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# JOURNALISM STUDENTS' PERSPECTIVES ON THE USE OF ARTIFICIAL INTELLIGENCE IN NIGERIA



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**ABSTRACT** – This study examined students' perspectives on the use of artificial intelligence for the development of campus journalism in Nigeria. The study adopted a survey design with a total population of 169 campus journalists drawn from Osun and Ondo States. A sample size of 119 was selected, while purposive and snowball sampling techniques were used in determining the sample. Investigation showed that despite students' high awareness of the use of artificial intelligence in campus journalism, there is a significant difference between university and polytechnic students concerning the use of artificial intelligence in campus journalism. The study then concluded that students have a better perspective on using artificial intelligence in the development of campus journalism in Nigeria due to their knowledge of its positive and negative implications. Consequently, the study recommended that stakeholders in the higher education sector should do more by encouraging artificial intelligence education in theory and practice in Nigerian institutions, particularly in Nigerian polytechnics, due to the disparity in perspective between the Nigerian universities and polytechnics concerning the phenomenon.

**Keywords:** Artificial intelligence. Campus journalism. Students. Nigerian campus. Professional journalism.

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## **PERSPECTIVAS DE ESTUDANTES DE JORNALISMO SOBRE O USO DE INTELIGÊNCIA ARTIFICIAL NA NIGÉRIA**

**RESUMO** – Este estudo investigou as perspectivas dos estudantes sobre o uso de inteligência artificial para o desenvolvimento do jornalismo universitário na Nigéria. O estudo adotou um modelo de survey com uma população total de 169 jornalistas universitários, provenientes dos estados de Osun e Ondo. Uma amostra de 119 pessoas foi selecionada, enquanto técnicas de amostragem intencional e de bola de neve foram utilizadas para determinar a amostra. A investigação mostrou que, apesar do alto conhecimento dos estudantes sobre o uso de inteligência artificial no jornalismo universitário, há uma diferença significativa entre estudantes universitários e politécnicos em relação ao uso de inteligência artificial no jornalismo universitário. O estudo concluiu, então, que os estudantes têm uma perspectiva melhor sobre o uso de inteligência artificial no desenvolvimento do jornalismo universitário na Nigéria devido ao conhecimento de suas implicações positivas e negativas. Consequentemente, o estudo recomendou que as partes interessadas no setor de ensino superior se empenhem mais em incentivar o ensino de inteligência artificial na teoria e na prática em instituições nigerianas, particularmente em politécnicos nigerianos, devido à disparidade de perspectivas entre as universidades e politécnicos nigerianos em relação ao fenômeno.

**Palavras-chave:** Inteligência artificial. Jornalismo universitário. Estudantes. Campus nigeriano. Jornalismo profissional.

## **PERSPECTIVAS DE LOS ESTUDIANTES DE PERIODISMO SOBRE EL USO DE LA INTELIGENCIA ARTIFICIAL EN NIGERIA**

**RESUMEN** – Este estudio investigó las perspectivas de los estudiantes sobre el uso de la inteligencia artificial para el desarrollo del periodismo universitario en Nigeria. El estudio adoptó un diseño de encuesta con una población total de 169 periodistas universitarios de los estados de Osun y Ondo. Se seleccionó una muestra de 119 periodistas, utilizando técnicas de muestreo intencional y de bola de nieve. La investigación mostró que, a pesar del alto nivel de conocimiento de los estudiantes sobre el uso de la inteligencia artificial en el periodismo universitario, existe una diferencia significativa entre los estudiantes universitarios y politécnicos en cuanto a su uso. El estudio concluyó que los estudiantes tienen una mejor perspectiva sobre el uso de la inteligencia artificial en el desarrollo del periodismo universitario en Nigeria debido a su conocimiento de sus implicaciones positivas y negativas. En consecuencia, el estudio recomendó que los actores del sector de la educación superior fomenten en mayor medida la formación en inteligencia artificial, tanto en la teoría como en la práctica, en las instituciones nigerianas, en particular en las politécnicas nigerianas, debido a la disparidad de perspectivas entre las universidades y politécnicos nigerianos respecto a este fenómeno.

**Palabras clave:** Inteligencia artificial. Periodismo universitario. Estudiantes. Campus nigeriano. Periodismo profesional.

### **1 Introduction**

Like professional journalism, campus journalism plays a crucial role in shaping campus activities and operations by informing, educating, and sometimes entertaining the campus community, which includes students, faculty, and administrative authorities (Chavez et al., 2024).

Moreover, because higher institutions of learning play critical roles in modelling leaders across different fields and professions, journalism students are therefore exposed to an array of practical rudiments of press-related activities, such as ethical and legal issues relating to journalism, through the various activities that evolve the operations of these groups, which serve as information purveyors to many stakeholders within the campus environment.

In the protection of students' fundamental rights, exposing various maladministration activities vis-à-vis corruption and other related issues, campus journalism reflects the dogged spirit of journalism, and as such, on many campuses, it puts the campus environment in good shape, as campus journalism reflects the watchdog role. Therefore, in the context of this argument, campus journalism has proven to be a clear and practical pathway to the journalism profession, considering the various activities that are involved in campus journalism when juxtaposed with activities of the profession after training.

The social responsibility media theory reflects a critical part of the campus press (Bilinovich, 2022). It is a group activity controlled and operated by prospective student journalists who, after the proper training from the institution's four walls, graduate to become professional journalists. Good as it is, campus journalism is a platform that equips students from different fields on campus with the practical skills and training in journalism. However, previously, campus journalism operations were often crude, requiring consistent reporting activities such as gathering reports through interviews and on-the-spot event coverage, as well as editing and gatekeeping of content. The primary means of disseminating these reports was usually press boards and bulletins.

Today, just as the rapid changes are being experienced in the journalism profession, the evolution of globalization has also significantly impacted campus journalism operations across institutions of higher learning in Nigeria. Consequently, the process of news gathering, gatekeeping, and dissemination of reports in campus journalism has been seriously influenced by the internet. With the use of a computer or laptop, campus journalists can typeset their reports and edit them before disseminating them on campus via their press boards. More so, the diffusion of the internet into campus journalism has expanded the audience of these groups, as many of them now operate blogs, which allows them to disseminate their news reports beyond their home campus.

Furthermore, as globalisation expanded, various innovations such as artificial intelligence evolved, and this has continued to touch various industries such as finance, law, agriculture, fashion, sports, and even security. According to Statista Research Department (2024), more than 250 million people use artificial intelligence globally in the year 2023, while over 700 million users are projected to surface before the end of this decade. In the same light, taking an empirical sample of countries across the globe using artificial intelligence in small enterprises, Rergur (2024) discovers that virtually all countries of the world are exposed to the use of AI in small businesses as Singapore takes the lead while China, India, and UAE follow respectively against countries like Germany, Italy, France, and the United States.

However, six years ago, except for countries like South Africa, Kenya, Ghana, and Nigeria, many African states were not exposed to artificial intelligence in their dealings. Even the countries exempted at the time had little adaptation of AI to their daily routines (Gadzala, 2018). However, with the continuous information and exposure to the efficiency and effectiveness of AI, many African countries are beginning to see reasons to adapt and deploy AI to various sectors, even with its various challenges (Eke et al., 2023).

With the adoption and adaptation of artificial intelligence across the globe, particularly in many African nations, the Nigerian media and other related professions, such as Public Relations, Advertising, and Marketing, have been significantly influenced. The development of different software and applications that are compatible with phones and personal computers has seriously influenced the journalism profession across the board in the newsgathering process, editing, dissemination, and, most fundamentally, the news sources.

Undoubtedly, as AI influences the various operations of professional journalism, it does affect campus journalism activities. As a result of the relationship that exists between the current set of youths and technology due to the explosion of globalisation, this current generation known as Gen-Z is believed to be more technologically inclined than Gen-Y (millennials), Gen-X or even Boomers who practically had dominated journalism profession for long, thereby making them more exposed to many of these AIs, and have a good knowledge of manipulating these AI (Lopez & Abadiano, 2024). However, with their vast knowledge of possible AI manipulation, it seems the adoption of artificial intelligence in campus journalism is not given attention by many campus journalists

who are themselves Gen-Z. It is from this background that this study intends to investigate students' perspectives on the use of artificial intelligence for campus journalism development in Nigeria.

The study set out to evaluate the level of students' awareness of artificial intelligence in the development of campus journalism in Nigeria, find out the prospects of AI on campus journalism development, and ascertain the challenges associated with using Artificial intelligence in the development of campus journalism in Nigeria.

#### Hypothesis

H1: There is no significant difference between university and polytechnic campus journalist in their level of awareness about artificial intelligence in the development of campus journalism.

H2: There is no significant gender difference in the level of awareness of campus journalists about artificial intelligence in the development of campus journalism.

Unlike the old days of campus journalism, where students relied on pen-and-paper reporting and the use of press boards mounted on campus as the only channel of news dissemination available, except in rare cases in those periods, student press clubs do not have the financial capacity to print their news stories on paper and circulate them amongst the campus community. However, today, numerous of these press clubs or groups on Nigerian campuses now operate blogs and websites where many outside the campus environment can also have access to campus news, just like the conventional media. This innovation has scaled up campus journalism operations and has further brought it to a certain level with conventional press organizations. Surprisingly, much of these students operate news blogs independently as a means of financial stability.

Campus journalism is not a new concept in our society because it evolved from professional journalism. Campus journalism is a platform that raises students' voices in the public debate. Campus journalism acts as a model for the real world, where people freely and openly discuss ideas, debate, and point out the problems that need to be addressed (Bilinovich, 2022). In Nigeria, as opposed to state or even federal politics, schools offer a smaller, more confined community. Campus journalism brings effective changes in university policy; students are around each other all the time and see the direct effects immediately. Campus journalism also enables

young citizens to have their voices heard, broadcast, and uplifted. So that is what it means to be the voice of the student body. It is not that they speak for all students, but rather that they bring conversations forward and unite to determine how they can change their university for the better.

Apart from being the voice for the university community, campus journalism serves as a training ground for students who wish to pursue journalism as a career. The campus or school paper is important not only because it exposes potential journalists to what goes on in the newsroom, but also because it helps students develop good interpersonal skills (Espadero, 2022). Campus journalism plays a significant role in informing students about campus issues, serving as a watchdog on their school's administration. Campus journalism uncovers stories that outside media might miss (Far Eastern University, n.d). In other words, the concept or idea around campus journalism, no doubt, emanated from the profession of journalism itself. Therefore, before delving into this concept, it is important to evaluate the word "journalism". Many scholars and schools of thought have defined journalism as an array of activities that involve the gathering, editing, processing, and dissemination of newsworthy events that are of human interest in society (Nagar & Kalapet, 2025). However, when this definition is considered and juxtaposed with the current realities, the concept or definition nation of journalism has become larger than the notion behind this definition before now. From the viewpoint of Perloff (2020), while evaluating news and journalism in the 21st century, it was argued that news and journalism practices have been influenced by the dynamics that emerged due to globalisation. The generation of newsworthy events, processing, and means of dissemination have all become sophisticated, thereby changing the direction of the type of audience from being passive to being active.

Considering this perspective, it is implied that the journalism process and activities have also become sophisticated due to the evolution of Information Communication Technology, the internet, and artificial intelligence. Unlike the conservative manner in which journalism was done before now, many newspapers, for instance, are now engaging in little publishing on newsprint and doing more on their websites to appeal to the attention of the audience, which by itself has become sophisticated. This perspective may have formed the notion of Banjo (2022) when she asserted that journalism in

the 21st century involves the process of bringing together people with adequate training and experience for education that involves intelligence to appreciate the audience's news interest, with the ability to meet consumers' desires.

Therefore, journalism today is focused on meeting the news desires of one's audience rather than focusing on mere gathering, processing, and dissemination. Although the process of news gathering, processing, and dissemination is expedient for every media organization, since that is what the professional is all about in the first place. Journalism, from its inception in Nigeria in 1859, has transformed, becoming a serious business where professionals are now focused on news packaging, like in the case of the marketing mix, which gives credence to the product, price, place, promotion, and packaging. Consequently, aestheticism is the hallmark of packaging since the goal is to attract the attention of the public (Obalanlege, 2015). News has therefore become a commodity in our present society that should be well structured and packaged so that the media can make the needed profit, which comes in the form of subscription. Recently, the global revenue in the media industry amounted to US\$1.614.3 billion and is projected to reach a total of US\$1.849.5 billion in the next three years: 2027 (Statista, 2024). In addition, the Nigerian media market is expected to reach US\$5.29bn by the end of 2024. This implies that the Nigerian media industry will be contributing an estimated amount of N8,803,353,500,000.00 by the end of 2024 alone.

The journalism sector has progressively embraced AI, which has improved several applications. However, human supervision is still necessary owing to the present degree of technological development or the need for editorial control (Bailer et al., 2022; Abdel-Latif, 2021). AI technologies such as machine learning are used in new media in advertising and television montage to enhance user experience and interactivity. Additionally, they create materials more efficiently and quickly, decreasing costs and increasing production rates (Ye et al., 2023; Cioffi et al., 2020). Furthermore, AI plays a significant role in disseminating news, assisting in gathering information, analysing data, and creating content for ease of duty. However, this raises ethical and legal concerns (Yu, 2023). Furthermore, using AI in media speeds up the process of generating content and requires a reassessment of the ethical and legal structures that have traditionally governed the media industry (Yu, 2023). Moreover, using AI in the media is

connected to the broader implementation of AI in other sectors, ranging from wind power to entertainment and industry, highlighting its capacity for significant change (Ashfaq et al., 2022; Alade & Daniel, 2023).

The integration of AI in media houses is a growing interest, with studies indicating varying degrees of adoption and preparedness. For example, Folayan et al. (2023) highlight that while AI can potentially transform news management, most editors in Nigeria need to be adequately prepared for the challenges of integrating AI into their newsrooms. This is corroborated by Gbaden et al. (2024), who emphasise infrastructural limitations and financial constraints as significant barriers to adoption. Conversely, Nsude (2022) suggests that media can play a crucial role in creating awareness of AI's benefits in combating security challenges and recognising AI's relevance of AI in the media sector. Interestingly, while there is an acknowledgement of the transformative potential of AI in Nigerian media, Journalism students' perspectives on the use of artificial intelligence in Nigerian campus journalism seem limited. While there is momentum towards embracing AI in Nigerian media, the journey towards full campus journalism integration is still unfolding.

Although there is a prevalence of expert perspectives and announcements regarding the use and advancement of AI, international media sources have brought attention to several challenges related to AI, including intellectual property disputes, biases in AI models, data privacy and security risks, ethical considerations on transparency and accountability, and the environmental and social consequences of AI hardware manufacturing to enhance the comprehension of AI (Aderoju, 2024; De-Limasantos & Ceron, 2021). As such, Aderoju (2024) is of the view that Nigerian media should use AI in the coverage of constraints and possible hazards of AI models, and ethical considerations with the development and implementation of AI. De-Lima-Santos and Ceron (2021) note that integrating AI into the media is complex and has several aspects. It brings improvements in efficiency and creativity but also poses issues that require careful examination of cooperation between humans and AI, adherence to ethical standards, and compliance with legal restrictions. Among the dangers of using AI are algorithmic bias and discrimination in news coverage, misinformation, and disinformation as a result of manipulated content and a lack of fact-checking. Also, loss of human touch in terms of emotion and the issue of privacy in data collection

and surveillance are causes for worry (Media Helping Media, 2025). The integration of AI into the media business exemplifies a larger pattern of AI implementation in several sectors, signifying a substantial change in the production and consumption of content (Bailer et al., 2022; Ye et al., 2023).

## 2 Theoretical framework

Considering the adaptation of artificial intelligence in the practice of journalism on Nigerian campuses by undergraduates, this study is anchored on the diffusion of innovation theory. Robinson (2009) asserts that the diffusion of innovations explains how people or groups of people accept or use new ideas, knowledge, and behaviour for greater advantage in their daily activities. Diffusion of innovation theory was argued to have emerged around 1962. Still, it was, however, refined by Everett Rogers in 1995 as the theory was reinvented from the initial perspective tested in agriculture to technology during the explosion of globalisation around the world. Meanwhile, García-Avilés (2023) argues that diffusion of innovation theory draws its principles from rational theories of organisational life, which emerged from social science such as sociology and communication.

By the principles of this theory, scholars argue that the adaptation or introduction of new technology into specific fields to advance the manner in which activities are carried out within this field defines diffusion of innovation theory. Rogers (1983), as cited in Wani and Ali (2015), defines innovation as the principles, knowledge, objects, materials, and patterns that are seen to be recent by people or groups that are taken or imbibed. What Rogers meant in this case reveals that new ideas, patterns, or ways of doing something different from how such things, ideas, or patterns were done before is referred to as innovation. In other words, innovation means “new”.

Diffusion occurs amongst people concerning an idea, way, or change in pattern of doing something, which is stimulated through learning, using an evidence-based approach regarding an issue (Dearing & Cox, 2018). Meanwhile, the adaptation of an innovation is believed to be possible as such a new idea, principle, or knowledge is transferred or communicated through a defined channel amongst members of a social structure, which may give room for partial or

absolute jettisoning of an old idea or knowledge. While evaluating this theory further, Robinson (2009) argues that when it comes to issues concerning social change, diffusion of innovation gives three important perspectives, which include: the qualities that make innovation spread successfully; issues of peer-to-peer relationships and peer networks; and the understanding of various users of this new idea or knowledge.

Wani and Ali (2015) identify four elements involved in this theory as innovation: new ideas, products, or services that are recognised by groups and are keyed into by this socially inclined system; communication system: a channel that a social system or group passes information concerning the new ideas, products, or services amongst each other. In relating this information amongst a set group either through the mass media or interpersonal communication, the better and faster new ideas are communicated amongst groups of users, the quicker such new ideas, products, or services are diffused; time: measures the period of adoption amongst a group of users of an innovation from the period of the evolution of such innovative idea to the point when it ceases to be a new idea or innovation; social system: a group of individuals with the same interest to protect and advance. This group shares the same belief system and ideology because the same problem amalgamates them.

The diffusion of artificial intelligence to news gathering, content harvesting, editing, and refining, and the performance of specific tasks by professional journalists have greatly influenced the modus operandi of this profession. Although this innovation poses various challenges, the advantages it offers cannot be overlooked. In the development of campus journalism, the application of artificial intelligence in campus journalism activities by student journalists within institutions of higher learning in Nigeria, if adapted appropriately, will help provide the needed journalism skills that will put the students on a good pedestal and prepare them for the journalism tasks ahead of them as promising journalists.

### **3 Materials and methods**

This study employs a quantitative method, utilizing a survey design. This design is believed to be more appropriate for interrogating the research since the study focuses on undergraduates

who are into campus journalism. A total of 169 campus journalists who are undergraduates of Obafemi Awolowo University, Osun State Polytechnic, Adekunle Ajasin University, and Rufus Giwa Polytechnic were drawn to make up the population of this study. These institutions were purposively selected from Osun and Ondo states because the researcher had knowledge of active campus journalism on these campuses. Using the Taro Yamane formula (Yamane, 1967), a sample of 119 was selected scientifically, thus:

$$n = \frac{N}{1 + N(e)^2}$$

n = sample size

N = Population

e = tolerable error (0.05)

However, a multi-stage sampling technique was adopted using judgemental sampling in determining the institutions, and the heads of the campus press groups from each of the institutions selected. The snowball sampling technique was used to reach the sample participants through the heads of each campus chapel, who posted the link to the questionnaire on their WhatsApp groups, and responses were collected using Google Forms. Furthermore, the online questionnaire was structured using a 5-point Likert scale with Google Forms. A pilot study was conducted using undergraduates of the Department of Mass Communication, Joseph Ayo Babalola University, to determine the reliability of the instrument with 10% (12) of the sample (119) before administering it to the actual respondents via their various WhatsApp groups. Data collected is analysed using the Statistical Package for Social Sciences (SPSS).

#### **4 Results**

Based on the 119 samples drawn from a population of 169 in the study, 110 electronic copies of the questionnaire were completed by respondents from the four institutions used for the research, leaving nine copies of the questionnaire unattended. In other words, 110 copies of electronic questionnaires were completed, making them valid for the analysis of this study.

**Table 1**

*Respondents' data*

	Respondents -110	Frequency	Percentages
		-100%	
Gender	Male	48	43.60%
	Female	62	56.40%
Age	14-18	18	16.40%
	19-22	56	50.90%
	24-28	29	26.40%
	29- above	7	6.40%
Department	Mass Comm.	84	76.40%
	English	14	12.70%
	Law	4	3.60%
	Sociology	4	3.60%
Year of experience	2-January	78	70.90%
	4-March	28	25.50%
	5 and above	4	3.60%
Institution	AAUA, Ondo State	21	19.10%
	RUGPOLY, Ondo State	25	22.70%
	OAU, Osun State	20	18.20%
	OSPOLY, Osun State	44	40.00%

Table 1 shows the demographic data of respondents, where the majority of respondents are female (56.4%) within the age of 19-22 years (50.9%), many of whom are from the Department of Mass Communication (76.4%). Most of the respondents have had experience in campus journalism for 1-2 years (70.9%), most of whom are undergraduate students of Osun State Polytechnic, Iree, Osun State. Consequent upon the result of this table, it is reviewed that even though there are other students from other departments involved in campus journalism, mass communication students still dominate campus journalism, and that many of them have been in this for at least a year to two. Meanwhile, many of these students are female; this finding reveals that many undergraduate students of mass communication are female, even though their attitude towards journalism declines after school (Abati & Ayoola, 2019; Ekere, 2024).

**Table 2**

*Level of students' awareness of artificial intelligence in the development of campus journalism in Nigeria*

SN	Items	SA	A	N	D	SD	Mean	St.Dav	Perspective
1	I am aware of AI as a campus journalist.	54	47	3	4	2	1.66	0.849	Low
		49.10%	42.70%	2.70%	3.60%	1.80%			
2	AI can help gather, edit, process, and disseminate news content in campus journalism.	32	47	12	15	4	2.2	1.115	High
		29.10%	42.70%	10.90%	13.60%	3.60%			

		31	46	19	11	3			
3	AI has changed the operations of campus journalism in higher institutions of learning in Nigeria.	<hr/>					2.17	1.039	High
		28.20%	41.60%	17.30%	10.00%	2.70%			
4	Natural language processing, ChatGPT, content generation, etc, are AI tools campus journalists have been exposed to in recent times.	<hr/>					2.14	0.972	High
		25.50%	47.30%	19.10%	4.50%	3.60%			

Decision: weighted average  $8.17/4 = 2.04$

Table 2 addresses the level of students' awareness of artificial intelligence in the development of campus journalism in Nigeria. To this end, the table reveals that though a majority (49.1%) of the respondents strongly agreed to be aware of artificial intelligence as a campus journalist, however, their perspective is low considering the disparity that exists between the means (1.66) and the weighted average of 2.04. More so, 42.7% of the respondents agreed that artificial intelligence can help gather, edit, process, and disseminate news content in campus journalism. Based on the relationship between the weighted average and the means, it is revealed that the perspective of respondents on item 2 is high. Also, on whether artificial intelligence has changed the operations of campus journalism in higher institutions of learning in Nigeria, it is revealed that 41.6%, being the majority of the respondents, agreed with this notion. Sequel to the weighted average and mean of item 2, the study reveals that the perspective of journalists on using AI to gather, edit, process, and disseminate news content in campus journalism is high. Meanwhile, item 4 in table 1 also shows that the perspective of respondents is high considering the relationship between the weighted average of 2.04 and the means of 2.14 based on the majority agreement (47.3%) on the question of whether natural language processing, ChatGPT, content generation, etc, are artificial intelligence tools campus journalists have been exposed to in recent times.

**Table 3**

*The prospects of AI on campus journalism development in Nigeria*

SN	Items	SA	A	N	D	SD	Mean	St.Dav	Perspective
1	The adoption of AI can help in the general recovery routine of news stories, thereby allowing campus journalists to focus more on in-depth campus journalism.	27	59	13	9	2	2.09	0.924	High
		24.50%	53.60%	11.80%	8.20%	1.80%			
2	AI can help personalise content for specific audiences, thereby boosting the operations of campus journalism in this digital age.	36	52	16	5	1	1.94	0.86	Low
		32.70%	47.30%	14.50%	4.50%	0.90%			
3	AI can be adopted to verify facts for accuracy, thereby reducing errors in campus journalism activities.	30	51	18	7	4	2.13	1.006	High
		27.30%	46.40%	16.40%	6.40%	3.60%			
4	The adaptation of AI can help automate tasks and save time and resources, thereby leading to an increase in efficiency in campus journalism.	37	43	23	2	5	2.05	1.017	High
		33.60%	39.10%	20.90%	1.80%	4.50%			

Decision: weighted average  $8.21/4 = 2.05$ , i.e., if the mean score is less than 2.05, the campus journalists' perspective on the listed items is low and vice versa.

Table 3 is concerned with the challenges associated with the use of artificial intelligence in the development of campus journalism and the perspective of campus journalists in Nigeria. To this end, the table above explains that 53.6%, being a majority of the respondents, agreed that the adoption of artificial intelligence can help in the general recovery routine of news stories, thereby allowing campus journalists to focus more on in-depth campus journalism. With a weighted average of 2.05 to 2.09, it is clear that the perspective of the majority of respondents is high. Also, 47.3% agreed that artificial intelligence can help personalise content for specific audiences, thereby boosting the operations of campus journalism in this digital age. With the weighted average and a mean of 1.94, it is revealed that the perspective of respondents is low. More so, the perspective of respondents is high on whether artificial intelligence can be adopted to verify facts for accuracy, thereby reducing errors in campus journalism activities, as a majority (46.4%) agreed, considering the weighted average of 2.05 and the mean of 2.13. In addition, based on what is shown in item 4 of table 3 above, it is revealed that 39.1% (majority) of the respondents agreed that the adaptation of artificial intelligence can help automate tasks and save time and resources, thereby leading to an increase in efficiency in campus journalism. Therefore, comparing the mean and weighted average, the respondents' perspective is high.

**Table 4**

*The challenges associated with the use of artificial intelligence in the development of campus journalism in Nigeria*

SN	Items	SA	A	N	D	SD	Mean	St.Dav	Perspective
1	AI can lead to the potential displacement of student journalists due to its capacity to automate tasks, thereby making campus journalists weak in carrying out press activities.	30	44	19	14	3	2.24	1.075	High
		27.30%	40.00%	17.30%	12.70%	2.70%			
2	The use of AI in campus journalism can make student journalists lazy in their operations on campus by being overly dependent on it.	62	34	4	9	1	1.66	0.951	Low
		56.40%	30.90%	3.60%	8.20%	0.90%			

3	Campus journalists do not have the needed training, skills, and resources to adopt AI for campus journalism.	27	45	8	18	12	2.48	1.318	High
		24.50%	40.90%	7.30%	16.40%	10.90%			
4	Contents generated with the use of AI pose serious ethical issues, such as plagiarism, privacy, and surveillance issues in campus journalism, thereby subjecting campus journalism operations to ridicule or even litigation	33	51	12	11	3	2.09	1.028	Low
		30.00%	46.40%	10.90%	10.00%	2.70%			

Decision: weighted average  $8.47/4 = 2.11$

Table 4 sought to evaluate the challenges associated with the use of artificial intelligence in the development of campus journalism in Nigeria. Based on this, most respondents (40.0%) agreed that AI can lead to the potential displacement of student journalists due to its capacity to automate tasks, thereby weakening campus journalists' ability to carry out press activities. Sequel to the weighted average of 2.11 and the mean of item 1, the study shows that many of the respondents' perspectives concerning artificial intelligence leading to the displacement of student journalists due to its capacity to automate tasks are high. Furthermore, the table shows that respondents' perspectives are low regarding whether the use of artificial intelligence in campus journalism can make student journalists lazy in their operations on campus by being over-dependent on it, based on the disparity between the weighted average of 2.11 and the mean of 1.66. Also, the perspective of respondents is high due to the relationship between a weighted average of 2.11 and a mean of 2.48. However, respondents' perspectives on whether contents generated with the use of artificial intelligence pose serious ethical issues such as plagiarism, privacy, and surveillance issues on campus journalism, thereby subjecting campus journalism operations to ridicule or even litigation is low based on the difference between the weighted average and the mean of 2.09 despite the majority's (46.4%) agreeing to the question.

H1: There is no significant difference between university and polytechnic campus journalist in their level of awareness about artificial intelligence in the development of campus journalism.

**Table 5**

*T-test showing the difference between university and polytechnic campus journalist in their level of awareness about artificial intelligence in the development of campus journalism*

Institution	N	Mean	Std. D	F	Sig.	t	df
University	41	30.41	4.934	31.293	0	13.176	108
Polytechnic	69	21.54	2.055				

The independent sample t-test analysis in the table above shows a significant difference between university and polytechnic campus journalist in their level of awareness about artificial intelligence in the development of campus journalism ( $t(108)=13.176$ ),  $P<0.05$ . This result means that university and polytechnic campus journalists differ significantly in their level of awareness about artificial intelligence in the development of campus journalism. Hence, the hypothesis that there is no significant difference between university and polytechnic campus journalists in their level of awareness about artificial intelligence in the development of campus journalism is rejected.

H2: There is no significant gender difference in the level of awareness of campus journalists about artificial intelligence in the development of campus journalism.

**Table 6**

*T-test showing the gender difference in the level of awareness of campus journalists about artificial intelligence in the development of campus journalism*

Gender	N	Mean	Std. D	F	Sig.	t	Df
Male	48	24.29	6.562	21.339	0.355	-0.93	108
Female	62	25.27	4.506				

The independent sample t-test analysis in the table above shows that there is no significant gender difference in the level of awareness of campus journalists about artificial intelligence in the development of campus journalism ( $t(108) = 0.930$ ,  $P > 0.05$ ). This result means that male and female campus journalists do not differ significantly in their level of awareness about artificial intelligence in the development of campus journalism. Hence, the hypothesis that there is no significant gender difference in the level of awareness of campus journalists about artificial intelligence in the development of campus journalism is retained.

## 5 Discussion

Sequel to the first research objective, which sought to investigate the awareness level of campus journalists regarding the use of artificial intelligence on the development of campus journalism in Nigeria, four other research questions were raised to evaluate the main research question 1. Based on findings, the study reveals that there is a very high level of knowledge regarding artificial intelligence and its implications on press activities such as the gathering, editing, processing, and dissemination of news stories on campus among campus journalists in Nigeria. In other words, campus journalists have a good knowledge of what artificial intelligence can be used for in campus journalism, and how it has influenced media activities around the world, and Nigeria in particular. Meanwhile, based on the hypothesis tested on the disparity between university and polytechnic campus journalists revealed that there exist a significant difference could be a result of the level of concurrent years of programmes in the university which is unlike that of polytechnics, and the various artificial intelligence tools that the university campus journalist might have been exposed to; the level of scholars who are grounded in research if compared with the polytechnic environment and many other facts that distinguishes a university environment to that of polytechnic. In a different light, the study has also shown that there is no difference in the level of awareness about the use of artificial intelligence in the development of campus journalism between female and male campus journalists in Nigerian campuses. This could be a result of the fact that both male and female campus journalists have the same experience and exposure to media-related activities concerning the use or adaptation of artificial intelligence for the development of campus journalism.

These findings align with the submission of Dalan and Enciso (2023), who argue that the rapid influence of artificial intelligence in various media activities cannot be overstated in the area of news gathering, sourcing, and processing. As a result of this awareness, many Nigerian campus journalists are also aware of the various artificial intelligence tools or applications that can be deployed in the practice of campus journalism on Nigerian campuses. However, on the contrary, despite the level of awareness of artificial intelligence among campus journalists in Nigeria, there exists a limited perspective on the use of artificial intelligence in their operations on campus. What this implies is that despite a prominent level of awareness of artificial intelligence in campus journalism, Nigerian campus journalists are not applying artificial intelligence to its full potential. However, this situation might be a result of various challenges, such as the lack of necessary equipment, high internet subscription costs, and inadequate power supply to power gadgets, among others. These are the challenges facing the use of information and communication technology in Nigerian society (Ogunode et al., 2021).

More so, the prospects of artificial intelligence on the development of campus journalism were evaluated. To this end, the study reveals that most of the student journalists agreed that artificial intelligence can help personalise content for specific audiences, thereby boosting the operations of campus journalism in this digital age. Nevertheless, their overall perspective is low in this regard. Meanwhile, the adoption and adaptation of artificial intelligence in campus journalism can help Nigerian campus journalists recover news stories, which would enable them to focus on in-depth campus journalism. Large Language Models (LLMs) can assist in the general recovery of news stories through summarization, information extraction, and the generation of potential story angles. The use of various artificial intelligence applications and machines can also help verify facts and check the accuracy of stories and sources of information, to boost efficiency and compelling campus journalism in Nigerian campuses. The automation of tasks that can help campus journalists save time in processing their news reports is also possible when students have the necessary equipment that allows them to access many of these artificial intelligence tools. For instance, subscriptions to many artificial intelligence tools, such as Grammarly and ChatGPT, are expensive in many developing nations, including Nigeria. To this end, the various prospects associated with the use of artificial intelligence in journalism

and other professions cannot be overstated, as scholars such as Thippanna et al. (2023) and Fabián (2023) have argued in their studies.

In addition, the study also examined the various challenges that may be encountered when adopting artificial intelligence in the development of campus journalism in Nigeria. The study, however, reveals that the adoption of artificial intelligence in the development of campus journalism may pose particular challenges, such as making campus journalists overly reliant on artificial intelligence in carrying out their activities, thereby weakening campus journalism in its principles and practice on Nigerian campuses. Though campus journalists' perspective is low concerning how much the reliance on artificial intelligence by campus journalists can make them lazy, nonetheless, the fact remains that the use of artificial intelligence in campus journalism has become part of the profession, even in the main profession, hence its various influences on campus journalism operations cannot be overemphasised.

Furthermore, the outcome of this reveals that the level of awareness concerning the use of artificial intelligence in campus journalism development differs between university campus journalists and polytechnic campus journalists. This discovery corroborates a previous study by Omokaro and Akpojaro (2022) that there is a disparity in learning culture and environment between Nigerian universities and polytechnics. In this light, Omokaro and Akpojaro (2022) argue that there is an excellent difference between university and polytechnic learning environments, hence the difference in standards and public acceptance of both institutions of higher learning. In addition, this study reveals that there is no difference between female and male campus journalists in their level of awareness of the use of artificial intelligence in the development of campus journalism in Nigeria. However, even though studies have shown that there are usually more female students than males studying mass communication (Abati & Ayoola, 2019; Ajaegbu et al., 2021), their perspectives concerning the adaptation of artificial intelligence for the development of campus journalism do not differ. This implies that both male and female campus journalists will do well in the adaptation of artificial intelligence for the development and operations of campus journalism, since the adoption of AI will facilitate and increase efficiency in career development.

## 6 Conclusion

No doubt, artificial intelligence has come to stay in the field of journalism around the world. The adoption and adaptation of artificial intelligence to many fields today cannot be overemphasised due to its many benefits to any profession and the professionals themselves. It is as a result of these important impacts that this study delved into finding out if the use of artificial intelligence can help develop campus journalism in Nigeria, considering the different literature that has established the positive and negative implications of artificial intelligence in the mainstream media or press operations in Nigeria. To this end, it is discovered that an excellent level of awareness exists on Nigerian campuses among campus journalists concerning the possible use of artificial intelligence in their operations, and it can improve campus journalism operations if adopted, considering their knowledge about the many positive impacts. On the other hand, despite the awareness of these positive impacts of artificial intelligence on campus journalism, student journalists also know the various negative implications that can emerge when artificial intelligence is diffused into campus journalism in Nigeria.

Therefore, resulting from the various findings of this study, and most importantly on the similar existing awareness level between the male and female campus journalists, it is however important to conclude that the use of artificial intelligence in campus journalism presents significant leverage for greater understanding, operations, and activities on campus journalism in Nigerian campuses even though there exists a level of disparity about the level of awareness that exist between university campus journalists and that of the polytechnic. Nonetheless, this disparity is likely to fade with time due to the possible continuous use of artificial intelligence in the development of campus journalism in Nigeria. Consequently, based on the diffusion of innovation theory used for this study, it is clear that in the course of adoption, polytechnic campus journalists might fall within the late adopters while learning the practices from many Nigerian universities, which might fall within the early adopters of the use of artificial intelligence for campus journalism. To this end, the use of artificial intelligence for the development of campus journalism in Nigeria is possible on Nigerian campuses based on the awareness level of many campus journalists, resulting from their perspectives on the use of artificial intelligence about the positive and negative implications of

artificial intelligence on the operations of campus journalism in Nigeria.

Based on findings, however, it is recommended that stakeholders within higher institutions of learning should do more to expose students of journalism to the use of artificial intelligence since the world is fast-moving in this direction. In line with this recommendation, the curriculum should be structured in such a way that it accommodates the application of artificial intelligence to the journalism profession and teaching. This will allow students, especially those in the polytechnics, to have better knowledge regarding the use of artificial intelligence in the journalism profession. By so doing, this will inform students of journalism and campus journalists to have a better grasp of the negative and positive implications of artificial intelligence on the profession, thereby preparing them ahead for emerging challenges.

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