

Artificial Intelligence Adoption and Broadcast Media Practice in Kano (2005-2026)

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ABSTRACT

This paper examines the adoption and utilization of Artificial Intelligence (AI) technologies in broadcast media practice in Kano State, Nigeria. The rapid advancement of AI has transformed global media systems, influencing news production, content distribution, audience engagement, and newsroom operations. However, the extent of AI integration within broadcast organizations in Kano remains underexplored despite the increasing digitalization of media practice in Northern Nigeria. The study investigates the level of awareness, adoption patterns, opportunities, and challenges associated with AI technologies among broadcast media practitioners in Kano State.

The paper adopts a qualitative research approach, utilizing in-depth interviews and document analysis to examine AI utilization in selected radio and television stations in Kano. The Technology Acceptance Model (TAM) and Technological Determinism Theory provide the theoretical foundation for the study. Findings indicate that although AI adoption in Kano's broadcast media industry is still at an emerging stage, several media organizations and practitioners have begun utilizing AI-powered tools for news writing, transcription, voice editing, automated scheduling, translation, audience analytics, and social media management. The study further reveals that AI has improved newsroom efficiency, speed of content production, and audience reach. However, inadequate funding, poor technological infrastructure, irregular power supply, limited professional training, ethical concerns, and fear of job displacement remain major barriers to effective AI integration. The paper concludes that AI possesses significant potential to transform broadcast media practice in Kano State if strategically implemented through institutional investment, policy support, professional capacity building, and ethical regulation. The study recommends increased technological training for media professionals, improved digital infrastructure, collaboration between media institutions and technology providers, and the formulation of clear ethical guidelines for AI use in journalism and broadcasting.

Keywords: Artificial Intelligence, Broadcast Media, Journalism Practice, Media Technology

INTRODUCTION

The global media landscape has undergone remarkable transformation as a result of technological advancement and digital innovation. One of the most significant developments in recent years is the emergence and integration of Artificial Intelligence (AI) into media practice. Artificial Intelligence refers to the simulation of human intelligence processes by computer systems and digital technologies capable of performing tasks such as learning, reasoning, speech recognition, decision-making, content generation, and problem-solving. Across the world, AI technologies are increasingly being integrated into journalism, broadcasting, advertising, and digital communication.

The broadcast media industry, particularly radio and television, has experienced profound changes resulting from AI-driven innovations. Modern broadcasting now incorporates automated news writing, speech-to-text applications, audience analytics, virtual presenters, automated editing systems, recommendation algorithms, and AI-assisted content production. These technologies have improved speed, efficiency, accuracy, and audience engagement in media operations.

In Nigeria, the media industry has gradually embraced digital technologies in response to changing audience behavior and global communication trends. Broadcast organizations increasingly depend on digital tools for news gathering, editing, transmission, and online distribution. However, the adoption of AI technologies in Nigerian broadcast media remains uneven, especially in Northern Nigeria where infrastructural and technological limitations continue to affect media development.

Kano State occupies a strategic position in Northern Nigeria's media environment due to its large population, vibrant commercial activities, and concentration of radio and television stations. The state hosts numerous public and private broadcast organizations that serve diverse audiences across Northern Nigeria. These stations play important roles in information dissemination, public enlightenment, political mobilization, education, entertainment, and development communication.

Despite the increasing popularity of AI technologies globally, there is limited empirical research focusing on AI adoption within broadcast media organizations in Kano State.

Existing studies on AI and journalism in Nigeria largely focus on national trends, digital journalism, or general newsroom practices without adequate attention to local broadcasting realities in Kano. Consequently, there is a need to investigate how AI technologies are being adopted and utilized by broadcast media practitioners in Kano State, as well as the opportunities and challenges associated with their application.

This paper therefore examines the adoption of Artificial Intelligence in broadcast media practice in Kano State. It explores the level of awareness and utilization of AI technologies among broadcasters, identifies the benefits and constraints of AI integration, and assesses the implications of AI adoption for journalism and broadcasting in the region.

Statement of the Problem

The emergence of Artificial Intelligence (AI) has significantly transformed the global media landscape, reshaping the processes of news gathering, production, distribution, and audience engagement. Contemporary media organizations increasingly deploy AI-powered technologies such as automated content generation, machine learning algorithms, natural language processing, speech recognition systems, predictive analytics, recommendation engines, and automated fact-checking tools to improve operational efficiency and enhance journalistic output (Diakopoulos, 2019; Beckett, 2019). These innovations have revolutionized newsroom practices by enabling faster content production, personalized audience experiences, and data-driven decision-making.

Despite the growing integration of AI into media systems worldwide, its adoption within many developing countries remains uneven and relatively underexplored. In Nigeria, the broadcast media sector continues to grapple with several structural and technological challenges, including inadequate funding, limited digital infrastructure, unreliable electricity supply, poor internet connectivity, and shortages of highly skilled personnel capable of implementing and managing advanced technological innovations (Ufuophu-Biri & Ojobor, 2017; Ojebuyi & Salawu, 2021). These constraints may impede the effective adoption and utilization of AI technologies in newsroom operations and broadcasting activities.

In Kano State, one of the most significant media hubs in Northern Nigeria, radio and television stations play a crucial role in information dissemination, public enlightenment, and socio-political development. However, there is limited scholarly evidence regarding the extent to which these media organizations have embraced AI technologies in their daily operations. While some broadcast stations may utilize AI-enabled applications such as automated transcription software, digital editing tools, audience analytics platforms, and social media management systems, there is insufficient empirical data documenting the nature, scope, and level of such adoption. Consequently, the actual status of AI integration within broadcast media practice in Kano remains unclear.

Furthermore, the increasing use of AI in journalism and broadcasting has generated important ethical and professional concerns. Scholars have identified issues relating to algorithmic bias, misinformation, deepfakes, transparency, accountability, data privacy, and potential displacement of media professionals as major challenges

associated with AI-driven media systems (Carlson, 2015; Broussard, 2018; UNESCO, 2021). These concerns raise questions about the preparedness of media organizations and practitioners in Kano State to effectively manage the opportunities and risks associated with AI technologies.

Although numerous studies have examined AI adoption in media industries within developed countries, there remains a scarcity of context-specific research focusing on broadcast media organizations in Northern Nigeria. The absence of empirical evidence on AI utilization in Kano State constitutes a significant knowledge gap in both media and communication scholarship. Without such evidence, policymakers, media managers, educators, and practitioners may lack the necessary information to formulate strategies that facilitate responsible AI integration in broadcasting.

It is against this background that this study seeks to investigate the extent of Artificial Intelligence adoption and utilization in broadcast media practice in Kano State. Specifically, the study aims to examine the level of awareness and usage of AI technologies among broadcast media practitioners, identify factors influencing adoption, assess the opportunities and challenges associated with AI implementation, and evaluate the implications of AI-driven technologies for professional broadcasting practice in Kano State.

LITERATURE REVIEW

Artificial Intelligence refers to computer systems designed to perform tasks that normally require human intelligence. These tasks include language processing, decision-making, speech recognition, problem-solving, data analysis, and learning from experience. AI technologies include machine learning, natural language processing, robotics, recommendation algorithms, computer vision, and generative AI systems. According to Russell and Norvig (2021), AI involves the development of intelligent agents capable of perceiving their environment and taking actions that maximize the chances of achieving specific goals. AI applications have expanded rapidly across sectors such as healthcare, education, finance, transportation, security, and media communication.

Generative AI technologies such as ChatGPT, Gemini, Claude, and automated editing tools have further transformed media production and digital communication. These technologies assist journalists and broadcasters in content creation, translation, data analysis, script generation, and audience engagement.

Artificial Intelligence and Journalism Practice

The integration of AI into journalism has transformed newsroom operations globally. AI technologies are now utilized for automated news writing, content recommendation, fact-checking, transcription, social media monitoring, and audience analytics. Media organizations such as the BBC, Associated Press, Reuters, and Al Jazeera increasingly rely on AI-powered systems to improve efficiency and audience engagement.

Studies have shown that AI enhances newsroom productivity by reducing repetitive tasks and enabling journalists to focus on investigative and analytical reporting. AI-assisted journalism also facilitates faster news dissemination, multilingual reporting, and personalized audience experiences. However, scholars have expressed concerns regarding the ethical implications of AI-driven journalism. Issues such as misinformation, algorithmic bias, deepfakes, loss of editorial control, and job displacement have generated debates among media scholars and practitioners.

Umeora (2024) observes that although AI adoption in Nigerian journalism is growing, structural limitations such as inadequate technological infrastructure and limited professional training continue to hinder widespread implementation. Bello, Salaudeen, and Umeaku (2025) similarly note that many journalists perceive AI as both an opportunity and a threat to conventional journalism practice.

AI Adoption in Nigerian Media Industry

Nigeria's media industry has gradually embraced digital transformation in response to global communication trends. The emergence of online journalism, social media broadcasting, podcasting, and digital television has accelerated the integration of new technologies into media practice. Recent studies indicate growing awareness

of AI among Nigerian journalists and broadcasters. Park and Akintade (2026) found that Nigerian journalists primarily utilize AI for transcription, copyediting, and preliminary content drafting. Similarly, Ismail, Surajudeen, and Folorunsho (2024) observed that journalists in Kwara State increasingly use AI tools for research, editing, and newsroom management. While this finding reflects developments within another Nigerian context, it provides useful insight into the growing awareness and utilization of AI technologies across the country's media sector.

Despite these developments, the Nigerian media industry continues to face significant challenges in adopting advanced technologies. Many broadcast organizations struggle with inadequate funding, unstable electricity, poor internet connectivity, obsolete equipment, and shortage of skilled personnel.

In Northern Nigeria, the digital divide remains more pronounced due to infrastructural and economic disparities. As a result, many broadcast organizations in Kano State have not fully integrated AI technologies into their newsroom operations.

Broadcast Media Practice in Kano State

Kano State remains one of the leading media centers in Northern Nigeria. The state hosts numerous radio and television stations including public, private, and community broadcasting organizations. These stations contribute significantly to political communication, religious broadcasting, educational programming, entertainment, and development communication. Radio broadcasting remains particularly influential in Kano due to high levels of audience accessibility and the widespread use of indigenous languages such as Hausa. Television stations also continue to shape public discourse through news, documentaries, talk shows, and cultural programming.

The emergence of digital media platforms has further transformed broadcasting practice in Kano. Many stations now operate online streaming platforms, social media channels, and digital audience engagement systems. However, the adoption of advanced AI technologies remains relatively limited compared to global standards.

Theoretical Framework

This study is anchored on the Technology Acceptance Model (TAM) which was developed by Davis (1989) to explain how individuals adopt and utilize new technologies. The theory argues that perceived usefulness and perceived ease of use determine users' willingness to adopt technological innovations. In the context of this study, broadcast media practitioners in Kano are more likely to adopt AI technologies if they perceive them as useful in improving newsroom efficiency, content production, and audience engagement. Similarly, AI systems that are easy to operate are more likely to gain acceptance among media professionals.

The other theory adopted for this paper is Technological Determinism Theory which argues that technological innovations significantly influence social structures, cultural practices, and institutional development. The theory suggests that changes in communication technology shape media systems and human interactions.

This theory is relevant to the study because AI technologies are reshaping broadcast media practice by transforming news production, content distribution, and audience interaction. The adoption of AI therefore influences newsroom culture, journalism routines, and communication processes within Kano's media environment.

METHODOLOGY

This study adopts a qualitative research approach to examine AI adoption and broadcast media practice in Kano State. The qualitative method is suitable because it enables the researcher to explore participants' experiences, perceptions, and attitudes regarding AI utilization in broadcast media.

The study adopts a descriptive research design, which is considered appropriate for systematically examining and describing the current state of Artificial Intelligence adoption in broadcast media practice in Kano State without manipulating variables. The design enables the researcher to obtain a comprehensive overview of existing practices, perceptions, and levels of AI utilization within the selected media organizations. In addition, the study

employs thematic analysis as the primary qualitative data analysis technique. Thematic analysis is suitable for identifying, analysing, and reporting recurring patterns or themes within qualitative data, particularly interview transcripts and textual responses. This approach facilitates a systematic interpretation of participants' experiences and viewpoints regarding AI adoption, allowing for the development of meaningful themes such as levels of awareness, patterns of use, perceived benefits, implementation challenges, and ethical concerns (Braun & Clarke, 2006).

The population of the study consists of broadcast media practitioners working in selected radio and television stations in Kano State. Using purposive sampling technique, In-depth Interviews were conducted with six (6) participants selected based on their professional experience and involvement in newsroom operations. The participants included editors, producers, presenters, reporters, digital media managers, and technical personnel.

The participants were purposively selected from six broadcast organizations operating in Kano State. These organizations comprised two state-owned public service broadcasters, two private commercial radio stations, one private television station, and one federally owned broadcast station. The selection was intended to capture diverse institutional experiences regarding technological innovation, newsroom practices, and the adoption of Artificial Intelligence tools within different broadcasting environments. The stations selected are:

- Kano State Radio Corporation
- Abubakar Rimi Television (ARTV)
- Freedom Radio Kano
- Dala FM
- Rahma Radio
- Nigerian Television Authority (NTA Kano)

RESULTS AND DISCUSSION

This chapter presents and discusses the findings of the study on the adoption and utilization of Artificial Intelligence (AI) in broadcast media practice in Kano State. The presentation is guided by the five research objectives. The data were analyzed using thematic analysis, and findings are presented under relevant themes derived from the research objectives. The discussion of findings is also supported with relevant literature.

Level of Awareness of AI Technologies among Broadcast Media Practitioners in Kano

The first objective examined the level of awareness of AI technologies among broadcast media practitioners in Kano State. Findings indicate that awareness of AI technologies is generally moderate among respondents.

Out of six participants, one demonstrated high awareness of AI tools, four exhibited moderate awareness, while one displayed low awareness. The findings suggest that awareness of AI technologies among broadcast media practitioners in Kano State is generally moderate, although levels of understanding vary according to professional role, digital exposure, and prior experience with emerging technologies.

A respondent noted:

“We hear about AI like ChatGPT and automatic editing tools, but most of us don’t really understand how they fully work in newsroom production.”

The findings suggest that awareness of AI is largely informal and influenced by exposure to global digital trends rather than structured institutional training. This aligns with Diakopoulos (2019), who argues that AI awareness in journalism often precedes actual technical understanding, especially in developing media systems where training is limited.

AI Tools and Technologies Utilized by Broadcast Organizations in Kano

The second objective identified AI tools and technologies used in broadcast media organizations.

The study reveals limited but emerging use of AI tools, mainly at individual rather than organizational levels.

AI Category	Level of Use	Examples
Text generation tools	High	ChatGPT, Grammarly
Audio transcription tools	Moderate	Otter.ai, Google Speech-to-Text
Video editing automation	Low	Adobe Sensei
Audience analytics tools	Moderate	Meta Insights, YouTube Analytics

Thematically, three sub-themes emerged:

- Informal and personal use of AI tools
- Lack of institutional policy on AI adoption
- Dependence on freely available digital platforms

A participant explained:

“Most of us use ChatGPT personally to help rewrite scripts or generate headlines, not because the station officially introduced it.” These findings show that AI adoption in Kano broadcast media is non-institutionalized, suggesting weak organizational integration. This supports Beckett (2019), who notes that AI adoption in many media organizations in developing contexts is often driven by individual experimentation rather than structured newsroom policy.

Impact of AI Adoption on Broadcast Media Practice

The third objective assessed the impact of AI adoption on media practice in Kano.

The impact of AI was found to be both positive and negative.

The positive impacts of AI adoption in broadcast media practice were identified as follows:

i. Increased Speed of Content Production

Respondents indicated that AI tools significantly enhance the speed of news production processes. Automated writing assistants, transcription tools, and content generation applications enable journalists to produce news materials more quickly, thereby improving newsroom efficiency and turnaround time.

ii. Improved Scriptwriting and Editing Efficiency

AI-powered applications were reported to assist media practitioners in drafting, editing, and refining scripts. These tools help reduce grammatical errors, improve language structure, and streamline editorial workflows, thereby enhancing overall production quality.

iii. Enhanced Audience Engagement through Analytics

Findings further show that AI-driven analytics tools contribute to better understanding of audience behavior. Media organizations utilize digital analytics platforms to monitor audience preferences, engagement rates, and content performance, which in turn informs programming and content strategy.

Despite the advantages, several negative implications were also identified:

i. Reduced Originality in News Content

Respondents expressed concern that reliance on AI-generated content may lead to a decline in originality and creativity in news production. Automated content generation tools may encourage uniformity in writing style and reduce journalistic individuality.

ii. Over-reliance on Automated Systems

The study found that some practitioners increasingly depend on AI tools for routine journalistic tasks. This over-reliance may weaken critical thinking and professional editorial judgment, as journalists may defer too much to automated systems.

iii. Concerns about Job Displacement

Another major concern highlighted is the fear of job displacement. Respondents indicated that the increasing automation of newsroom tasks raises uncertainty about the future roles of journalists, particularly entry-level staff whose tasks are more easily automated.

The findings demonstrate that AI adoption in broadcast media practice in Kano State has a dual-effect outcome, improving efficiency while simultaneously raising professional concerns. The positive impacts align with Diakopoulos (2019), who argues that AI enhances journalistic productivity and audience insight through automation and data analytics. However, the negative impacts support Broussard (2018), who cautions that excessive reliance on computational systems may undermine creativity, editorial independence, and employment stability in journalism.

Overall, the results suggest that while AI technologies provide significant operational benefits, their integration must be carefully managed to prevent adverse effects on journalistic quality and media employment structures. Concerns about job displacement

As one of the respondents stated:

“AI makes our work faster, especially in writing scripts, but sometimes it reduces creativity because people depend too much on it.”

The findings reflect a dual-impact nature of AI in journalism. While efficiency is improved, concerns about creativity and employment are emerging. This aligns with Carlson (2015), who argues that automation in journalism reshapes labor practices and raises questions about professional identity and editorial originality.

Challenges Affecting AI Integration in Broadcast Media Organizations

The fourth objective of the study examined the challenges affecting the integration of Artificial Intelligence (AI) in broadcast media organizations in Kano State. The findings reveal that several interrelated structural, technical, and ethical factors impede effective adoption and utilization of AI technologies within the broadcast industry.

Findings revealed the following

Challenge	Severity Level
Poor funding	High
Lack of training	High
Unstable electricity supply	High
Poor internet connectivity	Moderate
Ethical concerns	Moderate

The analysis of these responses generated three dominant themes:

- Structural and infrastructural constraints limiting technological deployment
- Limited technical capacity among media practitioners
- Ethical uncertainty surrounding the use of AI in journalistic practice

One of the respondents highlighted the infrastructural limitations affecting AI adoption, stating that “even when media practitioners are willing to adopt advanced AI tools, inconsistent electricity supply and unreliable internet connectivity make effective usage very difficult.”

The findings indicate that the challenges hindering AI integration in broadcast media organizations are predominantly **systemic and infrastructural in nature**, rather than purely technological. This suggests that the successful adoption of AI in the broadcast sector is strongly dependent on the availability of stable infrastructure and adequate institutional support.

This outcome is consistent with the findings of Ufuophu-Biri and Ojobor (2017), who argue that media and journalism practice in Nigeria is significantly constrained by inadequate infrastructure and insufficient professional training. Similarly, the limited technical capacity observed among practitioners further reinforces the need for sustained capacity-building initiatives and institutional investment in digital competencies.

Overall, the results underscore that without addressing foundational infrastructural deficits and human capacity gaps, the integration of Artificial Intelligence into broadcast media practice in Kano State will remain limited and uneven.

Strategies for Improving AI Adoption in Kano's Broadcast Media Industry

The final objective of the study examined strategies for enhancing the adoption and effective integration of Artificial Intelligence (AI) within broadcast media organizations in Kano State. The findings indicate a shared understanding among respondents that successful AI integration requires deliberate institutional, technical, and policy-driven interventions.

Many of the respondents identified several key strategies for improving AI adoption in broadcast media practice:

- Continuous professional training and capacity building on AI tools and applications
- Institutional investment in modern digital infrastructure to support AI deployment
- Development and enforcement of ethical guidelines for the use of AI in journalism and broadcasting
- Strengthening collaboration between media organizations, technology firms, and academic institutions.

In addition to general institutional investment, respondents emphasized the need for practical and cost-effective infrastructure solutions suitable for resource-constrained media environments. These include the deployment of solar-powered backup energy systems to support newsroom operations during power outages, investment in dedicated internet redundancy systems to ensure uninterrupted digital workflows, and the adoption of open-source or low-cost AI applications for transcription, translation, content editing, and audience analytics. Such measures would enable broadcast organizations to gradually integrate AI technologies without imposing excessive financial burdens on their operational budgets.

However, one of the participants emphasized the importance of training and resource provision, stating. He stated that, "If media houses can train staff and invest in proper tools, AI will greatly improve broadcasting in Kano."

The findings demonstrate a strong consensus among respondents on the critical importance of **capacity building and institutional support** as prerequisites for effective AI adoption in broadcast media organizations. This suggests that the successful integration of AI technologies is contingent not only on access to tools but also on the availability of skilled personnel and supportive organizational structures.

The result is consistent with the position of UNESCO (2021), which emphasizes the need for ethical governance frameworks, continuous training, and inclusive capacity development to ensure the responsible and sustainable integration of Artificial Intelligence in media systems. Similarly, the emphasis on collaboration with academic and technological institutions reflects global best practices that encourage multi-stakeholder engagement in digital transformation processes.

Overall, the findings suggest that improving AI adoption in Kano's broadcast media industry requires a holistic approach that combines human capacity development, infrastructural investment, ethical regulation, and strategic partnerships.

Summary of Findings

The key findings of the study are summarized as follows:

1. Awareness of AI technologies among practitioners is moderate.
2. AI tools are used informally and not institutionally integrated.
3. AI improves efficiency but raises concerns about creativity and job security.
4. Major challenges include poor infrastructure, funding, and lack of training.
5. Effective AI adoption requires training, investment, and policy development.

CONCLUSION

This chapter has presented, analyzed, and discussed the empirical findings on the adoption and utilization of Artificial Intelligence (AI) in broadcast media practice in Kano State. The analysis, guided by the study objectives, reveals that AI integration within broadcast media organizations in the study area is still at a relatively *emerging and developmental stage*.

The findings indicate that while there is a growing awareness of AI technologies among media practitioners, such awareness is often superficial and not yet matched with deep technical understanding or structured institutional training. Consequently, the use of AI tools in broadcast media practice is largely informal and individually driven, rather than being embedded within organizational policies, workflows, or newsroom systems.

Furthermore, the study shows that although AI technologies are beginning to influence key aspects of broadcasting—such as content production, scriptwriting, editing, and audience analytics—their application remains limited in scope. The benefits of AI, particularly in enhancing efficiency, accelerating production processes, and improving audience engagement, are evident. However, these advantages are counterbalanced by concerns related to reduced originality in content creation, over-reliance on automated systems, and potential job displacement within the media industry.

In addition, the findings highlight significant structural and institutional challenges affecting AI adoption. These include inadequate funding, insufficient technical training, unstable electricity supply, and poor internet connectivity. Ethical concerns surrounding the use of AI in journalism also contribute to cautious adoption among practitioners. Collectively, these factors significantly constrain the effective and sustainable integration of AI technologies in broadcast media organizations in Kano State.

Overall, the study concludes that although Artificial Intelligence holds substantial potential to transform broadcast media practice in terms of productivity, efficiency, and audience engagement, its full realization in Kano State remains limited. This limitation is primarily due to infrastructural deficits, insufficient human capacity development, and the absence of robust institutional frameworks to support AI integration.

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