

BENEFITS AND CHALLENGES OF THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN NEWSGATHERING AND REPORTING AMONG JOS-BASED MEDIA PRACTITIONERS

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Abstract

Artificial Intelligence (AI) invention and its application across different sectors have been acknowledged. The media industry is one of the beneficiaries of AI because it has brought more efficiency, leading to increase n production and distribution of contents. However, the use of AI in media has also presented some concerns. Therefore, the crux of this study was to examine the benefits and issues associated with the application of AI in newsgathering and reporting among Jos-based media practitioners. Situated within the Technology Acceptance Model, the study collected data from 159 journalists in Jos through the use of questionnaire and in-depth interviews. Availability method was utilised in the distribution of the questionnaire and conduct of the interviews. The study established a moderate application of AI by the journalists in their practice. Finding equally revealed that AI was important in in-depth and investigative reporting, creating room for fact-checking, increased production and data-driven reports. The study further found the challenges associated with the application of AI in media practice to include trust issues surrounding the quality of information given by AI, insufficient knowledge in the use of AI by some journalists. The study also revealed AI was negatively affecting creativity, among others. The study concluded that though AI has brought tremendous impact to media practice, although concerns about ethical application continue to worry media professionals. The study recommended among others the training and retraining of media professionals on the proper use of AI in media practice.

Keywords: Artificial Intelligence, Newsgathering, Reporting, Application, Challenges, Journalists, Benefits.

Introduction

The concept of Artificial Intelligence (AI), which dates back to the 1904s, was to assists man in his activities (Dhiman, 2023). Scientists developed AI with the idea that this machine should carry out fundamental responsibilities, such as using it to play chess or to solve mathematics (Abbott, 2001; Abebe & Goldner, 2018; Barocas and Selbst, 2016 cited in Kalu, 2025). Similar school of thought posits that AI was officially launched in the mid-1950s, during a workshop in Dartmouth (Coursera, 2025); and its functions was to think for humans.

Since then, AI continues to expand, attracting the attention of researchers across the globe. A report from Lawrence Livemore National Laboratory (2025) states that, AI field grew rapidly with studies conducted to find out AI techniques for carrying out assignments that require expert levels of knowledge, like the application of AI to play games such as checkers and chess. Again, the field of AI became more interesting with the advent of computers (Clark, 2015). Castells (2012) argues that between the 1990s and 2002s, there was increased application of AI in human activities;

basically because through computers, AI was strengthened with the ability to recognise speech and images, play games and even operate automobiles.

One of the beneficiaries of AI is the media industry. The application of AI in media practice has continued to increase. For instance, a study by St-Germain and White (2021), indicates that in Canada, *The Globe and Mail* and *The Canadian Press/La Presse Canadienne*, use AI extensively. Another report by Gruz, Mai and Clements (2025), reveals that 30% of Canadas including journalists make use of AI on a daily or weekly basis to carry out their tasks. Similar situation is found in France, China, Australia, Georgia, Japan, and African countries (Horizon Grand View Research, 2025; Kuai, 2024; RMIT University, 2025). For example, Kuai (2024) establishes that despite ethical and other challenges associated with the application of AI by journalists in China, the AI innovation has brought speed and efficiency in media production process in China. In Australia, AI application among journalists is at different levels of adoption and usage. The media practitioners use AI to automate content creation and to improve productivity. However, issues such as impact on creativity, job loss, AI integrity on the journalism profession and misinformation continue to raise doubt on AI use in journalism in the country (RMIT University, 2025).

In addition, the adoption and usage of AI in South Africa by members of the pen profession is growing significantly. South African National Editors' Forum (2025) states that media professionals in South Africa have embraced the use of AI, as the AI machines facilitate the audio transcription, investigative and interpretative reporting, research, idea generation and checking of facts. The Editors' Forum further listed the drawbacks with the use of AI in media practice to knowledge gap, cost, language issues, and resistance to the use of AI by some journalists, ethical concerns and fear of taking over jobs.

Journalists in Nigeria are not left out on the impacts of AI in the discharge of their constitutional responsibilities. While AI facilitates newsgathering and reporting among Nigerian media practitioners, Guanah and Agbanu (2022) contend that the use of AI for journalism purposes is still at the infancy stage in Nigeria. Further, without doubt, scholars across the world have conducted studies to find out the positive and negative of the use of AI in media discipline (Kalu, 2025; Canvilhas, 2022; Talabi et al, 2024; Lara-González, José and Félix's, 2022; Noain-Sánchez, 2022). *In spite of the upsurge in the application of AI in media engagements, little attention has been paid to the importance and setbacks of the use of AI technology by media practitioners in Jos, Plateau State, Nigeria. Therefore, the concern of this investigation is to benefits and challenges of the application of artificial intelligence in newsgathering and reporting among Jos-based media practitioners.*

Objectives of the Study

- i. Find out the types and most used AI platforms by the respondents
- ii. To investigate the extent of the use of AI by the respondents.
- iii. To assess the benefits of AI to newsgathering and reporting.
- iv. To examine the challenges associated with the use of AI in newsgathering and reporting.

Review of Empirical Studies on the Benefits and Issues of the Application of AI Technology Communication in Newsgathering and Reporting

Many scholars across the world have conducted studies on the impacts and setbacks of the application of Artificial Intelligence in media practice. To begin with, *the crux of Canvilhas (2022) research is on the present and expectations of the use of AI in media practice among sports journalists in Portugal. The major objective of the study is to find out whether sports media organisations in Portugal are already making use of AI. Other aims of the investigation are to examine the degree and challenges associated with the use of AI technology in sports journalism. Data from the research shows that the respondents know what AI is, however, AI has not been put to use because of financial and professional challenges.*

Talabi et al (2024) utilise the in-depth interview approach to study the use of AI in sourcing for news materials as well as dissemination of news content. The investigation collects data on the benefits and challenges of AI use in journalisms from journalists in Lagos State Television (LTV) and Television Continental (TVC). It uses the mediamorphosis and technological determinism theories. The study finds that AI is important to the respondents in terms of using it to evaluate and analyse data, automatic their tasks, craft interview questions and for efficiency in reporting. The study further establishes the setbacks with the application of AI in news reporting to include veracity of information given by AI, the possibility of prejudice and taking over journalists' jobs. The research concludes that despite the challenges associated with the use of AI in newsgathering and reporting, AI remains an important tool in journalism engagement. It recommends proper legislation for the utilisation of AI in media practice so that members of the public will be given the best information.

Furthermore, Lara-González, José and Félix's (2022), study is on the evaluation and perceptions of Spanish media professionals concerning the adoption and implementation of AI in media engagements. The research gathers data via the employment of the interview method from 21 journalists across media outfits in Spain. The study establishes that media houses in Spain use different types of AI in the activities and they use it to high degree. The respondents acknowledge that they apply AI mainly to get information concerning weather forecast, take decision, generate news and other content ideas, which brings more efficiency in service delivery. The study's result equally indicates that in no distant time, AI will assist in processing large amount of information such as trend analysis, helping to detect false and misleading information, thus providing support to journalists by enabling them to carry out their tasks more effectively.

Kalu's (2025), investigation focuses on the application of AI for newsgathering and reporting print media practitioners. The research scope is North Central Nigeria, while the content scope covers the extent, types, impact and drawbacks in the use of AI in newsgathering and dissemination. The work applies the Technological Determinism Theory, and obtains data through the survey research design. Finding of the study indicates that those who participated in the study had knowledge of AI. However, the use of AI for journalism purpose is still low. The investigation further reveals that AI is bringing a new dimension to newsgathering and reporting because AI brings efficiency, effectiveness and automation of the newsroom. Result also shows that AI use in journalism practice raises a lot of concerns. These include affecting creativity, quality of data, poor network connectivity, insufficient knowledge among some journalists in the use of AI and ethical issues.

The research concludes that print journalists in Kogi, Nasarawa, Plateau, Benue, Kwara States and Federal Capital Territory, Abuja, Nigeria are aware of AI. They apply it in carrying out their activities, and to increase and speed up production, but the application is still at a low level. AI use is also challenged by issues such as high costs of purchasing data, poor network, undermining of creativity, among others. The study recommends training and retraining of journalists on the effective and ethical use of AI.

The crux of Noain-Sánchez's (2022), research is on the influence of AI on journalism practice. The study collected data through the use of interview design from media practitioners and academics in United States of America, United Kingdom, Germany and Spain. Findings from the investigation reveal that AI remains a big innovation to the media industry, due to its impact on sourcing and publishing media content. Through AI invention, media organisations in these four countries save a lot of money. Through AI technology, media practitioners are reassured of better and greater production with less manpower. The study, therefore, concludes that AI remains important in automated content production and personalised distribution. The study recommended the need for human supervision over algorithm-generated content and as well as training for media professionals so that they can effectively apply AI ethics in carrying out their tasks.

Theoretical Model

The study is anchored on the Technology Acceptance Model (TAM). The Technology Acceptance Model was developed by Fred Davis in 1986, and its main tenet is to explain the purpose and how new technologies are accepted and used by individuals. The model, which relates to the new information communication systems, has been modified over time by researchers. The model further explains that the main reason of the adoption, recognition, acceptance and application of technology is based on how important or useful such a technology is to the individuals, in addition to their perception and how easy to make use of such a technology. That is, the user's perception on the amount of time or energy he or she believes it will take to learn and apply the technology effectively and efficiently. This implies that both interior and outside factors determine the extent of the acceptance and use of technology by humans. The interior factors could be the user's past or prior knowledge and experience as well as attitudes regarding the technology. The external components include the worth, quality effectiveness of teaching, training and support, the architecture of the system, and the perceived alignment, agreement or compatibility of the technology with the user's requirements, tastes or preferences.

Those who proposed the model and scholars across board have carried out extensive research to validate the essential tenets of the model and to ascertain its applicability in studies (Omokanye et al, 2023; Oriogu, Subair & Oriogu-Ogbuiyi, 2017; Dahiru, 2019; Lucas, 2024; Atsbeha & Wodaje, 2024). Researchers have again and again established how important, effective and efficient a technology is to a user goes a long way to determine the users' acceptance and usage of such technology. The Technology Acceptance Model has been found relevant in studies relating to e-banking, online teaching, voting on digital communication platforms and e-health, journalism to mention but a few. TAM is therefore relevant to this study based on the fact that it helps understand the factors influencing journalists' acceptance and use of AI technology for sourcing and reporting.

Methodology

Quantitative and qualitative research strategies were employed. The purpose of adopting mixed research methods was based on the argument that combining qualitative and quantitative data can enhance the rigour and validity of research findings and lead to more informed conclusions. This implies that the combination of these research strategies provides deeper understanding of what the researchers investigated (Bjorklund, 2021). There were a total of 270 registered mainstream and online journalists in Plateau State, according to information obtained from the Nigerian Union of Journalists (NUJ), Plateau State Chapter (2025). Out of the total number, a sample size of 159 was used, which was determined through Krejcie and Morgan (1970) table method of getting sample size. Availability sampling method was adopted for the administration of questionnaire. In-depth interview was conducted among 15 of the respondents randomly selected. The use of 15 interviewees was justified by arguments advanced by scholars such as Baker (2021), Vasileiou (2018) cited in Lucas and Ubong (2022) and Morse (2000) that qualitative studies such as interviews are based on fewer samples because of saturation method.

In addition, descriptive statistics using Strongly Agree, Agree, Undecided, Strongly Disagree and Disagree measuring scale, as well as frequency and percentage charts were used to present quantitative data. Further, the research utilised the narrative approach for qualitative data presentation. This technique, which focuses on using people's stories and experiences to address research questions, is used to analyse content from a variety of sources, including respondent interviews (Dovetail Editorial Team, 2023). Accordingly, the narrative method of data analysis was deemed appropriate for this study since it entails interpreting the stories that respondents have shared while taking into cognizance the unique circumstances of every case and the experiences of each participant. The qualitative data was presented thematically.

Quantitative Data Presentation

The researchers distributed 159 copies of questionnaire of which 144 were returned and used for data presentation and analysis. This represents 91% return rate as shown in Figure 1.

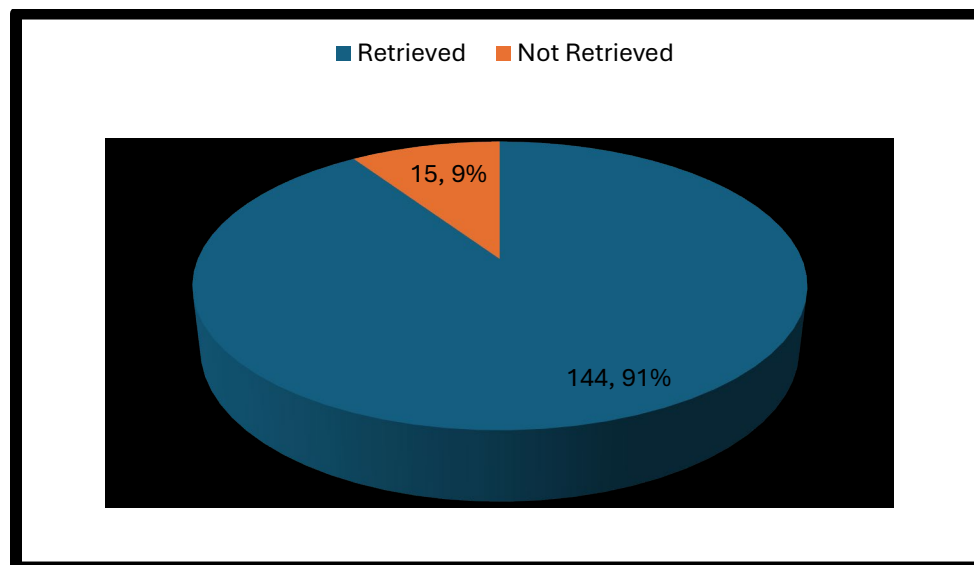


Figure 1: Analysis of Return Rate

Table 1: Types and Most Used AI Platforms by the Respondents

Option	SA	A	U	D	SD	Total	Mean Rating	Decision
<i>Grammarly</i>	54	41	11	22	16	144	3.5	Accepted
<i>Caffe</i>	71	33	13	18	9	144	3.9	Accepted
<i>Chatsonic</i>	51	66	9	5	13	144	3.9	Accepted
<i>Chatbots</i>	37	79	11	6	11	144	3.4	Accepted
<i>Audio description</i>	83	44	2	10	5	144	4.3	Accepted
<i>Quilbot</i>	101	29	4	7	3	144	4.5	Accepted
<i>Ahrefs</i>	88	40	6	3	7	144	4.3	Accepted
<i>ZeroGPT</i>	79	36	13	6	10	144	4.1	Accepted
<i>Scribbr</i>	30	90	9	3	12	144	3.8	Accepted
<i>ChatGPT</i>	99	29	5	7	4	144	4.4	Accepted

It implies that journalists in Jos, Plateau State, Nigeria have knowledge of different AI platforms.

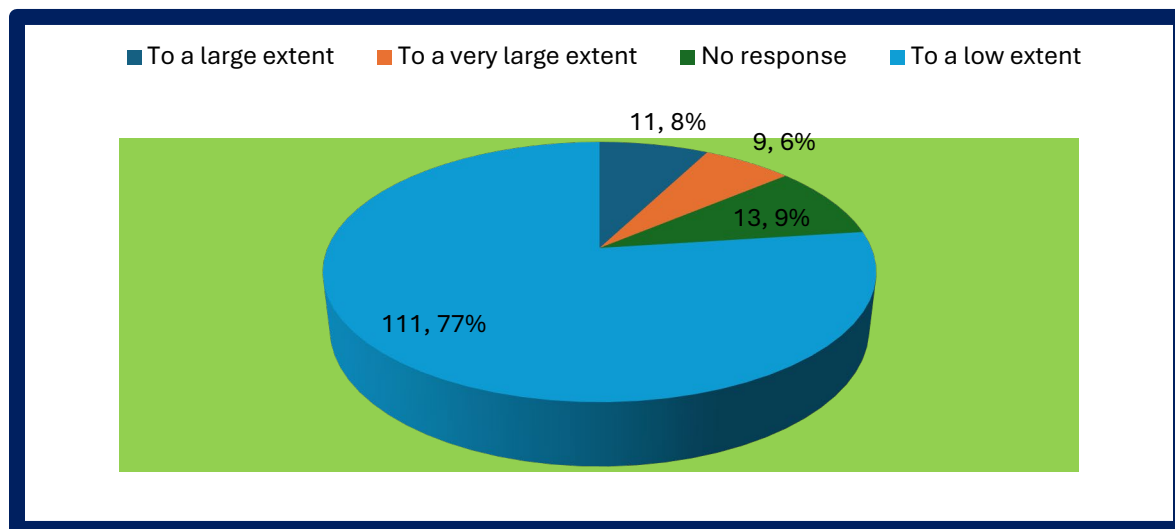


Figure 2: Degree of AI Use in Practice

The result in Figure 2 suggests that the application of AI among Jos-based journalists remains low.

Table 2: Benefits of AI to Journalism Practice

Option	SA	A	U	D	SD	Total	Mean Rating	Decision
<i>AI is presenting changing and automating activities in the newsroom</i>	80	55	9	0	0	144	4.4	Accepted
<i>AI is useful in cross-checking of information before publication</i>	107	32	5	0	0	144	4.7	Accepted
<i>AI facilitates and speeds up the news production process</i>	83	61	0	0	0	144	4.5	Accepted

AI remains important to investigative and interpretative news reporting	115	29	0	0	0	144	6.1	Accepted
AI reduces the cost of producing and disseminating news	40	78	9	11	6	144	3.9	Accepted

It is inferred from the result that AI is influencing newsgathering due to the fact that it accelerates the process of producing.

Table 3: Challenges Associated with the Use of AI in Newsgathering and Reporting

Option	SA	A	U	D	SD	Total	Mean Rating	Decision
Information given by AI is not reliable	39	61	14	21	9	144	3.6	Accepted
The use of AI affects creativity in newsgathering and reporting	113	12	19	0	0	144	4.6	Accepted
AI allows unethical practice in newsgathering and reporting	71	44	5	10	14	144	3.0	Accepted
Poor infrastructural AI-support facilities such as power; network services, as well as high cost of purchasing data	48	50	13	22	11	144	3.6	Accepted
Insufficient knowledge in using and navigating the various AI platforms	43	56	9	14	22	144	3.5	Accepted

Result in Table 3 implies that the use of AI in newsgathering and reporting is confronted with several challenges.

Qualitative Data Presentation

The first interview question sought to find out the *types and most used AI platforms by the respondents*. To respond to this question, one of the participants, asserted that “There is one I have on my system. It is called ChatGTP. I used it most times for my job to”. Another responded that “I mainly use *Grammarly, Quilbot and ChatGTP. They are simple and easily accessible*”. A participant further opined that “I make use of different AI platforms but mostly Quilbot, Chatbot, ChatGTP and Grammarly”. Probing further, another respondent submitted that “I have mastered the use of different AI tools, especially ChatGTP, Grammarly and *Audio description. They are very useful*”. This finding, thus, suggests that different AI tools, particularly Quilbot, Chatbot, ChatGTP and Grammarly have become important to journalists in Jos.

Another question that was asked centred on the *degree to which the respondents make use of AI in newsgathering and reporting*. Reacting to this question, the participants were similar in their response. One of them responded that “I don’t use AI often in my job, but I know much about it”. Another participant disclosed that:

There are many reasons why I don't use it regularly. First and foremost, I am into broadcast media. Broadcast media in the sense that I have radio and television. So, in the TV arm in my office we use more of visuals, so we use less words. The radio arm, we still use less words. I think if I had been in the print media where I am required to write lengthy essays, I think I will try AI. But notwithstanding, I see AI as not too reliable. Finance or the skill to use AI is not really a challenge to me, just like I said, the use of AI is not that accurate and not much writing is required in my station, so using it is not really fashionable for now, maybe in the near future.

A news reporter with one of the broadcast media houses in Jos added that "I am still sceptical about AI. Though I have good understanding of AI, however, I do not apply it most times in carrying out my assignments". Another participant responded that "Honestly, AI use in media industry in Nigeria is still at a very low ebb compared to what we see in developed societies. Though some organisations and journalists are using it, but it is yet to be fully applied". One more interviewee alluded that "While I still do not doubt the power of AI in media practice, I do not use it much due to many reasons."

The submissions by the participants above presuppose that the use of AI among Jos-based journalists is still at the lower side. This implies that the respondents do not use AI frequently in the gathering and dissemination of news materials.

The next question focused on the importance of AI to newsgathering and reporting. *There were general responses on this.* One of the participants reacted to this question that "AI can speed up the news production process. For instance, it can give you an idea of questions to ask newsmakers". Another respondent affirmed that "To me, the idea of AI is to make things easier, and for us in the media sector, AI does bring efficiency because it facilitates the newsgathering and production process". One more participant opined that "One of the most tasking aspects of our job is writing of news script, and the innovation of AI has made this seamless and easier. AI assists you in transcribing audio interviews quickly, and this makes you reach your audience with news items at a faster rate". *This result, thus, suggests that the respondents agree that AI enhances the process of news production.*

The last question elicited responses on the challenges associated with the use of AI in newsgathering and reporting. A participant stated that:

AI is not reliable. For instance, if you prompt AI with the name 'Monday Jackson', it will tell you that Monday Jackson' is an ambassador from Ireland to Argentina. But if you ask Google, Google will give you a comprehensive list of those that answer such names. That is why I see it as not trustworthy.

Another interviewee submitted that:

Let me be sincere with you, some journalists these days are lazy and are not committed in this job. For instance, if you give them the opportunity or if they get to know much

about AI, they will not go out to write stories again, they will stay in the comfort of their rooms and write. AI is not dependable so you may end up giving the public false information. There should be a legislation that will guide the use of AI so that we do not mislead the public on certain issues.

A respondent also contended that:

Since the AI technology is an initiative of man, it definitely comes with lots negative and positive aspects. Some people will use it wisely; others will prefer to use AI to destroy themselves and their works. Journalists can take advantage of the negative part of AI to generate and spread news that is not factual. When you do not know how to prompt AI correctly, surely, the response you will get will be misleading.

Another corroborated that “Definitely, AI can affect journalist creativity, brings about ethical concerns. Journalists can manipulate news information through the use of AI for selfish gain. Any journalists that solely depend on AI will serve the public with half-baked information”.

From the data gathered from the in-depth interviews, all the respondents expressed feelings of fear about the wrong use of AI in newsgathering and reporting. The attitudes of some journalists concerning the application of AI in practice can raise serious ethical concerns. Therefore, the participants affirmed that poses the challenge of using to generate and disseminate misleading messages.

Discussion of Findings

Data from the study indicates that the respondents make use of different types of AI platforms with Quilbots, ChatGPT, ZeroGPT and Audio Description. The finding agrees with an earlier one by Kalu (2025), which establishes that journalists in North Central Nigeria have been using various types of AI to facilitate their assignments. Result of the study, in addition, indicates that there is low utilisation of AI by the respondents (see Table 1 above and interview data). The finding aligns with that of Talabi et al (2024), who affirms that journalists in Lagos State Television (LTV) and Television Continental (TVC), though use AI, the pace of its application is still at infancy stage. A research by Noain-Sánchez (2022), however, contradicts the finding of this study by establishing that there is high application of AI for media purposes among members of the pen profession USA, UK, Germany and Spain.

Moreover, finding shows that AI is drastically transforming media operations. This is because, according to the respondents, *AI is presenting changing and automating activities in the newsroom, AI is useful in cross-checking of information before publication, and AI facilitates and speeds up the process of gathering media materials and publication. Also, AI plays critical role in investigative and interpretative reporting, as well as AI reduces the cost of producing and disseminating news and other media content (see Table 2 & Figure 2 above and interview data). Findings of the study here are in tandem with that of Lara-González, José and Félix’s (2022), which states that AI plays key role in gathering and processing of large volume of news data, assisting in trend analysis, combating misinformation, and providing support to journalists by freeing them from mundane tasks, allowing them to focus on research.*

An earlier study by Kalu (2025) also corroborates that AI is bringing a new dimension to newsgathering and reporting because AI brings efficiency, effectiveness and automation of the newsroom. This further justifies the use of the Technology Acceptance Model, which states that the most important reason for the adoption, recognition, acceptance and application of technology is based on how important or useful such a technology is to the individuals, in addition to their perception and how easy to make use of such a technology.

Furthermore, the data reveals that AI use in newsgathering and reporting is confronted with many challenges. These include *information given by AI is not reliable, the use of AI affects creativity in newsgathering and reporting, and AI allows unethical practice in newsgathering and reporting. Others are poor infrastructural AI-support facilities such as power, network services, as well as high cost of purchasing data, and inadequate expertise in using and navigating the various AI platforms.* This finding is in line with the study of Talabi et al (2024), which establishes the drawbacks with the use of AI in news reporting to include reliability and quality of data that AI supplies, the likelihood of unfairness and job losses in the media industry.

Conclusion

The study examined the benefits and challenges of the application of artificial intelligence in newsgathering and reporting among Jos-based media practitioners. From the data collected and evaluated, it is concluded that despite the low level of AI use among the respondents, it remains a valuable technology to newsgathering and reporting. AI also presents some challenges to media practice such as trust issues surrounding the quality of information given by AI, insufficient knowledge in the use of AI by some of the journalists, as well as negatively affecting creativity, among others.

Recommendations

- i. Training and retraining of media professionals on the proper use of AI in media practice is vital.
- ii. *Policy from government and in-house guidelines on proper application of AI in journalism practice is crucial.*
- iii. *Authorities in Nigeria need to improve infrastructural facilities such as light and network that support the effective and efficient use of AI.*
- iv. *Scholars can further research AI use in other sectors.*

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