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Artificial intelligence and media content creation amongst media professionals in Nigeria: Benefits and challenges

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ABSTRACT

The rapid advancement of artificial intelligence (AI) technology has become a notable phenomenon in today's society, particularly with its widespread use by media professionals for content creation. This has sparked debate among media and communication scholars regarding whether AI is beneficial or detrimental to the media profession. This paper presents a conceptual review of AI in the media field, exploring both its benefits and challenges. The paper was grounded on proposition of Technology Determinism theory. Therefore, the paper argued that while AI tools bring advantages and drawbacks, their impact on the media profession is undeniable. AI has significantly reshaped the structure and processes involved in media work, particularly in content creation. On the positive side, AI helps media professionals meet tight deadlines and generate novel perspectives on media content, thereby accelerating the production of detailed material for mass audiences. However, AI's integration into the industry is also displacing human workers and raising ethical concerns. Overreliance on AI tools can hinder the critical thinking and creativity of media professionals who depend on these technologies to "think" for them. As a result, much of today's media content are produced by artificial systems rather than human creativity. Therefore, the paper recommends that media professionals should establish guidelines to mitigate algorithmic bias and ensure AI-generated content aligns with ethical standards of fairness and diversity. Also, there should be strict data protection policies and regular audits to enforce protection of audience data when using AI for content personalization. In addition, media professionals should be used as a tool to augment, not to replace human creativity.

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1. INTRODUCTION

In recent years, artificial intelligence (AI) has rapidly advanced, disrupting a wide range of industries and transforming how people interact with technology and one another. The media industry, which includes journalism, entertainment, advertising, and broadcasting, has also been deeply impacted by this revolutionary technology (Muhammad. 2023). As AI continues to infiltrate various aspects of daily life, it is essential to examine its influence on the media sector, where both the opportunities and challenges it presents are profound. Historically, media professions relied on human creativity and storytelling, in the transmission of information. However, the advent of AI technology is reshaping this landscape, introducing unprecedented changes in how media content is created and consumed (Bakola et al, 2022). AI encompasses various fields, such as machine learning, natural language processing, computer vision, and data analytics, which collectively allow machines to perform tasks that were once exclusive to humans (Su, Togay & Côté, 2020). The integration of AI into media organizations offers novel opportunities to streamline workflows, enhance productivity, and personalize content. AI is reshaping media production, distribution, and consumption like never before, with content creation and curation being key areas of change (Muhammad, 2023). The way media content is both disseminated and consumed has also evolved as a result of AI advancements. AI-powered recommendation systems are now central to offering users personalized content, which has been shown to increase user engagement and retention. Platforms like Netflix and Spotify leverage AI to analyze user preferences and habits, delivering customized suggestions (Agner, & Renzi, 2020). However, these systems raise concerns about "filter bubbles," where individuals are exposed only to content that aligns with their existing beliefs, limiting their access to diverse perspectives (Dahlgren, 2021).

The impact of AI on the advertising as one of the media industry is equally significant. By utilizing AI-powered analytics and targeted advertising, advertisers can deliver highly relevant and personalized content to consumers, thus optimizing marketing campaigns and boosting returns on investment (Haleem et al., 2022). Despite its many benefits, the application of AI in the media industry also presents several challenges that must be addressed. These challenges include ethical concerns such as algorithmic bias, inclusivity, and accountability (Porayska-Pomsta & Rajendran, 2019). Media organizations must carefully consider the ethical implications of AI in content creation to ensure fairness, diversity, and inclusion. Furthermore, the rise of AI in media profession has significant implications for the workforce, as AI can automate repetitive tasks, increase efficiency, and reduce costs. While this can improve productivity, it also raises concerns about job displacement and the need for retraining and reskilling media professionals to keep pace with AI's growing role (Jagannathan, & Maclean, 2019). Understanding these shifts is crucial for developing policies that foster effective collaboration between human workers and AI systems. According to Rachita, et al. (2024), AI has emerged as a disruptive force that is fundamentally reshaping industries and altering the way humans interact with technology. A notable area where AI is making significant strides is in content production, where it is radically transforming how digital information is generated, managed, and consumed. Meanwhile according to Guzman and Lewis, (2019) Journalism as media profession, is undergoing significant changes due to application of AI tools in content creation. AI systems are now capable of writing news articles, analyzing data trends, and even predicting future events, enhancing both the speed and accuracy of news reporting. In marketing, AI is used to tailor content to specific audiences, optimize marketing campaigns, and analyze consumer behaviour, making these campaigns more efficient and successful (Rachita et al, 2024).

The media profession, which has traditionally relied on human creativity for storytelling and content creation, is experiencing rapid and substantial transformations due to AI. Robots are now performing tasks once reserved for human professionals (Arguedas & Simon, 2023). AI is revolutionizing the entire media landscape, including journalism, entertainment, advertising, and broadcasting. Media professionals are increasingly recognizing the speed at which AI is infiltrating the industry, and examining its impact has become more important than ever (Beckett & Yaseen, 2023). However, Concepción et al. (2024) explain that AI, as a branch of computer science, deals with machines' ability to mimic human intelligence, which can help solve some of the world's most pressing social problems. However, with AI generating content so quickly and easily, predicting future trends in the media industry has become challenging. This is not only due to the rapid pace of technological changes but also because of the growing expectations of media audiences, who increasingly demand personalized content from human professionals rather than AI-generated outputs (Danzon-Chambaud, 2023).

By understanding audience preferences, AI can help media organizations make informed investment decisions when creating content. AI can also assist in identifying potential subscribers, thereby supporting the financial stability of media companies, which rely on subscriptions and advertising revenue (Danzon-Chambaud, 2021). Diakopoulos (2019), as cited by Graefe and Bohlken (2020), highlights AI's transformative role in content creation within the media industry. AI can sift through vast amounts of data—such as user preferences and social media trends—to produce engaging, personalized content. The rise of "automated journalism" or "robot journalism," where AI algorithms swiftly generate news articles, sports reports, and financial summaries, is a prime example of this transformation (Graefe & Bohlken, 2020). Jia, (2020) confirms that AI-driven automated journalism efficiently generates routine, fact-based content, allowing human journalists to focus on more creative and investigative tasks. AI has significantly reduced the time and cost involved in producing certain types of content, but it has also raised concerns about job displacement within the media industry (Jia, 2020). While some argue that AI can enhance creativity by generating unconventional ideas, others raise concerns about attributing creativity and intellectual property when AI-generated content is used. Scholars have proposed new frameworks that view AI as a co-creator with humans rather than merely a tool for automation (Guisado-Clavero et al., 2022). Therefore, this paper aims to examine the benefits, challenges and consideration of AI adoption in the media professional practice, particularly in content creation. With this, the study highlights the potential of AI in enhance productivity in media industry while addressing workforce challenges that accompany its usage. By contributing to the field of communication and media studies, this paper clarifies the ongoing debate regarding AI's impact on creativity. The paper holds that While AI is set to reshape the media landscape, human creativity will remain an essential component of the media profession.

2. LITERATURE REVIEW

2.1 Artificial intelligence

According to Grandinetti, (2021) cited in Elsir et al (2024), prior investigations have thoroughly examined the utilization of artificial intelligence in the establishment and administration of social media content. The notion that AI can optimize content for specific target audiences and identify trends and patterns through data analysis is unfounded. Artificial intelligence popularly known as AI is a novel technologies that has become a contending phenomenon, which has cut across every field of human endeavours. According to Jia, and Johnson, (2021) AI is a kind of new technology that has the ability to improve its own performance and effectiveness over time using data through learning algorithms, without being explicitly programmed for each possible scenario. It is obvious in this definition that, artificial intelligence can be dynamic, self-improving in nature, that can learn from vast datasets. Furthermore, seeing AI as a system of autonomous decision making, Lermann-Henestrosa, et' al (2023) noted that, AI is an intelligent agent that can act autonomously to make decisions in uncertain environments by learning its surroundings, analyzing and interpreting the data available, and executing actions that are optimized based on predefined goals. With this definition, it is apparent that artificial intelligence is autonomous and can equally function without continuous human intervention.

2.2 Media profession

Media profession covers a wide range of activities which involve creating, distributing, and consuming information through various platforms that include print, broadcast, digital, and social media. Explaining media profession, Linden and Tuulonen, (2019) noted that, media profession is a dynamic and evolving field of humanity that involves creating, managing, and distributing of content across media platforms, where professionals in field playing a key functions in shaping public opinion, informing audiences, providing entertainment as well as setting agenda of public discus. But with advancement in technology the scope and nature of media profession has undergone series of transformations. Explaining transformation feature of media profession in this digital age, Moran and Shaikh (2022) highlighted the growing importance of digital journalism in the media profession, where newsrooms are rapidly relying on data-driven reporting, AI-assisted content creation, and real-time audience engagement. With this digitalization of media has shifted media professional models from traditional, now emphasizing multimedia content, online engagement, and the monetization of digital platforms over traditional print and broadcast media (Hohenstein et al, 2023)

2.3 Benefits of AI Tools in Media Content Creation

According to Moravec et al. (2020), Murcia Verdú et al. (2022), TandocJr et al. (2020), and Túñez-López et al. (2021) the following are key areas in which artificial intelligence tools are of benefit to media professionals in the process of content creation:

- Increased Efficiency: AI automates repetitive tasks like data analysis and report generation, freeing up human journalists to focus on in-depth investigative work and creative storytelling. Tools like Wordsmith and Quill demonstrate this by quickly generating news articles based on structured data
- Enhanced Creativity: AI algorithms can generate novel ideas and content combinations, pushing creative boundaries for media professionals. This human-AI collaboration leads to more diverse and innovative media content
- Personalized Content: AI-powered machine learning analyzes user data to deliver tailored content, boosting audience engagement and loyalty. Media outlets now effectively target specific audience segments based on their preferences and behaviors.
- Data-Driven Decision Making: Natural Language Processing (NLP) tools track content performance and audience interaction. This data allows media organizations to refine their content strategies, optimize audience targeting, and improve content distribution efficiency.

Therefore, with these benefits that AI tools have brought into media practice, it is obviously clear that AI technology is transforming the media landscape by automating tasks, enhancing creativity, enabling personalized content experiences, and providing valuable data insights. These advancements empower media professionals to work more efficiently, produce more engaging content, and better understand their audiences.

2.4 Challenges and consideration of Artificial Intelligence in Media Content Creation

Although AI has greatly accelerated content creation, several challenges remain for media professionals, as highlighted by Rachita et al. (2024):

1. Maintaining Quality and Accuracy: AI powered tools are powerful in generating content swiftly, but ensuring the accuracy and quality of the output remains a critical and challenging issue in applying AI for content creation among the media professional. Therefore, to mitigate this, media content creators must rigorously review and refine AI-generated content to ensure it meets the required standards. Although this review process can be time-consuming, but crucial for maintaining credibility and engaging the audience effectively,

2. Managing bias in AI Algorithms: controlling subjective and bias in using AI tool for media content creation is now a contemporary issue and challenging the credulity and reliability nature of the media content. This is because AI systems are susceptible to biases, and media content creators must be vigilant in identifying and mitigating these biases. This may involve employing diverse, representative datasets during AI training and regularly evaluating algorithms for potential bias. Addressing these issues is critical to fostering fairness and inclusivity in media content,

3. Balancing Automation with Human Creativity: using AI powered tools for content development among the media professional is currently facing critical challenge. This is because, while AI can streamline many aspects of content creation, preserving human creativity is essential in the profession. Therefore, rather than replacing creativity, AI should be viewed as a tool that enhances creative work. It is vital for media professionals to integrate AI in a way that complements human ingenuity,

4. Protecting Data Privacy and Security: It is a great challenge simply because AI-driven tools for content creation among media professionals often require access to extensive data, raising concerns over data privacy and security. In view of this, content creators must ensure that the AI technologies they use comply with data protection laws. Steps such as anonymizing data, using encryption, and conducting regular audits can help safeguard sensitive information,

5. Training and Education: Using AI for content creation as a novel tool among the media professionals has become a challenging phenomenon, especially among the media experts whom are illiterate of computer technology. Therefore, for effective integration of AI into the content creation process, media professionals may need specialized training. Understanding how AI works and learning how to leverage its capabilities are critical. This could involve attending workshops, enrolling in AI-related courses, or collaborating with AI specialists to grasp the best practices in AI-enhanced content production, and

6. Cost Considerations: The cost of using AI-powered tools for content creation can be high, especially for small media businesses and individual content creators. As such, media professionals must balance the costs of implementing AI with the potential benefits. Conducting a cost-benefit

analysis and exploring different pricing models, such as subscription-based or pay-per-use systems, can help find the most cost-effective approach.

2.5 THEORETICAL FRAMEWORK

This paper applies Technology Determinism Theory, a choice that aligns with the topic at hand, in examining the relationship between AI tool adoption in content creation among media professionals. The key assumption of this theory provides a logical framework for understanding this phenomenon, particularly the connection between societal changes and ongoing technological advancements. The theory offers valuable insights into how the integration of AI influences media practices and the evolving nature of media professions.

2.6 Technology determinism theory

The concept of technological determinism, attributed to Thorstein Veblen and dating back to the 20th century, highlights the profound influence of technology on societal changes (Hauer, 2017). This theory suggests that technology plays a central role in shaping societal transformations. The development of new innovations, such as AI, leads to inevitable shifts in social structures, cultural values, and systems. In essence, as technology evolves, society often adapts accordingly. Furthermore, Marshall McLuhan's ideas closely align with technological determinism, particularly his belief that communication technologies shape the way humans interact. He famously stated, "we shape our tools, and our tools shape us" (McLuhan & McLuhan, 1988). Therefore, this can be applied to artificial intelligence (AI), which can be viewed as an extension of human intelligence and emotions. This theory forms the foundation of this discussion, explaining AI's transformative impact on both users and society at large. AI has emerged as a major driver of societal change, reshaping human life in multiple aspects. As mentioned, AI has fostered a dependence on technology for task execution, communication, and even emotional support (Weber-Guslar, 2021). Moreover, AI has moved beyond simply transmitting messages to changing how individuals interact and access information. The very concept of communication has been transformed from a purely human activity to one mediated and enhanced by AI technologies. Guzman and Lewis (2019) point out that the gap between traditional communication and AI-mediated communication is closing as AI tools become more capable of functioning as "communicators." While the essence of the messages shared may remain unchanged, the methods of dissemination have revolutionized communication pattern and interpersonal relationships.

Despite criticisms against technological determinism theory, this paper asserts that there is an undeniable link between technological advancements and societal changes, which is particularly evident in today's media industry. This work does not take a firm stance on whether technology drives society or vice versa. However, base on the assumption of this theory, it is clear that the media profession has undergone substantial changes in its operations, due to the integration of AI tools. Oritsegbemi (2023) argues that both individuals and institutions naturally gravitate toward innovations that offer greater convenience, time efficiency, and productivity, while attempting to manage associated risks and challenges. This is particularly true in the case of AI tools for media content creation, which have become an integral reality for media professionals. Therefore, the ongoing adoption of AI technologies in media content creation underscores the benefits of enhanced productivity and time-saving capabilities. However, media professionals must also address the challenges posed by AI, including maintaining the quality and creativity of content, ensuring data security, and navigating the ethical complexities that arise with its use. Thus, AI represents both a transformative opportunity and a challenge for the media industry, reinforcing the idea that technology and society are mutually influential.

3. SUMMARY

Artificial intelligence (AI) has dramatically impacted various industries, including the media sector, which encompasses journalism, entertainment, advertising, and broadcasting. AI offers media organizations new opportunities to enhance productivity, personalize content, and streamline workflows, particularly in content creation. The introduction of AI technologies like machine learning and natural language processing has revolutionized how content is generated and consumed. Media platforms such as Netflix and Spotify use AI to personalize user experiences by analyzing preferences and providing customized recommendations, although this raises concerns about limiting exposure to diverse viewpoints. Additionally, AI tools have increased efficiency by automating repetitive tasks, allowing media professionals to focus on more creative and investigative work. However, AI's integration into media comes with challenges, including ethical concerns such as algorithmic bias, data privacy, and the displacement of human jobs. The accuracy and quality of AI-generated content remain areas of concern, and media professionals must address these issues to maintain credibility. Furthermore, AI's role in content creation raises questions about the balance between automation and human creativity. Despite these challenges, AI's potential to transform the media industry is undeniable, offering increased productivity and content personalization while requiring a thoughtful approach to ethical concerns, data security, and workforce retraining. The ongoing relationship between technology and society, as explained by the technological determinism theory, underscores AI's profound influence on media and communication.

4. CONCLUSION

Artificial intelligence (AI) is a cutting-edge technology that offers significant benefits across various fields, particularly in media professions, providing convenience, speed, and cost-efficiency. It has effectively addressed the demands of fast-paced industries by resolving challenges related to meeting deadlines and fostering creativity within the media sector. However, it also presents major challenges, such as worker displacement, ethical concerns, and the generation of biased content by media professionals. As AI continues to rapidly expand across different sectors, its adoption in media has undeniably transformed the structure, nature, and processes of the profession. In many media outlets today, professionals are delegating tasks to AI tools that were once handled by human workers. It is important to acknowledge that the integration of AI in media content creation brings both benefits and challenges, reshaping the media landscape in significant ways

4.1 Recommendations

Media professionals should establish guidelines to mitigate algorithmic bias and ensure AI-generated content aligns with ethical standards of fairness and diversity. Media professionals should be used as a tool to augment, not replace, human creativity. Training programs should be implemented to help media professionals integrate AI effectively into their work. Strict data protection policies and regular audits must be enforced to protect audience data when using AI for content personalization. Smaller media organizations should explore cost-effective AI solutions and conduct cost-benefit analyses to maximize return on investment.

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