Assessing the Ethical Implications of the Adoption of Artificial Intelligence by Broadcast Stations in Lagos State, Nigeria

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Abstract. This study analyses the ethical implications of adopting AI in the broadcasting industry in Nigeria, focusing on major media houses in Lagos State. Using a qualitative research design, the study shows that organisations adopt AI in a limited, selective manner, primarily for operational support functions. Key factors in adoption include techniques, financial limitations, and ethical considerations. The research points to several ethical issues, including a lack of awareness among the media sector about AI ethics, the absence of regulations, and the possible loss of human editorial oversight. The research concludes that broadcasters in Nigeria lack adequate preparation to address AI's ethical issues, which may undermine journalistic integrity and public trust. The study suggests developing national ethical guidelines, incorporating AI ethics into professional training, and strengthening regulatory frameworks.

Keywords: Artificial Intelligence; Broadcasting Industry; Ethical Implications; Nigerian Media; AI Adoption.

INTRODUCTION

The advent of artificial Intelligence (AI) has significantly transformed how organisations worldwide use communication systems, including in the broadcasting industry. The integration of Artificial Intelligence (AI) in broadcasting, particularly in the news production process, has emerged as a transformative force across the broadcasting and global media landscape, reshaping the approach to gathering, processing, and disseminating news worldwide [1]. This technological revolution has not eluded Nigeria, and various broadcast stations have been exploring and adopting AI technologies to improve their news production processes. Artificial Intelligence, in the context of news production, refers to techniques such as machine learning, natural language processing, and automated systems that assist with various aspects of the news creation and delivery process. These technologies can include automated content generation, data analysis, fact-checking, and personalised content delivery [2]. The need for greater efficiency, precision, and real-time processing of massive data drives the adoption of artificial intelligence (AI) technologies in news production. Globally, the

use of AI in news publications has been gaining momentum [3]. Major news organisations such as The Associated Press, Reuters, and The Washington Post have adopted AI systems to automate some of their news production processes [4]. These implementations have shown promising results in both increasing productivity and expanding the scope of topics covered. In the African context, the addition of AI to news-making has been slow but is gradually gaining ground. A study by the author [5] on the adoption of digital technologies in African newsrooms noted the growing interest in AI technologies among media organisations on the continent. However, the study also noted that adoption rates varied significantly across countries and individual news organisations [6].

Although still in its nascent form, the growing use of AI technologies in Nigeria marks a new era in media practise and journalism, including automated content generation, deepfake detection, voice synthesis, and audience analytics. The acceptance of the technology varies across media organisations in Nigeria. A study by authors [7] on the application of digital technologies in Nigerian newsrooms found that although there was increasing awareness of AI technologies, their

actual application was constrained by factors that impeded the diversity of scientific news reporting in Nigeria. The current study identified financial constraints, the absence of technical expertise, and organisational inertia as factors that could be limiting the use of AI in Nigerian newsrooms. However, there are indications of rising interest and experimentation with Artificial Intelligence among Nigerian broadcasters. For example, Channels Television, one of Nigeria's primary news channels, has already begun exploring AI-enabled tools to analyse content and reach its audience [8]. Similarly, the Nigerian Television Authority (NTA), the country's national public broadcaster, has announced plans to introduce AI technologies into its news production processes to improve efficiency and reach [9].

In the context of Nigerian Broadcasting, where the media plays a critical role in shaping public opinion and helping create democratic engagement, ethical adherence is paramount. AI's introduction into news curation, automated news anchors, and social media monitoring for broadcasting has sparked discussions about the limits of responsible journalism and the preservation of human values [10]. There is growing concern that uncontrolled AI integration may threaten the integrity of journalism, erode public trust, and undermine the cultural and social fabric of Nigerian society. However, according to the authors [11], these technological innovations promise greater efficiency and improved content personalisation, raising fundamental ethical concerns, including misinformation, algorithmic biases in decision-making, job displacement, and accountability for AI-generated content [12].

In Nigeria, the regulatory and legal framework for AI in the media is underdeveloped, with gaps in the enforcement of ethical standards; this raises questions about transparency, consent, and data protection in an environment increasingly influenced by algorithmic decisions [13]. Thus, the moral implications of AI in the Nigerian broadcasting industry are a critical need of the time to inform policy, practice, and innovation.

This research, therefore, aims to investigate the impact of the introduction of AI technologies into Nigerian broadcasting media on the standards of ethics and professionalism, and on the future of media practise. It will explore the perspectives of journalists, regulators, and media scholars, aiming to make a possible contribution to a balanced framework for the ethical deployment of AI in the Nigerian media landscape, focusing on selected broadcasting stations in the South-western part of Nigeria.

Research Objectives. The main objective of this study is to evaluate the ethical implications of adopting and using artificial Intelligence in the Nigerian broadcasting industry.

1) To examine the level of adoption of AI technologies in the business of the broadcast stations in Lagos State, Nigeria.

2) To establish significant factors that affect the use of Artificial Intelligence technologies by broadcasting stations in Lagos State, Nigeria.

3) To determine the ethical issues that emanate from the use of AI in content creation, news curation and audience engagement among broadcast stations in Lagos State, Nigeria.

4) Evaluate the awareness and preparedness of media professionals in Nigeria to cope with the ethical problems related to the use of AI.

Literature Review

Conceptual Review

1) Broadcasting and News Production. Broadcasting is the electronic distribution of audio or video content to large audiences via radio, television, and digital media. It is a basic mechanism for mass communication and information exchange [14]. In journalism, broadcasting makes it easier to deliver information, documentaries, and investigations to different populations. The production of news involves a systematic process of gathering, verifying, analysing, and communicating information through various media channels [15]. This consists of applying editorial judgement, professional standards, and ethical considerations to deliver content to the public that is credible and trustworthy.

2) Artificial Intelligence in Broadcasting. Artificial Intelligence (AI) is a broad area of computer science focused on creating intelligent machines capable of performing tasks that usually require human Intelligence, such as perception, reasoning, learning, and natural interaction [16]. In broadcasting, AI technologies are also increasingly being leveraged for automated content creation, voice synthesis, audience analytics, predictive programming and social media monitoring, thereby changing traditional news production processes [17]. While the benefits of AI include

increased efficiency and data-driven personalisation, there are also issues of algorithmic bias, editorial oversight, job displacement, and the potential for damaging human judgment in journalistic decision-making.

3) Ethical Implications of AI in Broadcasting. The integration of AI in broadcasting raises fundamental ethical issues, such as accuracy, fairness, accountability, and public interest, that traditionally govern media practise [15]. Some of the key moral issues are algorithmic bias, where AI systems educated on biased data tend to perpetuate stereotypes and misinformation, loss of human oversight resulting in reduced editorial oversight and added risks of false information dissemination, transparency and accountability issues about who is responsible for AI-generated content and privacy concerns about audience data collection and usage [2, 18]. In the Nigerian context, weak or inadequate regulatory frameworks, low AI literacy among media professionals, and insufficient institutional oversight further exacerbate these challenges, creating an urgent need for stronger ethical guidelines and professional training.

Theoretical Framework

A theoretical framework provides a foundation for understanding, interpreting, and analysing the ethical implications of artificial Intelligence (AI) in the broadcasting industry. This research adopts two interrelated theories: Technological Determinism and Media Ethics. These frameworks help put into context how technology impacts ethical practises and how ethical principles guide media professionals in the use of AI.

Technological Determinism Theory. This theory was initially developed by Thorstein Veblen (1921) and Marshall McLuhan, among others. Technological determinists believe that technological innovations determine the values of society, the cultural practises, and institutional behaviour [19]. In the context of the media, this theory holds that new technologies such as AI do not simply assist human communication; they alter the form and functioning of media systems, often without much regard for traditional norms and ethics. Applied to Nigerian broadcasting, this theory illustrates how AI technologies such as automated news writing, virtual anchors, and algorithm-driven distribution patterns can change the routine of journalistic work, depopu-

late editorial control over content, and question some of the long-established boundaries that define the ethics of news distribution. While the adoption of AI can help make operations more efficient, a caution raised by technological determinism is that uncritical adoption of technology may lead to unintended ethical consequences, such as dehumanisation, misinformation, and bias. Thus, technological determinism highlights the imbalance between the risks and benefits of technological progress and the need to address ethical responsibility in a manner that can be carried out collaboratively and deliberately by stakeholders, who should recognise that technology is not a neutral force but should be shaped by human values and policies.

Media Ethics Theory. Media Ethics Theory deals with the moral obligations of the practitioners of media (medias) and the ethical criteria governing the production, distribution and content of media. It focuses on fundamental principles including truth, fairness, responsibility, accountability and respect for human dignity [20]. This theory is highly relevant to discussions on AI and broadcasting, as it can serve as a framework for considering the ethical dilemmas posed by automated systems. For example, who is responsible for when an AI system spreads false or biased information? Is the use of AI-generated news ethically justifiable without human editorial judgment? Media Ethics Theory requires that professional ethical principles serve as the foundation for integrating AI into broadcasting, even if the technology alters how content is created. It also emphasises the importance of transparent decision-making, informed consent and public interest as key principles in the use of AI tools in journalism.

Together, Technological determinism and Media ethics theory present a balanced lens through which this research explores the ethics of AI in Nigerian broadcasting. While technological determinism focuses on the impact and dangers of new forms of artificial intelligence (AI) tools on media practice, media ethics theory provides a normative framework for ethically governing media practice. The balance between these theories is essential to support the need for conscious ethics and policy directives on the use of AI in Nigeria's media industry.

Gaps in Literature. While there is an emerging international literature on artificial Intelligence (AI) in journalism, few studies have analysed the

ethical aspects of AI in Nigerian broadcasting. Most existing pieces focus on technical adoption or global trends, rather than on the diverse local ethical implications, cultural values, and policy responses within the Nigerian context. This study addresses this gap by providing empirical insights into how Nigeria's broadcast media handle AI ethically.

METHODS

This study, therefore, adopted a qualitative research design, using descriptive and exploratory approaches, to understand the ethical implications of adopting artificial Intelligence in the media industry in Nigeria. Using purposive sampling, 23 participants were drawn, including ten broadcast journalists, working for major media houses (Channels TV, NTA, AIT, TVC), five media scholars, working for Nigerian universities, five senior editors/producers and three representatives of regulatory bodies such as the National Broadcasting Commission (NBC). Data collection was conducted through semi-structured interviews to examine AI adoption, ethical issues, and the lack of regulations, as well as document analysis of policies, codes of ethics, and official publications from relevant agencies. The researchers analysed the collected data using NVivo's thematic analysis to identify patterns and meanings related to ethical implications. At the same time, validity and reliability were assured through triangulation of data sources, member checking with participants and peer debriefing with academic supervisors.

RESULTS AND DISCUSSION

Extent of AI adoption in the Nigerian Broadcasting Industry

Research Question 1: How extensive is AI technology adoption in Nigerian broadcast media operations?

Analysis of data obtained from this study indicated three significant trends in the adoption of AI in Nigerian broadcasting institutions as follows:

Theme 1: Selective and Low-Scale Adoption. Most of the broadcast stations interviewed said there has been limited and selective adoption of AI tools, primarily in administrative and production-related areas, such as: a) Automated scheduling occurring, playlist generation; b) Simple editing and Voice Processing; c) Programme tar-

geting audience analytics; d) Social media tool for engagement.

According to one of the respondents: *"We use software that helps us know when to air certain programs and what type of content works best, but nothing too complex like AI news anchors."* – Programme Director, Private TV Station (Lagos).

Corroborating the earlier respondent, another respondent reported that: *We use some of the popular AI software in our operations. I have once used it for audience analytics while developing our program."* – Programme Director, Private TV Station (Lagos).

The data reveal that AI use is concentrated in larger, urban-based, privately owned stations, while government-owned or rural stations exhibit lower levels of AI integration due to funding and infrastructure constraints.

Theme 2: Absence of Advanced AI Technologies. None of the broadcasting stations that were interviewed in this study had implemented advanced AI systems like: a) The creation of news writing with AI (automated journalism); b) Virtual or new fake news presenter; c) Machine learning for the distribution of predictive content; d) Facts-Checking Tools Systems Powered By AI.

One of the respondents asserted that: *"We still rely on human editors for everything. AI for real journalism functions is not something we're doing yet."* – Senior Producer, NTA (Lagos).

This finding indicates that AI implementation in Nigeria is still at the support level, rather than in editorial or journalistic decision-making by a news-seeking media, with more profound ethical implications.

Theme 3: Drivers and Barriers to Adoption. In addition to driver 1 and the two in the section above, the top drivers of AI adoption were: a) The need for efficiency and saving; b) More competition from digital platforms; c) The need to be able to track audience preferences more accurately.

While the identified barriers include: a) Absence of technical infrastructures; b) Low AI literacy among staff; c) Fear of losing their jobs and being a professional; d) Lack of funding and investments; e) Non-existence of a national AI policy for media.

One of the participants in this study asserted that: *"Even if we wanted to explore AI further, we*

don't have the budget or the training to do so." – News Manager, Local Radio Station (Lagos State).

Another respondent also stated that: *"Although we all know AI is useful for our work and we have been trying to use it individually, there is no support from management to deploy it to our operations; this is because of the high cost of technology deployment, and we are seeking ways to reduce our operational cost."* – News Manager, Private Radio Station (Lagos State).

This means that adoption is not just slow but highly limited and constrained by systemic and structural issues, e.g., poor funding and poor digital infrastructure.

Table 1 – Summary of AI Tools Currently in Use

AI Application	Level of Use	Examples Cited
Content scheduling	Moderate to High	Music/radio playlist automation
Audience analytics	Moderate	Tracking viewer preferences via online platforms
Audio/voice editing	Moderate	Voice pitch tools, background noise reduction
News writing automation	Very Low / None No adoption reported	
Synthetic news presenters	None	Not yet explored
Predictive programming tools	Very Low	Experimental use in private urban stations

The results show that AI adoption in the Nigerian broadcasting system is nascent and uneven, with low-risk, supportive roles predominating over core journalistic functions. While there is interest and recognition of the potential of AI, broadcasters are limited by: a) Limited access to funds and structure; b) Lack of skilled personnel; c) Lack of national strategic media technology policies.

Furthermore, the limited use of sophisticated AI tools in news production and delivery means that Nigerian news organisations have yet to fully confront the ethical risks of AI journalism, including bias, misinformation, and inadequate human oversight. However, given the current adoption pattern, these risks could become more prominent in the near future as AI technology becomes more readily available.

Document Analysis Insight. A review of policy documents from the National Broadcasting Commission (NBC) and major media houses revealed the absence of a formal strategy and ethical framework for integrating AI into broadcasting. Most organisations are not operating in line with AI guidelines and are mostly delegating to the application of general ICT or digital media policies.

Major Factors influencing the adoption of AI Technologies by Broadcast Stations

Research Question 2: What are the significant factors affecting the adoption of AI technologies by the broadcast stations in Nigeria?

The findings of this study regarding the major factors affecting the adoption of Artificial Intelligence technologies by broadcast stations in Nigeria are presented in the following theme.

Theme 1: Technological Infrastructure. A significant factor in AI adoption is the availability of digital infrastructure, such as fast internet connections, cloud computing, and compatible software. In many Nigerian media houses, especially government-owned and regional media houses, inadequate infrastructure remains a critical impediment.

"We don't even have an uninterrupted power supply, let alone servers or AI tools. That's a distant dream for now." – Broadcast Engineer, Radio Nigeria.

This finding aligns with the author's [13] studies, which argue that digital inequality is a significant obstacle to media innovation in sub-Saharan Africa.

Theme 2: Financial Capacity and Investment. AI systems tend to entail a significant initial investment in software, hardware, and training personnel. Most broadcast organisations in Nigeria operate on limited budgets and have little access to innovation funds. The shortage of funds limits their ability to explore or continue adopting AI.

"Our budget barely covers equipment maintenance, let alone buying AI tools or paying for cloud subscriptions." – Station Manager, Public TV Station.

Privately owned urban stations seem more likely to experiment with AI, as smaller or rural stations find it hard to afford it.

Theme 3: Human Capital and Digital Literacy. Another important consideration is the availabil-

ity of skilled professionals who can deploy and manage AI systems. The study found that many Nigerian broadcasters lack the technical expertise needed for AI adoption and that there is insufficient training on AI, particularly in its operational and ethical use.

"We're not even sure how these systems work. Most of our staff still depend on manual operations." – Senior Producer, Private Radio Station.

This aligns with authors [21], who noted that capacity-building is vital to advancing AI adoption in African media industries.

Theme 4: Perceived Benefits and Organisational Readiness. Some of the media managers who are looking at AI tools said efficiency, targeting their audience and cost saving were primary motivations. AI's capacity to automate monotonous labour, generate analytics, and optimise programming decisions is considered a competitive advantage in the malleable media space.

"The little AI tools we use help us understand what our audience prefers. That's a big deal in this digital age." – Content Manager, Online TV Station.

This is consistent with the Technology Acceptance Model (TAM), which posits that beliefs about usefulness and ease of use significantly influence adoption decisions.

Theme 5: Institutional and Policy Support. The absence of a clear regulatory framework, national strategy, or ethical guidelines for the use of AI within the broadcast environment significantly impacts its adoption. Many organisations are reluctant to invest in AI without being able to ascertain whether its use is in accordance with national policies or ethical standards.

"There's no roadmap. We don't even know what NBC's position is on AI content generation." – Editor, Commercial TV Station, Lagos State.

This finding is consistent with the arguments of authors [11], who contend that a lack of supportive regulation and institutional incentives impedes innovation in media.

Theme 6: Ethical and Social Concerns. Concerns about job loss, data privacy, and manipulation are also factors considered when deciding whether to adopt AI. Some station managers and producers fear that AI will eventually replace human journalists or introduce bias into news content. There is also general scepticism about the ethical implications of using machines to provide news.

"We don't want to adopt a technology that could make our work obsolete or compromise trust." – News Director, Local TV Station.

This ethical apprehension may lead to resistance to technology, particularly in places where the workforce views AI as a threat to be addressed rather than a tool to be used.

Theme 7: Global Trends and Competitive Pressure. However, the pressure to keep up with global media trends and compete with digital natives (e.g., YouTube, TikTok, AI-powered news aggregators) is a driving factor behind some media houses experimenting with AI. Younger audiences now demand personalised, interactive, and real-time content features that AI can help deliver.

"If we don't innovate, we'll lose our audience to platforms that understand their behaviour better." – Strategy Lead, Private TV Station.

This points to the importance of external pressure and audience expectations in accelerating the experimentation with AI, particularly in commercial broadcasting.

Table 2 – Summary Table Major Influencing Factors

Factors	Influence on Adoption
Technological Infrastructure	Inadequate facilities hinder adoption, especially in rural areas
Financial Capacity	Limited funding constrains investment in AI tools and training.
Human Capital	Lack of skilled personnel limits implementation capacity
Perceived Benefits	Efficiency, personalisation, and data insights motivate adoption.
Institutional and Policy Support	Absence of legal and ethical frameworks discourages uptake.
Ethical Concerns	Fear of job loss, bias, and misinformation creates resistance.
Competitive Pressure	Digital competition drives interest in innovation.

A complex combination of enablers and constraints shapes the implementation of AI in the Nigerian broadcasting industry. While stakeholders remain optimistic about technology, economic constraints, skill shortages, and ethical uncertainty often undermine this optimism. With-

out focused interventions such as capacity-building, funding support, and regulatory clarity, the adoption of AI will slow, be uneven, and potentially be ethically problematic.

Ethical Concerns arising from AI adoption in the Nigerian Broadcasting Industry

Research Question 3: What are the ethical considerations associated with the use of AI in content creation, news curating and audience engagement?

Thematic analysis of the responses and documents showed five major themes:

Theme 1: Limited Awareness and Understanding of AI Ethics. Many journalists and editors admitted they had limited knowledge of how AI works or its ethical implications. While some of them were familiar with AI tools such as automated scheduling software or using social media analytics, they expressed uncertainty about how to use AI-generated content ethically.

"We use AI tools mostly for programming and analytics, but there's little to no training on the ethical aspect. Honestly, we're learning as we go." – Interviewee, Broadcast Journalist (Lagos).

This lack of awareness is putting organisations at risk of accidental ethical violations, particularly regarding bias, misinformation, and accountability.

Theme 2: Lack of Clear Regulatory Frameworks. A review of the National Broadcasting Commission (NBC) policy documents and interviews with stakeholders showed that there are no comprehensive guidelines for deploying AI in broadcasting. Most ethical frameworks in use today are based on outdated journalistic guidelines that do not address content generated by machines or algorithmic decisions.

"Our current code of ethics is outdated. It doesn't reflect the realities of AI in journalism. There's a policy vacuum." – Media Scholar (University of Lagos).

This regulatory gap means there is no oversight of AI use, raising concerns about its abuse, manipulation, and a lack of accountability.

Theme 3: Threat to Human Oversight and Editorial Judgment. Participants raised concerns that greater reliance on AI tools, particularly in news aggregation and content personalisation, could undermine editorial independence. Automated systems may lean more toward engagement metrics than on news value to the detriment of truth and public interest.

"Algorithms are being used to decide what people see on screen; this can subtly manipulate public opinion if unchecked." – Editor (Lagos-based TV station).

This theme underscores the tension between technological efficiency and editorial responsibility.

Theme 4: Potential for Job Displacement. AI's ability to automate basic media tasks, such as transcription, captioning, editing, and voice generation, has raised fears among journalists about the possible loss of jobs and professional redundancy.

"We've started using AI for editing radio jingles. Producers worry that soon, even presenters may not be needed." – Station Manager (Ogun State).

This raises ethical questions about economic justice, reskilling, and the future role of human journalists in the industry.

Theme 5: Privacy and Data Protection Concerns. Several respondents reported discomfort with the use of audience information gathered by AI tools for content targeting and behavioural analytics. Many broadcasters do not directly ask for the audience's consent, which violates the principles of privacy and informed consent.

"These tools collect data silently. Who owns that data? Are viewers aware? That's the real ethical crisis." – Media Rights Advocate.

There are red flags around digital rights and ethical responsibility due to the lack of transparency about how data is collected and utilised by AI systems.

Table 3 – Summary of Findings

Theme	Ethical Concern Identified
Awareness and Training	Inadequate understanding of AI ethics by practitioners
Regulation and Governance	Absence of AI-specific ethical guidelines and laws
Editorial Oversight	Erosion of human judgment and news integrity
Employment and Labour Ethics	Job insecurity and lack of transition support
Data Privacy and Consent	Unregulated audience tracking and profiling

The findings show that although AI adoption is slowly rising in Nigerian broadcasting, the pace of AI development is growing faster than understanding and readiness regarding ethics and regulations. The identified ethical risks are not unique to Nigeria, and structural problems such as poor digital literacy, weak regulatory institutions, and inadequate legal protection exacerbate them. Unless industry stakeholders take proactive measures, these risks may affect the Nigerian broadcasting industry in the long run, leading to a loss of credibility, public distrust, and social harm.

Level of Awareness and Preparedness of Media Professionals in Nigeria to Manage Ethical Challenges Associated with the Usage of AI

Research Question 4: What is the awareness and level of preparedness of media professionals in Nigeria to cope with the ethical challenges associated with the usage of AI?

One of the aims of this research work was to determine the level of awareness and preparedness of Nigerian media practitioners in handling ethical issues associated with artificial Intelligence in broadcasting. Based on interviews with journalists, editors, researchers, and media industry officials, the study found low-to-moderate awareness and limited institutional preparedness to address these emerging challenges.

Theme 1: Limited Conceptual Understanding of AI and Ethics. A large proportion of respondents showed a limited understanding of how AI works and the ethical issues it raises. While some people understood the applications of AI, such as automation in scheduling or social media monitoring, few could describe concepts like algorithmic bias, editorial accountability, data privacy, or machine ethics.

"I know we use some automated systems, but I'm not sure how that relates to journalism ethics. We've never really discussed that in the newsroom." – Reporter, Lagos-based TV station.

This lack of awareness suggests that AI is seen more as a technical tool than as a technology with ethical and editorial implications. Many media people treat AI as simple automation and fail to grasp its broader effects on journalism values and public trust.

Theme 2: Uneven Exposure Based on Organisation Type and Location. Awareness levels were higher among professionals working in private,

urban-based, digitally oriented media houses, particularly those experimenting with audience analytics and personalised content. In contrast, the level of exposure of practitioners at rural or publicly funded stations to AI concepts or ethical concerns was very low.

"In our station, we're still struggling with analogue equipment. Talking about AI ethics is far-fetched when basic resources are missing." – Editor, Local Radio Station, Lagos State.

This implies a digital divide in AI awareness across the media space in Nigeria, shaped by geographic location, organisational capacity, and access to training.

Theme 3: Lack of Formal Training on AI Ethics. None of the respondents reported receiving formal training or continuing professional development on AI ethics. Most ethical knowledge was based on traditional codes of journalism, which do not cover machine-generated content, algorithmic transparency, or editorial accountability in AI systems.

"There is no training program on AI ethics in our organisation. We use the tools and assume it's like any other tech." – Technical Director, Digital Radio Station.

This underpreparedness is putting media organisations at risk for unintended ethical violations, especially with an increase in the adoption of AI.

Theme: 4 Absence of Institutional Policies or Ethical Protocols. None of the media houses interviewed had established internal policies or guidelines to ensure the ethical use of AI; this leaves AI tools used without oversight, accountability mechanisms, or ethical review, even in editorial processes such as audience targeting and automated recommendations.

"We have no internal document guiding how to use data or AI tools ethically. We're still focused on traditional editorial policies." – Managing Editor, Private TV Station.

This highlights a serious institutional gap in managing the ethical risks of AI and supports authors [22] finding that most media institutions in Nigeria lack structured frameworks for emerging technologies.

Theme 5: Overreliance on External Tech Vendors. Another dimension of unpreparedness is that most of the artificial intelligence tools used in the Nigerian media are from third-party ven-

dors, and media professionals are not conversant with the ethical principles underlying these systems' logic. Organisations rarely audit how algorithms work or assess whether AI-driven platforms use ethically sourced data.

"We bought a foreign AI tool for program analytics. Honestly, we use the dashboard and don't know what it does behind the scenes." – Digital Strategist, Lagos-based Radio Station.

This reliance on external systems without local mechanisms to review ethical practices increases the risk of bias, insufficient information, and a lack of accountability.

Table 4 – Summary of Key Findings

Indicator	Level	Findings
Awareness of AI ethical issues	Low to Moderate	Most practitioners lack a deep understanding of AI ethics
Formal training on AI ethics	Very Low	No structured training exists in media houses
Internal organisational policies	Absent	No media house had an AI-specific ethical framework
Digital literacy on AI	Uneven	Higher in private/urban media houses; lower in rural/public organisations
External dependency on AI systems	High	Many organisations deploy AI tools without ethical oversight or internal audits.

The results clearly showed that Nigerian media workers lack the necessary awareness and readiness to address the ethical issues associated with AI in broadcasting. The combination of technical illiteracy, the absence of regulatory oversight, and the lack of in-house ethical protocols creates a vulnerable environment for the potential abuse of AI.

This chapter discusses the study's significant findings in relation to the research objectives and the literature. The discussion draws on evidence from semi-structured interviews, document analysis, and the literature to critically reflect on the adoption of artificial Intelligence (AI) and its ethical implications in Nigerian broadcasting. This study aims to develop an informed understanding of the industry's current ethical preparedness and identify the gaps requiring urgent attention.

The researchers found that although Nigerian broadcasters are slowly adopting AI tools, they use them in a limited and narrow way, mainly for support functions such as content scheduling, audio editing, and audience analytics; this finding aligns with earlier literature by [23], who reported that Nigerian media primarily use AI to enhance operational efficiency rather than to perform core journalistic tasks. The absence of advanced applications of artificial Intelligence (AI) such as automated journalism, machine learning for editorial decisions, and synthetic news anchors indicates that the Nigerian broadcasting industry is not yet technologically advanced in this regard; this could be explained by infrastructural deficits, funding shortages, and a lack of policy direction, consistent with authors [11]. This outcome further corroborates the findings of the study, conducted by authors [17, 24], which examined the adoption of AI in media. Their research found that while many media outlets were aware of the potential of AI technologies, there was limited actual implementation of these technologies in content creation. They pointed out that tasks like fact-checking were commonplace AI applications, since Java News businesses were highly concerned with retaining their credibility and accuracy in their accounts. This agreement with other existing studies favours a broader trend in which news organisations are also conservative about fully integrating AI into content generation, but use it more for verification. Furthermore, the identified gap in staff training on AI technologies resonates with a study by authors [25], which highlighted the need for capacity building in the media sector to tap the potential of AI tools; this suggests a shared understanding across studies of the need for workforce development to improve the adoption of AI in journalism.

A complex interfacing of enablers and constraints governs the use of AI in the Nigerian broadcasting industry. While many stakeholders remain optimistic about technology, economic constraints, skill deficits, and ethical ambiguity often outweigh that optimism. Without targeted interventions in capacity-building, funding, and regulatory clarity, the adoption of AI will remain slow, uneven, and potentially ethically problematic. In addition, the result of this study shows that broadcast stations in Lagos State, Nigeria, focus on practical aspects such as cost and technical expertise, and the possible benefits, such as the improvement of the accuracy and speed, as key

drivers of AI adoption in news production, as the average score is high and indicates the level of agreement. This view is supported by the work of authors [26], which discussed the factors that motivate the use of new technologies in journalism. Their study found that media organisations frequently consider costs and available technical capabilities, as well as the potential benefits of new technologies, rather than adopting a practical approach to technology adoption. Specifically, they observed that although concerns about job security exist, organisations often prioritise the more immediate phenotypic benefits of new technologies, such as greater efficiency and improved reporting accuracy. This finding is consistent with the present study, which also shows that the focus within broadcast stations in Lagos State, Nigeria, is on the tangible benefits of AI, and that the fear of job displacement is downplayed.

Another significant finding of the study is the widespread ignorance and unpreparedness of Nigerian broadcasters regarding the ethical issues surrounding AI. Journalists and editors demonstrated limited knowledge of key moral issues, including Algorithmic bias, Loss of editorial oversight, Data privacy issues, and Accountability for AI-generated content; this validates the authors' [10] view that a large number of Nigerian media practitioners are not adequately empowered to address the ethical issues posed by the advent of digital and AI technologies. The fact that AI is being deployed - albeit minimally - without a corresponding ethical framework raises grave concerns about the risks it poses for the future as more sophisticated artificial intelligence systems become available.

The study also revealed that the National Broadcasting Commission (NBC) and other media regulatory bodies have not formulated any formal policy or ethical framework specific to the use of AI in broadcasting. Existing media codes fail to cover machine learning, automated news generation and synthetic media. This regulatory vacuum is consistent with the study of authors [22], which also highlights a general phenomenon of policy lag in the digital communication space in Nigeria. The absence of institutional guidance means that media houses work independently and are thus more likely to have inconsistent ethical practises and exploit the power of AI technologies.

Another of the study's crucial insights is the increasing tension between the efficiency of technology and editorial judgement. While AI tools promise speed, cost reduction and data-driven customisation of content, they do not come without the fear of dehumanising the news process and the loss of critical thinking in content creation. This finding is consistent with the above concerns articulated by authors [2, 27], regarding the need for, or possible erosion of, public trust and journalistic integrity when the automation of journalism is allowed to run free.

The fear of losing their jobs to automation was a persistent theme among respondents. Many broadcasters view AI as a threat to job security rather than a complementary tool; this raises a common ethical dilemma in the pursuit of technological advancement: how to balance innovation with social responsibility. Perceiving AI as a job killer rather than an assistive tool may delay adoption and limit professional development, especially if institutions do not invest in reskilling and workforce capacity building.

The results clearly show that Nigerian media professionals are not sufficiently aware or prepared to address the ethical issues arising from the use of AI in broadcasting. The combination of technical illiteracy, lack of regulatory oversight, and lack of in-house ethical protocols makes the environment vulnerable to the potential misuse of AI; this aligns with the concerns raised by authors [2, 18], which emphasise ethical literacy and institutional accountability in technological innovation in media. In Nigeria, the need to do so is even more urgent, given the socio-political sensitivity of media content and the trust audiences place in broadcasters. While the adoption of AI in Nigerian broadcasting is at an early developmental stage, the ethics of its use are already in place. Unfortunately, media professionals are generally unaware and institutionally unprepared to address these challenges. Without short-term investments in training, policy development and ethical oversight, the industry risks adopting technologies that may undermine journalistic integrity and public trust.

The key implications of these findings are that Nigeria is not ready for the ethical issues associated with AI in the broadcasting sector, that there is a dire need for moral reform and training to guide the adoption of AI responsibly, and that without the needed ethical oversight, AI may destroy the very essence of the journalism values of

truth, accountability and fairness. There is also a missed opportunity to use AI ethically and innovatively due to the lack of infrastructure, awareness, and regulation.

The findings provide strong support for the Technological Determinism Theory, which argues that technology shapes societal practices that often precede ethical considerations of those practices. The rapid evolution of AI-related tools in broadcasting, with no corresponding ethical guidelines, illustrates this theory in action. Likewise, the theory of Media Ethics is relevant in showing the professional and moral responsibility of media practitioners to uphold journalistic values amid technological disruption in the media industry. The lack of ethical awareness among media professionals challenges the assumption that ethical behaviour is automatically part of media practise.

CONCLUSIONS

This research has evaluated the ethical ramifications of the adoption of artificial Intelligence in the Nigerian broadcasting industry, which revealed that even though the use of AI technologies is in the process of adoption for operational support purposes such as scheduling, audio processing and audience analytics, the adoption in the area of core journalistic functions is minimal. Despite this low rate of implementation, there are significant ethical implications, including a lack of awareness among media professionals, insufficient formal ethical guidelines, algorithmic bias, data privacy concerns, loss of human oversight, job displacement, and a lack of transparency. The results show a cautious but optimistic industry view of AI, with broadcast stations being more concerned with practical issues such as cost and technical know-how, while recognising AI's potential to improve accuracy through fact-checking and verification applications. However, the study identified several critical gaps in staff training, in adequate regulatory frameworks, and

in institutional preparedness regarding the moral and professional obligations that come with using AI. Without the deliberate intervention in the form of policy development, education, and infrastructural investment, there is the danger of the Nigerian broadcasting industry falling into a technological and ethical crisis where innovation paves the way faster than integrity, where it will become imperative to address these challenges proactively to ensure responsible integration of AI in media practise.

Based on the findings, this study recommends that regulatory bodies, such as the National Broadcasting Commission (NBC), work with stakeholders to develop comprehensive national ethical guidelines for AI applications in broadcasting on accountability, transparency, consent, data protection, and editorial oversight. Media houses and journalism training institutions should embed AI ethics and digital literacy into professional development and academic curricula, and put in place internal policies on AI use that delineate roles, maintain editorial responsibility, and ensure accountability for AI-assisted content. Government agencies, universities, and private media tech companies should work together to innovate in AI through ethical grants and public-private partnerships responsibly, and broadcast organisations should conduct ongoing ethical audits to understand the implications of AI, identify bias, and maintain human values at the centre of media production. Additionally, the Nigeria Data Protection Act must be revised and fortified to include the question of AI and data ethics explicitly related to audience tracking and content personalisation, with provisions for the legal framework for obtaining audience consent and safeguarding audience privacy in all Artificial Intelligence (AI) enabled broadcasting operations, with comprehensive staff training programmes, workshops and inform partnerships with technology companies to develop technical expertise and capacity in effectively leveraging AI.

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