

Reshaping journalism through Artificial Intelligence: A sociological analysis of Nigeria's media landscape

AKPOGHIRAN, Idamah Patrick, Ph.D

Department of Mass Communication, Western Delta University, Oghara, Delta State, Nigeria.

Email: pidamah@gmail.com; Tel: +234083 779 4099.

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ABSTRACT: Artificial Intelligence (AI) technologies are fast becoming core parts of news production processes, reshaping journalism and the media environment. The sociological perspective of artificial intelligence technology is one area in Nigeria that is under-researched. The objective of this study is to navigate how the social construction perspective determines artificial intelligence technology in journalism. Relevant literature was employed and analysed as a research method to achieve the objective of the study. There is a graduate shift from traditional human journalism to technology-oriented journalism, where artificial intelligence technologies are playing a domineering roles in journalism by reshaping the media landscape. The implication is that artificial intelligence in journalism poses a threat to the integrity of news by supplanting human journalists. Human actions in behaviours, attitudes, choices and decisions will definitely determine the directions of artificial intelligence technology in journalism. The future of journalism in this artificial intelligence age does not lie in the technology but in what the technology is used for. The reshaping of journalism through artificial intelligence largely depends on the sociological perspectives or social constructs of humans, developers, policymakers and users. Further studies should look at artificial intelligence and the democratisation of news production.

Keywords: Artificial intelligence, journalism, media, reshaping, technology, sociological perspective.

INTRODUCTION

The unprecedented growth of communication technologies that are constantly redeveloped, fueled by competition, helped in ushering and fostering the Artificial Intelligence Revolution, which is reshaping the media landscape. The integration of AI into journalism and the capacity to generate and process news have been identified in studies (Radoli, 2024; Zaragoza, 2023; Gollmitzer, 2023; Broussard and Diakopoulos, 2019). Broussard and Diakopoulos say AI is reshaping the journalism landscape. Zaragoza (2023) says that AI has the capacity to impact news presentation, promotion, and reshape communicative contexts by providing new content that competes with human production (Atkinson and Barker, 2023). To Amponsah and Atianashie (2024), AI marks a significant evolution in news reporting and the media landscape. Bahroun *et al.* (2023) believe that AI's role encompasses data analysis, content personalisation, investigative journalism assistance, and even shaping

editorial decisions. Gollmitzer (2023) says it reflects a broader trend of digital transformation, reshaping how news is gathered, reported, and consumed. Lutz (2019) underscores the significance of AI in journalism, evolving from a supportive tool to a central component in modern automated journalism.

Clearly, there is a graduate shift from traditional human journalism to technology-oriented journalism or automated journalism, where AI technologies are playing a domineering role in journalism. However, there is fear of potential displacement of human journalists, and this has become a central topic in the debate around AI in journalism (Wang, 2021). There seems to be complexities between AI technology developers and media professionals in terms of roles. AI technologies developers believed that AI plays a supportive role in the newsroom and media organisations, whereas journalists see it as a competitive role (Wu *et al.*, 2019). While AI offers a deeper

insight into news stories (Parratt Fernández *et al.*, 2024), some believe that the complexity is due to the inability of the users to understand the technology (Sirén-Heikel *et al.*, 2019).

AI is said to be the epicentre of the ICTs (Oliveira, 2022). To Singh, Mishra, and Sagar (2013), AI has the ability to hold millions of different pieces of information and ideas in mind at the same time and retain the ability to function. AI tools have been increasingly used for fact-checking, helping combat misinformation and deep-fakes (Amponsah and Atianashie, 2024), information disorder and disinformation (Tijani-Adenle, 2021). AI can enhance the efficacy of media literacy programmes and protect users from deceptive information (Sarkar and Ghosh, 2024). AI has the capacity to pervade and influence human society (Bolarinwa, 2025), even in journalism.

Journalism in Nigeria is obviously associated with the commercialisation of news, poor remuneration, ineffective welfare system, insecurity, and poor working conditions (Yusuf, 2002; Tijani-Adenle, 2021). Ownership influence and control have consistently disturbed news content and selection, and generally, journalism in Nigeria for several decades. In this age of digital journalism, the practice of news gathering and reporting has been slowed down by poor acquisition of digital skills and knowledge, notably in the mainstream media houses of government-owned stations. Training and retraining of journalists in digital journalism is slow due to the high cost of digital equipment. This makes AI journalism slow and ineffective in Nigeria.

Although several studies have been undertaken on the subject of AI and journalism, especially in Western nations (Sarkar and Ghosh, 2024; Amponsah and Atianashie, 2024; Primo and Zago, 2015; Lewis and Westlund, 2015; Träsel, 2013; Plesner, 2009), but studies on AI and journalism are few in Nigeria (Bolarinwa, 2025; Ndubisi, 2024), and for this reason, further studies are required. Some of these studies in Nigeria dwelt on a surface level of prospects, challenges and the future of AI journalism in Nigeria. Studies on this subject in Nigeria are not adequate to make significant conclusions. In addition, many of the studies available were from Western scholars' perspectives and environments. Journalism in Nigeria and the media landscape in general is clearly behind the Western media environment and practices. Also, some of these studies related to AI and journalism in Nigeria have not looked at the sociological perspectives of how AI is reshaping journalism or the possible link between human behaviour and technological determinism in journalism. This area of AI in journalism remains underexplored. This is the significant gap this study fills.

OBJECTIVE AND METHOD

The paper is a sociological perspective of reshaping journalism through artificial intelligence within the ambit of the Nigerian media landscape. The objective of this study

is to analyse how AI is reshaping journalism in Nigeria from a social construction perspective. A qualitative research method was adopted, where relevant literatures were analytical and systematically reviewed in line with the objective of the study. Review of the literature involved a critical selection of journals. The search strategy was browsing Google for key and related concepts, choosing books, journals, and other databases. It is therefore hoped that the paper will help push the frontiers of our understanding in this area and contribute to addressing societal problems relating to the subject.

CONCEPTUAL REVIEW

Artificial intelligence in journalism

The key part of AI in journalism is to make journalists more efficient and creative through technological change. AI technologies have brought about more efficiency and creativity in newsrooms and journalism in general. A comprehensive report by Radcliffe (2025) on journalism in the AI era presented empirical findings on opportunities and challenges that AI offers in journalism. The research participants, who were 200 journalists drawn from 70 countries around the world in the fourth quarter of 2024, were in agreement that AI tools have a transformative impact on their jobs. The report showed that over 80% of the survey respondents used AI tools in their journalistic work, with nearly half having integrated these tools into their daily workflows, and nearly two-thirds used AI on a weekly basis. This implies the widespread adoption of AI in journalism. The report also says that journalists are using AI tools for a diverse range of tasks, including drafting and editing content, research, transcription, translation, fact-checking, and idea generation, potentially helping journalists save time, reach new audiences, and work more efficiently. ChatGPT is the most widely used tool. According to Radcliffe (2025), AI tools are used for news research, creating and disseminating news. To him, AI can do this by automating routine tasks, aiding translation and transcription, as well as enhancing data analysis, idea generation, and other storytelling efforts. This brings the audience closer to the newsroom by mediating between human activity and information sources (Atkinson and Barker, 2023).

Journalists in Nigeria have the opportunity to take advantage of the various tools for journalistic practice. AI products like *Grammarly* for editing, *Trint* for transcription, *Google Pinpoint* for data analysis, *QuillBot* for paraphrasing, *Canva*, *Gemini*, *Dall E*, *Otter*, *Meta AI*, *Midjourney*, *RealityDefender* are used for detecting misinformation. However, one notable example of these tools is [MyAIFactChecker](#). It is seen as Africa's first AI-powered fact-checking tool, and available in seven different local languages, launched in 2024 by [FactCheckAfrica](#), a Nigerian-based independent fact-

checking platform. Users verify news and information by inputting a query and then waiting for an answer to be returned. This includes details of the sources that have been searched (Radcliffe, 2025). Susskind and Susskind (2017) argue that AI is already shaping journalism and undertaking discrete, iterative tasks irrespective of whether or not it replaces individual workers and professions.

The speed at which AI technologies have integrated into journalism, have made media scholars and experts to have rethink on the meaning of journalism. In their reposition, journalism is no longer a matter of who but who and what since AI technologies are involved (Primo and Zago, 2015; Lewis and Westlund, 2015). Journalism is no longer a practice restricted to professional journalists only (Primo and Zago, 2015) but also includes non-human or technological actants (Plesner, 2009). This repositioning brings journalism into post-human practices of journalism (Träsel, 2013).

The application of AI into journalistic practice will transform traditional journalism into AI interactive journalism, where journalist-audience relationships exist to enhance production and consumption of information (Bentivegna and Marchetti, 2018). The Western news media for example, have already taken advantage of AI interactive journalism by introducing it in various stages of news production using open AI ChatGPT since it was designed in November 2022 (Jamil, 2021). Gollmitzer (2023) believes that the growing significance of AI is a testament to technological advancement and an indicator of the changing needs and dynamics of news consumption in the digital age. The emergence of AI in journalism as Amponsah and Atianashie (2024) observed, reflects a broader trend of digital transformation, reshaping how news is gathered, reported, and consumed. The overall point indicates a paradigm shift from traditional journalism to AI journalism. This explains that the future of journalism is in AI.

Historical transition of AI in journalism

The historical transition of AI in journalism helps to explain how AI in journalism has transitioned from its early stage to the present stage, where ethical considerations have taken on a prominent issue in the usability and functions of AI. A clear and concise understanding is provided in Table 1.

Changes in news production processes

Changes in news processes and productions are largely a result of technological changes. These changes indicate the future of journalism that allows the participation of anybody as journalists, and have systematically synergised mainstream journalism and individuals and

micro media outlets or organisations. For instance, the application of digital technologies in journalism has brought a democratic change in journalism, wherein, in the view of Beate (2016), active participation in the creation and distribution of news, a role previously confined to journalists and media houses, has involved any citizen, thus democratising journalistic processes. Digital technologies have opened channels for all who are able and wish to actively participate in news production and processes. Digital journalism has been defined as news produced for a digital environment (Deuze and Witschge, 2018) which utilises tools such as email, laptops, tablets, cellphones and digital voice recorders, blogs, self-publishing tools and inexpensive digital video recorders for digital publication (Mari, 2019). The technology has built news and information communities based on shared interests and concerns (Pavlik, 1997).

Technologies have increased participatory journalism. Singer *et al.* (2011) see participatory journalism as a form of digital journalism that promotes active and intentional engagement between news editors and audiences. It involves, for instance, letters to the editor, which allow audience contributions to the news production process (Lawrence *et al.*, 2018). It is a citizen form of journalism where the audiences are not only diverse but also actively engage in the news production process (Coddington *et al.*, 2018) by a collaborative form of knowledge production (Zamith and Westlund, 2022). In this form, news can be produced by an extensive range of individuals (Wall, 2017).

A subfield of AI journalism is data. As a hybrid form that is grounded in data analysis and the presentation of such analysis (Coddington, 2015), data journalism allows audiences to take active roles in shaping news production and are given opportunities to interact with content (Zamith, 2019). The practices and roles of data journalism focus on the ideals of transparency and sharing (Coddington, 2015) while its forms of knowledge involve news-as-item for many of its “everyday” variants (Zamith, 2019). Data journalism, with all the features that incorporate statistical analysis software, computer science, design, and data visualisation tools, is systematically incorporated into AI journalism.

As a field of AI, automated journalism is geared towards abstraction, structuration, quantification, and personalisation, with the aim of breaking news down to simple forms that are indistinguishable from their human-generated counterparts (Coddington, 2015). Carlson (2018) argues that automated journalism represents a core departure from how journalism has been understood and cannot be contained as an extension of journalism’s professional logic. Associated Press for example, has been using AI to create news content. Also, Reuters uses *Graphiq* to provide data-driven news stories (Parratt Fernández *et al.*, 2024). The features of automated journalism were incorporated into AI since automated journalism has the application of NLG (Natural Language

Table 1. Historical transition of AI in journalism.

Era	Phase	Key developments
1980s-1990s	The early days of AI in Journalism	Basic computer-assisted reporting; Emergence of digital tools and databases.
Early 2000s	The emergence of automated content	Automated content generation for routine reports; Introduction of NLG technologies
Mid-2000s to 2010s	Integration of machine learning	Use of machine learning for data analysis and trend prediction; Social media analysis.
Late 2010s	The rise of personalization and recommendation systems	AI-driven personalization algorithms; Implementation of recommendation engines.
Recent Years	Advanced AI capabilities and ethical considerations	Enhanced capabilities with deep learning; Focus on fact-checking, combating misinformation and deep fakes; Ethical considerations become prominent.

Source: Nurelmadina (2021) cited in Amponsah and Atianashie (2024).

Generation) (Reiter and Dale, 2009; Sirén-Heikel *et al.*, 2019), making news process and production possible without the need for human intervention to operate (Wu *et al.*, 2019).

News production process and journalism in general are taking different forms and shapes in recent times. According to Zamith and Westlund (2022), news production and processes start in the form of traditional journalism (conventional or mainstream) to participatory journalism, live blogging, data journalism, and automated journalism. The entire form is wrapped in AI journalism.

Writing on technology as a driver for change, Toffler (1980) believes that technology is a major determinant of all changes in human development, and in the process of news production. Toffler described technological determinism as the 'third wave', to explain a period of significant changes and acceleration of life as a result of communication technologies in human development. Technology has empowered non-journalists to be involved in news production using their smartphones, laptops, tablet phones and other technological devices to generate, process and disseminate news content or materials to a large audience. In this sense, technology is one of the many social processes (Hauer, 2017) where entities typically regarded as being outside the space of journalism can play a major role at particular points of its development (Zamith and Westland, 2022). Technology, as Bucy (2004) clearly notes, has enabled journalists to work within an environment characterised by greater interactivity that allows users to connect with the world. News consumers now expect to be able to interact with news content, whether through responsive websites or dynamic products such as interactive data visualisations (Zamith, 2019). Journalism is influenced and determined by technological developments. This is why the paper is centred on reshaping journalism through Artificial Intelligence.

The developments in journalism and the news production process are also associated with economic, political and social changes. Neuman (1991) observes that

the news environment is now economically characterised by greater audience fragmentation, a process through which mass audiences are split into more diffuse and specialised groups in their media consumption. Politically, news media have been subjected to changes in regulations, or rules, laws, and codes prescribed by some authority, typically a government (Flew and Swift, 2013). News content is sometimes decided by a range of actors like media owners and multinational advertisers, whose ideologies and interests, they strategically influence news production patterns through the editors and managers.

Changes in journalism as a result of techno-social factors have also brought about the proliferation of news. Coddington (2019) states that the proliferation of news aggregator sites such as Google News and apps such as Apple News, etc., that do not originate news but serve as competitors, and key audience brokers by virtue of their strategic position within the contemporary news landscape.

Journalists now operate in a media environment filled with user-generated content, or non-journalistic content created by active audience members that is typically published online and accessible at negligible cost (Jönsson and Örnebring, 2010). This has enabled unprofessional to enter journalism, provided new content subsidies for news organisations, created new competitors within a competitive attention economy, and challenged news professionals' gatekeeping powers (Bruns, 2008). These developments have brought low and declining levels of trust in media, as well as eroding control over information (Fletcher and Park, 2017). News production is now conditioned by various actants, not the professional journalists with a trained ethical background. Table 2 illustrates the different forms of journalism.

The changes in the news production process and journalism in general, occasioned by technological, economic, political, and social factors, point to the social construction of technology.

Table 2. Epistemologies and different forms of journalism.

Parameters	Traditional Journalism	Participatory Journalism	Live blogging	Data Journalism	Automated Journalism
Social actors	Journalists	Journalists, social media, editors, citizens	Journalists, Citizens	Journalists with cross-filed background	Highly technical journalists & technologies
Technological actants	Customized content management systems	Social media platforms, commenting affordances	Blogging & microblogging platforms, smartphones	Open-source statistical analysis & data visualization software	Proprietary algorithms for natural language processing & generation
Audience approach	Passive audiences	Active participants	Mostly passive audiences	Passive audiences with interactive affordance	Passive audiences that may receive personalized content
Practices, norms, roles & routine	Journalists strive to adhere to values	Journalists in control but news in multiple stages of production	Journalists in control and motivated by immediacy & invite some co-presence	Emphasis is on central tendencies & ideals of transparency & sharing	Human delegate control to actants with emphasis on increased production that appears human-made
Knowledge claims	Claims based on established authority as arbiters of truth in news	Claims reinforced by references to collaborative knowledge production	Claims diminished due to immediacy & challenges of real-time verification	Claims reinforced by references to authority of sciences & quantitation	Claims reinforced references to mechanical objectivity & impartiality
Forms of knowledge	News-as-items & news-about-relations	News-as-items with contributions from active participants	News-as-impressions that may eventually become news-as-items	News-as-items & news-about-relations	News-as-items & news-as-impression
Narrative structure	Coherent & traditional structures, such as the inverted pyramid	Coherent & traditional structures, such as the inverted pyramid	Fragmented & usually following a reverse ordered as its main organizational structure	Coherent & traditional structures but with more interactive & modular elements	Coherent but highly structured and usually based on limited range of templates
Temporality	Ordered, interpretive framework shaped by eventization and elite voices	Ordered, interpretive framework featuring more diverse set of sources	Overlapping moments in time with an interpretive framework interspersing multiple voices	Ordered, interpretive framework relying on structured data sources	Ordered, systematically interpreted framework relying on semi-structured documents & structured data sets
Authorial stance	Objective as a result of following a journalistic process	More subjective and informed by networked balance and co-presence	More subjective and informed by networked balance and co-presence	Objective, but implicitly conveyed as incomplete by virtue of exploratory visualizations	Objective as a result of its mechanical production
Status of text	Finished product	Finished product	Incomplete, temporary product that is being frequently updated	Finished product, or semi-finished as a result of automated updates	Finished product that may be dynamic as a result of personalization

Source: Oxford Research Encyclopedias, Communication (2022) cited in Zamith and Westland (2022).

Challenges of AI in journalism

Interesting as AI in journalism may be, it also comes with inherent risks. The issue of ethical

dimension or compliance in AI journalism has always topped the list of challenges. Amponsah and Atianashie (2024) say ethical consideration is the balance between transparent practices, bias

mitigation, and the influence of AI. Another significant challenge is algorithmic bias. According to the authors, the potential for AI systems to perpetuate biases, if unchecked, can undermine

journalistic integrity. The authors stressed the need to maintain editorial independence and safeguard journalistic ethics and to check the spread of misinformation in the face of rapidly advancing AI technologies. AI systems learn and operate from data; if the data input is biased, then the AI outputs will be biased. The biased data are the making of men. If unguided data are built into an AI system, it will erode the values by presenting wrong data. AI, if not guided it may lead to misinformation. In this way, AI should be guided by ethical considerations. This is vital in preserving the integrity of news media (Shah *et al.*, 2023).

Accountability also comes into focus in the issue of ethical consideration of AI in journalism. For instance, who should be held responsible for any errors or biases in AI-driven content (Amponsah and Atianashie, 2024). The responsibility could be with the AI developers, the user, journalists or the media organisation. Failure to have a deep understanding of the socio-cultural contexts in which AI is developed and in which news is produced and consumed (Allison, 1986) determines the level of accountability. There is also the question of: to what extent can the technology be trusted? Bolarinwa (2025) notes that the corruption of the users of the system is the main problem of AI. AI will be corrupted by the social use of men. Human intent's actions will divert the technology into personal gains and greed. A greedy high-tech company may corrupt the system if there are no strict legal frameworks. These technologies are subject to misuse by commercial and political entities to advance their private interests at the expense of the public good (McStay, 2018).

There are high-level playgrounds for competitions by AI inventors, software experts, and also, industrial espionage will come into the game. Technology is a social construction built on human behaviour. AI technologies may be corrupted by people for selfish gains. The accountability of the AI journalism, therefore, lies in the desk of the editor. News must be filtered before it is consumed by the public. The credibility of news, whether it is AI-driven or human-driven, lies in editing. Editing is the verification of news. AI news needs the intervention of a professional journalist (Levy, 2012).

In a developing country like Nigeria, where communication technology innovations are very slow in acquisition and adaptation, journalists will face the challenge of a lack of knowledge and skills, insufficient training and support from media houses, barriers to usage, and the lack of access to AI tools. Also, younger journalists may have quick response skills and knowledge on AI tools, but older journalists may be left behind, perhaps fear adapting to change or new technology. Fear of adapting to new technology at first has always been a barrier to self-development. Some persons are afraid to adapt and adjust to technological change.

There is also the challenge of digital divides or technological inequalities between journalists in Western countries and developing countries like Nigeria.

Journalists in the West are more sophisticated in the use of AI technologies for journalism than journalists in the South. AI technologies and sophisticated media facilities are available and at reach in the hands of journalists in the West than in the south. Furthermore, the digital divides of AI can help to widen and deepen the unequal power relations in society rather than to abate them (Liu, 2021).

There are indications in some studies that AI has negative impacts on creativity and original reporting, erosion of critical thinking skills and the risk of increased misinformation, and fear of job displacement (Radcliffe, 2025; Tijani-Adenle, 2021). There is also the assumption that the proliferation of AI can have a colonising effect on human society by causing humans to think and behave like computers (Liu, 2021). This is dehumanising (Berman, 1989).

The implications are that AI in journalism poses a threat to the integrity of news, the intrinsic value of human journalistic skills and insights, whereby supplanting human journalists (Qureshi and Tekin, 2020; Amponsah and Atianashie, 2024). News largely revolves around machines, not humans.

Although AI technologies are fast becoming a core part of a modern news operation and production to distribution (Newman, 2018), when news organisations turn to automation companies, they expose the journalistic field to external influence from non-traditional actors (Tan-doc, 2019). Some other AI challenges pertain to intellectual propriety right and copyright. When AI uses data to create content, who claims the right to the original content?

Future of AI in journalism

AI is playing, and it will play a significant role in journalism. However, the future of journalism in Nigeria lies in the pace of acceptability, adaptability/integration, and usability of AI tools for journalism. It should be noted that this shift would be graduate in a slow pace due to the poor state of technological innovations growths in Africa. Africa is always far behind in every aspect of technological development.

The future of AI in journalism will also emerge from the challenges and social change of humans, as already discussed. Man is the causer of change, not the technology itself. Technology is only a tool or medium towards an end, but not an end in itself. Humans with different complex psychological, religious and personal beliefs, social and cultural backgrounds and influences will definitely decide the directions of AI. Any communication device designed and used by humans is subject to corruption. Humans will corrupt AI by using the technology for personal gain and purposes. Presently, the Chinese have made robots to serve different purposes, for games or sports, farming, and there are robots designed for hotel services; humans are allowed to get married to a machine. Humans will have romantic affairs or relationships with a

humanoid. There is a need for greater integration of AI and humans (Sarkar and Ghosh, 2024).

Users are the future of AI. Users here referred to media organisations and journalists, actants and media personnel. Like other technological devices for communication, such as smartphones, AI systems will be upgraded to a new or next level to meet current users' demand and expectations. It is at the point of upgrading that different unethical updates will be introduced into the system. Communication devices such as smartphones have left the era of being called smart to intelligence phones and television because of incredible AI features (Samsung Galaxy S25 Ultra; iPhone 16 Pro Max or Apple iPhone 17/17 Pro Max; Google Pixel 10 Pro XL). A firm collaboration between the AI technology developers and stakeholders to address the current challenges and subsequent challenges in the AI industry is needed. Liu (2021) believes that the AI community and the social scientists must work together if the technology is to be made more socially beneficial and sustainable.

In the future, humanoid robots will become part of society, living daily with us, having the same rights like us—human. AI humanoid will advance on a regular basis. Just as cars are upgraded in the factories, so humanoid robots will advance to the next level of features. Humanoid will provide services in every aspect of life, and this has already begun with the Chinese at the top of the game. In this line, the humanoid will be part of journalistic practice.

By the innovation and development of numerous AI technologies at an unprecedented speed and user-friendly features, the direction of AI in journalism points at the audience rather than the journalist. AI will create more unconventional journalists who are not in the mainstream of the practice. Like social media, AI will bring the rise of 'junk journalists' where professionalism and standards are very low and poor, and news commercialisation is a priority. While the technology will be fascinating in every aspect of it, it will be loaded with fake news and junk journalists without integrity. It will take the dimension of the social media that are largely filled with fake news, misinformation and information disorder. AI in journalism will rise in a time when the audience and users will begin to doubt the credibility and authenticity of the content. What would occasion such dimension and perspective? It is the social inclusion in the AI systems. AI journalism will be affected by the inclusion of the developers' perspectives or the social constructs of the main players of the technology.

The future of AI in journalism has been a subject of debate among scholars, developers and users. Basically, AI will continue to present a landscape where technological innovations will continue to challenge traditional journalistic values and practices (Amponsah and Atianashie, 2024). AI integration into journalism will continue to be a subject of debate as issues like ethical consideration, human interest, what defines journalism, legal framework, social construct of AI, etc., will take the

front pew. The future of AI rests largely in the hands of the users rather than the developers. Users decide on AI content or the social construct of AI.

Theoretical framework for analysis

There are many theories associated with AI that can be used to analyse the AI application in various fields. However, this study is limited to sociological perspectives of AI. One of the most suitable theories for this is the Social Construction of Technology Theory (SCOT). The theory of SCOT was propounded by Trevor J. Pinch and Wiebe E. Bijker after many studies on the sociology of science. The key assumption of this theory is that technology is built on human behaviours, actions and social constructs. It is believed that human action shapes technology (Yousefikhah, 2017). In Yousefikhah's perspective, the SCOT theory is a response to the technological determinism that identifies technology as the determinant of human acts.

The Social Construction Theory (SCOT) stressed the social context in which technologies are designed, produced and used (Kenaw, 2021). According to the SCOT approach, without the understanding of the social context in which a technology is built, a technology cannot be understood (Burr, 2015). Technology is a social construction conferred on it by social forces such as the designers, market forces, users' needs and demands, etc (Kenaw, 2001). Technology is inextricably bound with social conditions (Burns *et al.*, 2015). In the view of Brück (2006), technology is the enactment of people's perception about the world. Sillar (1996) connects technology with human challenges, which play an important role in the interaction between humans and technology.

Writing further on the social construction of technology, Bijker (1992) identified three layers of technology. These are: the physical layer, the activities and processes layer and the social layer. This third layer (the social layer) best describes social usage of technology, on which the social construction of technology theory stands. This is why Ninan (2005) notes that technology and technological practice are inherently linked to the social, political and economic spheres of life. Sharif (2005) provided the same view that social structure influences both the process and products of an innovative activity. By implication, technology is social.

Sharing identifiable patterns of meaning and action by organisations work group members is linked to the emergence of the SCOT postulation (Fulk, 1993). Fulk showed that social learning influences on technology-related attitudes and behaviour patterns are stronger when individuals are attracted to a group. Ramos and Berry (2005) showed that social interpretation of a technology is a determining factor in the success of a company in the adoption of a technology.

Bartis (2007) believes that technological frames are

presented as an extension of the social construction of technology. All these explain the dichotomy between technology determinism and the social construction of technology postulations. The technology determinism theory stands on the argument that technology is the driving force for social and cultural change in every age development. The theory of social construction of technology rests on the assumption that technology is built on human actions and social constructs. That is, human action shapes technology. The AI technology will bring about a different but higher and better dimension of journalists' perspectives of journalism in Nigeria. In the same vein, humans' actions and motives will change the dimension of AI technology as society changes.

In the same vein, a determinant of the social construction of technology has been associated with social groups (Pinch and Bijker, 1987; Humphreys, 2005). Pinch and Bijker (1987) state that the social groups are not only the embodiments of particular interpretations but also share the same set of meanings attached to a specific artefact. Humphreys (2005) identified and presented four different kinds of social groups associated with the social construct of technology determinism. These include producers, advocates, users and bystanders. Producers are the engineers, designers, marketers, and financial investors. The advocates are policymakers and lobbyists, the users are the buyers who use the artefact, and the bystanders are neighbours, family members and friends. These groups have a direct and indirect relationship with technology. The agreement on the meaning and interpretation of an artefact and technology is aggregated by the collective interaction of these groups. They construct interpretive flexibility for artefacts (Orlikowski, 1992), which implies that users can appropriate artefacts differently. Flexibility of structure is associated with how we think about an artefact's design and engineering (Humphreys, 2005). Technology, in the case of social constructionism, is just a neutral tool that can be used for either good or bad depending on how someone chooses to use it or view the piece of technology in question (Finley, 2021).

The social construction of technology theory has a connection with the Actor-Network Theory (ANT). According to Kenaw (2001), ANT is used to analyse a given technological artefact. Bruno Latour, a leading writer of the theory, posits that the technology has a social perspective as designed by the actors or 'actant', a term to describe non-humans, because he believed that the network also includes non-human actors (Kenaw, 2001). Along this line, Darry (2009) affirms that ANT is a valuable tool within the social study of technology, which is set out "follow the actors". These actors, as Darry listed, are network builders, institutes, government departments, boardrooms and funding agencies. They determine what the technology is set to be. The SCOT theory also resides in this postulation, where social constructs, namely the developer, socio-cultural perspectives of the environment,

and the users, determine the sociability of the technology. ANT shows the relationships that exist between actors such as governments, technologies, knowledge, texts, money and people (Darry, 2009). These actors determined the technology in the way they do. As such, ANT looks at network builders as the primary actors to follow and through whose eyes they attempt to interpret the process of network construction (Law, 1991). In the ANT assumption, also, people, organisations, politics, and social order are the results or effects of a heterogeneous network (Kenaw, 2001). Kenaw argues that any form of social ordering, be it work, economics, or education, is the effect of the associations within a heterogeneous network. Invariably, ANT examines the social contexts of scientific technology just like SCOT.

In light of this study, AI is a social construct technology determined by actors (developers, institutes, funding agencies, and users). AI does not bring a new pattern of journalism but only enhances journalism. AI developers and professional media personnel will set the direction of AI technology for journalism. It is worthy to note that communication and technology are change agents; journalism changes with new ideas and patterns in the practice, so technology, on the other hand, changes along the line. Both are interconnected as change agents. Change is not only determined by the decisions resulting from events of men but also significantly by communication technologies.

The social construction theory and AI in journalism point to the user. The users play a prominent role in the social construction of technology. Since the SCOT posits that technology is a construct of the environment, social beliefs and systems with the inputs and constructs of actor networks (ANT), the user or audience in this regard is the end of the product. Every technology ends with the users. Jönsson and Örnebring (2010) explain that the media environment is filled with user-generated content, or non-journalistic content created by active audience members. AI will facilitate online journalism, social media journalism and, inevitably, freelance journalism and unguided personnel who will definitely abuse the system with fake news and misinformation as we have it today. In this situation, news will be aggregated, presented in secondhand knowledge and the occurrence of erosion of journalistic authority (Coddington, 2019). On this, Jönsson and Örnebring (2010) had argued that AI will lead to the empowerment of citizens, where news will be more user-generated content.

Perspectives of Artificial Intelligence in Journalism

In all, the study points to perspectives of artificial intelligence in journalism. The implication is that the regular use of technology creates an attachment relationship. For instance, it is difficult to leave without the regular use of our cell phones. We have become attached

to it. In the same vein, as new AI models are being developed on a regular basis, useful in the newsroom, editing, reporting and audience oriented contents, the regular usage becomes like a social companion to the journalist. The journalist sees AI as his daily companion in the news industry. The extent of the AI usage for journalism activates the user's perspective of the technology.

The perspective in which different relevant groups look at the AI technology denotes the acceptability of the technology. People have different perspectives on AI. Some see AI technology from the religious perspective as another 'demi-god'. Those in the conservative socio-cultural perspective describe it as 'cultural erosion', eroding the rich cultural values of Africa and Africans. Businessmen and women, innovators, engineers, medical doctors, surgeons, etc., will use AI technology to promote business and innovations in their respective fields. There are those who belong to a conservative group that do not appreciate innovations or are sceptical of new technology. Those in academia use AI technology for research. Individual perception of AI determines the extent of usability, and thus, influence. In writing about the interpretation of meanings, Ndubisi (2024) used the term 'hermeneutics' to denote the practice of interpretation of texts, symbols, and cultural artefacts. According to Ndubisi, hermeneutics serves as a crucial tool for interpreting the multiple layers of meaning embedded in rituals, oral traditions, and systems. He believes that the interpretation of meanings connotes people's perspectives of artefacts--AI. How people interpret AI builds up their perceptions.

Human actions in behaviours, attitudes, choices and decisions will definitely determine the directions of AI technology in journalism. AI technology is a social construction technology that can be employed as an agent of social change. As technology changes, human behaviour will change, and as human behaviour changes, technology, on the other hand, changes. A systemic relationship exists. As Akpoghiran and Akaenye (2025) noted, people's way of reasoning, seeing and doing things is becoming different through daily exposure to AI technologies. Since information forms people's belief system and values, journalists' perception of journalism will invariably change. Technology is built on human actions and social constructs. That is, human action shapes technology. Technological designs and innovations are embedded in the choice, purpose or use, values and interests of a people. All these point to the dichotomy of technology determinism and the social construction of technology.

Social perspectives of the AI systems are said to be contingent upon beliefs. Forsythe (1993) says AI developers bring pre-existing values, beliefs and assumptions into what they design. This explains that AI systems are therefore anything but objective and value free (Liu, 2021). Liu highlighted three principal analytic

perspectives of AI processes. These are the "scientific AI", which focuses on AI as a science or a scientific research field; the "technical AI" treats AI as a meta-technology; and the "cultural AI" analytic perspective focuses on social, cultural, economic and political effects, in which AI was developed. She viewed cultural AI as a development of a social phenomenon affected by social, cultural, economic and political conditions. A writer believes that 'thought styles', beliefs, social and cultural factors constitute AI systems (Bloomfield, 1987).

Sociological perspectives of technology help us to understand how social actors or actants from a particular social group or system make sense of artefacts, and seek to shape the social system in specific ways through accepted artefacts or technology. Individuals and institutions are social agents that make meanings from technology. Therefore, the basic insight of sociological perspectives within the context of this paper is the understanding of how human behaviour, attitude, beliefs shared by relevant social groups determine social technology.

Social technology is what will reshape journalism in Nigeria. The reshaping of journalism in Nigeria through AI technologies is determined by the systemic relationship between technology and human behaviour. Human behaviours, attitudes, choices and decisions will definitely determine the directions of AI technology in journalism. The implication is that artificial intelligence in journalism poses a threat to the integrity of news by supplanting human journalists.

CONCLUSION

The application of digital technologies into journalism has brought a democratic change in journalism where active participation in the creation and distribution of news, a role previously confined to journalists and media houses, has involved the citizens thus democratizing journalistic processes. This implies a graduate shift from traditional human journalism to technology-oriented journalism where AI technologies are playing a domineering role in journalism. AI technologies do not bring a new pattern of journalism but only enhances journalism and poses a threat to the integrity of news intrinsic value of human journalistic skills and insights whereby supplanting human journalists. AI journalism undermines the human values and integrity, news largely revolves around machine not human. The sociological perspective of AI technology means a systemic relationship exists between technology and human behaviour. Human actions in behaviours, attitudes, choices and decisions will definitely determine the directions of AI technology in journalism. AI technology is a social construction technology that can be employed as agent of social change. The future of journalism in this AI age does not lie in the technology but what the technology is use for. The reshaping of journalism through

AI largely depends on the sociological perspectives or social constructs of humans—developers, policy makers, and users. However, the integrity of the media profession, journalists and news values should be upheld and not devalue and throw to the wind because of Artificial Intelligence technologies. Further studies should look at artificial intelligence and the democratisation of news production.

CONFLICT OF INTEREST

The author declares no conflict of interest.

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