



Assessment of Journalists' Training and Institutional Readiness for Artificial Intelligence Adoption in Broadcast Journalism in Anambra State, Nigeria

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ABSTRACT

Background: The emergence of Artificial Intelligence (AI) has transformed journalism globally by reshaping news production, content distribution, audience engagement, and newsroom operations. Despite these developments, the preparedness of broadcast media organisations in Nigeria to adopt AI technologies remains largely unexplored.

Objective: This study assessed the level of AI training among journalists and the institutional readiness of broadcast media organisations in Anambra State, Nigeria, with particular emphasis on organisational policies, funding, and regulatory frameworks for AI adoption.

Methodology: The study adopted a mixed-methods research design. Quantitative data were collected and analysed first, followed by qualitative data obtained through in-depth interviews to explain and complement the quantitative findings.

Results: The findings revealed a low level of institutional readiness for AI adoption among broadcast media organisations in Anambra State. Specifically, most organisations lacked formal AI policies, dedicated budgetary provisions, and management-driven initiatives to support AI integration into journalism practice. The study also found that journalists had limited access to formal AI training, whether through employer-sponsored programmes or self-sponsored professional development initiatives.

Conclusion: The study concluded that both journalists and broadcast media organisations in Anambra State are inadequately prepared to effectively adopt and utilise Artificial Intelligence in journalism practice.

Unique Contribution: This study extends existing scholarship by moving beyond perception-based assessments to empirically examine the institutional capacity required for AI adoption in broadcast journalism. It contributes to the growing body of Global South literature on digital transformation and provides evidence for addressing the technological and capacity gaps that hinder AI integration in Nigerian media organisations.

Key Recommendation: Broadcast media organisations should develop comprehensive AI policies, establish dedicated budgetary provisions for AI implementation, and invest in continuous training and capacity-building programmes to facilitate the effective integration of Artificial Intelligence into journalism practice.

Keywords: Artificial Intelligence (AI), Broadcast Journalism, Institutional Readiness, Journalists, Media Organisations, Training.



INTRODUCTION

The media landscape is undergoing a significant digital transformation driven by the integration of Artificial Intelligence (AI). AI has fundamentally reshaped news gathering, processing, and dissemination, evolving from a peripheral tool into a core editorial engine (Palla & Kostarella, 2025, Nwafor et al., 2025). Its impact is primarily seen in four areas: automated content generation (robo-journalism), predictive audience analytics, AI-driven fact-checking and multimedia optimisation, such as automated transcription and video editing. Newsrooms in developed countries and well-equipped media organisations globally are leveraging Natural Language Processing (NLP) and machine learning to process vast datasets in seconds a task that previously took journalists weeks (Alerechi-Kevin et al., 2025). This shift has increased editorial speed and redefined professional boundaries; consequently, AI literacy and infrastructure have become indispensable requirements for modern journalism.

The Global North has witnessed a structured adoption of AI technologies and training within the media landscape. Media organisations such as the *Associated Press*, *BBC*, *The New York Times*, and Reuters are aggressively investing in AI hardware-software ecosystems to automate routine reporting (Rinehart & Kung, 2022). These institutions provide comprehensive internal training modules and high-end infrastructure to ensure their staff can pivot to AI-augmented roles. However, the African media ecosystem is generally characterised by significant infrastructural gaps, including erratic power supply, high data costs, and poor digital literacy, which ultimately undermine the adoption of any technology (Mukuni, 2019; Nwafor et al., 2022). If media organisations are not prepared and journalists remain unskilled, the benefits of adopting AI in journalism will remain elusive on the continent.

In Nigeria, the rapid rise of AI, especially Generative AI like ChatGPT, has attracted considerable attention from scholars across different fields, including media; yet, a critical gap remains regarding the institutional readiness of media organisations in the country. Previous studies in Nigeria have largely focused on the general awareness, knowledge, and use of AI among journalists (Itaman et al., 2025; Agbasimelo & Enahoro, 2025) or the ethical implications of adopting AI in newsroom operations (Udoh et al., 2022). While these studies establish a foundational understanding of AI use in Nigerian newsrooms, they often overlook the phenomenon of institutional readiness, the fusion of management policy, technical infrastructure, and structured training. This study, therefore, aims to evaluate the AI training and institutional preparedness of broadcast newsrooms in Anambra State. Ultimately, the findings will serve as a foundational blueprint for media administrators in the state and beyond to foster an AI-driven workflow that meets current global best practices in journalism.

STATEMENT OF THE PROBLEM

Despite the global shift towards AI-integrated journalism, where newsrooms in the Global North have transitioned from manual to automated editorial workflows, it is unclear whether broadcast media in Anambra State are realigning to these changes or what institutional interventions have been put in place to integrate with global developments. Current scholarly discourse across



Nigeria, and specifically in Anambra State, has generally focused on the awareness and adoption of AI tools; this leaves a significant gap in understanding whether media organisations in Anambra possess the requisite infrastructure, formal training policies, and management-led investment strategies to move beyond mere awareness into practical application. Without a deliberate assessment of these organisational structures, the broadcast industry in the state cannot provide the necessary ecosystem for the ethical deployment of AI in journalism practice. This observation motivated the conduct of this study.

RESEARCH QUESTIONS

1. To what extent have broadcast journalists in Anambra State received training on Artificial Intelligence tools and their specific applications in newsroom operations?
2. What is the level of availability and adequacy of the hardware and software infrastructure required to support AI-driven journalism within broadcast media organisations in the state?
3. To what degree do institutional policies, budgetary allocations, and management-led initiatives exist to support the integration of AI technologies within broadcast stations in Anambra State?

LITERATURE REVIEW

AI, Journalism Practice and Institutional Adaptation

Artificial Intelligence (AI) represents one of the most significant technological developments of modern times. It is broadly described as a field dedicated to designing machines capable of performing tasks that typically require human intelligence (Rekdal & Sawtell-Rickson, 2024). AI tools have permeated almost all sectors, including journalism; there are currently several tools that facilitate news sourcing, writing, packaging, and dissemination. Thus, all aspects of journalism have been impacted by AI (Stănescu, 2023).

Research evidence has established how AI can assist in content creation, the detection of fake news, content personalisation, and audience engagement (Setiawan et al., 2021; Túnñez-López et al., 2021). A growing body of literature indicates that media organisations in the Global North are adapting their policies, training needs, and investments to support AI-driven journalism while those in the Global South particularly in Africa acknowledge the significance of AI, adoption remains peripheral and at the discretion of individual journalists, as formal integration is missing from newsrooms across most countries (Adjin-Tettey et al., 2025).

In Nigeria, the dominant theme across the literature is the awareness-knowledge-adoption paradox. Several studies (Umeora, 2025) have examined the level of awareness and adoption of AI among Nigerian journalists, establishing that while these professionals maintain high levels of awareness, they demonstrate low practical usage due to infrastructural deficits and organisational culture. However, Ojoajogwu et al. (2025) argue that the level of awareness across different AI tools varies. They found low adoption of AI-powered content generation and analytics tools, yet a high adoption rate for AI-assisted fact-checking and verification tools. This difference can be



linked to professional demands; in the era of "fake news", journalists and organisations prioritise AI-assisted fact-checking to maintain credibility over other purposes like content generation.

Corroborating this, Oladosu et al. (2024) suggest that the AI adoption gap is related to persistent knowledge disparities across the media landscape. Itaman et al. (2025) and Agbasimelo and Enahoro (2025) argue that actual AI usage in the Nigerian media space is hindered by high costs, inadequate technical expertise, and a lack of regulatory clarity. Despite recognising AI's potential, these studies conclude that the transition is stifled by structural limitations rather than individual resistance. Furthermore, Talabi et al. (2024) note that adoption is undermined by moral dilemmas, such as the possibility of prejudice, job losses, and the requirement for accountability and transparency. Ojoajogwu et al. (2025) also link poor adoption rates to a significant gap in staff training. Prior studies further highlight the complexities of integration; for instance, Onebunne (2024) identifies a dual perception where AI is viewed simultaneously as an efficiency tool and a threat to journalistic values a sentiment exacerbated by a lack of linguistic and cultural localisation for the Nigerian context. Similarly, Udoh et al. (2022) found that while journalists are open to training, apprehensions regarding job security and ethical risks remain prominent barriers.

Despite the proliferation of research regarding AI within the Nigerian media space, three critical gaps necessitate the present study. First, the literature has heavily favoured awareness, perception, and adoption studies, leaving a dearth of empirical data on institutional readiness, such as specific policy frameworks and infrastructural depth. Second, while prior studies consistently echo the need for capacity building, they fail to examine the specific responses of media organisations toward filling these gaps. The present study, therefore, extends the discourse from general awareness to institutional preparedness and structured training mechanisms.

THEORETICAL FRAMEWORK

This study is anchored on the Technology–Organisation–Environment (TOE) theory developed by Tornatzky and Fleischer in 1990 (Baker, 2011). The TOE framework posits that the adoption and effective use of technology within organisations are influenced by three interrelated factors: technological, organisational, and environmental contexts. Within the technological context, the characteristics of Artificial Intelligence (AI) including its complexity, perceived usefulness, and compatibility with existing newsroom systems affect how media organisations perceive the need for structured AI training and integration (Sánchez et al., 2025). The organisational context emphasises internal structures, resources, and capabilities that shape AI readiness. These include management support, staff competencies, financial resources, and institutional policies that facilitate or hinder AI training and implementation. Finally, the environmental context considers external pressures and opportunities that influence AI adoption and readiness in media organisations, such as government regulations, industry standards, and competitive pressures.



MATERIALS AND METHODS

Research Approach

This study adopted a mixed-methods design, integrating both quantitative and qualitative data to provide a comprehensive understanding of the topic. This design is particularly effective for exploring complex research questions that cannot be fully addressed using a single research method, as both types of data jointly supply a better understanding of the research problem (Lok et al., 2023). The design fits the current study, as the quantitative data provided perspectives from journalists in Anambra State, while the qualitative data provided insights from the managers of media organisations in the state. The quantitative component involved a survey of broadcast journalists to determine the extent to which they have received training on AI tools and their perception of institutional support for AI integration within their stations. The qualitative approach was conducted using in-depth interviews with management staff from selected broadcast media outlets in the state.

Sample Size, Sampling Technique

A sample of 86 broadcast journalists operating in television and radio stations was selected using a convenience sampling approach. The rationale for adopting this method is that it requires less effort to select participants, is highly cost-effective, and saves time. For the qualitative component, in-depth interviews were conducted with six managers of broadcast media outlets. These participants were purposively selected based on their pertinent knowledge of their organisations' policies and plans for adopting innovations. The cohort included General Managers, Heads of News and Current Affairs, and Heads of ICT, all of whom had spent at least five years in their respective stations.

Technique of Data Collection, Validity and Reliability

The quantitative data were collected through face-to-face administration of a questionnaire. The instrument consisted of twenty-one (21) items, all of which were structured in a closed-ended format. For the qualitative component, in-depth interviews were conducted via telephone between December 2025 and March 2026. Each interview lasted at least twenty-five minutes. To ensure the validity of the instruments, the researchers employed expert content validity. To ensure the reliability of the questionnaire, a pilot test was conducted with a sample of 30 respondents in Awka. Reliability was measured using Cronbach's Alpha, which was adopted as it remains 'one of the most important statistics in research involving test construction and use' (Cortina, 1993, p. 98). The test yielded a result of .76 or above across all items, indicating a high level of internal consistency. Regarding the qualitative data, the researchers encouraged participants to share their experiences candidly to ensure the trustworthiness of the findings.



Data Analysis and Ethical Adherence

The quantitative data collected were analysed using descriptive statistics, including frequencies and percentages. These tools were employed to allow the study to vividly describe the levels of training exposure and perceived institutional readiness from the journalists' perspective. The data were presented on Tables and then followed by the qualitative data analysis which adopted an explanatory sequential approach. To ensure confidentiality, the identities of the participants were anonymised as IDI 1 to IDI 6.

Data Presentation and Analysis

Demographic Variable	Response	Frequency (n=86)	Percentage (%)
Gender	Male	52	60.5
	Female	34	39.5
Age (years)	20–29	18	20.9
	30–39	36	41.9
	40–49	22	25.6
	50 and above	10	11.6
Educational Qualification	OND/NCE	8	9.3
	HND/Bachelor's Degree	62	72.1
	Master's Degree	16	18.6
Years of Work Experience	0–5	20	23.3
	6–10	32	37.2
	11–15	18	20.9
	16 and above	16	18.6
Job Role/Position	Reporter	28	32.6
	Editor	14	16.3
	Producer	18	20.9
	Technical Staff	12	14.0
	Management	14	16.3
Type of Broadcast Media	Radio	36	41.9
	Television (TV)	50	58.1

The demographic profile of the 86 respondents shows that the majority are male (60.5%) and fall within the 30–39 years age bracket (41.9%), followed by those aged 40–49 years (25.6%), indicating a mix of youthful and experienced journalists. Most respondents hold HND or Bachelor's degrees (72.1%), with a smaller proportion possessing Master's degrees (18.6%), reflecting a generally well-educated workforce capable of engaging with AI technologies. In terms of work experience, 37.2% have 6–10 years of professional experience while 23.3% have 0–5 years, suggesting a balance between early-career and mid-career staff. Regarding job roles, reporters constitute the largest group (32.6%), followed by producers (20.9%), with management and technical staff collectively representing 30.3% of the sample, ensuring that both operational and decision-making perspectives are captured. Furthermore, the majority of respondents work in radio stations (58.1%) compared to television stations (41.9%), highlighting the prominence of radio media in Anambra State's broadcast landscape.



Table 2. Respondents' Level of Access to AI Training for Newsroom Operations (n = 86)

S/N	Item	Never	Rarely	Occasional	Often	Very Often
1	I have received formal training on AI tools for newsroom operations.	48 (55.8%)	28 (32.6%)	8 (9.3%)	2 (2.3%)	0 (0.0%)
2	I have attended workshops or seminars on AI applications in journalism.	50 (58.1%)	26 (30.2%)	8 (9.3%)	2 (2.3%)	0 (0.0%)
3	I have received in-house training provided by my media organization on AI tools.	52 (60.5%)	24 (27.9%)	8 (9.3%)	2 (2.3%)	0 (0.0%)
4	I paid for my AI training on newsroom operations	54 (62.8%)	22 (25.6%)	8 (9.3%)	2 (2.3%)	0 (0.0%)

The findings presented in Table 2 indicate that broadcast journalists in Anambra State have limited access to Artificial Intelligence (AI) training for newsroom operations. The majority of respondents reported that they had never received formal training on AI tools (55.8%) or participated in AI-related workshops and seminars (58.1%). A further 32.6% indicated that they had only rarely been exposed to such training. Similarly, in-house AI training provided by media organisations was found to be inadequate, with 60.5% of the respondents reporting that they had never received such training. Self-sponsored AI training was also uncommon, as 62.8% of the respondents indicated that they had never personally financed AI-related training. Only a small proportion of the respondents reported occasional participation in AI training (approximately 9%), while virtually none reported frequent or very frequent exposure. Overall, the findings reveal a substantial gap in AI training and professional capacity development among broadcast journalists in Anambra State.

The in-depth interviews with management staff in selected broadcast media organisations provided further insight into the quantitative findings by explaining the institutional factors underlying the limited access to AI training. For example, IDI 1 stated:

"We are aware of the importance of AI for modern journalism, but currently, we have not provided any formal training for our staff. Most of our journalists are learning on their own or through online resources."

Similarly, IDI 2 observed:

"Although we understand that AI can enhance newsroom efficiency, our organisation has not yet organised structured training sessions for our staff."

These responses suggest that while media managers recognise the transformative potential of AI in journalism, formal institutional mechanisms for building journalists' AI competencies remain largely absent.



Other participants identified financial constraints as the principal barrier to implementing AI training initiatives. For instance, IDI 5 remarked:

"We are willing to invest in AI training and even send staff for specialised training programmes, but our current budget does not allow for it. We hope to organise proper training sessions in the near future as resources improve."

Similarly, IDI 6 stated:

"Funding is the main barrier. We recognise the need for AI skills, but without adequate financial support, it is difficult to implement formal training programmes. We remain optimistic that this will change in the future."

Taken together, the interview findings reinforce the survey results by demonstrating that although broadcast media organisations acknowledge the importance of AI for contemporary journalism, institutional investment in AI capacity building remains limited. The absence of structured training programmes, coupled with inadequate funding, has significantly constrained journalists' opportunities to acquire the knowledge and skills required for the effective adoption of AI in newsroom operations.

Table 3. Respondents' Perception of the Availability and Adequacy of AI Infrastructure in Broadcast Newsrooms

S/N	Item	Not Available	Partially Available	Fully Available
1	Access to AI-enabled computers or workstations in the newsroom	50 (58.1%)	32 (37.2%)	4 (4.7%)
2	Availability of AI software for automated content generation	52 (60.5%)	28 (32.6%)	6 (7.0%)
3	Access to AI tools for data analytics and audience insights	48 (55.8%)	30 (34.9%)	8 (9.3%)
4	Adequacy of internet bandwidth to support AI	54 (62.8%)	26 (30.2%)	6 (7.0%)
5	Availability of AI-driven multimedia tools (automated transcription, video editing, etc.)	50 (58.1%)	32 (37.2%)	4 (4.7%)
6	Access to AI software subscriptions (paid services)	56 (65.1%)	30 (34.9%)	0 (0.0%)

Table 3 indicates that the availability of AI infrastructure in broadcast newsrooms in Anambra State is generally very limited. A majority of respondents reported that essential resources such as AI-enabled computers, AI software for content automation, data analytics tools, and multimedia tools are not available in their newsrooms (55.8%–65.1%), while a smaller proportion indicated that these resources are partially available (30.2%–37.2%). Only a few respondents reported that any AI infrastructure is fully available (0.0%–9.3%). Access to AI software subscriptions is particularly lacking, with no respondents indicating full availability. These findings highlight significant gaps in technical readiness of broadcast media organizations to adapt to AI driven newsroom operations in Anambra state. The qualitative interviews with



management staff further explain the limited availability of AI infrastructure reported in the survey. All the participants highlighted financial and economic constraints as primary reasons for poor investment in AI tools. For example, IDI 3 noted:

Broadcast media in this state are largely run as businesses, and proprietors focus on generating profit. They are reluctant to allocate additional funds for AI infrastructure because it does not immediately translate into revenue.

Similarly, IDI 5 emphasized, “Even though we recognize the importance of AI, our current budget is prioritized for operational costs, staff welfare, and day-to-day running of the station. Investing in AI hardware and subscriptions is not feasible at the moment, though we hope this will change in the future.” Another challenge raised by respondents is the complexity of AI systems and the cautious approach of media organizations toward adoption. IDI 4 explained:

AI is still complex and evolving. Most stations are observing and studying how it works before committing resources to implement it fully. We don’t want to invest in tools we do not yet fully understand or cannot effectively integrate into existing workflows.

Some participants highlighted that immediate priorities of most broadcast stations in Anambra state is addressing staff welfare and essential operational needs. IDI 6 remarked:

Currently, our focus is ensuring that our journalists are adequately supported in terms of salary. While we could start small with AI tools now, major investments will only happen once we stabilize other operational and staff welfare concerns. We are hopeful that AI adoption will follow in the near future.

Table 4. Respondents’ Perception of Institutional Policies and Initiatives for AI Integration

S/N	Item	Not Available	Partially Available	Fully Available
1	Existence of formal policies on AI adoption in the newsroom	70 (81.4%)	16 (18.6%)	0 (0.0%)
2	Budgetary allocation specifically for AI tools and training	72 (83.7%)	14 (16.3%)	0 (0.0%)
3	Management-led initiatives to implement AI technologies	68 (79.1%)	18 (20.9%)	0 (0.0%)
4	Clear organizational plan for AI integration in newsroom operations	71 (82.6%)	15 (17.4%)	0 (0.0%)
5	Monitoring and evaluation mechanisms for AI adoption	73 (84.9%)	13 (15.1%)	0 (0.0%)

Table 4 reveal that broadcast media organizations in Anambra State currently lack formal policies, budgetary allocations, and management-led initiatives for AI integration. The majority of respondents reported that there are no formal policies guiding AI adoption (81.4%) or



dedicated budgets for AI tools and training (83.7%). Similarly, management-led initiatives and organizational plans for AI integration are largely absent, with over 79% of respondents indicating they are not available. Monitoring and evaluation mechanisms to oversee AI adoption are also minimal (84.9% not available). Only a small proportion of respondents observed any partial effort toward these institutional measures (15–21%), while none reported full availability. These results indicate a significant gap in institutional readiness, of broadcast media organization in Anambra state toward the adoption of AI into newsroom operations.

The in-depth interviews with management staff further clarify the survey findings regarding institutional readiness for AI adoption. Several participants attested to the absence of formal policies guiding AI integration in their stations. For example, IDI 2 stated, *“We do not have any written policy on AI adoption in the newsroom. AI is still something we are considering, but there is no formal strategy or framework for its use.”* Similarly, IDI 6 emphasized, *“As of now, there is no official organizational plan for integrating AI tools into our newsroom operations. Decisions regarding technology are usually informal and ad hoc.”* Participants also noted that management-led initiatives toward AI adoption are minimal or non-existent. For instance, IDI 3 explained, *“At the moment, there are no management programmes to implement AI. We are still observing global trends and learning from other organizations before committing resources.”*

DISCUSSION

The study established that broadcast journalists and media outlets in Anambra State suffer from a significant deficit in formal AI training. This finding aligns with Umeora (2025) and Udoh et al. (2022), confirming that high awareness does not automatically transition into practical application without structured skill development. Viewed through the Technology-Organization-Environment (TOE) framework (Tornatzky & Fleischer, 1990), these training gaps underscore how limited internal capabilities and a lack of management support stifle adoption. Furthermore, the results indicate a critical shortage of AI-enabled hardware and software, echoing the infrastructural barriers noted by Itaman et al. (2025). The qualitative data revealed that management prioritizes immediate operational costs over long-term AI investment. This reflects the technological and environmental dimensions of the TOE framework, where the perceived complexity of AI and harsh economic realities deter adoption.

Furthermore, the study found an absence of formal AI policies and budgetary provisions, supporting the call by Oladosu et al. (2024) and Talabi et al. (2024) for institutionalised support. The informal and reactionary nature of current adoption efforts reveals a strategic weakness in the organisational context of the TOE framework. Without clear governance and financial commitment, AI integration in Anambra broadcast newsrooms remains peripheral, contingent upon future operational stability rather than proactive strategic planning.



CONCLUSION AND RECOMMENDATIONS

The study concludes that both broadcast journalists and media organisations in Anambra State are not adequately aligned with global trends in AI integration within journalism. This is largely attributed to a lack of AI-driven policy, insufficient funding, resource constraints, and ethical concerns. The study recommends:

1. Broadcast media organisations should develop and implement formal AI training initiatives for journalists, including in-house workshops and seminars, to build practical competencies for AI-driven newsroom operations.
2. Broadcast media organisations should prioritise the acquisition of AI-enabled hardware, software, and subscription services. Policymakers and media stakeholders should explore funding support or public-private partnerships to alleviate financial constraints that limit technological investment.
3. Management should establish formal policies and strategic plans for AI adoption, including budget allocations, monitoring mechanisms, and phased implementation strategies, to institutionalise AI integration within newsroom operations.

Ethical Considerations

The purpose of this study as a purely academic exercise was clearly explained to all participants, and their informed consent was obtained prior to data collection.

Sources of Funding

None

Conflict of Interest

None

Author Contributions

All three authors collectively conceived the study idea. Shadrach Idi drafted the research design; Chinonso Chinaemere Adikuru collected the data while Abutu Oche Dennis handled the data analysis and interpretation. All authors reviewed and approved the final report.

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