SD=1.21).

RQ 2: What artificial intelligence tools can be used for journalistic practice among journalists in Kwara State?

Table 4.3: Artificial Intelligence Tools Used for Journalistic Practice Among Journalists in Kwara State.

Artificial Intelligence Tools for Journalistic Practice	*Artificial Intelligence Tools%					M	SD	Overall %
	1	2	3	4	5			
Artificial intelligence tools, such as natural language processing (NLP), can greatly enhance content analysis and sentiment analysis in journalism.	5.2	6.0	11.2	45.5	32.1	3.9	31.07	67.8

Machine learning algorithms can effectively personalize news recommendations and assist in content curation for journalists in Kwara State.	5.2	5.2	15.7	43.3	30.6	3.8	91.06	77.8
Chatbots or virtual assistants can play a valuable role in automating news delivery and engaging with users in the journalism industry in Kwara State.	3.7	3.0	9.0	31.3	53.0	4.2	71.00	85.4
Data visualization tools can significantly aid journalists in presenting complex information and creating impactful visual narratives.	2.2	3.0	6.7	38.8	49.3	4.30	0.89	86.0
Automated fact-checking tools can be reliable resource for journalists to verify the accuracy of news articles in Kwara State.	1.51	56.7	40.3	50.0	4.36	0.79	87.2	
Speech recognition and transcription tools can contribute to more efficient and accurate interview transcriptions for journalists in Kwara State.	62.7	20.1	9.7	4.5	3.0	1.6	51.02	33.0
Social media analytics tools can provide valuable insights into trends, sentiment, and public opinion for journalists in Kwara State.	25.4	25.4	23.1	19.4	6.7	2.5	71.24	51.4
Total	3.561.0369.8							

*Note: 3 is the cut-off point between disagreement and agreement in this table, M: Mean, SD: standard Deviation, 1: Strongly Disagree (1%-20%), 2: Disagree (21%-40%), 3: Neutral (41%-60%) 4: Agree (61%-80%), 5: Strongly Agree (81%-100%).

Source: Researcher’s fieldwork, 2023.

The overall notion of table 4.3 indicates that 69.8% of the respondents of this study agreed in their response that there are some developed artificial intelligence tools that can be used for journalistic practice among journalists in Kwara State (M=3.58, SD=1.03). Specifically, 67.8% of the respondents agreed that artificial intelligence tools, such as Natural Language Processing (NLP), can greatly enhance content analysis and sentiment analysis in journalism (M=3.93, SD=1.07).

In addition, 77.8% of the respondents agreed that machine learning algorithms can effectively personalize news recommendations and assist in content curation for journalists in Kwara State (M=3.89, SD=1.06), while % 85.4 the respondents in their decision agreed that chatbots or virtual assistants can play a valuable role in automating news delivery and engaging with users in the journalism industry (M=4.27, SD=1.00) within Kwara State, 86.0% of the respondents agreed that data visualization tools can significantly aid journalists in presenting complex information and creating impactful visual narratives (M=4.30, SD=0.89).

More so, 87.2% of the respondents agreed that automated fact-checking tools can be a reliable resource for journalists to verify the accuracy of news articles in Kwara State (M=4.36, SD=0.79), while 33.0% of the journalists agreed that speech recognition and transcription tools can contribute to more efficient and accurate interview transcriptions for journalists in Kwara State (M=1.65, SD=1.02), and 51.4% of the respondents were agreed in their decision that Social media analytics tools can provide valuable insights into

trends, sentiment, and public opinion for journalists in Kwara State (M=2.57, SD=1.24).

RQ 3: What is the level of Usage of Artificial Intelligence Tools Among Journalists in Kwara State?

Table 4.4: Level of Usage of Artificial Intelligence Tools Among Journalists in Kwara State.

Level of Usage	*Artificial Intelligence Tools Usage %					M	SD	Overall %
	1	2	3	4	5			
Journalists in Kwara State actively utilize artificial intelligence tools in their day-to-day work.	44.0	17.9	15.7	20.1	2.2	2.19	1.25	43.8
Artificial intelligence tools have significantly improved the efficiency and productivity of journalists in Kwara State.	36.6	27.6	17.9	14.2	3.7	2.21	1.18	44.2
Journalists in Kwara State have a good understanding of how to effectively use artificial intelligence tools in their reporting.	3.0	3.7	5.2	44.0	44.0	4.22	0.93	84.4
Artificial intelligence tools are readily accessible and available for journalists to incorporate into their work in Nigeria.	3.7	3.7	11.2	50.7	30.6	4.01	0.95	80.2
Journalists in Nigeria are willing to embrace and adopt new artificial intelligence technologies in their professional practice.	3.7	5.21	4.24	4.03	2.8	3.9	71.01	79.4
The usage of artificial intelligence tools has positively impacted the quality and accuracy of news reporting by journalists in Nigeria.	2.2	3.7	9.0	43.3	41.8	4.19	0.91	83.8
There is a growing awareness and interest among journalists in Nigeria to explore and utilize artificial intelligence tools in their work.	3.0	5.2	23.9	41.02	6.9	3.84	0.98	76.8
Total	3.51	1.03	70.3					

*Note: 3 is the cut-off point between disagreement and agreement in this table, M: Mean, SD: standard Deviation, 1: Strongly Disagree (1%-20%), 2: Disagree (21%-40%), 3: Neutral (41%-60%) 4: Agree (61%-80%), 5: Strongly Agree (81%-100%).

Source: Researcher’s fieldwork, 2023.

The overall notion of Table 4.4 indicates that 70.3% of the respondents of this study agreed in their response that there is a level of usage of artificial intelligence tools among journalists in Kwara State (M=3.51, SD=1.03). Specifically, 43.8% of the respondents neither agreed nor disagreed with their decision ie.: they were neutral in their decision that journalists in Nigeria actively utilize artificial intelligence tools in their day-to-day work (M=2.19, SD=1.25).

However, 80.2% of the respondents agreed that artificial intelligence tools are readily accessible and available for journalists to incorporate into their work (M=4.01, SD=0.95) in Kwara State, while 44.2% of the respondents neither agreed nor disagreed with their decision that Artificial intelligence tools have significantly improved the efficiency and productivity of (M=2.21, SD=1.18) journalists in Kwara State,

while 84.4% of the respondents strongly agreed in their decision that journalists in Nigeria have a good understanding of how to effectively use artificial intelligence tools in their reporting with (M=4.22, SD=0.93).

In addition, 79.4% of the respondents agreed that journalists in Nigeria are willing to embrace and adopt new artificial intelligence technologies in their professional practice (M=3.97, SD=1.01), while 83.8% of the journalists agreed that the usage of artificial intelligence tools has positively impacted the quality and accuracy of news reporting with (M=4.19, SD=0.91) by a journalist in Kwara State, and 76.8% of the respondents were agreed in their decision that there is a growing awareness and interest among journalists in Kwara State with (M=3.84, SD=0.98) to explore and utilize artificial intelligence tools in their work.

RQ 4: What is the effect of artificial intelligence on ethical journalism amongst journalists in Kwara State?

Table 4.5: Effect of Artificial Intelligence on Ethical Journalism Amongst Journalists in Kwara State.

Effect of Artificial Intelligence Tools on Ethical Journalism	* Effect of AI on Ethical Journalism%					M	SD	Overall %
	1	2	3	4	5			
Artificial intelligence has a negative impact on the Ethical standards of Journalism practiced by journalists In Kwara State.	1.5	4.5	13.4	51.5	29.1	4.02	0.86	80.4
Artificial Intelligence tends to comprise the ethical Principles that journalists in Kwara State adhere to in their reporting.	3.7	7.5	14.9	41.0	32.8	3.92	1.05	78.4
I am uncertain about the impact of Artificial Intelligence on the ethical practices of journalists In Kwara State	3.0	6.7	17.2	38.1	35.1	3.96	1.03	79.2
Artificial intelligence has a positive influence On enhancing the ethical standards observed By journalists in Kwara State	6.0	3.0	8.2	46.3	36.6	4.04	1.05	80.8
The integration Artificial intelligence technologies Contributes significantly to promoting and upholding ethical journalism among journalists in Kwara State.	1.5	7.5	11.9	39.6	4.08	0.97	81.6	
I believe that artificial intelligence does not play a Significant role in influencing the ethical conduct of journalists in Kwara State.	3.0	7.5	17.2	47.0	25.4	3.8	40.98	76.8
Artificial intelligence plays a crucial role in influencing the ethical conduct of journalists in Kwara State	0.7	5.2	8.2	43.3	42.5	4.22	0.86	84.4
Total	4.01	0.97	80.2					

*Note: 3 is the cut-off point between disagreement and agreement in this table, M: Mean, SD: standard Deviation, 1: Strongly Disagree (1%-20%), 2: Disagree (21%-40%), 3: Neutral (41%-60%) 4: Agree (61%-80%), 5: Strongly Agree (81%-100%).

Source: Researcher's fieldwork, 2023.

The overall notion of Table 4.5 indicates that 80.2% of the respondents of this study agreed in their response that artificial intelligence influences ethical journalism in among journalists in Kwara State ($M=4.01$, $SD=0.97$). Specifically, 80.4% of the respondents agreed that has a negative impact on the ethical standards of journalism practiced by journalists in Kwara State ($M=4.02$, $SD=0.86$).

In addition, 78.4% of the respondents agreed that Artificial Intelligence tends to compromise the ethical principles that journalists in Kwara State adhere to in their reporting ($M=3.92$, $SD=1.05$) journalism practices in Kwara State, while 79.2% of the respondents agreed that they were uncertain about the impact of Artificial Intelligence on the ethical practices of journalists in Kwara State ($M=3.96$, $SD=1.03$), 80.8% of the respondents agreed Artificial Intelligence has a positive influence on enhancing the ethical standards observed by journalists in Kwara State ($M=4.04$, $SD=1.05$).

However, 81.6% of the respondents strongly agreed that the integration of Artificial Intelligence technologies contributes significantly to promoting and upholding ethical journalism among journalists in Kwara State ($M=4.08$, $SD=0.98$), while 76.8% of the journalists agreed that they believe that Artificial Intelligence does not play a significant role in influencing the ethical conduct of journalists in Kwara State ($M=3.84$, $SD=0.98$), and 84.4% of the respondents strongly agreed that Artificial Intelligence technologies play a crucial role in enhancing the ethical conduct and decision in journalism amongst journalists in Kwara State ($M=4.22$, $SD=0.86$).

DISCUSSION OF RESULTS/FINDINGS

This research work focused on examining the perceived effect of AI on ethical journalism among 134 available journalists in the Kwara State. Results showed that Kwara State journalists are aware of artificial intelligence tools for journalistic practice. The research findings indicate that Kwara State journalists, are aware of Artificial Intelligence (AI), actively search for information on AI advancements and developments relevant to journalism in their Kwara State. This is in line with the submission of (Udoh, Nsude, Oyeleke, & Ezeali, 2022) that members of Nigerian Union of Journalists are aware of the use of artificial intelligence for news production.

On the Artificial Intelligence tools that can be used for journalistic practice, the study revealed that journalists in Kwara State uses A.I. tools such as Natural Language Processing (NLP), machine learning algorithm, chatbots, data visualization, automated fact-checking, speech recognition, and social media analytical tools.

On the usage of Artificial Intelligence tools among journalists in Kwara State, the study found out that journalists in Kwara State actively utilize A.I. tools in their day-o-day work, have significantly improved the efficiency and productivity of journalists in Kwara State, have a good understanding of how to effectively use artificial intelligence tools in their repertoire. This is in alignment with Amaya (2022) stated that AI will enhance journalists' profession by furnishing time-saving benefits and adding the effectiveness of news production processes.

Lastly, which is on the effect of Artificial Intelligence on ethical journalism among journalists in Kwara State, the study found out that, Artificial Intelligence has a negative impact on the ethical standards of journalism practiced by journalists in Kwara State, tends to compromise the ethical principles that journalists in Kwara State adhere to in their reporting, has a positive influence on enhancing the ethical standards observed by journalists in Kwara State. The integration of Artificial Intelligence technologies contributes significantly to promoting and upholding ethical journalism among journalists in Kwara State, and Artificial Intelligence technologies play a crucial role in enhancing the ethical conduct and decision.

CONCLUSIONS

In conclusion, this research delved into the intricate relationship between Artificial Intelligence (AI) and ethical journalism among journalists in Kwara State. The comprehensive findings present a nuanced perspective on the multifaceted impact of AI within the journalistic landscape.

Firstly, the study unveiled a heightened awareness among Kwara State journalists regarding AI tools, showcasing a proactive engagement with the evolving technological landscape. This aligns seamlessly with the broader trend observed among members of the Nigerian Union of Journalists, affirming the industry's cognizance of AI's relevance for journalistic practices.

Secondly, journalists in Kwara State exhibit a sophisticated integration of various AI tools, ranging from Natural Language Processing (NLP) to automated fact-checking, demonstrating a commendable adaptability and proficiency. This utilization has notably bolstered efficiency and productivity, echoing the sentiments of scholars like Amaya (2022), who posit that AI stands to revolutionize news production processes.

However, the crux of the research lies in the intricate dance between AI and ethical journalism. On one hand, there is a discernible concern about the negative impact of AI on ethical standards, with indications of potential compromises to journalistic principles. Yet, in a paradoxical twist, there is an equally strong acknowledgment of AI's positive influence, actively contributing to the enhancement and promotion of ethical journalism.

In essence, the integration of AI technologies emerges as a double-edged sword, simultaneously posing challenges and opportunities for ethical journalism in Kwara State. This duality underscores the complexity of navigating the ethical landscape in the era of AI, where the same technology that raises concerns also holds the key to fortifying and advancing ethical standards.

As the journalistic community in Kwara State grapples with these findings, the research provides a foundation for ongoing discourse and deliberation. The dynamic interplay between AI and ethical journalism prompts a call for continued reflection, adaptation, and ethical guidance to ensure that the integration of AI aligns harmoniously with the cherished principles of journalistic integrity in Kwara State and beyond.

RECOMMENDATIONS FOR FURTHER STUDIES

1. Further studies should explore a qualitative exploration approach using the interview exploration system as well as a data collection tool to examine how the information gathered by intelligencers about AI advances influences their reporting practices and examine whether this mindfulness affects their liar ways and data analysis or fact-checking processes.
2. This study is only grounded on journalists in Kwara State, thus, further exploration should be done beyond the journalists in Kwara State and consult the journalists in Nigeria or the mainstream media in Nigeria.
3. Because this study has shown that artificial intelligence enriches journalistic professions. thus, further studies should probe how AI-driven journalism impacts, followership, engagement, trust, and preferences for news consumption.
4. Further research should explore the use of other theories apart from the adoption of innovation theory and media morphosis theory.

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