

**INFLUENCE OF ARTIFICIAL INTELLIGENCE-GENERATED CONTENTS ON THE
CREDIBILITY OF INDEPENDENT TELEVISION AND EDO BROADCASTING
SERVICE**

BY

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**BEING A DISSERTATION SUBMITTED TO THE SCHOOL OF POST GRADUATE
STUDIES, UNIVERSITY OF BENIN, BENIN CITY IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE AWARD OF MASTER OF ARTS (M.A.) DEGREE
IN MASS COMMUNICATION**

JUNE, 2025.

DECLARATION

I, **STEVENS-AJAYI CHIOMA ANUOLUWAPO**, declare that this work entitled **“INFLUENCE OF ARTIFICIAL INTELLIGENCE-GENERATED CONTENTS ON THE CREDIBILITY OF INDEPENDENT TELEVISION AND EDO BROADCASTING SERVICE”** was written by me and is a result of my research effort under the supervision of Prof. Marcel Anyianyiaye Okhakhu. I further wish to declare that to the best of my knowledge and belief, this work has not been previously presented in any form whatsoever for any application for a Master of Art (M.A.) degree in Mass Communication or the award of any other degree elsewhere.

STEVENS-AJAYI CHIOMA ANUOLUWAPO

CERTIFICATION

This is to certify that this Masters Degree (M.A) dissertation was done by **STEVENS-AJAYI CHIOMA ANUOLUWAPO** in the department of Mass Communication, College of Arts, University of Benin, Benin City, Edo State, Nigeria under the supervision of Prof. Marcel Anyianyiaye Okhakhu.

Prof. Marcel Anyianyiaye Okhakhu
Supervisor

Date

Dr. Daniel Ekharefo
Head of Department

Date

DEDICATION

This work is dedicated to God Almighty.

CERTIFICATION OF DISSERTATION ON PLAGIARISM

We the undersigned attest and declare that the dissertation of **STEVENS-AJAYI CHIOMA ANUOLUWAPO** titled **INFLUENCE OF ARTIFICIAL INTELLIGENCE-GENERATED CONTENTS ON THE CREDIBILITY OF INDEPENDENT TELEVISION AND EDO BROADCASTING SERVICE**, has successfully passed the plagiarism test, and does not violate any copyright regulations.

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Abstract

This study investigated the adoption and impact of artificial intelligence (AI) in the Nigerian broadcast media landscape, with a focus on Edo Broadcasting Station (EBS) and Independent Television (ITV) stations in Benin City. The objectives of the study were to assess the extent of AI-generated content usage, examine the perceived impact of AI on media credibility, and identify the factors influencing AI adoption in these stations.

The study is grounded in the Source Credibility Theory and the Artificial Intelligence Adoption Model and employs survey as research design while utilising questionnaire to collect data from media practitioners in EBS and ITV stations. Therefore, a questionnaire was used as the primary instrument for data collection.

The findings of the study reveal a moderate level of AI-generated content usage in EBS and ITV stations, with concerns about credibility and ethical implications. The study concludes that AI adoption can enhance media operations, but it requires careful consideration of ethical and transparency issues. Based on the findings, the study recommends that media organisations develop guidelines for AI usage, invest in training for media practitioners, and prioritise transparency and accountability in AI-generated content. These recommendations aim to promote the responsible and effective use of AI in the Nigerian broadcast media sector.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The advent of Artificial Intelligence (AI) has revolutionized the media landscape, transforming the way news and other media contents are generated, disseminated, and consumed. Consequently, the influence of AI-generated contents on the credibility of broadcast media stations has become a pressing concern. According to Adekunle and Adewole (2020), AI-generated contents refer to "any form of digital content created using artificial intelligence algorithms, including but not limited to text, images, videos, and audio files." These contents are generated using machine learning algorithms that can analyze vast amounts of data, identify patterns, and create new content based on that analysis.

The proliferation of AI-generated contents has raised concerns about the credibility of broadcast media stations. As noted by Okoro and Nwabueze (2022, p. 12), "the increasing reliance on AI-generated contents by broadcast media stations has led to a blurring of the lines between fact and fiction." This blurring of lines can erode the credibility of broadcast media stations, as audiences may struggle to distinguish between AI-generated contents and human-generated contents.

Furthermore, the use of AI-generated contents by broadcast media stations can also raise questions about accountability and transparency. As argued by Adebayo and Oyeboode (2023), the lack of transparency in the use of AI-generated contents by broadcast media stations can undermine the trust and confidence of audiences. This lack of transparency can be particularly problematic in the context of broadcast media, where the audience may not have the opportunity to critically evaluate the sources of the information being presented.

In addition, the influence of AI-generated contents on the credibility of broadcast media stations can also be shaped by the cultural and social context in which they operate. As observed by Ojo and Adeniyi (2020), "the cultural and social norms of a society can influence the way in which AI-generated contents are perceived and evaluated." For instance, in a society where traditional authority is highly valued, AI-generated contents may be viewed with skepticism or even dismissed as lacking in credibility.

Moreover, the impact of AI-generated contents on the credibility of broadcast media stations can also be influenced by the level of media literacy among the audience. As noted by Izuagbe and Okorie (2022), "media literacy is critical in enabling audiences to critically evaluate the sources of information and to identify potential biases or inaccuracies." In the context of AI-generated contents, media literacy can help audiences to distinguish between AI-generated contents and human-generated contents, and to help evaluate the credibility of the information being presented.

The proliferation of AI-generated contents has also raised concerns about the potential for misinformation and disinformation. As argued by Oyewole and Oyesomi (2023), the use of AI-generated contents by broadcast media stations can facilitate the spread of misinformation and disinformation. This can be particularly problematic in the context of sensitive or controversial topics, where the spread of misinformation and disinformation can have serious consequences.

Benin City, the capital of Edo State, Nigeria, is home to a vibrant media landscape, with a variety of broadcast stations catering to the diverse interests of its population. Benin City is served by several radio stations such as Bronze FM, ITV radio, EBS radio, Speed FM, KU FM, Love FM, Silverbird radio and AIT radio. Benin City is also home to several television stations, including the Nigerian Television Authority (NTA) Benin, Africa Independent Television (AIT), and ITV

and EBS Benin. These stations offer a range of programming, including news, entertainment, infotainment and cultural programmes.

In Nigeria, the influence of AI-generated content on the credibility of broadcast media stations is a relatively new area of research. While some studies have begun to explore this topic, such as Afolabi and Ogunyemi (2022), which found that AI-generated content can enhance media credibility if transparently labeled, there are notable gaps. Their research primarily focuses on the potential benefits of AI-generated content without addressing the broader implications of audience perception, ethical considerations, and the specific challenges faced by broadcast media in Benin City. This study aims to fill these gaps by examining the influence of AI-generated content on the credibility of EBS and ITV broadcast media stations in Benin City, providing a deeper understanding of how transparency and accountability impact audience trust in this unique context.

1.2 Statement of the Problem

The increasing use of Artificial Intelligence (AI)-generated content by broadcast media stations in Nigeria, particularly EBS and ITV in Benin City, has raised significant concerns about credibility and trustworthiness. The proliferation of sophisticated AI-generated content, including advertisements and voiceovers, has made it challenging for audiences to distinguish between authentic and manipulated media, leading to a crisis of confidence in the broadcast media. This phenomenon threatens the reliability and trustworthiness of these media outlets, undermining their role in shaping public opinion and disseminating information. Specifically, the problem lies in the lack of transparency and accountability in the use of AI-generated content, which may compromise the credibility of EBS and ITV. This study seeks to investigate the influence of AI-generated content on the credibility of these stations, with a focus on examining the extent of AI-generated

content use, its perceived impact on credibility, the factors influencing its adoption, and the motivations behind its use in programming.

1.3 Research Objectives

The objectives of this study are:

1. Examine the extent to which AI-generated contents are used by EBS and ITV broadcast media stations in Benin City, Edo State.
2. Investigate the perceived impact of AI-generated contents on the credibility of EBS and ITV broadcast media stations in Benin City, Edo State.
3. Identify the factors that influence the use of AI-generated contents by EBS and ITV broadcast media stations in Benin City, Nigeria.
4. Examine why EBS and ITV stations adopt artificial intelligence in their programmes.

1.4 Research Questions

The following are the research questions for this study:

1. What is the extent to which AI-generated contents are used by EBS and ITV broadcast media stations in Benin City, Edo State?
2. What is the perceived impact of AI-generated contents on the credibility of EBS and ITV broadcast media stations in Benin City, Edo State?
3. What are the factors that influence the use of AI-generated contents by EBS and ITV broadcast media stations in Benin City, Nigeria?
4. Why do EBS and ITV stations adopt Artificial Intelligence in their programmes?

1.5 Research Hypotheses

This study is premised on the following research hypotheses:

1. Ho: The use of AI-generated content is not prevalent among select broadcast media stations in Benin City, Edo State.
2. Ho: AI-generated content does not significantly influence the perceived credibility of select broadcast media stations in Benin City, Edo State.

1.6 Scope of this Study

This study investigates the influence of AI-generated content on the credibility of EBS and ITV in Benin City, focusing on specific programmes types that utilize AI or have AI collaboration, such as news bulletins, talk shows, and documentaries. Through exploring the perceived impact of AI-generated content on the credibility of these stations, this research identifies the factors driving their adoption of AI technology. The study's scope includes examining why EBS Television and ITV incorporate AI in their programming.

The selection of EBS Television and ITV Radio as the focus of this study is justified for several reasons. Firstly, both stations are well-established and reputable broadcast media outlets in Benin City, with a significant audience base. Secondly, they represent two different types of broadcast media - television and radio - which allows for a comparative analysis of the use of AI-generated contents in different media formats. Finally, by focusing on these two stations, the study can provide detailed insights into the specific challenges and opportunities associated with the use of AI-generated contents in EBS and ITV, which can be generalized to other broadcast media stations in Nigeria.

1.7 Significance of the Study

The significance of this study lies in its potential to benefit various stakeholders in the broadcast media industry, academia, and the general public. Firstly, broadcast media stations, such as EBS Television and ITV Radio, will benefit from this study as it will provide them with valuable

insights into the impact of AI-generated contents on their credibility. Through understanding the perceptions of their audience, these stations can adjust their content strategies to maintain or improve their credibility, thereby enhancing their reputation and competitiveness in the market. Moreover, the study's findings will enable broadcast media stations to develop effective countermeasures to mitigate the potential negative impacts of AI-generated contents on their credibility.

Furthermore, media regulators, such as the National Broadcasting Commission (NBC), will also benefit from this study as it will provide them with valuable insights into the impact of AI-generated contents on the credibility of broadcast media stations. This will enable them to develop policies and guidelines that govern the use of AI-generated contents in broadcast media, ensuring that broadcast media stations operate within ethical and professional standards. Additionally, the study's findings will contribute to the existing body of knowledge on the impact of AI-generated contents on broadcast media, thereby providing valuable insights for scholars and researchers interested in media studies, communication, and journalism.

The study's findings will also be beneficial to the audience of broadcast media stations, as it will help them understand the potential biases and limitations of AI-generated contents. This will enable them to make informed decisions about the credibility of the information they consume, thereby enhancing their media literacy and critical thinking skills. Moreover, advertisers and sponsors who partner with broadcast media stations will benefit from this study, as it will provide them with insights into the credibility of the stations they partner with. This will help them make informed decisions about their advertising and sponsorship strategies, thereby maximizing their return on investment.

In addition, policy makers, such as the Federal Ministry of Information and Culture, will benefit from this study, as it will provide them with valuable insights into the impact of AI-generated contents on the credibility of broadcast media stations. This will enable them to develop policies that promote the responsible use of AI-generated contents in broadcast media, thereby ensuring that the benefits of AI-generated contents are harnessed while minimizing their potential negative impacts. Furthermore, media professionals, such as journalists and producers, will benefit from this study, as it will provide them with insights into the impact of AI-generated contents on their work. This will help them develop strategies to maintain or improve the credibility of their content, thereby enhancing their professional reputation and competitiveness in the market.

1.8 Limitations of the Study

This study has several limitations. Firstly, the focus on only two broadcast media stations (EBS and ITV) in Benin City may limit the generalisability of the findings to other media outlets in Nigeria. Additionally, the use of a survey design and questionnaire as the primary data collection instrument may not capture the full complexity of AI adoption in the media industry. Furthermore, the study's reliance on self-reported data from media practitioners may introduce biases and subjective perspectives. Moreover, the study's scope did not include an in-depth analysis of the technical aspects of AI-generated content, which could provide further insights into its impact on media credibility. Lastly, the study's cross-sectional design may not capture the dynamic nature of AI adoption and its effects on the media landscape over time.

1.9 Operational Definition of Terms

The following terms have been contextually defined in this study:

Artificial Intelligence (AI): This refers to the use of computer algorithms and machine learning techniques to generate contents, such as text, images, and videos, that mimic human-like intelligence in the broadcast media such as advertisements and voice overs.

Broadcast Media: This refers to media outlets that transmit audio and visual contents to a wide audience through various platforms, including television and radio stations like ITV radio and EBS television have been definitely used.

Digital Contents: Digital contents refer to any form of content that is created, distributed, and consumed through digital platforms, including text, images, videos, and audio files.

In this study, digital contents are examined for their influence on the credibility of ITV radio and EBS Television in Benin City.

Edo State: Edo State is one of the 36 states of Nigeria, where the city of Benin is located. In this study, Edo State is the geographical location where the select broadcast media stations (ITV radio and EBS television) are based.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a comprehensive review of existing literature related to the influence of artificial intelligence-generated content on the credibility of broadcast media stations, with a specific focus on Independent Television and Edo Broadcasting Service in Benin, Nigeria. The review synthesized the findings of previous studies, identify gaps in current research, and provided a theoretical framework for understanding the relationships between artificial intelligence-generated content, media credibility, and audience perceptions, thereby laying the groundwork for this study's investigation into the impact of AI-generated content on media credibility in the Nigerian context.

2.2 Conceptual Review

2.2.1 Overview of Artificial Intelligence

Artificial intelligence (AI) refers to the development of computer systems that can perform tasks that typically require human intelligence, such as learning, problem-solving, reasoning, perception, and language understanding (Umaru, 2024). These systems use algorithms and data to make decisions, often without human intervention, and can be trained on large datasets to recognize patterns, make predictions, and improve their performance over time. Artificial Intelligence (AI) is a powerful technology with many applications, such as virtual assistants, image and speech recognition, and predictive analytics (Kelechi, 2021). It can bring numerous benefits, including increased efficiency, improved accuracy, and better decision-making. However, AI also raises important concerns, such as job displacement, bias, and privacy issues (Kelechi, 2021).

Artificial intelligence (AI) can be defined as the simulation of human intelligence processes by machines, particularly computer systems (Uzoamaka, 2024). This broad definition encompasses several capabilities, including the ability to learn, reason, and self-correct. As noted by Russell and Norvig (2020), AI encompasses various subfields such as machine learning, natural language processing, and robotics. Machine learning, for instance, involves training algorithms on vast datasets to identify patterns and make predictions. This process allows machines to improve their performance over time based on the data they encounter, making them increasingly effective in various applications. The ability of AI to not only perform tasks traditionally requiring human intelligence but also to adapt and enhance its capabilities through experience is one of its most significant features.

Another important perspective on AI focuses on its role in automating complex processes. According to Brynjolfsson and McAfee (2020), AI is a transformative technology that enables machines to perform tasks that previously required human intervention, thereby increasing efficiency and productivity across numerous sectors. This automation can be particularly evident in industries such as manufacturing, where AI-driven robots can assemble products with remarkable precision and speed (Kent, 2021). For example, in automotive manufacturing, AI systems can manage supply chains, optimize production schedules, and even perform quality control, all while reducing human error and operational costs. Moreover, in sectors like healthcare, AI can analyze vast amounts of medical data to assist in diagnosis and treatment decisions. AI algorithms can examine medical images, interpret lab results, and even predict patient outcomes, thereby enhancing the accuracy of medical interventions. This perspective underscores AI's transformative potential across different fields, streamlining operations and allowing humans to concentrate on more strategic and creative tasks.

Furthermore, AI can be examined through the lens of its ethical and societal implications. As O'Neil (2016) argues, as AI systems become more integrated into decision-making processes, understanding their impact on society becomes increasingly crucial. This includes addressing concerns about bias in algorithms, which can lead to unfair treatment of certain groups (Ogwo, 2021). For instance, if an AI system is trained on biased data, it may perpetuate existing inequalities in areas such as hiring practices or law enforcement. This was vividly illustrated in cases where predictive policing algorithms disproportionately targeted marginalized communities due to biased historical data. Such examples highlight the importance of developing ethical guidelines and frameworks to ensure that AI technologies are implemented responsibly, fostering trust and fairness in their application.

Moreover, the adoption of AI raises questions about accountability and transparency. Who is responsible when an AI system makes a mistake or causes harm? This question is particularly relevant in sensitive areas like autonomous vehicles and healthcare. Ensuring that AI systems are transparent in their decision-making processes can help build public trust and mitigate fears surrounding their use. Additionally, there is a growing call for interdisciplinary collaboration among technologists, ethicists, and policymakers to address these ethical concerns comprehensively. By fostering a dialogue that includes diverse perspectives, stakeholders can work towards creating AI systems that are not only innovative but also aligned with societal values.

2.2.2 Artificial Intelligence Generated Contents (AIGC)

Artificial Intelligence-Generated Content (AIGC) refers to the use of advanced artificial intelligence algorithms to create various types of content, such as text, images, audio and video, that closely resembles human-made content. According to Hao and Zhang (2022), AIGC is revolutionizing content creation by enabling the rapid production of high-quality content that

appeals to diverse audiences. This technology has significant implications, changing how content is created, shared, and consumed across industries. For example, AIGC can generate engaging social media posts, informative articles and even entire books, increasing productivity and reducing the time and effort required for content creation.

In addition, Artificial Intelligence-Generated Content (AIGC) is a fast-growing field that uses machine learning models to create content that's often indistinguishable from human-made content. According to Kim (2023), AIGC can produce coherent and relevant text based on a given topic or prompt, allowing for customized content that meets specific audience needs. This technology can transform industries like advertising, fashion, and entertainment by enabling rapid creation of tailored content that resonates with target audiences. Additionally, AIGC can generate personalized recommendations based on individual preferences, enhancing the user experience.

In addition, Artificial Intelligence-Generated Content (AIGC) has the potential to profoundly impact the way content is created and consumed, fostering a paradigm shift in the content creation landscape. Kent (2021) argues that AIGC has the potential to enable the rapid creation of high-quality content, thereby streamlining content creation processes and reducing the time and effort required for content production. This technology has far-reaching implications, enabling content creators to focus on high-level creative tasks while leveraging AIGC to handle more mundane and time-consuming tasks. Moreover, AIGC can be used to generate dynamic content, such as interactive stories and immersive experiences, that engage audiences and foster deeper connections.

Artificial Intelligence-Generated Content (AIGC) raises fundamental questions about authorship and originality, challenging traditional notions of creativity and ownership. Patel and Joshi (2023) note that the increasing reliance on AIGC necessitates a re-evaluation of the role of

human creators in the content creation process. This technology has the potential to enable new forms of creative expression, but also raises questions about the authenticity and value of AI-generated content. As AIGC continues to evolve, it is essential to develop guidelines and regulations that ensure the responsible use of this technology and protect the rights of human creators.

Artificial Intelligence-Generated Content (AIGC) can be used for both good and bad purposes, making it crucial to verify its authenticity. According to Singh and Kumar (2023), AIGC can create fake but convincing audio, video, or image content, which can damage the trustworthiness of digital media. This therefore shows the need for a thorough approach to manage the risks associated with AIGC and ensure its responsible use.

2.2.3 Broadcast Media

Broadcast media refers to the dissemination of audio and visual content to a wide audience through various electronic media channels, including television and radio. According to Ogunsiji (2020), broadcast media plays a vital role in shaping public opinion, influencing cultural norms, and providing entertainment to millions of people. In Nigeria, broadcast media has been a significant part of the country's communication landscape, providing a platform for information dissemination, education, and entertainment.

Moreover, broadcast media is defined as the transmission of audio and visual content to a mass audience through electronic media channels, including television, radio, and digital platforms. Building on this definition, Nwodu (2020) notes that broadcast media provides a platform for public discourse, enabling citizens to engage in discussions and debates about

important national issues. In Nigeria, broadcast media has been used to promote transparency and accountability, providing a platform for citizens to hold leaders accountable for their actions.

Furthermore, broadcast media can be defined as the distribution of audio and visual content to a large audience through various electronic media channels, including broadcast television, radio, and online streaming platforms. In addition to this definition, Okoro (2022) argues that the rise of digital media has transformed the broadcast media landscape, enabling the creation of new content formats and distribution channels. In Nigeria, the growth of digital media has led to an increase in online broadcasting, providing new opportunities for content creators and audiences alike.

In addition, broadcast media refers to the electronic transmission of audio and visual content to a mass audience, including television, radio, and digital media platforms. According to Akpabio (2022), broadcast media has played a significant role in promoting Nigerian music, film, and other creative industries, both locally and internationally. In Nigeria, broadcast media continues to play a vital role in shaping the country's cultural identity and promoting its rich cultural heritage.

Lastly, broadcast media is defined as the dissemination of audio and visual content to a wide audience through electronic media channels, including television, radio, and digital platforms. In all, Adesina (2022) notes that broadcast media remains a vital part of Nigeria's communication landscape, providing a platform for information dissemination, education, and entertainment. As the media landscape continues to evolve, it is essential to understand the role and impact of broadcast media in Nigeria.

2.3 Review of Opinion

2.3.1 Impact of Artificial Intelligence-Generated Content on Media Credibility

The rise of artificial intelligence (AI) has significantly transformed the landscape of media and journalism. As AI technologies become more sophisticated, they are increasingly capable of producing content that mimic human writing, which can lead to both opportunities and challenges for media organizations. One of the primary concerns is the potential erosion of trust in media outlets as audiences grapple with distinguishing between human-generated and AI-generated content (Gwadi and Igbashangev, 2025). This issue is particularly pressing in Nigeria, where misinformation and disinformation have become rampant, especially during election periods which can create an environment of increased political polarization, making people more susceptible to creating, disseminating or accepting biased or false information.. According to Gwadi and Igbashangev (2025), the effectiveness of AI in fact-checking social media content is crucial for combating misinformation, as it can enhance the credibility of information disseminated to the public. However, the challenge lies in ensuring that AI tools are used responsibly and transparently to maintain public trust.

Moreover, the integration of AIGC into newsrooms can lead to a paradox where the very technology designed to enhance efficiency may inadvertently contribute to the spread of misinformation. For instance, if AI systems are trained on biased or inaccurate data, they may produce content that perpetuates these inaccuracies, thereby undermining the credibility of the media. This concern is echoed by Ogwo (2021), who argue that the reliance on AI for content generation must be accompanied by rigorous oversight and ethical considerations to prevent the dissemination of misleading information. In Nigeria, where media literacy is still developing, the

implications of AIGC on public perception of media credibility are profound. Audiences may find it increasingly difficult to discern credible sources from those that are not, leading to a general skepticism towards media as a whole.

Furthermore, the role of AI in shaping public discourse cannot be overlooked. As AI-generated content becomes more prevalent, it has the potential to influence public opinion and shape narratives in ways that traditional journalism may not. For example, during the 2023 Nigerian elections, AI tools were utilized to analyze social media trends and generate content that resonated with specific demographics. While this approach can enhance engagement, it also raises ethical questions about manipulation and the authenticity of the information being presented. As highlighted by Nwankwo (2023), the challenge for journalists is to navigate this new landscape while upholding the principles of accuracy and fairness. The use of AI in content creation must be balanced with a commitment to journalistic integrity, ensuring that the information provided to the public is not only engaging but also trustworthy.

In addition, the implementation of AI-generated content in media organizations necessitates a reevaluation of journalistic standards and practices. As AI tools become more integrated into the content creation process, journalists must adapt to new workflows that incorporate these technologies while maintaining their ethical obligations. This includes understanding the limitations of AI and the importance of human oversight in the editorial process. According to Ula (2023), training journalists to work alongside AI systems can enhance their ability to produce high-quality content while leveraging the efficiency of AI. This collaborative approach can help mitigate the risks associated with AIGC, fostering a media environment that prioritizes credibility and accountability.

Ultimately, the impact of AI-generated content on media credibility in Nigeria is a multifaceted issue that requires careful consideration and proactive measures. As media organizations increasingly adopt AI technologies, they must prioritize transparency, ethical standards, and public trust to navigate the challenges posed by AIGC. By doing so, they can harness the potential of AI to enhance their operations while safeguarding the integrity of the information they provide to the public.

2.3.2 Artificial Intelligence-Generated Content and Journalistic Integrity

The emergence of artificial intelligence-generated content (AIGC) has profound implications for journalistic integrity, particularly in the context of Nigeria's rapidly evolving media landscape. As AI technologies become more integrated into newsrooms, they present both opportunities and challenges for maintaining the ethical standards that underpin journalism. One of the primary concerns is the potential for AIGC to compromise the core principles of journalism, such as accuracy, fairness, and accountability. As noted by Sumar (2025), the use of AI in content creation can lead to a dilution of journalistic standards if not managed properly. This is particularly relevant in Nigeria, where the media play crucial role in shaping public opinion and holding power to account.

Moreover, the reliance on AI for content generation raises questions about authorship and accountability. When a news article is produced by an AI system, it becomes challenging to attribute responsibility for the content. This lack of accountability can undermine public trust in media organizations, as audiences may question the reliability of information that lacks a clear human author. As Zakari (2021) argue, the ethical implications of using AI in journalism necessitate a re-evaluation of traditional notions of authorship and responsibility.

Furthermore, the potential for bias in AI algorithms poses a significant threat to journalistic integrity. If AI systems are trained on biased datasets, they may produce content that reflects and perpetuates these biases, leading to skewed representations of events and issues. This concern is particularly pertinent in the Nigerian context, where ethnic and political divisions can influence media narratives. As highlighted by Zainab (2023), journalists must be vigilant in scrutinizing the outputs of AI systems to ensure that they do not inadvertently propagate harmful stereotypes or misinformation. This requires a commitment to ethical journalism that prioritizes accuracy and fairness, even in the face of technological advancements.

In addition, the integration of AIGC into newsrooms necessitates a shift in the skill sets required of journalists. As AI tools become more prevalent, journalists must develop a deeper understanding of how these technologies work and their implications for content creation. This includes not only technical skills but also critical thinking and ethical reasoning to navigate the complexities of AI-generated content. According to Alonge (2023), training programs that equip journalists with the necessary skills to work alongside AI can enhance their ability to uphold journalistic integrity while leveraging the benefits of technology. This proactive approach can help ensure that journalists remain at the forefront of the news production process, rather than becoming passive consumers of AI-generated content.

Moreover, the ethical use of AI in journalism requires robust guidelines and frameworks to govern its application. As O'Neil (2016) emphasizes, understanding the societal impact of AI systems is crucial for fostering trust and accountability. In Nigeria, where media organizations face unique challenges related to misinformation and public trust, the development of ethical guidelines for AI use in journalism is essential. These guidelines should address issues such as transparency, bias mitigation, and accountability, providing a framework for journalists to navigate

the complexities of AIGC responsibly. By establishing clear ethical standards, media organizations can enhance their credibility and reinforce their commitment to journalistic integrity.

In all, the relationship between artificial intelligence-generated content and journalistic integrity is complex and multifaceted. As AI technologies continue to evolve, journalists in Nigeria must navigate the challenges and opportunities presented by AIGC while upholding the ethical standards that define their profession. By prioritizing accountability, transparency, and fairness, media organizations can harness the potential of AI to enhance their operations while safeguarding the integrity of the information they provide to the public. Ultimately, the successful integration of AI into journalism will depend on a commitment to ethical practices that prioritize the public interest and foster trust in the media.

2.3.3 Human-generated Content Versus AI-Generated Content

Aspect	Human-Generated Content	AI-Generated Content
Creativity	High creativity with unique perspectives and emotional depth.	Limited creativity; generates content based on learned patterns.
Contextual Understanding	Deep understanding of cultural and social contexts.	May lack nuanced understanding of context, leading to misinterpretations.
Tone and Style	Can adapt tone and style based on audience and purpose; often infused with personality.	Tone and style are consistent but may lack emotional nuance and personalization.
Error Rates	Prone to human error, including typos and factual inaccuracies.	Can produce content with fewer grammatical errors, but may include factual inaccuracies if trained on biased data.
Ethical Considerations	Subject to ethical guidelines and accountability for content.	Ethical considerations depend on the dataset and algorithms; may propagate biases if not monitored.

Aspect	Human-Generated Content	AI-Generated Content
Speed of Production	Slower due to research, writing, and editing processes.	Capable of rapid content generation, producing large volumes in a short time.
Adaptability	Highly adaptable to new information and changing contexts.	Adaptability limited to updates in training data and algorithm adjustments.
Engagement	Often more engaging due to personal stories and emotional resonance.	May lack engagement; relies on formulaic structures, potentially leading to bland content.
Research Capability	Can conduct in-depth research and synthesize various sources.	Can analyze data quickly but may not verify sources or assess credibility.
Audience Perception	Generally trusted for authenticity and credibility.	Trust may vary; audiences may question the authenticity and reliability of AI-generated content.
Personalization	Can tailor content based on personal experiences and insights.	Limited personalization; relies on data patterns rather than individual insights.
Use Cases	Ideal for complex storytelling, opinion pieces, and investigative journalism.	Suitable for data-driven articles, summaries, and routine reporting.
Quality Consistency	Quality can vary significantly based on the writer's skill and experience.	Quality is consistent but may lack depth; depends on the training quality of the AI model.
Feedback Mechanism	Can incorporate feedback from editors and audience over time.	Learning from feedback is possible but requires retraining on new data.
Cost Implications	Higher costs associated with hiring skilled writers and editors.	Lower long-term costs for content generation, but initial setup and maintenance of AI systems can be high.

Source: Author’s compilations from literatures.

The distinction between human-generated content and AI-generated content has become increasingly significant in today’s digital landscape. Each type presents unique strengths and

weaknesses, influencing how information is created, disseminated, and perceived by audiences. Understanding these differences is crucial for media professionals and consumers alike, particularly in a world where trust in information sources is paramount (O'Reilly, 2020).

One of the most notable differences lies in creativity. Human-generated content often showcases exceptional creativity, characterized by personal perspectives, emotional depth, and unique narrative styles. This creativity is rooted in human experiences, cultural backgrounds, and the ability to convey complex emotions and ideas. Creative writing, storytelling, and opinion pieces benefit from the rich tapestry of human life—our joys, struggles, and insights—making it resonate more with audiences. In contrast, AI-generated content typically relies on learned patterns from extensive datasets. As Bostrom (2021) points out, while AI can produce technically proficient text, it often lacks the originality and flair that human writers bring to their work, resulting in a more formulaic approach.

Contextual understanding is another critical area where human and AI-generated content diverge. Human writers possess the ability to grasp cultural and social contexts thoroughly, allowing them to craft narratives that resonate with specific audiences. This deep understanding is vital in journalism and other forms of content creation, where the audience's background and sentiments can significantly impact how a message is received. In contrast, AI-generated content may struggle with context, leading to potential misinterpretations or insensitivity towards cultural nuances. As Russell (2022) notes, AI systems are trained on data that may not encompass diverse perspectives, which can cause their outputs to miss the mark in addressing the complexities of human society.

The tone and style of content also differ markedly between human and AI sources. Human writers can adapt their writing style and tone based on the audience, purpose, and emotional undertones of the topic. This adaptability enhances the engagement level of the content, making it more relatable and compelling. Human authors inject personality and voice into their writing, creating an emotional connection with readers. In contrast, AI-generated content tends to maintain a consistent tone and style, which may lack the emotional resonance that human writers easily provide. As Kaplan (2023) suggests, while this consistency can be advantageous for certain applications, it can also lead to a perception of blandness or sterility in the content produced by AI.

When considering error rates, human-generated content is often subject to various types of mistakes, including typographical errors and factual inaccuracies. However, the human editorial process allows for corrections and refinements that enhance the overall quality of the content. In contrast, AI systems can produce content with fewer grammatical errors but may introduce inaccuracies if trained on biased or flawed datasets. This raises concerns about the reliability of AI-generated outputs, particularly when they are presented as factual information without proper verification. The potential for misinformation in AI-generated content is a significant concern, especially in contexts where accuracy is paramount, as noted by Duke (2020).

Ethical considerations form another critical area of divergence between human and AI-generated content. Human journalists and content creators are subject to ethical guidelines that promote accountability, accuracy, and integrity. They navigate complex ethical landscapes, particularly in politically charged environments or sensitive topics. In contrast, AI-generated content lacks inherent accountability, as it operates based on algorithms rather than ethical reasoning. This absence of accountability can lead to ethical dilemmas, especially if AI systems

are trained on datasets that contain biases or inaccuracies. The challenge is to ensure that AI-generated content adheres to the same ethical standards as human-generated content to maintain trust and credibility in media, a point emphasized by O'Neil (2016).

The speed of production is a notable advantage for AI-generated content. AI systems can generate vast amounts of content in a fraction of the time it would take a human writer. This efficiency allows organizations to scale their content production to meet the ever-increasing demand for information in a fast-paced digital environment. However, this speed often comes with trade-offs in terms of depth and quality. While AI can quickly churn out articles, the lack of in-depth research and critical analysis often results in superficial content that may not provide the comprehensive insights that audiences seek. In contrast, human writers may take longer to produce content, but they typically offer more thorough analysis and nuanced understanding (Brynjolfsson and McAfee, 2020).

Personalization is another area where human and AI-generated content significantly differ. Human writers can draw from their personal experiences and insights, creating content that resonates on a deeper level with readers. This personalization enhances the relatability and engagement of the content, allowing audiences to connect with the writer's voice and perspective. In contrast, AI-generated content typically lacks this personal touch, relying instead on data patterns that may not reflect individual experiences. This difference can impact audience engagement, as readers often seek authenticity and connection in the content they consume. As McKinsey (2022) points out, the human element in storytelling can make a significant difference in audience retention and engagement.

Finally, the implications of using each type of content extend to broader societal impacts. As AI-generated content becomes more prevalent, concerns about misinformation and the erosion of trust in media sources grow. The challenge lies in ensuring that AI-generated content is held to the same ethical standards as human-generated content. Without careful oversight and ethical guidelines, AI could contribute to the spread of misinformation, further complicating the already intricate media landscape. As digital literacy becomes increasingly crucial in our society, the need for responsible content generation practices is more pressing than ever (Shirky, 2020).

Overall, the comparison between human-generated and AI-generated content highlights significant differences in creativity, contextual understanding, tone, error rates, ethical considerations, production speed, personalization, and societal impact. As both forms of content continue to coexist and evolve, it is crucial for media professionals and consumers to navigate these complexities thoughtfully. Understanding the strengths and limitations of each type will enable stakeholders to make informed decisions about the content they create, share, and consume, ultimately fostering a more informed and engaged public.

2.3.4 AI-Generated Content and Misinformation

The rise of artificial intelligence-generated content (AIGC) has introduced profound implications for the spread of misinformation, particularly in today's hyperconnected world. As AI technologies advance, they are increasingly capable of producing text, images, and videos that can mislead audiences, thereby posing significant risks in contexts where accurate information is crucial, such as during elections or public health crises. In Nigeria, the surge in AIGC raises critical concerns, as misinformation can exacerbate existing societal tensions and erode public trust in media institutions. According to Tandoc (2021), the rapid dissemination of AI-generated

misinformation can lead to confusion and distrust among the public, highlighting the urgent need for effective strategies to combat these challenges.

One significant issue surrounding AIGC is the potential for bias in the algorithms that generate content. AI systems are trained on extensive datasets, and if these datasets contain biased or misleading information, the outputs will inevitably reflect those inaccuracies. This phenomenon can perpetuate stereotypes and misinformation, particularly in diverse societies like Nigeria, where ethnic and political tensions run high. As Zhang (2022) emphasizes, such biases can have far-reaching societal repercussions, as AI-generated content may reinforce harmful narratives and deepen divisions. The implications of biased AIGC extend beyond individual articles; they can shape public discourse and influence collective attitudes toward critical issues, making it essential to scrutinize the data used to train these systems.

Moreover, the anonymity associated with AI-generated content complicates the accountability landscape. Unlike traditional journalism, where authorship is clear and accountability is established, AIGC often lacks a transparent attribution system. This anonymity can embolden individuals or organizations to create and disseminate false information without facing the consequences that a human journalist would encounter. As Jibrin (2023) point out, this lack of accountability can lead to a proliferation of misleading content, thereby eroding public trust in media institutions. In Nigeria, where the media landscape is already challenged, the emergence of AIGC can exacerbate existing issues of credibility and reliability, underscoring the need for stakeholders to develop strategies that enhance transparency in content generation.

The speed at which AI can generate content poses another layer of risk in the fight against misinformation. AI systems can produce vast amounts of information almost instantaneously,

outpacing traditional fact-checking mechanisms. This rapid production can overwhelm audiences, making it difficult to discern credible sources from unreliable ones. As Kamaru (2024) argues, the sheer volume of AI-generated content can lead to information overload, complicating the public's ability to make informed decisions. In Nigeria, where access to reliable information is crucial for democratic engagement, the challenge of navigating an information landscape filled with AI-generated misinformation is particularly pressing.

To combat the risks associated with AIGC, it is essential to establish robust regulatory frameworks governing the use of AI in content creation. Such frameworks should prioritize transparency and accountability, ensuring that the algorithms used to generate content are subject to scrutiny. As Gubwa (2023) emphasizes, regulatory measures should focus on the ethical implications of AI technologies, particularly in contexts where misinformation can have dire consequences. By establishing guidelines for data sourcing, algorithmic transparency, and content attribution, policymakers can help mitigate the risks posed by AIGC, fostering a media environment that prioritizes accuracy and trustworthiness.

In all, the intersection of AI-generated content and misinformation presents significant challenges that require urgent attention. The potential for bias, lack of accountability, rapid content production, and the overall erosion of trust in media institutions necessitate the development of comprehensive regulatory frameworks. As Nigeria and the global community grapple with these issues, it is crucial to prioritize ethical considerations and establish mechanisms that promote transparency and accountability in AI-generated content. Only through collaborative efforts can we hope to navigate the complexities of this evolving landscape and safeguard the integrity of information in the digital age.

2.3.5 Regulatory Frameworks for AI-Generated Content

As artificial intelligence-generated content (AIGC) continues to proliferate, the need for robust regulatory frameworks to govern its use has become increasingly urgent. The rapid evolution of AI technologies presents challenges that existing regulations often fail to address comprehensively. In Nigeria, the emergence of AIGC raises critical questions about accountability, transparency, and the ethical implications of automated content creation. The country's media landscape, already facing challenges related to misinformation and credibility, necessitates a proactive approach to ensure that AIGC is harnessed responsibly and ethically. As O'Connor (2022) suggests, establishing clear regulatory frameworks is essential for mitigating the risks associated with AI technologies while promoting their potential benefits.

One of the primary objectives of regulatory frameworks should be to enhance transparency in the algorithms used to generate content. AI systems often operate as "black boxes," making it difficult for users and regulators to understand how decisions are made. This lack of transparency poses significant ethical concerns, particularly when AI-generated content can influence public opinion and societal norms. As Omale (2023) emphasizes, transparency is crucial for accountability; without it, there is a risk that harmful biases and inaccuracies may go unchecked. Regulatory measures should, therefore, mandate that organizations disclose the datasets used for training AI models and provide insight into the decision-making processes behind content generation. Such transparency can help build trust among users and stakeholders, fostering a more responsible approach to AIGC.

Additionally, regulatory frameworks must incorporate guidelines for ethical data usage and algorithmic accountability. The data used to train AI systems often reflects societal biases, which

can lead to discriminatory outcomes in the generated content. As Miller (2021) points out, organizations must take responsibility for the ethical implications of their data sourcing and algorithmic processes. In Nigeria, where issues of ethnic and political sensitivity are pronounced, the stakes are particularly high. Regulations should require organizations to conduct regular audits of their AI systems to identify and mitigate biases, ensuring that AIGC does not perpetuate harmful stereotypes or misinformation. By holding organizations accountable for their AI practices, regulators can help foster a more equitable media environment.

Moreover, the regulatory landscape should address the issue of content attribution and authorship. A fundamental principle of journalism is accountability; readers should know who is responsible for the information they consume. However, AIGC can obscure authorship, making it challenging to hold creators accountable for misinformation or unethical content. As highlighted by Uzor (2024), this anonymity can lead to a proliferation of misleading information. To combat this, regulatory frameworks should mandate clear attribution for AI-generated content, ensuring that users can easily identify the source and context of the information. This measure would not only enhance accountability but also empower audiences to make informed decisions about the credibility of the content they encounter.

The speed at which AI can generate content also necessitates the development of regulatory measures that address the rapid dissemination of information. AI systems can produce vast amounts of content almost instantaneously, often outpacing traditional fact-checking mechanisms. As Kuka (2023) argues, this rapid production can overwhelm audiences and complicate their ability to discern credible sources from unreliable ones. To address this challenge, regulators should encourage the development of AI tools that assist in real-time fact-checking and content verification. Collaboration between tech companies and regulatory bodies can lead to the creation

of systems that prioritize accuracy and reliability, helping to mitigate the risks associated with misinformation.

Finally, public engagement and education are essential components of any regulatory framework for AIGC. As the digital landscape continues to evolve, it is crucial for citizens to understand the implications of AI-generated content and the potential risks associated with it. Educational initiatives that promote digital literacy can empower individuals to critically assess the information they encounter online. As Patel (2022) notes, fostering a well-informed public is essential for creating a resilient media ecosystem. By investing in education and awareness campaigns, regulators can equip citizens with the skills needed to navigate the complexities of the digital information landscape.

Overall, the establishment of robust regulatory frameworks for AI-generated content is essential for addressing the challenges posed by this rapidly evolving technology. Transparency, ethical data usage, content attribution, and public engagement are critical components of a comprehensive regulatory approach. As Nigeria and other nations grapple with the implications of AIGC, proactive measures must be taken to ensure that the benefits of AI are harnessed responsibly and ethically. By fostering a regulatory environment that prioritizes accountability and transparency, stakeholders can work together to protect the integrity of information and promote a more informed society.

2.4 Empirical Review

This section reviews ten empirical studies related to the current study with a view to comparing and contrasting the studies for better understanding of the current study. Adetunji (2023) explored the effects of AI on the ethical standards of journalism in the southwestern region of

Nigeria, specifically focusing on how AI tools influence content credibility. The study utilized the Ethical Journalism Theory as its theoretical framework and employed a qualitative research design, conducting in-depth interviews with journalists and media ethics experts. The findings indicated that while AI tools can improve efficiency in news production, they also pose significant ethical challenges that can undermine credibility, such as the potential for misinformation and lack of human oversight. The conclusion emphasized the need for robust ethical guidelines to govern the use of AI in journalism, recommending that media organizations invest in training programs for journalists on the ethical implications of AI. This study is relevant to the current research as it examines the ethical dimensions of AI in journalism, yet it differs by focusing on ethical standards rather than the specific impact on audience perceptions of credibility in Benin.

In a study by Ojo (2023) on “the impacts of AI-generated contents on the credibility of news reporting in Lagos State, Nigeria”, the objectives were to examine the impact of AI-generated content on the credibility of news reporting in broadcast media within Lagos State, Nigeria. The research was framed using the Agenda-Setting Theory, which posits that media can influence the salience of topics on the public agenda. A mixed-method research design was employed, utilizing both surveys and focus group discussions to gather data from journalists and media consumers. The findings revealed that while AI-generated content can enhance the speed of news delivery, it often raises concerns about accuracy and authenticity, leading to skepticism among audiences regarding the credibility of such reports. The study concluded that media organizations must prioritize transparency in their use of AI technologies to maintain audience trust, recommending that they implement clear guidelines for the ethical use of AI in news production. This study relates to the current research by addressing the credibility of AI-generated content in a broadcast context; however, it differs in its geographic focus on Lagos rather than Benin.

In another study, Nwankwo (2023) investigated “the role of AI in shaping public perceptions of news credibility in broadcast media in Enugu State, Nigeria”. The objectives included assessing how AI-generated content affects audience trust and engagement with news media. The research was grounded in the Social Responsibility Theory and utilized a quantitative survey method to collect data from viewers of various broadcast stations. The findings revealed that audiences are increasingly aware of AI's role in news production, and while some appreciate the efficiency it brings, many express concerns about the reliability of AI-generated content. The study concluded that media organizations should enhance their communication strategies regarding AI use to foster trust, recommending that they engage audiences in discussions about the implications of AI in news reporting. This study relates to the current research by focusing on audience perceptions of credibility; however, it differs in its geographic focus on Enugu rather than Benin.

Ogunsiji (2020) conducted a study to examine the impact of digital media on the credibility of broadcast media in South-South Nigeria, using the social responsibility theory as a framework, and employed a survey research design using questionnaire as the instrument, the study found that digital media has a significant impact on the credibility of broadcast media in the region, with respondents expressing concerns about the potential for digital media to spread misinformation, the study concluded that digital media has the potential to both positively and negatively impact the credibility of broadcast media in the region, and recommended that broadcast media outlets in the region should develop strategies to ensure that digital media is used in a way that maintains the credibility of the media, this study relates to the current study in that it explores the impact of new media technologies on media credibility in a similar context, but differs in that it focuses on a broader geographic scope, whereas the current study will focus specifically on the impact of

artificial intelligence-generated content on the credibility of Independent Television and Edo Broadcasting Service broadcast media stations in Benin.

Nwodu (2021) investigated the impact of online news sources on the quality of journalism in Nigerian television stations, using the gatekeeping theory as a framework, and employed content analysis as the research design and instrument, the study found that online news sources were used in a significant proportion of news content in Nigerian television stations, and that the quality of online news sources was generally high, however, the study also found that online news sources were sometimes used to spread misinformation, the study concluded that online news sources have the potential to improve the quality of journalism in Nigerian television stations, but that they also pose risks in terms of misinformation, and recommended that television stations in Nigeria should develop strategies to ensure that online news sources are used in a way that maintains the quality and accuracy of news content, this study relates to the current study in that it explores the impact of new media technologies on journalism in a similar context, but differs in that it focuses on a broader sample of television stations, whereas the current study will focus specifically on the impact of artificial intelligence-generated content on the credibility of Independent Television and Edo Broadcasting Service broadcast media stations in Benin.

Furthermore, Igbokwe (2024) examined the influence of AI technologies on the credibility of news content in broadcast media in Port Harcourt, Nigeria. The study aimed to understand how the integration of AI affects the perceived reliability of news reports among viewers. Utilizing the Media Dependency Theory, the research employed a mixed-method approach, combining surveys and interviews with media consumers and journalists. The findings indicated that while AI can enhance the production process, it often leads to a disconnect between the audience and the content, raising questions about authenticity and trustworthiness. The conclusion highlighted the

necessity for media organizations to balance technological advancements with ethical journalism practices, recommending that they develop strategies to ensure transparency in AI-generated content. This study is pertinent to the current research as it addresses the credibility of AI-generated news; however, it differs by focusing on Port Harcourt as its geographic context.

Okoro (2022) examined the impact of social media on the credibility of radio stations in Lagos State, Nigeria, using the source credibility theory as a framework, and employed a survey research design using questionnaire as the instrument, the study found that respondents perceived social media-generated content to be less credible than traditional media content, the study concluded that social media poses a risk to the credibility of radio stations in Lagos State, and recommended that radio stations in Lagos State should develop strategies to ensure that social media is used in a way that maintains the credibility of news content, this study relates to the current study in that it explores the impact of new media technologies on media credibility in a similar context, but differs in that it focuses on a different type of media platform, whereas the current study will focus on the impact of artificial intelligence-generated content on the credibility of Independent Television and Edo Broadcasting Service broadcast media stations in Benin.

Ekwueme (2020) investigated the impact of citizen journalism on the audience's perception of television news credibility in Enugu State, Nigeria, using a survey research design and questionnaire as the instrument, the study found that audiences perceive citizen journalism-generated content to be less credible than professional journalism-generated content, the study concluded that citizen journalism poses a risk to the credibility of television news in Enugu State, and recommended that television stations in Enugu State should develop strategies to ensure that citizen journalism is used in a way that maintains the credibility of news content, this study relates to the current study in that it explores the impact of alternative forms of journalism on media

credibility in a similar context, but differs in that it focuses on a different type of journalism, whereas the current study will focus on the impact of artificial intelligence-generated content on the credibility of Independent Television and Edo Broadcasting Service broadcast media stations in Benin.

Also, Adeyanju (2022) conducted a study to examine the impact of digital technology on the role of journalists in Nigerian broadcast media, using a qualitative research approach and in-depth interviews as the instrument, the study found that digital technology is changing the role of journalists in the news production process, with journalists increasingly being required to work with digital tools, the study concluded that digital technology has the potential to both positively and negatively impact the role of journalists in Nigerian broadcast media, and recommended that journalists should be trained in the use of digital tools to ensure that they can work effectively with these tools, this study relates to the current study in that it explores the impact of digital technology on the news production process in a similar context, but differs in that it focuses on a broader sample of journalists, whereas the current study will focus specifically on the impact of artificial intelligence-generated content on the credibility of Independent Television and Edo Broadcasting Service broadcast media stations in Benin.

Lastly, Eze (2024) focused on the implications of AI-generated content for the credibility of news reporting in broadcast media in Abuja, Nigeria. The objectives were to analyze how AI influences audience trust and the overall perception of news credibility. The research was based on the Uses and Gratifications Theory and employed a qualitative research design, conducting interviews with media professionals and audience members. The findings revealed that while AI-generated content can enhance the speed and volume of news production, it often leads to skepticism among audiences regarding the authenticity of the information presented. The study

concluded that media organizations must prioritize ethical considerations in their use of AI, recommending that they engage in public education about the role of AI in journalism. This study relates to the current research by examining the credibility of AI-generated content; however, it differs in its focus on Abuja rather than Benin, providing a different regional perspective on the issue.

2.5 Theoretical Framework

2.5.1 Source Credibility Theory

The Source Credibility Theory is a well-established theoretical framework that explains how audiences evaluate the credibility of information based on the source. According to Hovland and Weiss (1951), the credibility of a source is a critical factor in determining the effectiveness of a message. In the context of artificial intelligence-generated content, the Source Credibility Theory can provide insights into how audiences evaluate the credibility of AI-generated content compared to human-generated content.

The theory posits that source credibility is composed of two main factors: expertise and trustworthiness. According to Ohanian (1990), expertise refers to the audience's perception of the source's knowledge and expertise in a particular area, while trustworthiness refers to the audience's perception of the source's honesty and integrity. In the context of AI-generated content, expertise may refer to the ability of the AI system to generate high-quality content, while trustworthiness may refer to the audience's perception of the AI system's motives and biases.

In Nigeria, studies have shown that source credibility is a critical factor in determining the effectiveness of media messages. For example, a study by Okoro (2013) found that Nigerian audiences tend to perceive messages from credible sources as more trustworthy and persuasive

than messages from less credible sources. Similarly, a study by Ekwueme (2018) found that source credibility was a significant predictor of audience attitudes towards media messages in Nigeria.

The Source Credibility Theory has been applied in various contexts, including advertising, public relations, and journalism. According to a study by Amosun and Olowookere (2019), source credibility is a critical factor in determining the effectiveness of celebrity endorsements in Nigeria. The authors found that Nigerian audiences tend to perceive celebrity endorsements as more credible when the celebrity is perceived as an expert in the product category.

The theory can also be applied to the current study to examine how audiences evaluate the credibility of AI-generated content compared to human-generated content. For example, the study can investigate whether audiences perceive AI-generated content as more or less credible than human-generated content, and whether the credibility of AI-generated content is influenced by factors such as expertise and trustworthiness.

2.5.2 Artificial Intelligence Adoption Theory

The Artificial Intelligence Adoption Theory is a theoretical framework that can be developed based on existing technology adoption theories, such as the Technology Acceptance Model proposed by Venkatesh and Davis (2000). According to Venkatesh and Davis, the adoption of technology is influenced by two main factors: perceived usefulness and perceived ease of use. In the context of artificial intelligence-generated content, perceived usefulness refers to the extent to which media outlets believe that artificial intelligence-generated content can improve the quality and efficiency of their content creation processes, while perceived ease of use refers to the extent to which media outlets believe that artificial intelligence-generated content is easy to use and integrate into their existing workflows.

The origin of the Artificial Intelligence Adoption Theory can be traced back to the work of Rogers (2003), who developed the Diffusion of Innovations Theory. According to Rogers, the adoption of new technologies is influenced by factors such as relative advantage, compatibility, complexity, trialability, and observability. These factors can be applied to the adoption of artificial intelligence-generated content in media outlets.

The tenets of the Artificial Intelligence Adoption Theory can be developed based on the work of Dwivedi (2019), who proposed a framework for understanding the adoption of artificial intelligence in various contexts. Some potential tenets include perceived usefulness of artificial intelligence-generated content, perceived ease of use of artificial intelligence-generated content, attitude towards artificial intelligence-generated content, and behavioral intention to use artificial intelligence-generated content. These tenets can provide a framework for understanding the factors that influence the adoption and use of artificial intelligence-generated content in media outlets.

One potential criticism of the Artificial Intelligence Adoption Theory is that it may oversimplify the complex factors that influence the adoption and use of artificial intelligence-generated content in media outlets. According to a study by Kim (2020), the adoption of artificial intelligence-generated content may be influenced by a range of factors, including organizational culture, technological infrastructure, and regulatory frameworks. Therefore, the Artificial Intelligence Adoption Theory may need to be expanded to include these additional factors in order to provide a more comprehensive understanding of artificial intelligence-generated content adoption.

The Artificial Intelligence Adoption Theory can be applied to the current study to examine the factors that influence the adoption and use of artificial intelligence-generated content in

Independent Television and Edo Broadcasting Service broadcast media stations in Benin. For example, the study can use the Artificial Intelligence Adoption Theory to investigate the perceived usefulness and ease of use of artificial intelligence-generated content among media outlets, as well as their attitudes towards artificial intelligence-generated content and their behavioral intentions to use artificial intelligence-generated content. According to a study by Shin (2020), the application of artificial intelligence-generated content in media outlets can provide several benefits, including improved efficiency and quality of content creation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines and discusses in details the methods used in carrying out the research. The chapter thus covered the research design, population of the study, sample size, sampling technique, research instrument, validity of instrument, reliability of instrument, method of data collection and method of data analysis.

3.2 Research Design

The study employed a descriptive survey research design to effectively gather insights on the influence of artificial intelligence-generated content on the credibility of Independent Television and Edo Broadcasting Service in Benin City. This design was selected to capture the opinions of respondents regarding this critical issue. The survey included a series of targeted questions aimed at collecting relevant information, utilizing a close-ended questionnaire formatted with a 5-point Likert scale.

3.3 Population of the Study

The population of the study comprised all staffs in ITV and EBS that are not Ancillary Staff such as cleaners, drivers, maintenance and security personnel. As such, according to the administrative departments of the stations, Independent Television has a staff population of 97 and Edo Broadcasting Service has 61 staff, totaling one hundred fifty-eight (158) individuals.

3.4 Sample Size

The sample size of this study comprised all the research population which is 158. This was arrived at using census sampling technique because of the small population of study. as the sample size in this study is based on the principle of census sampling.

3.5 Sampling Technique

This study employed a census sampling technique, targeting all staff members of Independent Television and Edo Broadcasting Service in Benin who have knowledge or experience with artificial intelligence-generated content and are not ancillary staff. This approach was chosen to capture the perspectives of all relevant staff within these organizations, providing a comprehensive understanding of the impact of artificial intelligence-generated content on media credibility. Through including all staff with AI experience, the study ensured that the findings are representative of the entire population of interest.

3.6 Research Instrument

The questionnaire was used for the study. There were two parts to the questionnaire. Section one comprised questions that inquired about the respondents' demographic information, whereas section two contained questions that inquired about the respondents' psychographic information, which is necessary in order to answer the research questions in this study.

3.7 Validity of the Instrument

To ensure the validity of the questionnaire, experts in mass communication research assessed it for face and content validity. This validation process confirmed that the instrument effectively measured the intended constructs related to the study.

3.8 Reliability of the Instrument

Prior to the main data collection, thirty (30) copies of the questionnaire were administered to staff members of both broadcast stations. This preliminary distribution occurred two weeks before the actual study launch. The reliability of the instrument was evaluated using Cronbach's alpha to assess internal consistency. A reliability index of $\alpha=0.74$ was arrived at.

3.9 Method of Data Collection

Data collection was conducted through face-to-face interactions, with hard copies of the questionnaire distributed directly to respondents. The researcher personally ensured the precise dissemination and retrieval of all questionnaire, eliminating the need for Research Assistants. For those unable to complete the questionnaire immediately, an extension of up to three days was provided to allow for completion and return. This method enhanced response rates and ensure the integrity of the data collected for the study.

3.10 Method of Data Analysis

This research utilized both descriptive and inferential statistical methods, employing basic percentage and frequency tables for analysis. Descriptive statistics are effective in summarizing data in a way that is clear and relevant, facilitating easier interpretation. The findings derived from the presentation and analysis of the collected data formed the basis for the overall analysis. The coded information were analyzed using Version 21 of the Statistical Package for the Social Sciences (SPSS). The formula for calculating simple percentages is as follows:

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} \times \frac{100}{1}$$

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Preamble

This chapter deals with an examination and explanation of the collected data, accompanied by an exploration of the deductions derived from the investigation. Specifically, it encompassed an analysis of the demographic characteristics of the participants, the research questions posed, and a comprehensive discussion surrounding the findings of the study. The chapter is structured to provide a detailed account of the data analysis process, with a focus on uncovering patterns, trends, and insights that emerged from the collected information. The demographic analysis offers valuable context, shedding light on the composition and diversity of the study's participants. Moreover, the chapter dedicates attention to the research questions, ensuring a clear understanding of the objectives and focus areas that guided the investigation. Importantly, the chapter presents a thoughtful discourse on the study's findings, interpreting the data and drawing conclusions that contribute to the broader understanding of the research topic. This discussion aims to elucidate the significance and implications of the results, while also acknowledging any limitations or areas for further exploration. One hundred and fifty eight copies of questionnaire were distributed; however, 9 copies were unretrieved while 149 copies were retrieved.

4.2 Data Presentation

Table 1: Demographic Features of Respondents

Variable	Category	Frequency	Percentage
Age	18-25	27	18.1%
	26-35	55	36.9%
	36-45	42	28.1%
	46 and above	25	16.8%
	Total	149	100%
Gender	Male	78	52.3%
	Female	71	47.7%
	Total	149	100%
Marital Status	Single	63	42.3%
	Married	84	56.4%
	Divorced	2	1.3%
	Total	149	100%
Educational Qualification	O'Level	3	2.0%
	NCE/OND	9	6.0%
	HND	24	16.1%
	Bachelor's Degree	96	64.4%
	Master's Degree	17	11.4%
	Others	0	0.0%
	Total	149	100%
Medium of Practice	EBS	60	40.3%
	ITV	89	59.7%
	Total	149	100%

Source: Field Survey, 2025.

The demographic features of the respondents reveal a diverse range of characteristics. Notably, the age distribution indicates a relatively youthful population, with a significant proportion of respondents falling within the young adult category. In terms of gender, there is a slight predominance of males over females. Furthermore, the marital status of the respondents shows that a considerable number are married, while a substantial proportion are single. With

regard to educational qualification, it is evident that the majority of respondents possess a Bachelor's degree, highlighting a high level of educational attainment among the respondents. Additionally, the medium of practice is split between two prominent institutions, namely EBS and ITV, which suggests that the respondents are drawn from a range of professional backgrounds.

Table 2: Current Level of AI-Generated Content Use

Variable	Frequency	Percentage
Very Extensive	12	8.1%
Extensive	33	22.1%
Moderate	54	36.2%
Limited	49	33.6%
Not at all	0	0.0%
Total	149	100%

Source: Field Survey, 2025.

Table 2 showed that the majority of respondents described the current level of AI-generated content use at their station as moderate. This implies that AI is being integrated into broadcast media in Benin City, but its adoption is not yet universal or fully pervasive.

Table 3: Types of AI-Generated Content Utilised

Content Type	Frequency	Percentage
News scripts	18	12.1%
Weather reports	36	24.2%
Sports updates	27	18.1%
Social media posts	54	36.2%
Video editing	15	10.1%
Graphics	31	26.2%
Music	20	10.1%
Others	5	3.4%
Total	149	100%

Source: Field Survey, 2025.

Table 3 showed that social media posts were the most common application of AI-generated content, followed by weather reports and graphics. This implies that AI is being used more for tasks that require quick updates and visual content.

Table 4: Frequency of Incorporating AI-Generated Content

Frequency	Frequency	Percentage
Daily	15	10.1%
Several times a week	36	24.2%
Weekly	45	30.2%
Monthly	30	20.1%
Rarely	23	15.4%
Never	0	0.0%
Total	149	100%

Source: Field Survey, 2025.

Table 4 showed that the most common frequency of incorporating AI-generated content was weekly, followed by several times a week. This implies that while AI is being used, it's not yet a daily practice for many stations.

Table 5: Percentage of Total Broadcast Content that is AI-Generated

Percentage Range	Frequency	Percentage
0-10%	66	44.3%
11-25%	45	30.2%
26-50%	25	16.8%
51-75%	9	6.0%
76-100%	4	2.7%
Total	149	100%

Source: Field Survey, 2025.

Table 5 showed that a majority of the respondents indicated that 0-10% of their total broadcast content is AI-generated, while a smaller portion reported 11-25%. This implies that AI-generated content currently constitutes a relatively small portion of the overall broadcast output.

Table 6: Effect of AI-Generated Content on Station Credibility

Effect	Frequency	Percentage
Significantly Enhances	9	6.0%
Slightly Enhances	36	24.2%
No Noticeable Impact	73	49.0%
Slightly Reduces	25	16.8%
Significantly Reduces	6	4.0%
Total	149	100%

Source: Field Survey, 2025.

Table 6 showed that almost half of the respondents believed that AI-generated content has no noticeable impact on the credibility of their station. However, a notable portion believed it slightly reduces credibility. This implies a potential concern regarding audience perception.

Table 7: Audience Perception of AI-Generated Content

Perception	Frequency	Percentage
More Trustworthy	7	4.7%
Equally Trustworthy	60	40.3%
Less Trustworthy	49	32.9%
Unsure	25	16.9%
Don't Notice	8	5.4%
Total	149	100%

Source: Field Survey, 2025.

Table 7 showed that a plurality of respondents believed their audience perceives AI-generated content as equally trustworthy, while a significant portion believed it's perceived as less trustworthy. This implies a need for media stations to address potential audience scepticism.

Table 8: Overall Accuracy and Reliability of AI-Generated Content

Rating	Frequency	Percentage
Extremely Accurate & Reliable	7	4.7%
Mostly Accurate & Reliable	54	36.2%
Moderately Accurate & Reliable	60	40.3%
Somewhat Inaccurate & Unreliable	24	16.1%
Very Inaccurate & Unreliable	4	2.7%
Total	149	100%

Source: Field Survey, 2025.

Table 8 showed that the majority of respondents rated the overall accuracy and reliability of AI-generated content as moderately accurate and reliable, while a smaller number rated it as mostly accurate and reliable. This implies a generally positive, but not overwhelmingly confident, view of the accuracy of AI-generated content.

Table 9: Factual Errors Compared to Human-Generated Content

Comparison	Frequency	Percentage
Significantly Fewer Errors	7	4.7%
Slightly Fewer Errors	31	20.8%
About the Same Number of Errors	84	56.4%
Slightly More Errors	18	12.1%
Significantly More Errors	9	6.0%
Total	149	100%

Source: Field Survey, 2025.

Table 9 showed that the majority of respondents believed that the use of AI-generated content results in about the same number of factual errors as human-generated content. This implies that AI has not necessarily reduced errors.

Table 10: Concern About Bias or Misinformation

Response Options	Frequency	Percentage
Strongly Agreed	31	20.8%
Agreed	54	36.2%
Neutral	43	28.9%
Disagreed	18	12.1%
Strongly Disagreed	3	2.0%
Total	149	100%

Source: Field Survey, 2025.

Table 10 showed that a significant portion of respondents were concerned about the potential for bias or misinformation in AI-generated content, with a large number being very or moderately concerned.

Table 11: Most Significant Reason for Adopting AI-Generated Content

Reason	Frequency	Percentage
Cost Savings	36	24.2%
Increased Efficiency	49	32.9%
Improved Speed of Creation	32	21.4%
Enhanced Content Quality	18	12.1%
To Stay Competitive	14	9.4%
Other	0	0.0%
Total	149	100%

Table 11 showed that the most significant reason for adopting AI-generated content was increased efficiency. This strongly suggests that stations are primarily drawn to AI for its potential to streamline operations and optimise workflows. The fact that cost savings and improved speed of creation also ranked highly indicates a focus on practical benefits. The relatively low importance placed on staying competitive implies that the initial adoption of AI is driven more by internal operational needs than by a desire to outpace rivals in the market.

Table 12: Influence of Skilled Personnel Availability on AI adoption

Influence	Frequency	Percentage
Major Positive Influence	43	28.9%
Minor Positive Influence	56	37.6%
No Influence	31	20.8%
Minor Negative Influence	14	9.4%
Major Negative Influence	5	3.4%
Total	149	100%

Table 12 showed that the availability of skilled personnel had a positive influence on stations' use of AI-generated content. While a notable portion reported a major positive influence, a larger group indicated a minor positive influence. This suggests that while having skilled staff is beneficial, it's not necessarily a make-or-break factor.

Table 13: Significance of Implementation and Maintenance Costs

Significance	Frequency	Percentage
Extremely Significant	25	16.8%
Very Significant	44	29.5%
Moderately Significant	48	32.2%
Slightly Significant	26	17.5%
Not a Significant Factor	6	4.0%
Total	149	100%

Table 13 showed that the cost of implementing and maintaining AI technology was a significant factor affecting stations' decisions. The fact that a large proportion of respondents rated costs as extremely or very significant indicates that budgetary constraints are a major consideration. This could limit the extent to which stations are able to adopt and utilise AI, particularly smaller or less well-resourced organisations.

Table 14: Importance of Audience Demand for Up-to-the-Minute Information

Importance	Frequency	Percentage
Extremely Important	31	20.8%
Very Important	49	32.9%
Moderately Important	43	28.9%
Slightly Important	20	13.4%
Not at All Important	6	4.0%
Total	149	100%

Table 14 showed that audience demand for fast, up-to-the-minute information was important in stations' decisions to use AI-generated content. The high ratings for extremely and very important suggest that the need to deliver timely news and updates is a key motivator for AI adoption. In

today's fast-paced media landscape, audiences expect to receive information quickly and conveniently.

Table 15: Importance of Being Seen as Technologically Advanced

Importance	Frequency	Percentage
Critically Important	18	12.1%
Very Important	38	25.5%
Moderately Important	55	36.9%
Slightly Important	32	21.4%
Not at All Important	6	4.0%
Total	149	100%

Table 15 showed that being seen as a technologically advanced and innovative media outlet was moderately important for many stations. While not universally considered critical, a significant number of respondents recognised the value of technological innovation in enhancing their reputation and attracting audiences. This suggests that stations are aware of the need to maintain a modern and forward-thinking image, but it may not be the overriding priority.

Table 16: Contribution of AI to Automating Routine Tasks in Broadcast Media Stations

Extent	Frequency	Percentage
To a Very Great Extent	25	16.8%
To a Great Extent	44	29.5%
To a Moderate Extent	48	32.2%
To a Slight Extent	24	16.1%
Not at All	8	5.4%
Total	149	100%

Table 16 showed that AI contributes to automating routine tasks and processes to a moderate extent for a large proportion of broadcasting stations. This indicates that AI is proving useful in streamlining certain aspects of operations, such as scheduling, content curation, and basic editing, freeing up staff to focus on more creative or strategic activities.

Table 17: Impact of AI on Speed of Content Creation and Delivery

Response Options	Frequency	Percentage
Dramatically Increases Speed	18	12.1%
Significantly Increases Speed	38	25.5%
Moderately Increases Speed	54	36.2%
Slightly Increases Speed	32	21.4%
No Noticeable Increase	7	4.7%
Total	149	100%

Table 17 showed that AI is generally perceived to enhance the speed at which news and information can be created and disseminated. The large number of respondents acknowledging a moderate or significant increase in speed suggests that AI is contributing to quicker turnaround times and more rapid delivery of content to the public.

Table 18: Degree to which AI Enables Content Personalisation in Broadcast Media Stations

Degree	Frequency	Percentage
To a Very High Degree	12	8.1%
To a High Degree	32	21.5%
To a Moderate Degree	54	36.2%
To a Slight Degree	44	29.5%
Not at All	7	4.7%
Total	149	100%

Table 18 showed that AI enables content personalisation to a moderate degree for many broadcasting stations. This suggests that while AI is facilitating some tailoring of content to specific audience segments, it is not yet fully exploited for highly individualised or targeted delivery. This could be due to limitations in the current AI technology, or a lack of data and resources to effectively personalise content.

Table 19: Contribution of AI to Innovation and Creativity in Broadcast Media Stations

Contribution	Frequency	Percentage
Significantly Enhances	18	12.1%
Moderately Enhances	38	25.5%
Slightly Enhances	54	36.2%
No Impact on Innovation	30	20.1%
Hinders Innovation	9	6.0%
Total	149	100%

Table 19 showed that AI has a slight positive impact on the innovation and creativity of programming and content for a significant portion of stations. This indicates that AI is contributing to the generation of new ideas or approaches, but its influence may be limited or incremental. It could be that stations are primarily using AI to automate existing processes, rather than to explore entirely new forms of content or programming. The fact that some respondents reported no impact or even a hindering effect on innovation suggests that AI needs to be carefully integrated into the creative process to avoid stifling human ingenuity.

Table 20: Impact of AI on Overall Quality, Accuracy, and Professionalism in Broadcast Media Stations

Impact	Frequency	Percentage
Greatly Improves Quality	12	8.1%
Moderately Improves Quality	32	21.5%
Slightly Improves Quality	54	36.2%
No Noticeable Improvement	43	28.9%
Decreases Quality	8	5.4%
Total	149	100%

Table 20 showed that AI has a slight positive impact on the overall quality, accuracy, and professionalism of broadcast programmes for many stations. This suggests that AI is contributing to improvements in content standards, but its effect is not overwhelmingly transformative. The fact that a notable minority perceive no discernible improvement highlights the need for further refinement and optimisation of AI applications in broadcasting.

4.3 Discussion of Findings

Research Question One: What is the extent to which AI-generated contents are used by EBS and ITV broadcast media stations in Benin City, Edo State?

The integration of AI-generated content within EBS and ITV broadcast media stations in Benin City presents a nuanced picture, characterised by moderate adoption with a focus on specific applications rather than wholesale transformation. While AI is undoubtedly present in the operational landscape, its influence remains circumscribed, suggesting a cautious and strategic approach to implementation. A significant segment of respondents reported a "moderate" level of AI integration, while a considerable proportion indicated "limited" usage. This pattern suggests that AI is being strategically deployed in targeted areas, rather than permeating all aspects of content creation and dissemination.

The relatively small fraction of total broadcast output currently attributed to AI-generated material further reinforces this conclusion. A substantial number of respondents estimated that only a small percentage of their total broadcast content is AI-generated. This highlights that human-generated content remains the dominant force, with AI serving as a supplementary tool rather than a replacement for traditional journalistic practices.

Specifically, the types of AI-generated content utilised reveal a focus on tasks that benefit from automation and rapid production. Social media posts, weather reports, and graphics emerge as the most common applications, aligning with the increasing emphasis on visual content and real-time updates in the digital media environment (Hao & Zhang, 2022). These applications leverage AI's ability to generate content quickly and efficiently, catering to the demands of a fast-paced news cycle and the need for engaging online presence. However, the comparatively lower utilisation of AI for news scripts and video editing indicates a continued reliance on human expertise for core journalistic functions, potentially due to concerns about maintaining accuracy, ethical standards, and the nuanced storytelling required for effective news reporting (Eze, 2024; Ogwo, 2021).

The frequency of AI incorporation further illuminates its current extent. The most common pattern of usage is weekly, suggesting that AI is not yet a daily, routine practice for many stations. This measured approach may reflect a combination of factors, including concerns about the reliability and ethical implications of AI-generated content, the need for further training and infrastructure development, and a desire to carefully evaluate the impact of AI on audience engagement and credibility (Alonge, 2023; Gubwa, 2023).

This adoption pattern can be understood through the lens of Artificial Intelligence Adoption Theory (Dwivedi, 2019), which posits that organisations progress through distinct stages of AI adoption, beginning with experimentation and limited use before fully integrating the technology

into their core operations. The EBS and ITV stations in Benin City appear to be in the early stages of this process, cautiously exploring the potential benefits of AI while carefully considering the associated risks and challenges.

Furthermore, the decision to adopt AI, even in a limited capacity, may be driven by a desire to remain competitive in a rapidly evolving media landscape. As Brynjolfsson and McAfee (2020) argue, technological advancements are transforming the nature of work and competition, and media organisations must adapt to these changes to survive and thrive. By embracing AI, even in a limited way, EBS and ITV stations may be seeking to position themselves as forward-thinking and innovative, attracting audiences and advertisers in an increasingly competitive market.

Research Question Two: What is the perceived impact of AI-generated contents on the credibility of EBS and ITV broadcast media stations in Benin City, Edo State?

The perceived impact of AI-generated content on the credibility of EBS and ITV stations in Benin City is a complex and multi-faceted issue, characterised by a tension between potential benefits and significant concerns about erosion of trust. While a substantial portion of respondents reported "no noticeable impact" on their station's credibility, a significant minority expressed concern that AI-generated content slightly or significantly reduces credibility. This highlights a potential audience scepticism surrounding the use of AI in news and information broadcasting, particularly in a context where public trust in media is already fragile (Nwodu, 2020).

The fact that a considerable proportion of respondents believed their audience perceived AI-generated content as less trustworthy underscores the challenges faced by stations in gaining public confidence in this technology. This finding is particularly relevant in light of Source Credibility Theory (Hovland & Weiss, 1951; Okoro, 2013), which posits that the perceived trustworthiness of a source directly influences the persuasiveness and acceptance of its message. If audiences

perceive AI-generated content as less credible, they may be less likely to trust the information provided by the station, potentially damaging its reputation and undermining its ability to inform and influence public opinion. As Amosun and Olowookere (2019) found in the context of celebrity endorsements in Nigeria, source credibility is a crucial factor in determining the effectiveness of communication. Similarly, Ekwueme (2018, 2020) has demonstrated the importance of source credibility in shaping audience attitudes towards media messages in Nigeria.

Concerns about the accuracy and reliability of AI-generated content also play a significant role in shaping perceptions of credibility. While many rated AI-generated content as moderately or mostly accurate and reliable, a non-negligible proportion raised concerns about potential inaccuracies. This is particularly relevant given the potential for AI algorithms to perpetuate biases or generate misinformation, as highlighted by O'Neil (2016) and Duke (2020). The fact that many believed that AI-generated content results in about the same number of errors as human-generated content suggests that AI has not necessarily reduced the risk of factual inaccuracies and may even introduce new sources of error, particularly if not carefully monitored and vetted by human editors (Gwadi & Igbashangev, 2025).

Furthermore, there is significant worry about the potential for bias or misinformation in AI-generated content. This aligns with the ethical concerns raised by Bostrom (2021) and the need for regulatory frameworks to ensure accountability and transparency, as argued by Gubwa (2023) and Omale (2023). The potential for AI to amplify existing biases or generate entirely new forms of misinformation poses a significant threat to the credibility of news organisations, particularly in a context where public trust in media is already fragile (Nwodu, 2020). As Ogwo (2021) notes, addressing bias in AI algorithms is an ethical imperative for media organisations.

The tone of AI-generated content can also influence perceptions of credibility. As Kaplan (2023) argues, the tone and style of AI-generated content can impact how audiences perceive its trustworthiness and objectivity. If AI-generated content is perceived as overly promotional, sensationalist, or lacking in nuance, it may undermine the credibility of the news organisation.

Okay, here's a rewritten version of the answers to research questions 3 and 4, retaining the original format (including table references), elaborating on the explanations, and incorporating relevant citations.

Research Question Three: What are the factors that influence the use of AI-generated contents by EBS and ITV broadcast media stations in Benin City, Nigeria?

Several key factors appear to influence the use of AI-generated content by EBS and ITV broadcast media stations in Benin City. These factors encompass operational efficiency, economic considerations, the availability of skilled personnel, and audience expectations, each playing a distinct role in shaping the adoption and implementation of AI technologies.

Firstly, and perhaps most significantly, the desire for increased efficiency emerges as a primary driver. Table 11, "Most Significant Reason for Adopting AI-Generated Content," clearly demonstrates that "increased efficiency" is the most frequently cited reason (33.3%) for adopting AI. This aligns with the broader trend of organisations seeking to leverage AI to automate tasks and improve productivity, as discussed by Brynjolfsson and McAfee (2020). This suggests that stations are primarily motivated by the potential for AI to streamline their workflows, automate repetitive tasks, and optimise their overall operational processes. The fact that "improved speed of creation" (21.3%) also ranks highly further underscores the importance of efficiency in the decision-making process. Therefore, AI is seen as a tool to enhance productivity and reduce the time required to produce and deliver content, a crucial advantage in today's fast-paced media

environment. As Kuka (2023) notes, the speed of AI content generation can have significant implications for media organisations.

Secondly, economic considerations exert a considerable influence. Table 13, "Significance of Implementation and Maintenance Costs," reveals that the cost of implementing and maintaining AI technology is a significant factor affecting stations' decisions. A substantial proportion of respondents rated costs as either "extremely significant" (16.5%) or "very significant" (29.3%), indicating that budgetary constraints are a major consideration. This suggests that the financial viability of AI solutions is a crucial factor in determining whether stations can afford to adopt and utilise these technologies. Furthermore, the potential for "cost savings" (24.5%), as highlighted in Table 11, also plays a role, suggesting that stations are seeking AI solutions that can reduce their overall operating expenses. This aligns with Kim's (2020) findings that cost is a significant factor influencing the adoption of AI-generated content in media outlets.

Thirdly, the availability of skilled personnel is another important factor. Table 12, "Influence of Skilled Personnel Availability on AI adoption," shows that the presence of skilled staff has a positive influence on stations' use of AI-generated content. While a notable portion reported a "major positive influence" (28.5%), a larger group indicated a "minor positive influence" (37.3%). This suggests that while having skilled staff is beneficial, it's not necessarily a prerequisite for AI adoption. However, the fact that some respondents reported a "minor negative influence" (9.2%) or "major negative influence" (4.4%) highlights the potential challenges associated with implementing and managing AI systems without the right expertise. Thus, access to skilled personnel is a facilitating factor, but not an absolute barrier to entry. Alonge (2023) emphasises the importance of training journalists for the AI era to ensure the responsible and ethical use of these technologies.

Fourthly, audience expectations, particularly the demand for up-to-the-minute information, also exert an influence. Table 14, "Importance of Audience Demand for Up-to-the-Minute Information," indicates that this demand is important in stations' decisions to use AI-generated content. The high ratings for "extremely important" (20.5%) and "very important" (33.3%) suggest that the need to deliver timely news and updates is a key motivator for AI adoption. In today's fast-paced media landscape, audiences expect to receive information quickly and conveniently, and AI can help stations meet this demand. Consequently, the pressure to remain competitive and responsive to audience expectations drives the adoption of AI technologies. This aligns with Kim's (2023) argument that AI can be harnessed to create customised media experiences that cater to audience preferences.

Finally, while less prominent than the other factors, the desire to be seen as technologically advanced also plays a role. Table 15, "Importance of Being Seen as Technologically Advanced," shows that being perceived as an innovative media outlet is moderately important for many stations (36.5%). This suggests that stations are aware of the need to maintain a modern and forward-thinking image, and that adopting AI can contribute to this perception. However, it is not the overriding priority, as operational efficiency and economic considerations appear to be more pressing concerns. Okoro (2022) discusses the transformation of the broadcast landscape in Nigeria due to digital media, highlighting the need for stations to adapt to technological changes. In conclusion, the use of AI-generated content by EBS and ITV broadcast media stations in Benin City is influenced by a complex interplay of factors, with operational efficiency, economic considerations, skilled personnel availability, and audience expectations all playing significant roles. While the desire to be seen as technologically advanced also contributes, it is less prominent

than the more practical and immediate concerns related to cost, productivity, and audience responsiveness.

Research Question Four: Why do EBS and ITV stations adopt Artificial Intelligence in their programmes?

EBS and ITV stations adopt Artificial Intelligence in their programmes for a multitude of reasons, primarily centred around enhancing operational capabilities, improving content delivery, and potentially attracting and retaining audiences. These motivations are deeply intertwined with the need to remain competitive in a rapidly evolving media landscape.

Firstly, AI is adopted to automate routine tasks and processes, thereby freeing up staff for more creative and strategic activities. Table 16, "Contribution of AI to Automating Routine Tasks in Broadcast Media Stations," indicates that AI contributes to automating routine tasks to a moderate extent for a large proportion of stations (32.5%). The fact that a further 29.3% report that AI automates tasks to a "great extent" suggests that stations are actively seeking to leverage AI to streamline their operations and reduce the burden on their workforce. This allows journalists, editors, and other media professionals to focus on higher-value tasks such as investigative reporting, in-depth analysis, and creative content development. This aligns with the broader trend of AI augmenting human capabilities in various industries, as discussed by Brynjolfsson and McAfee (2020).

Secondly, AI is adopted to improve the speed at which news and information can be created and delivered to the public. Table 17, "Impact of AI on Speed of Content Creation and Delivery," reveals that AI is generally perceived to enhance the speed of content creation and dissemination. A substantial proportion of respondents acknowledge a "moderate increase" (36.5%) or "significant increase" (25.3%) in speed, suggesting that AI is contributing to quicker turnaround

times and more rapid delivery of content. In today's fast-paced media environment, where audiences demand instant access to information, this increased speed is a critical advantage. As Kuka (2023) notes, the speed of AI content generation can have significant implications for the spread of information, both positive and negative.

Thirdly, AI is adopted to enable content personalisation, allowing stations to tailor their output to specific audience segments or demographics. Table 18, "Degree to which AI Enables Content Personalisation in Broadcast Media Stations," shows that AI enables content personalisation to a moderate degree for many stations (36.5%). This suggests that while AI is facilitating some tailoring of content, it is not yet fully exploited for highly individualised delivery. However, the potential for personalised content is a significant driver, as it allows stations to better cater to the diverse needs and interests of their audiences, potentially leading to increased engagement and loyalty. Kim (2023) argues that AI can be harnessed to create customized media experiences that cater to audience preferences. McKinsey & Company (2022) also highlight the importance of the human touch in AI-driven personalization to enhance engagement.

Fourthly, AI is adopted to enhance innovation and creativity in programming and content. Table 19, "Contribution of AI to Innovation and Creativity in Broadcast Media Stations," indicates that AI has a slight positive impact on innovation and creativity for a significant portion of stations (36.5%). While the impact may not be transformative, AI can contribute to the generation of new ideas, the exploration of novel content formats, and the development of more engaging and interactive programming. This can help stations to differentiate themselves from competitors and attract new audiences.

Finally, AI is adopted to improve the overall quality, accuracy, and professionalism of broadcast programmes. Table 20, "Impact of AI on Overall Quality, Accuracy, and Professionalism in

Broadcast Media Stations," shows that AI has a slight positive impact on these aspects for many stations (36.5%). This suggests that AI can contribute to improvements in content standards, by assisting with tasks such as fact-checking, grammar correction, and automated editing. However, it is important to note that AI is not a substitute for human expertise and oversight, and that careful monitoring is required to ensure that AI-generated content meets the highest standards of quality and accuracy. Adetunji (2023) and Ogwo (2021) discuss the ethical implications of AI in journalism, highlighting the need for responsible and ethical use of these technologies.

In summary, EBS and ITV stations adopt AI in their programmes for a variety of reasons, all ultimately aimed at enhancing their operational capabilities, improving their content delivery, and remaining competitive in the media landscape. The key motivations include automating routine tasks, increasing speed of content creation, enabling content personalisation, enhancing innovation and creativity, and improving overall quality and accuracy. By leveraging AI in these ways, stations hope to deliver more engaging, informative, and relevant content to their audiences, while also streamlining their operations and reducing costs. However, it is crucial to address the ethical considerations and potential risks associated with AI, such as bias, misinformation, and the erosion of trust, to ensure that these technologies are used responsibly and ethically (Miller, 2021; Nwankwo, 2023; Ogwo, 2021).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This study investigated the influence of artificial intelligence-generated contents on the credibility of Independent Television and Edo Broadcasting Service Broadcast media stations in Benin. It examined the level of AI adoption, the perceived impact on source credibility, the factors influencing AI usage, and the reasons driving its implementation in programming. The research was grounded in Source Credibility Theory and Artificial Intelligence Adoption Theory to provide a comprehensive understanding of the phenomenon. The study on AI-generated content in EBS and ITV broadcast media stations in Benin City revealed that the use of AI is moderate to limited, with a focus on specific applications such as social media posts, weather reports, and graphics. The study found that while many respondents believe AI has no noticeable impact on credibility, a significant minority express concerns about potential erosion of trust. The stations' multi-faceted approach to AI adoption has fostered a culture of cautious experimentation, with an emphasis on efficiency and cost-effectiveness.

The study also highlighted the importance of operational efficiency, economic considerations, and the availability of skilled personnel in influencing the adoption of AI. Additionally, audience expectations for up-to-the-minute information were found to be a significant driver. Furthermore, the automation of routine tasks, the improvement of content delivery speed, and the potential for content personalisation emerged as key reasons for adopting AI in programming.

Overall, the study's findings suggest that AI is gradually being integrated into EBS and ITV stations in Benin City, but requires careful management to optimise its benefits and mitigate potential risks to credibility. The study's findings contribute to the existing body of knowledge on AI adoption in media, emphasising the importance of context-specific strategies that address the unique needs and challenges of individual organisations within the Nigerian broadcast landscape.

5.2 Conclusion

Based on the findings, it can be concluded that the use of AI-generated content in EBS and ITV broadcast media stations in Benin City is still in its early stages, characterised by moderate adoption and a cautious approach to implementation. While stations recognise the potential benefits of AI in terms of efficiency, speed, and content personalisation, they are also acutely aware of the potential risks to credibility and the need for skilled personnel to manage these technologies effectively. The stations' diverse approach to AI adoption reflects a desire to balance innovation with the need to maintain audience trust and uphold journalistic standards. Effective management of AI, particularly by addressing concerns about bias, accuracy, and transparency, has emerged as a critical factor in ensuring its successful integration.

5.3 Recommendations

Based on the findings of this study, it is recommended that:

1. The management of EBS and ITV should establish clear guidelines and ethical frameworks for the use of AI-generated contents with strong emphasis on transparency and accountability.

2. EBS and ITV, Benin should partner with The Nigerian Broadcasting Commission (NBC) and other regulatory bodies in the media sector should to develop industry-wide standards and best practices for the use of AI in broadcasting. This could include establishing benchmarks for accuracy, fairness, and transparency, as well as providing training and resources to help stations implement these standards effectively.
3. Journalism training institutions in Nigeria should incorporate AI literacy into their curricula to equip future journalists with the skills and knowledge needed to work effectively alongside AI technologies. This could include training in AI ethics, fact-checking, data analysis, and the responsible use of AI tools.
4. EBS and ITV stations should invest in ongoing training and development programs for their staff to enhance their skills in AI-related areas. This could include providing opportunities for journalists, editors, and other media professionals to attend workshops, conferences, and online courses on AI ethics, data analysis, and content creation. Furthermore, stations should encourage staff to experiment with AI tools and to share their experiences and best practices with colleagues.

5.4 Suggestions for Further Studies

1. Future studies could also investigate the potential for AI to be used to promote media pluralism and diversity in Nigeria. This could include exploring how AI can be used to support community radio stations, independent news outlets, and citizen journalism initiatives.
2. Further research should be conducted to explore audience perceptions of AI-generated content in Nigeria and to assess the long-term impact of AI on the credibility of news

organisations. This could include qualitative studies to understand audience attitudes and concerns, as well as quantitative studies to measure the impact of AI on audience trust and engagement.

5.5 Contributions to Knowledge

This study makes several significant contributions to the body of knowledge surrounding the adoption and impact of artificial intelligence within the Nigerian broadcast media landscape. Firstly, it provides a rare empirical assessment of the extent to which AI-generated content is currently being used by EBS and ITV stations in Benin City, offering valuable insights into the practical realities of AI implementation in a developing-world context. This granular understanding of current usage patterns, including the specific applications and frequency of AI adoption, fills a crucial gap in the existing literature, which often focuses on theoretical possibilities rather than concrete examples.

Secondly, the study offers a nuanced examination of the perceived impact of AI-generated content on the credibility of these stations, revealing a complex interplay of factors that influence audience trust. By exploring the concerns and anxieties surrounding AI, particularly in relation to bias, accuracy, and transparency, the research highlights the critical importance of ethical considerations in the responsible deployment of these technologies. This contribution is particularly significant given the growing global debate about the potential for AI to erode public trust in media institutions.

Thirdly, the study identifies and analyses the key factors that influence the adoption of AI by EBS and ITV stations, providing a valuable framework for understanding the drivers and barriers to AI implementation in the Nigerian broadcast sector. By considering operational

efficiency, economic considerations, skilled personnel availability, and audience expectations, the research offers a holistic perspective on the complex decision-making processes involved in AI adoption. This framework can be used by other media organisations in Nigeria and beyond to inform their own AI strategies.

Finally, the study offers concrete and actionable recommendations for EBS and ITV stations, regulatory bodies, journalism training institutions, and policymakers to promote the responsible and ethical use of AI in the media sector. These recommendations, which are grounded in the empirical findings of the research, provide a practical roadmap for navigating the challenges and opportunities presented by AI, ensuring that these technologies are used to enhance the quality and accessibility of news and information while safeguarding public trust and journalistic integrity. In essence, this study provides a crucial evidence base for informed decision-making and policy development in the rapidly evolving field of AI and media in Nigeria.

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APPENDIX
QUESTIONNAIRE

Faculty of Arts,
University of Benin,
Benin City, Edo State, Nigeria.
May, 2025.

Dear Respondent,

REQUEST FOR COMPLETION OF QUESTIONNAIRE

I am a post-graduate student from the above-named department carrying out research on the **INFLUENCE OF ARTIFICIAL INTELLIGENCE-GENERATED CONTENTS ON THE CREDIBILITY OF INDEPENDENT TELEVISION AND EDO BROADCASTING SERVICE**. This is an academic research for the award of Bachelor of Science (B.Sc) degree in Mass Communication and your honest opinion is required.

Please be assured that there are no right or wrong answers to any question. Your answers will be treated with utmost confidentiality. Thank you for your anticipated co-operation.

Yours faithfully,

Researcher

Please indicate your response by ticking [] in the option that best represents your opinion.

SECTION A: Demographic Data

1. Age:
 18-25 26-35 36-45 46 and above
2. Gender:
 Male Female
3. Marital status:
 Single Married Divorced
4. Educational Qualification:
 O'level NCE/OND HND Bachelor's Degree Master's Degree Others
5. Medium of Practice
 ITV NTA

SECTION B: Questionnaire Based on Research Objectives

Objective 1: Extent to which AI-generated contents are used by select broadcast media stations in Benin City, Edo State.

1. How would you describe the current level of AI-generated content use at your station?
 Very Extensive Extensive Moderate Limited Not at all
2. Which of the following types of AI-generated content does your station currently utilize? (Tick all that apply) News scripts Weather reports Sports updates Social media posts Video editing Graphics Music None
3. How frequently does your station incorporate AI-generated content into its broadcasts?
 Daily Several times a week Weekly Monthly Rarely Never
4. Approximately what percentage of your station's total broadcast content is currently AI-generated?
 0-10% 11-25% 26-50% 51-75% 76-100%

Objective 2: Perceived impact of AI-generated contents on the credibility of select broadcast media stations in Benin City, Edo State.

1. In your opinion, how does the use of AI-generated content generally affect the credibility of your station with the audience?

Significantly Enhances Credibility Slightly Enhances Credibility No Noticeable Impact Slightly Reduces Credibility Significantly Reduces Credibility

2. How do you believe the majority of your audience perceives the use of AI-generated content in news and information broadcasts?

More Trustworthy Equally Trustworthy Less Trustworthy Unsure Don't Notice

3. How would you rate the overall accuracy and reliability of the AI-generated content your station uses?

Extremely Accurate and Reliable Mostly Accurate and Reliable Moderately Accurate and Reliable Somewhat Inaccurate and Unreliable Very Inaccurate and Unreliable

4. Compared to human-generated content, does the use of AI-generated content lead to more or fewer factual errors in your station's broadcasts?

Significantly Fewer Errors Slightly Fewer Errors About the Same Number of Errors Slightly More Errors Significantly More Errors

5. How concerned are you about the potential for bias or misinformation in AI-generated content used by your station?

Very Concerned Moderately Concerned Slightly Concerned Not Very Concerned Not at All Concerned

Objective 3: Factors that influence the use of AI-generated contents by select broadcast media stations in Benin City, Nigeria.

1. What is the most significant reason your station has adopted the use of AI-generated content?

Cost Savings Increased Efficiency Improved Speed of Content Creation Enhanced Content Quality To Stay Competitive Other (Please Specify): _____

2. How does the availability (or lack thereof) of skilled personnel to manage and oversee AI systems influence your station's use of AI-generated content?

Major Positive Influence Minor Positive Influence No Influence Minor Negative Influence Major Negative Influence

3. How significantly does the cost of implementing and maintaining AI technology affect your station's decision to use AI-generated content?

Extremely Significant Factor Very Significant Factor Moderately Significant Factor Slightly Significant Factor Not a Significant Factor

4. How important is the perceived audience demand for fast, up-to-the-minute information in your station's decision to use AI-generated content?

Extremely Important Very Important Moderately Important Slightly Important Not at All Important

5. How important is it for your station to be seen as a technologically advanced and innovative media outlet compared to its competitors?

Critically Important Very Important Moderately Important Slightly Important Not at All Important

Objective 4: Why media stations adopt artificial intelligence in their programs

1. To what extent does AI contribute to automating routine tasks and processes at your station, freeing up staff for other activities?

To a Very Great Extent To a Great Extent To a Moderate Extent To a Slight Extent Not at All

2. How much does AI improve the speed at which your station can create and deliver news and information to the public?

Dramatically Increases Speed Significantly Increases Speed Moderately Increases Speed Slightly Increases Speed No Noticeable Increase in Speed

3. To what degree does AI enable your station to personalize content for different audience segments or demographics?

To a Very High Degree To a High Degree To a Moderate Degree To a Slight Degree Not at All

4. How much does AI contribute to the overall innovation and creativity of your station's programming and content?

Significantly Enhances Innovation Moderately Enhances Innovation Slightly Enhances Innovation No Impact on Innovation Hinders Innovation

5. How much does AI improve the overall quality, accuracy, and professionalism of your station's broadcast programs?

Greatly Improves Quality Moderately Improves Quality Slightly Improves Quality No Noticeable Improvement Decreases Quality

