



Artificial Intelligence and Broadcast Journalism in an Emerging Economy: A Study of Ebonyi State Broadcasting Corporation (EBBC), Abakaliki, Nigeria

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ABSTRACT

Background: Artificial Intelligence (AI) is transforming broadcast journalism worldwide by enhancing news gathering, content production, editing, audience engagement, and newsroom efficiency. However, the adoption and application of AI remain uneven across emerging economies due to infrastructural, financial, and technological constraints. In Nigeria, despite increasing scholarly attention to AI in journalism, there is a dearth of empirical studies examining its practical application within public broadcasting organisations, particularly at the state level. Against the backdrop of Nigeria's prolonged digital broadcasting migration, this study investigated the impact and challenges of Artificial Intelligence in newsroom production at Ebonyi State Broadcasting Corporation (EBBC), Abakaliki, Nigeria.

Objective: The study examined the extent to which Artificial Intelligence is utilised in newsroom production at EBBC, its perceived benefits, and the challenges associated with its adoption.

Method: The study adopted a qualitative research approach using a case study design. Data were collected through in-depth, semi-structured interviews with selected newsroom professionals at EBBC, including correspondents, editors, presenters, and technical personnel. The interviews were audio-recorded, transcribed, and analysed using thematic analysis, guided by the Technology Acceptance Model (TAM), particularly the constructs of perceived usefulness and perceived ease of use.

Results: The findings indicate that AI is already being utilised in EBBC's newsroom, particularly for content creation, script editing, information verification, studio presentation, and social media engagement. Participants reported that AI enhances speed, efficiency, productivity, and workflow, reflecting a high level of perceived usefulness. Nevertheless, the study identified several barriers to effective AI adoption, including limited access to AI technologies, inadequate staff training, high subscription costs, concerns about job displacement, and questions regarding the authenticity, contextual accuracy, and credibility of AI-generated content.

Conclusion: The study concludes that Artificial Intelligence has considerable potential to enhance broadcast journalism and support sustainable media development in emerging economies when deployed as a complementary tool that strengthens, rather than replaces, human professional judgment and editorial responsibility.

Unique Contribution: This study provides one of the earliest empirical investigations into the adoption and application of Artificial Intelligence within a state-owned public broadcasting organisation in Nigeria. By focusing on EBBC, it fills an important gap in the literature and extends the discourse on AI in broadcast journalism from the perspective of an emerging economy.



Recommendation: The study recommends sustained capacity building for broadcast professionals, increased institutional investment in AI technologies, the development of newsroom ethical guidelines for AI use, and supportive government policies to promote the responsible, effective, and sustainable integration of Artificial Intelligence into public broadcasting.

Keywords: Artificial Intelligence; Broadcast Journalism; Emerging Economy; Newsroom Production; Sustainable Development.

INTRODUCTION

Change is an inevitable aspect of human existence. Over time, societies, institutions, and technologies evolve to address emerging needs, improve efficiency, and solve increasingly complex problems. In the contemporary digital era, technological advancement has become one of the primary drivers of transformation across virtually every sector of society. The media and broadcasting industry is no exception, as technological innovations continue to reshape the processes of news gathering, production, distribution, and audience engagement.

Since the emergence of broadcasting in Nigeria, as in many other parts of the world, technology has played a significant role in the growth and development of media institutions and, by extension, national development. Successive technological innovations have transformed newsroom operations, improved production quality, expanded audience reach, and enhanced the speed of information dissemination. One of the most significant developments in recent decades has been the transition from analogue to digital broadcasting, which offers improved transmission quality, efficient spectrum utilisation, enhanced multimedia services, and greater opportunities for audience interaction.

Despite these advantages, Nigeria has experienced a prolonged and challenging transition from analogue to digital broadcasting. Although the country committed to the International Telecommunication Union (ITU) digital migration programme in 2006, full implementation remains incomplete across many states of the federation (Adejumoh, 2025; Grace, 2016; *Nigeria's Quest for Digital Switch Over*, 2017; Adepotun, 2017; Chike-Iyo et al., 2024; *Nigeria Switching from Analogue to Digital Broadcasting in Television*, 2015). This slow pace of digital migration reflects broader structural challenges relating to technological infrastructure, policy implementation, funding, and institutional capacity within Nigeria's broadcasting sector. Consequently, the country continues to lag behind many nations in adopting emerging broadcasting technologies.

Against this backdrop, the emergence of Artificial Intelligence (AI) presents another technological revolution capable of transforming broadcast journalism. AI-powered applications now support journalists in news gathering, content generation, language translation, transcription, fact-checking, audience analytics, automated editing, social media management, and newsroom decision-making. Across advanced economies, AI has increasingly become integrated into newsroom workflows, contributing to greater efficiency and productivity while



simultaneously raising ethical and professional concerns regarding accuracy, transparency, editorial accountability, and employment.

For emerging economies such as Nigeria, however, the adoption of AI presents a unique paradox. On one hand, AI offers opportunities to improve newsroom productivity despite limited human and financial resources. On the other hand, inadequate technological infrastructure, limited access to AI tools, insufficient digital skills, and high subscription costs may constrain its effective utilisation. These realities make it imperative to examine how AI is being integrated into newsroom operations within public broadcasting organisations operating in technologically constrained environments.

Nigeria's prolonged struggle with digital broadcasting migration stimulated the researchers' interest in examining the impact and challenges of Artificial Intelligence in broadcast journalism within an emerging economy. Specifically, this study focuses on Ebonyi State Broadcasting Corporation (EBBC), a public broadcasting organisation located in South-East Nigeria. The researchers argue that relatively little scholarly attention has been devoted to understanding how emerging technologies, particularly Artificial Intelligence, are being adopted within state-owned broadcast organisations. Investigating AI integration in such contexts provides valuable insights into both the opportunities and constraints associated with technological innovation in developing media systems.

A review of existing literature and industry reports conducted in January 2026 further revealed important gaps in scholarship. Although previous studies have examined journalists' awareness of AI, AI adoption in Nigerian newsrooms, and the broader implications of AI for journalism, there is a scarcity of organisation-specific empirical case studies exploring how AI is being integrated into newsroom operations within state-owned broadcasting organisations, particularly those located outside Nigeria's major metropolitan centres. Existing literature has largely concentrated on national media organisations or print journalism, leaving public broadcast institutions such as Ebonyi State Broadcasting Corporation underrepresented. This study addresses this gap by providing an in-depth empirical investigation of AI integration within EBBC, focusing on newsroom practices, editorial workflows, reportage quality, organisational processes, and staff perceptions.

To achieve this objective, the study was guided by the following research questions:

1. In what ways is Artificial Intelligence being integrated into the newsroom workflow of Ebonyi State Broadcasting Corporation (EBBC)?
2. What factors influence the utilisation of Artificial Intelligence in newsroom operations at EBBC?
3. What challenges arise from the adoption of Artificial Intelligence in the EBBC newsroom?



LITERATURE REVIEW

Artificial Intelligence

Artificial Intelligence (AI) refers to computer systems capable of performing tasks that traditionally require human intelligence, including learning, reasoning, problem-solving, decision-making, perception, and language understanding (Blahodelskyi, 2024). One of the fundamental components of AI is machine learning, which enables computer systems to learn from data and improve their performance without being explicitly programmed for every task (Muhammed et al., 2025).

According to Barbierato and Gatti (2024), machine learning is a branch of Artificial Intelligence that develops algorithms capable of learning from data, thereby enabling computers to make predictions and informed decisions independently. These algorithms identify patterns within large datasets and continually improve their predictive performance as additional data become available. Consequently, machine learning has become particularly valuable for analysing complex datasets where traditional rule-based programming would be inefficient or impractical.

Another rapidly evolving branch of AI is Generative Artificial Intelligence (Generative AI), which refers to systems capable of producing original content—including text, images, audio, video, and computer code—based on patterns learned from extensive training datasets (Abdullahi et al., 2025). The emergence of generative AI has significantly expanded the practical applications of Artificial Intelligence across numerous sectors.

Several studies demonstrate the growing relevance of AI beyond journalism. In education, machine learning has been used to identify students at risk of poor academic performance, thereby facilitating timely and targeted interventions (Ekubo & Esiefarienrhe, 2022). Similarly, in the construction industry, machine learning supports evidence-based decision-making by improving the prediction of project costs, risks, and safety outcomes, thereby enhancing operational efficiency (Njama-Abang, 2025). These applications illustrate the broad capacity of AI to improve productivity, optimise decision-making, and enhance organisational performance.

Within journalism, AI is increasingly transforming newsroom practices. Umeora (2025), in *Artificial Intelligence and Journalistic Practices in Nigeria: Navigating Awareness, Adoption, and Structural Challenges*, observes that although Nigerian journalists generally demonstrate awareness of AI technologies and recognise their potential benefits, actual adoption remains relatively low because of infrastructural deficiencies, financial constraints, and newsroom cultures that have yet to embrace AI integration fully. Similarly, Kalu (2025) reports that among print journalists in selected North-Central states of Nigeria, AI facilitates investigative reporting, fact-checking, automated content production, and personalised audience experiences. However, the study also found that AI adoption remains limited across many Nigerian news organisations.



Recent developments nevertheless indicate gradual progress in AI integration within Nigerian media organisations. The New Thoughts Media Support Foundation (NTMSF) introduced Tori AI, an AI-powered platform designed to assist Nigerian newsrooms by automatically generating story summaries, translating content into indigenous languages, and repurposing stories into multiple formats, including audio, video, and social media content (Afolabi, 2025). Such innovations are particularly valuable for news organisations operating with limited personnel and financial resources.

Similarly, the International Centre for Investigative Reporting (ICIR) developed Native AI, an AI-powered transcription and translation platform that enables journalists to transcribe audio and video recordings while translating them into Nigerian languages such as Hausa, Igbo, and Yoruba (ICIR NativeAI, n.d.). Tasks that previously required considerable time and manual effort can now be completed much more efficiently.

Artificial Intelligence is also increasingly supporting fact-checking and data journalism. AI-enabled platforms such as Dubawa's AI chatbot and Dataphyte's Nubia assist journalists in identifying misinformation, analysing large datasets, and producing evidence-based investigative reports (Egwu & Saint, 2024). These innovations strengthen accountability journalism while improving newsroom efficiency and the quality of public information.

Overall, the literature demonstrates that Artificial Intelligence has become an indispensable technological innovation with applications across education, business, governance, healthcare, and the media industry. Nevertheless, while awareness of AI among professionals continues to increase, practical implementation remains uneven, particularly within developing countries. Global technology reports consistently indicate that AI adoption is significantly higher in developed economies than in developing regions due to disparities in infrastructure, financial investment, digital literacy, and technological accessibility (*Global AI Adoption in 2025—A Widening Digital Divide*, 2026). This digital divide reinforces concerns regarding the capacity of emerging economies such as Nigeria to fully benefit from contemporary AI technologies.

Within this context, Ebonyi State Broadcasting Corporation (EBBC), as a state-owned public broadcasting organisation operating in an emerging economy, provides an appropriate setting for investigating the opportunities, challenges, and realities of Artificial Intelligence integration in newsroom practice.

THEORETICAL FRAMEWORK

This study is anchored on the Technology Acceptance Model (TAM), developed by Fred D. Davis in 1989 to explain users' acceptance and adoption of information technologies (*Technology Acceptance Model*, n.d.). The model proposes that individuals' willingness to adopt a technology is primarily determined by two key constructs: perceived usefulness, which refers to the extent to which an individual believes that using a particular technology will improve job performance; and perceived ease of use, which refers to the extent to which an individual believes that using the technology will require minimal effort.



The Technology Acceptance Model provides an appropriate theoretical lens for this study because it explains the factors influencing the adoption of Artificial Intelligence within newsroom operations. Specifically, the model suggests that if journalists and other newsroom personnel at Ebonyi State Broadcasting Corporation perceive AI applications as useful in enhancing productivity and easy to learn and operate, they are more likely to adopt and integrate them into their daily professional activities. Conversely, where AI technologies are perceived as difficult to use or of limited practical value, their adoption is likely to remain low. The application of the Technology Acceptance Model to the findings of this study is presented in the discussion section.

RESEARCH METHODOLOGY

Research Design

This study adopted the qualitative research approach because it facilitates an in-depth exploration of individuals' experiences, perceptions, and meanings within their natural settings. The qualitative approach was considered appropriate for this study as it provides rich descriptive data on the adoption and application of Artificial Intelligence (AI) in newsroom practice.

The study employed a case study research design, with Ebonyi State Broadcasting Corporation (EBBC), Abakaliki, serving as the case organisation. The case study design was selected because it allows for a detailed, contextual, and holistic examination of a contemporary phenomenon within its real-life organisational setting. By focusing on EBBC, the study provides empirical insights into the realities of Artificial Intelligence adoption in a public broadcasting organisation operating within an emerging economy.

Participants of the Study

The participants comprised newsroom professionals at Ebonyi State Broadcasting Corporation who are directly involved in news production and editorial operations. These included correspondents, editors, the Head of Operations, the Head of New Media and Information and Communication Technology (ICT), and studio personnel. Their positions and responsibilities provided them with firsthand knowledge and practical experience of AI integration within the organisation's newsroom.

Sample Size and Sampling Technique

The study employed the purposive sampling technique to select participants. This technique was considered appropriate because it enables the deliberate selection of information-rich participants who possess relevant knowledge and practical experience regarding Artificial Intelligence and newsroom operations.



A total of four key informants were purposively selected from four strategic units directly associated with newsroom production and reportage. These units comprised News Correspondence, Operations, New Media and ICT, and Studio Presentation. The participants occupied senior positions within their respective departments, making them well suited to provide informed perspectives on the opportunities and challenges associated with AI adoption at EBBC.

Method of Data Collection

Data were collected through in-depth, semi-structured interviews. This method was adopted because it allows participants to express their views, experiences, and opinions freely while providing the researcher with the flexibility to probe emerging issues for clarification and deeper understanding.

The interview guide was developed in line with the research objectives and questions. It explored participants' understanding of Artificial Intelligence, the extent of AI integration into newsroom operations, its perceived impact on news production and reportage, challenges associated with AI adoption, and the organisational and infrastructural factors influencing its utilisation within EBBC.

Instrument for Data Collection

The primary instrument for data collection was an interview guide supported by digital audio recording. With the informed consent of the participants, all interviews were audio-recorded using the voice recording application of a Samsung Galaxy S23 smartphone owned by the lead researcher. The use of digital audio recording ensured that participants' responses were captured accurately and comprehensively, thereby minimising the risk of information loss associated with manual note-taking. It also enabled the researchers to concentrate fully on the interview interaction while preserving the original responses for subsequent transcription and analysis.

Method of Data Analysis

The interview data were analysed using thematic analysis. Following data collection, the audio recordings were transcribed verbatim, after which the researchers familiarised themselves with the transcripts through repeated reading. Meaningful units of information were then systematically coded and organised into categories from which major themes emerged.

The analysis was informed by the Technology Acceptance Model (TAM), particularly its constructs of perceived usefulness and perceived ease of use. However, these theoretical concepts were employed as interpretive lenses during the discussion of findings rather than as predetermined coding categories. This approach ensured that the themes emerged inductively



from the participants' responses while allowing the findings to be interpreted within an established theoretical framework.

Presentation of Data

The interview participants comprised the following newsroom professionals at Ebonyi State Broadcasting Corporation (EBBC):

1. Benedict Nkwegu – Head of New Media and Information and Communication Technology (ICT)
2. Agwu Samuel – Head of Operations
3. Osondu Ngwuta – Government House Correspondent
4. Patrick James – Studio Presenter

The findings are presented thematically to reflect the major issues that emerged from the interviews.

Impact of Artificial Intelligence

Benedict Nkwegu explained that, as the officer responsible for managing EBBC's social media platforms, he frequently relies on Artificial Intelligence (AI) to verify information and generate content. According to him, no individual can possess complete knowledge on every subject; therefore, AI serves as a valuable support tool whenever clarification is required. He cited the commemoration of World Caesarean Day as an example. To prepare a Facebook post for the event, he prompted an AI application to generate a brief introduction to the day's theme. After reviewing the response, he instructed the application to draft a Facebook post, which he subsequently edited, copied, and paired with a designed poster before publication.

Nkwegu further explained that AI has become useful in programme presentation. Whenever he is assigned to anchor a programme on Salt FM and requires additional background information, he provides prompts such as "*Act as a programme anchor,*" "*Prepare a ready-to-use on-air script,*" and specifies the target audience. Within seconds, the AI application generates a draft script that can be refined for broadcast. He identified InVideo AI, Gemini, and ChatGPT as some of the AI applications he regularly uses because they provide useful features without requiring paid subscriptions.

Osondu Ngwuta noted that his exposure to AI in newsroom operations has been minimal. According to him, the only practical application of AI that he is familiar with is grammar checking. He added that his awareness of this function came through informal discussions rather than structured organisational training.

Agwu Samuel stated that AI is already integrated into the three operational units under his supervision. In the transmission (AirBox) unit, AI assists with programme playback by arranging



content alphabetically, randomly, or at scheduled intervals. In the editing unit, AI-powered features automatically synchronise external audio with video footage, thereby eliminating the time-consuming process of manually matching audio tracks. He also explained that AI facilitates automated noise reduction by filtering unwanted background sounds from recordings.

Samuel further noted that AI assists editors by automatically trimming video clips, thereby reducing editing time considerably. He also identified voice cloning and automated dialogue replacement as valuable AI applications that enable replacement voice recordings without requiring the original speaker to be physically present. Within the camera department, he explained that AI contributes to footage stabilisation by compensating for camera movement and producing smoother visual output. He further regarded modern camera autofocus systems as AI-enabled because they automatically determine focal points and maintain image sharpness throughout recording.

Patrick James observed that AI has become highly beneficial in radio broadcasting. According to him, AI assists with gathering information on trending issues and verifying information obtained from online sources before it is incorporated into news reports.

Validity of AI-Generated Information

Regarding the credibility of AI-generated information, Nkwegu emphasised that AI should not be accepted uncritically. According to him, the validity of AI-generated content depends largely on verifying the sources provided by the application. He explained that AI-generated responses usually contain hyperlinks to reference materials, which he consults before using any information in newsroom production. He illustrated this with an occasion when he needed information about the Assemblies of God Church. After consulting AI, the application provided links to the church's official website, enabling him to verify the information before publication.

Samuel argued that AI has not yet reached a stage where it can function without human supervision. While acknowledging its usefulness in editing, he explained that AI-generated cuts between video clips still require human intervention and refinement to achieve professional broadcast standards.

Patrick James expressed confidence in AI-generated information, particularly when responses contain verifiable sources and hyperlinks for further confirmation.

Ngwuta, however, refrained from expressing a definite opinion on the credibility of AI-generated information because he had not yet utilised AI in his daily newsroom activities.

Potential and Envisaged Challenges

Participants identified several challenges associated with the adoption of Artificial Intelligence in newsroom operations.



Nkwegu cautioned that excessive dependence on AI could reduce human creativity, critical thinking, and cognitive abilities that have historically driven innovation and problem-solving. Similarly, James observed that overreliance on AI may encourage laziness by reducing journalists' willingness to conduct independent research and critical analysis.

Samuel argued that most AI applications are developed outside Africa and are therefore not adequately tailored to Nigerian realities, languages, and cultural contexts. Likewise, Ngwuta maintained that AI presents challenges relating to the validity, authenticity, and localisation of information. He argued that AI cannot independently gather news from the field with the accuracy expected of professional journalists. He illustrated this with the example of a governor delivering an official speech. According to him, AI cannot accurately capture such live events and may misrepresent or quote statements out of context. Consequently, he believes that AI cannot replace field correspondents in news gathering or original news writing.

Participants also identified inadequate training as a major obstacle to AI adoption. Samuel and Ngwuta observed that newsroom personnel have limited opportunities to attend AI-related workshops, seminars, and professional development programmes. They argued that greater exposure to such training would improve staff competence and facilitate broader utilisation of AI in newsroom production.

Another recurring concern was the possibility of job displacement. Samuel and James expressed fears that the continuous advancement of AI technologies may reduce the need for certain newsroom positions as more tasks become automated.

Financial constraints also emerged as an important challenge. Ngwuta explained that many advanced AI applications require expensive weekly or monthly subscriptions, often denominated in foreign currencies, making them unaffordable for many journalists considering their current income. He therefore recommended institutional funding or staff grants to improve access to AI technologies.

Finally, James noted that AI applications often generate lengthy responses, whereas broadcast journalists frequently require concise, quickly verifiable information suitable for immediate newsroom use.

Summary of Findings

The findings indicate that Artificial Intelligence has begun to play a significant role in improving newsroom productivity and operational efficiency at Ebonyi State Broadcasting Corporation. AI is being utilised in content generation, script writing, information verification, social media management, programme presentation, video editing, audio enhancement, and newsroom automation. Participants generally perceived AI as a valuable technological innovation capable of improving speed, efficiency, and overall workflow.



Despite these benefits, the study also revealed several challenges that limit the effective integration of AI within the organisation. These include inadequate training opportunities, limited institutional support, high subscription costs for advanced AI applications, concerns regarding the authenticity and contextual accuracy of AI-generated content, insufficient adaptation of AI to local realities, and fears of job displacement. These findings suggest that although AI possesses considerable potential for transforming broadcast journalism, its sustainable integration within public broadcasting organisations operating in emerging economies depends on addressing these structural and organisational constraints.

Application of the Technology Acceptance Model

The findings of this study strongly support the Technology Acceptance Model (TAM), which proposes that users' acceptance of a technology is primarily influenced by two factors: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU).

With respect to Perceived Usefulness, participants generally acknowledged that Artificial Intelligence enhances newsroom performance. For example, the Head of New Media and ICT explained that AI applications such as ChatGPT and Gemini assist in writing social media content, generating programme scripts, and verifying information before publication. Similarly, the Head of Operations identified several AI-enabled functions incorporated into professional editing software such as Adobe Premiere Pro and DaVinci Resolve, including audio synchronisation, automated noise reduction, clip trimming, footage stabilisation, voice replacement, and autofocus systems. These features reduce production time while improving workflow efficiency. The Studio Presenter also recognised AI as a valuable tool for identifying trending issues and verifying information before broadcast. These findings indicate that when newsroom personnel perceive AI as useful in enhancing their professional performance, they are more likely to adopt and integrate it into their daily activities.

Regarding Perceived Ease of Use, the findings present a more nuanced picture. Participants who regularly interact with AI applications generally described tools such as ChatGPT and Gemini as user-friendly because they generate useful outputs from simple text prompts within a short period. However, this perception was not shared by all respondents. Some participants reported limited awareness of available AI tools, inadequate practical skills, insufficient organisational training, and restricted access to premium AI applications due to financial constraints. Consequently, while AI is perceived as relatively easy to use by technically competent staff, broader adoption within EBBC remains constrained by inadequate digital literacy, limited institutional support, and restricted access to advanced AI technologies.

Overall, the findings validate the explanatory relevance of the Technology Acceptance Model. While the perceived usefulness of AI strongly encourages its adoption among newsroom personnel, perceived ease of use remains dependent on users' technical competence, organisational support, and access to AI resources. These factors explain why AI adoption at EBBC is progressing gradually rather than uniformly across all departments.



CONCLUSION

This study concludes that Artificial Intelligence (AI) has begun to transform newsroom operations at Ebonyi State Broadcasting Corporation (EBBC) by improving the efficiency of content creation, information verification, programme scripting, social media management, and production processes. The findings demonstrate that AI serves as a valuable support tool that enhances productivity and workflow while complementing, rather than replacing, the professional judgment and editorial responsibilities of journalists.

The study further concludes that the adoption of AI at EBBC is consistent with the Technology Acceptance Model (TAM). The perceived usefulness of AI encourages its integration into newsroom activities, particularly among staff who recognise its capacity to improve work performance. However, the broader adoption of AI remains constrained by limited training, inadequate institutional support, financial barriers, and varying levels of digital competence, all of which affect users' perceived ease of use.

Overall, the study affirms that Artificial Intelligence can contribute to sustainable media development and broader economic growth in emerging economies when implemented as a complementary technology that augments human expertise rather than substitutes for it. This position aligns with Sustainable Development Goal (SDG) 8, which advocates sustained, inclusive, and sustainable economic growth, productive employment, and decent work for all. Consequently, responsible AI adoption should prioritise human capacity development, ethical governance, and institutional support to ensure that technological innovation enhances, rather than undermines, employment and professional practice.

RECOMMENDATIONS

Based on the findings of this study, the following recommendations are proposed to promote the effective, ethical, and sustainable integration of Artificial Intelligence into newsroom operations at Ebonyi State Broadcasting Corporation (EBBC) and similar public broadcasting organisations in emerging economies:

1. **Capacity Building:** The management of EBBC should organise regular training programmes, workshops, and hands-on seminars on the practical application of AI in broadcast journalism. These programmes should target reporters, editors, presenters, producers, and technical personnel to enhance digital competence, increase confidence in the use of AI tools, and promote more effective integration of AI into newsroom workflows.
2. **Development of AI Governance Framework:** EBBC should develop and implement comprehensive institutional guidelines governing the use of Artificial Intelligence in newsroom production. The framework should emphasise editorial accountability, fact-checking, source verification, transparency, ethical standards, data privacy, and



continuous human oversight to minimise misinformation and ensure responsible use of AI-generated content.

3. **Institutional Investment in AI Technologies:** The management of EBBC should provide institutional access to approved AI applications through organisational subscriptions and licensing arrangements rather than relying on individual staff members to bear the financial costs. This would improve equitable access to reliable AI tools, encourage wider adoption across departments, and enhance newsroom productivity.
4. **Government and Policy Support:** The Ebonyi State Government and relevant regulatory agencies should provide financial and policy support for AI integration in public broadcasting. Such support may include funding for digital infrastructure, staff capacity development, research on AI in journalism, and the formulation of national guidelines that promote the responsible adoption of AI within Nigeria's broadcast industry.
5. **Continuous Human Oversight:** While AI can significantly improve newsroom efficiency, editorial decisions should remain under the supervision of qualified journalists. AI-generated content should be treated as a supportive resource that requires verification, contextualisation, and professional editorial judgment before publication or broadcast.

Ethical Clearance

Ethical standards were strictly observed, as participants were informed about the purpose of the study and their voluntary participation. Consent was initially sought through a letter to the Director General of Ebonyi State Broadcasting Corporation, requesting interviews from concerned staff, and it was granted without delay. While there was approval from the DG, individual consent of staff was also sought to ensure confirmation, and greater accountability.

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Conflict of Interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

Authors' Contributions

So and so conceived the study, including the design, so and so collated the data, and so and so handled the analysis and interpretation, while so and so wrote the initial manuscript. All authors have critically reviewed and approved the final draft, and are responsible for the content and similarity index of the manuscript.



Odoh and Chinda conceived the idea and designed the study; Adeola, Nkwuda, Ali and Chidiebere collated the data; Odoh, Chinda and Ezeali wrote the initial manuscript. All authors have critically reviewed and approved the final draft, and are responsible for the content and similarity index of the manuscript.

Artificial Intelligence (AI) Use Disclosure

The author(s) declare that no generative Artificial Intelligence (AI) or AI-assisted technologies were used in the writing, analysis, or preparation of this manuscript.

Data availability statement

The datasets on which conclusions were made for this study are available on reasonable request.

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