



ARTIFICIAL INTELLIGENCE (AI) INTEGRATION IN NIGERIAN NEWSROOMS REPORT

A Survey Report on How Journalists in Nigeria Are Adapting to Generative Artificial Intelligence Tools, Their Safety Concerns, Policy Challenges, And Gender-Related Experiences.

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A survey report on how journalists in Nigeria are adapting to generative artificial intelligence tools, their safety concerns, policy challenges, and gender-related experiences.

This report is published by Safer-Media Initiative as part of our activities on Artificial Intelligence and Media (AIM) Project: Navigating the Present, Shaping the Future. The AIM project is made possible by funding from the United Nations Educational, Scientific and Cultural Organization's (UNESCO) International Programme for the Development of Communication (IPDC)



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About the AIM Project

The AIM (AI and Media) Project: Navigating the Presence, Shaping the Future addresses the urgent need for newsroom readiness regarding Artificial Intelligence (AI) integration and journalist safety.

This project aims to enhance technical knowledge, establish safety-focused policies, and promote responsible AI use within the Nigerian media landscape. The AIM Project is implemented by SMI with funding support from UNESCO's International Programme for the Development of Communication (IPDC).

Acknowledgements

We extend our sincere appreciation to the United Nations Educational, Scientific and Cultural Organization (UNESCO), and its International Programme for the Development of Communication (IPDC) for funding the AIM project. Our gratitude also goes to Michel Kenmoe, Leticia Ewane, and the entire team at the UNESCO Regional Office in Senegal for their consistent guidance and support.

We are thankful to the research and editorial team at EML for their technical support, as well as to Professor Genevieve Bosah and Dr Chanda Mfula, whose insights and encouragement strengthened this work.

We also acknowledge our Executive Director, Peter Iorter, for his inspirational leadership, and the dedicated project staff and wider Safer-Media Initiative team for their diligence and unwavering commitment.

Executive Summary and Key Findings

Our survey of one-hundred and two journalists—editors and reporters in print, electronic and digital media—across the six geo-political regions of Nigeria explored how journalists in Nigeria are adapting to generative artificial intelligence tools, their safety concerns, policy challenges, and gender-related experiences. It is a follow-up to the stakeholder convening activity where we gathered actionable insights from newsroom leaders, journalists and Civil Society Organizations (CSOs) to validate preliminary project assumptions regarding newsrooms AI usage and safety concerns. The survey aims to establish a baseline for policy framework and training content as part of key activities under our AIM project. Based on the results of this survey, and insights from follow-up focus-group discussions, we find the following:

Findings on Journalists' Use of Generative AI

The use of generative AI by journalists is significantly high. Of the surveyed population, 95% are using generative AI tools at least once a week. However, the frequency of usage varies. In a typical work week, 40% of the respondents use generative AI tools occasionally, 36% use it frequently, 13% people say they rarely use it, only 6% use it for almost every story while 5% responded they never used it weekly for their journalistic tasks.

Our findings show that while journalists are adopting generative AI systems rapidly, there is a knowledge gap as a greater proportion of respondents (36%) have received no training on AI. Only 3% of the respondents are expert users of generative AI tools with confidence and ability to identify AI generated “hallucination” or fake information.

In more detail, we find:

- ✍ Usage of AI tools by journalists has increased in the last two years. The proportion of people using AI tools in their professional work within the last two years surged to 73% from 21% usage before the last 2 years.
- ✍ ChatGPT is the single most popular AI tool with 83% usage at least once a week. Though ChatGPT dominates active use, weekly use cuts across other generative AI tools. 29% respond using Google Translate, Google Lense, 26%, Gemini 21%, Copilot 18%, Grammarly 16% while Quilbot records 12% and Peplexity 11% among the topmost used AI tools weekly.
- ✍ Only 2% report using Nubia AI tool. Although the tool's creators say it was built with the African context in mind, its actual use appears limited, likely because it is not widely known among the surveyed population.

- ✍ The need for structured context-specific training on artificial intelligence is evidence. One-third of respondents (33%) reported being entirely self-taught—often relying on trial-and-error approaches—while only 10% indicated that their media organisations had provided any formal training.

Findings on Journalists' Safety and Risk Concerns

Overall, our findings on journalists safety and risk concern show that while most respondents (67%) have not yet been directly targeted by AI-driven threats, they are highly aware of and concerned about AI-related risks—especially around source protection, job displacement, deepfake disinformation, and cultural/linguistic bias in AI tools.

AI is seen by 59% of respondents as useful for factchecking and reducing errors, yet there is a strong undercurrent of mistrust about how well current AI systems understand Nigerian realities and how safely they handle sensitive information.

In more detail, we find:

- ✍ Over 60% (Very + Somewhat concerned) express clear anxiety about source exposure and data security when using AI tools.
- ✍ Job displacement is the single most cited threat (37% of the respondents), reflecting anxiety about professional relevance, livelihoods, and the erosion of human editorial judgment.
- ✍ A smaller but important group (14%) fears that AI may introduce or amplify errors, potentially increasing legal risk.
- ✍ There is a significant awareness gap. A proportion of the respondents (21%) reported “Not concerned” (I didn't know this was a risk) when asked if they were concerned that uploading sensitive interview data to AI Tools (like ChatGPT) could expose their sources. Some respondents may be unconcerned not because the risk is low, but because it is not fully understood.
- ✍ A proportion of the respondents (16%) say they avoid uploading sensitive data to AI tools, suggesting a self-imposed ethical or safety boundary, reflecting cautious professional practice.

Findings on Newsroom Policies and Gaps

The survey reveals significant structural and ethical gaps in how newsrooms are approaching AI adoption. Most respondents (51%) report an absence of formal policies. There are limited transparency practices, and unclear lines of responsibility. AI governance appears largely ad-hoc, with individual journalists often left to make ethical decisions without institutional guidance.

When asked who is primarily responsible for the ethical oversight of AI in your newsroom, 34% say individual journalists are responsible for ethical decisions around AI, with 27% saying no one is responsible. Communication from management—particularly regarding job security and tool provision—remains inconsistent, contributing to uncertainty within newsrooms. Overall, the data suggests that many organisations are using AI without the foundational frameworks needed to ensure accountability, transparency, and security.

In more detail, we find:

- ✍ A substantial policy vacuum as majority of respondents (51%) says their newsroom has no formal AI guidelines. Only 17% report having a clear, written policy, suggesting that structured governance is still emerging.
- ✍ A combined 32% either don't know (16%) or rely on informal verbal rules (16%). When we asked, does your newsroom have a written, formal policy regarding the use of AI? highlighting lack of internal communication on AI adoption in most newsrooms.
- ✍ Audience transparency is not yet a priority in many newsrooms, despite growing public concern about AI - generated misinformation. A higher proportion of respondents (51%) say their newsroom has no rule on disclosing AI -generated content. 22% note disclosure is encouraged but not enforced, showing partial but weak commitment to transparency. Only 8% report mandatory disclosure. The lack of mandatory disclosure may undermine trust.
- ✍ Ethical oversight is fragmented. 34% of respondents say individual journalists are responsible for ethical decisions around AI. 28% cite management or the Editor -in - Chief, 27% say no one is responsible. Only 11% point to the IT/Tech department.
- ✍ Only a minority feel adequately informed about how AI may affect their roles, with 40% of the respondents reporting that AI's impact on job security has not been discussed at all. 27% report transparent and reassuring communication, while 20% describe management's communication as vague or unclear. 13% say information circulates only through informal rumours. A lack of structured communication may contribute to anxiety and speculation among staff.
- ✍ Security practices are weak across most newsrooms. A larger proportion of the respondents (67%) say they are expected to use free AI tools, which often lack enterprise -grade security. A significant number, 27% say they pay for their own professional tools, indicating a personal financial burden and inconsistent access to secure systems. Only 6% report that management provides paid enterprise subscriptions. The reliance on free tools increases exposure to data privacy risks and may violate organisational or regulatory standards.

Findings on Gender-Sensitive Reporting & Practices

The survey data shows that most respondents (72%) do not perceive AI outputs as gender - biased, though 17% of the respondents say they have seen at least occasional stereotyping. Only 11% say it happens frequently. This suggests either genuinely low exposure to bias or low awareness of subtle patterns.

While a strong majority (88%) believes AI training opportunities are equally accessible across genders, there is less consensus on whether AI -generated disinformation disproportionately targets female journalists. Additionally, a significant portion of respondents (65%) say they avoid using AI for sensitive topics such as Gender -Based Violence (GBV), which limits the pool of those who can assess AI's performance in such contexts.

Though respondents overwhelmingly view their newsroom training environments as gender-equitable, this likely reflects organisational pattern rather than AI-specific training, since most of the respondents had earlier indicated they had not received any AI training.

Overall, the findings indicate low perceived risk, low active monitoring, and high confidence in internal newsroom equality, but also limited awareness of emerging harms and hesitation to rely on AI for sensitive reporting.

In more detail, we find:

- ✍ A greater proportion of respondents (61%) indicate strong interest in adopting gender -sensitive reporting tools, but actual usage remains low. A significant number (25%) of respondents do not consider gender balance tracking necessary, indicating differing editorial priorities or limited awareness of its value. Only 14% actively use AI for gender -balance monitoring.
- ✍ While 88% of respondents believe training is equally accessible to men and women, 10% say men receive more opportunities, while 2% say women are prioritized.
- ✍ A majority (45%) do not believe female journalists face greater AI - driven disinformation threats. However, the high “no opinion” rate (27%) indicates uncertainty or lack of exposure to this issue. The combined 17% who agree or strongly agree represent a notable minority who perceive gendered digital threats.
- ✍ Most respondents (65%) avoid using AI for GBV -related content, likely due to trust concerns or editorial policies. Among those who do use AI, experiences are mixed: while nearly a quarter (23%) find the tone generally appropriate, over one in ten (12%) report frequent insensitivity, highlighting a risk area requiring attention.

Introduction

The increasing integration of artificial intelligence (AI) is reshaping global media landscapes, with potential implications on the future of the industry (Ali and Hassoun, 2019). While many view AI as a tool to improve newsroom efficiency, enrich content, and boost audience engagement, others express concern regarding its impact on professional standards (Makwambeni, Matsilele, & Bulani, 2023). These concerns often center on ethical dilemmas, safety and the inherent unpredictability of the technology (Kioko, 2022).

In Nigeria, research indicates that newsrooms are already actively adopting AI (Salaudeen, 2023). A study by Onebunne (2024) suggests that AI is poised to become a fundamental component of the nation's media fabric, though Gbaden, Gambo, and Shem (2024) emphasize the significant complexities involved in this integration.

This survey seeks to understand how Nigerian journalists are adopting generative AI tools, examine safety concerns, policy challenges, and gender-related experiences. By exploring these dimensions, the study provides an evidence-based "need identification" for the implementation of the **AIM (Artificial Intelligence and Media) Project**. The AIM Project is designed to bridge the gap in newsroom readiness and ensure the safety of journalists by enhancing technical knowledge and promoting responsible, safety-focused policies.

Ultimately, the goal is for Nigerian newsrooms to adopt AI responsibly, prioritizing an inclusive, safe and ethical media environment. This objective aligns with **UNESCO'S International Programme for the Development of Communication (IPDC)** and its broader mission to enhance journalist safety and media sustainability.

Following an explanation of our online survey methodology, this report presents its findings across four chapters, each addressing one of the following key areas:

- 1. Journalists' use of generative AI:** An assessment of how generative AI is currently utilized in the field.
- 2. Journalists' Safety and Risk Concerns:** An analysis of journalists' primary concerns and perceived threats.
- 3. Newsroom Policies and Gaps:** An exploration of existing frameworks and the gaps within current institutional guidelines.
- 4. Gender-Sensitive Reporting and Practices:** An investigation into gender-specific experiences and practices in the age of AI.
5. The report concludes with a summary discussion of these findings.

Note on Methodology: As with all survey-based research, we rely on the respondents' own experiences and self-reported understanding. Nevertheless, these findings represent a vital source of information regarding the general patterns emerging across Nigerian newsrooms.

We hope these findings contribute to a deeper understanding of AI's integration in Nigeria's news media while providing context-specific insights relevant to the broader Global South.

Methodology

The report is based on a survey conducted by Safer-Media Initiative (SMI). The main purpose is to understand how journalists in Nigeria are adapting to generative artificial intelligence tools, their safety concerns, policy challenges, and gender-related experiences. SMI led the questionnaire design, fieldwork, reporting and interpretation of findings, with technical support from research consultants at Evri Media Limited (EML).

Data collection utilised a mixed-methods approach—survey and focus group. The quantitative phase involved a structured survey fielded between January 6 and 15, 2026. Distributed across professional networks, the survey gathered data from 102 respondents—a sample that reflects the diversity of the Nigerian media landscape. Responses were received from all six geopolitical zones and represented a cross-section of media types, including print, electronic, and online platforms.

While a sample of 102 might seem compact, given Nigeria's size, its value lies in its geographic and professional density. Because the respondents are distributed across all six zones and various media formats, the data provides a high-fidelity look at the specific professional challenges facing the industry. In specialized research like this, the quality and relevance of the respondents—experts in their field—often carry more weight than a massive, generalized population count.

Complementing this data were two focus group sessions where participants were guaranteed total anonymity. This safe environment allowed for a candid exchange of journalists' experiences and concerns, particularly regarding safety issues, policy gaps, and gender-related risks of AI in the newsroom. These qualitative insights acted as the "connective tissue" for the research, giving context to the numbers found in the survey.

It is important to mention that every research work has its boundaries. The use of online platforms means our findings might slightly favour journalists with higher digital access. Additionally, since participation was voluntary, there is a natural "interest bias," where those most concerned with AI or safety were most likely to respond. However, by acknowledging these factors, we can more accurately interpret the results as a vital indicator of the current newsroom situation in Nigeria.

Table 1. Respondents by Gender

Gender	Count of Gender	Percentage
Female	50	49%
Male	52	51%

Table 2. Respondents by Media Type

Media type	Count of Media type	Percentage
Digital/ Online	42	41%
Electronic (Radio/Tv)	42	41%
Print	18	18%

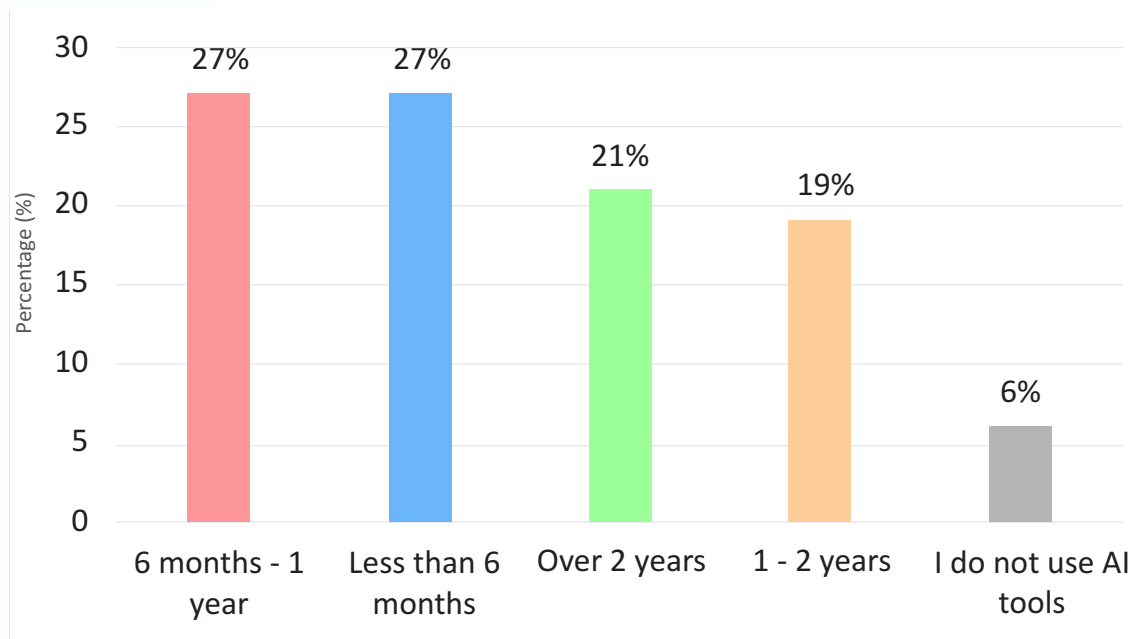
Table 3. Respondents by Job Role

Role	Count of Role	Percentage
Editor	46	451%
Reporter	56	55%

1. Journalists' Use of Generative AI

We find that journalists are adopting generative AI tools rapidly. Of the surveyed population, 94% are using generative AI tools at least once a week.

Figure 1. Duration of AI Tool Use

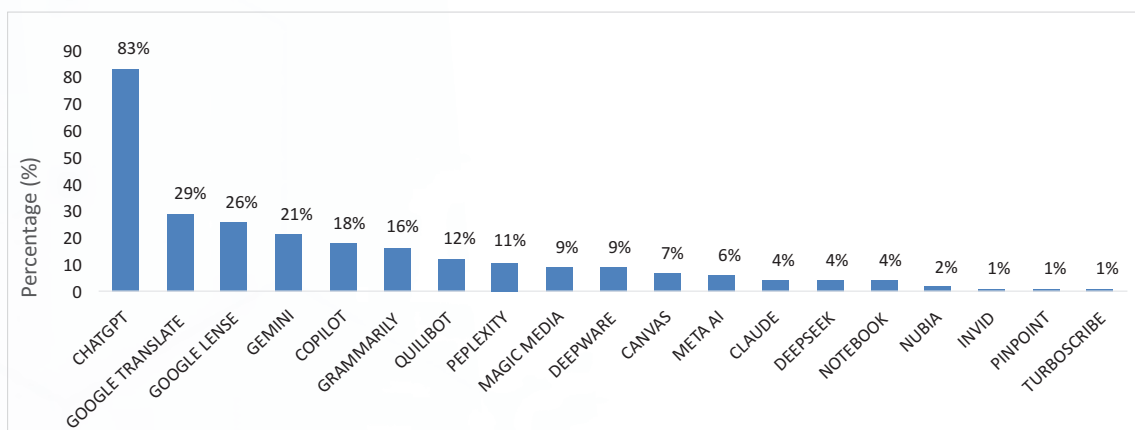


AI_Use. How long have you been using AI tools (ChatGPT, Grammarly, Canva, etc) in your professional work?

The usage of AI tools by journalists has increased in the last two years. The proportion of people using AI tools in their professional work within the last two years surged to 73% from 21% usage before the last 2 years.

Most users are relatively new adopters: 55% have used AI for less than a year, while a smaller but significant group—39%—have been using AI for 1-2 plus years. Only 6% report not using AI at all. The fact that more than half of users adopted AI within the last year shows a steep upward curve.

Figure 2. Use of Generative AI Weekly

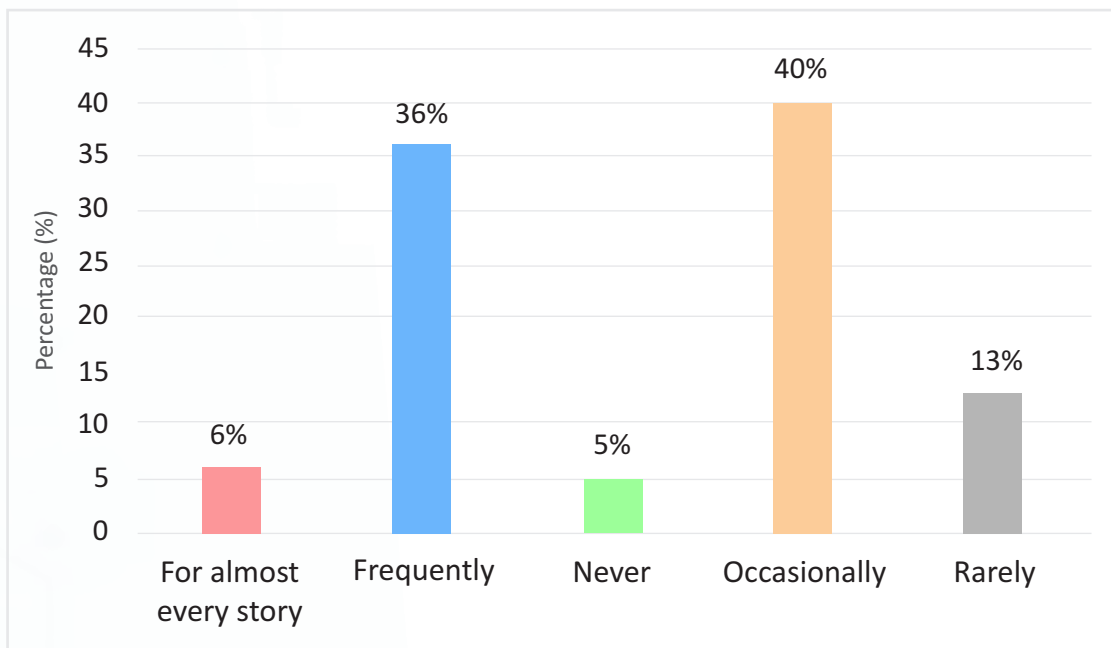


AI_Branduse. Which of the following AI Tools do you use at least once a week?

ChatGPT is the single most popular AI tool with 83% usage at least once a week. Though ChatGPT dominates active use, weekly use cuts across other generative AI tools. 29% respond using Google Translate, Google Lense, 26%, Gemini 21%, Copilot 18% Grammarly 16%, while Quilbot records 12% and Peplexity 11% among the topmost used AI tools weekly.

Only 2% report using Nubia AI tool. Although the tool's creators say it was built with the African context in mind, its actual use appears limited, likely because it is not widely known among the surveyed population.

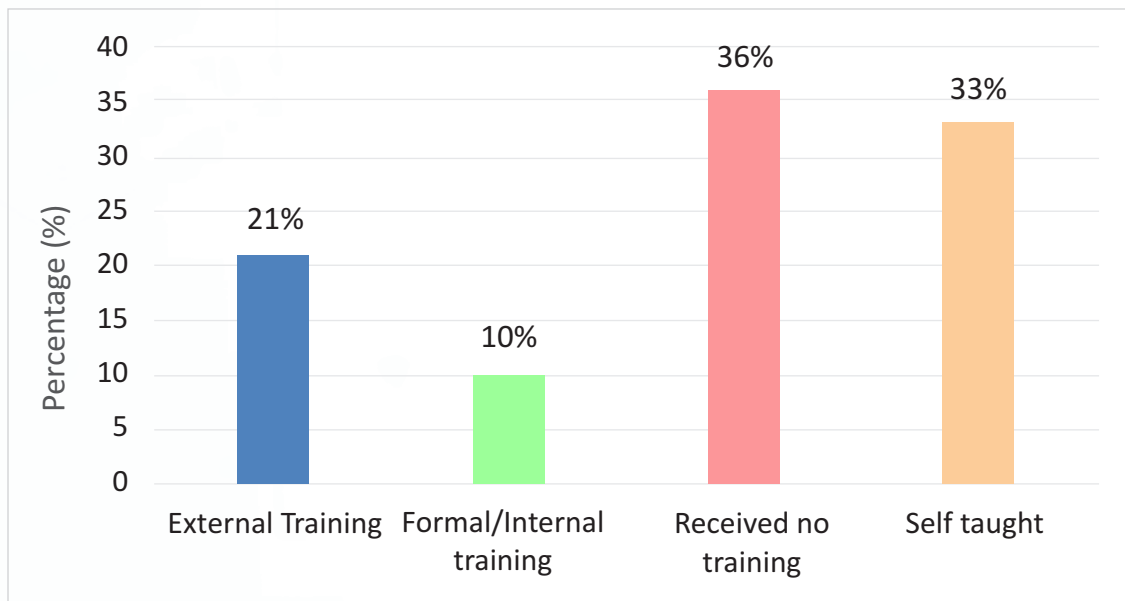
Figure 3. Frequency of AI Use in a Typical Journalistic Work Week



AI_Use. In a typical work week, how frequently do you use AI for Journalistic tasks?

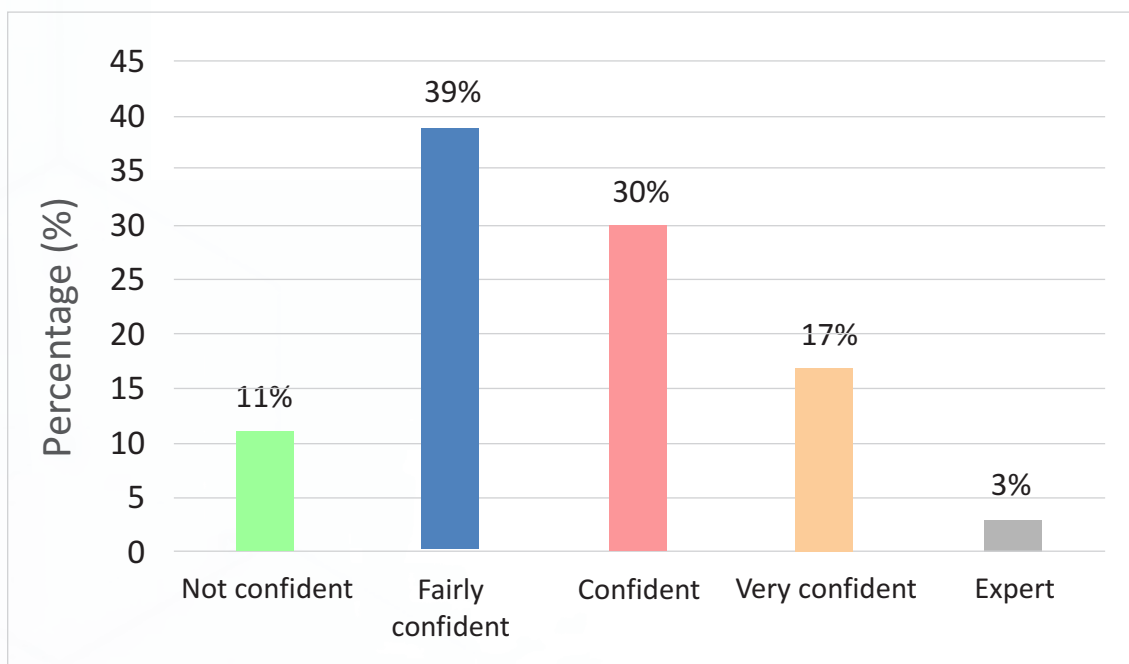
The data shows that a significant proportion of journalists use AI regularly, but a notable minority still engage with it rarely or not at all. In a typical work week, 40% of the respondents use generative AI tools occasionally, 36% use it frequently, 12% person say they rarely use it, only 6% use it for almost every story while 5% responded they never used it weekly for their journalistic tasks.

We find that AI has become a routine tool for over one-third of respondents, suggesting growing reliance on AI for newsroom tasks like research, transcription, summarization, and drafting. 12% use of AI rarely: This group may be cautious adopters, limited either by skill, trust or newsroom culture. A small but important segment (5%) that remains disengaged from AI tools, possibly due to preference for traditional methods, lack of training, or concerns about accuracy and ethics.

Figure 4. Primary Sources of AI Training

AI_User Training. What is your primary source of AI training?

The data reveals that formal training is limited, and journalists are largely left to figure things out on their own. Majority (36%) reports receiving no training at all, highlighting a significant skill gap. Close behind, 33% rely on self-teaching methods such as YouTube tutorials and trial-and-error. Only 21% have benefited from external workshops or fellowships, and an even smaller 10% received formal training from their newsrooms. This indicates that institutional support for AI capacity-building remains weak, pushing journalists to informal learning pathways which could lead to poor learning quality.

Figure 5. Ability to identify AI generated "hallucination" or fake information

AI_User confidence. On the scale of 1- 10, how confident do you feel about your ability to identify AI generated "hallucination" or fake information?

A significant majority (89%) report feeling at least “fairly confident”. The most common sentiment is “fairly confident” (39%), suggesting that while most respondents believe they can identify fake information, they likely maintain a degree of caution. Only a small minority (11%) admits to a lack of confidence, and an even smaller group (3%) considers themselves expert.

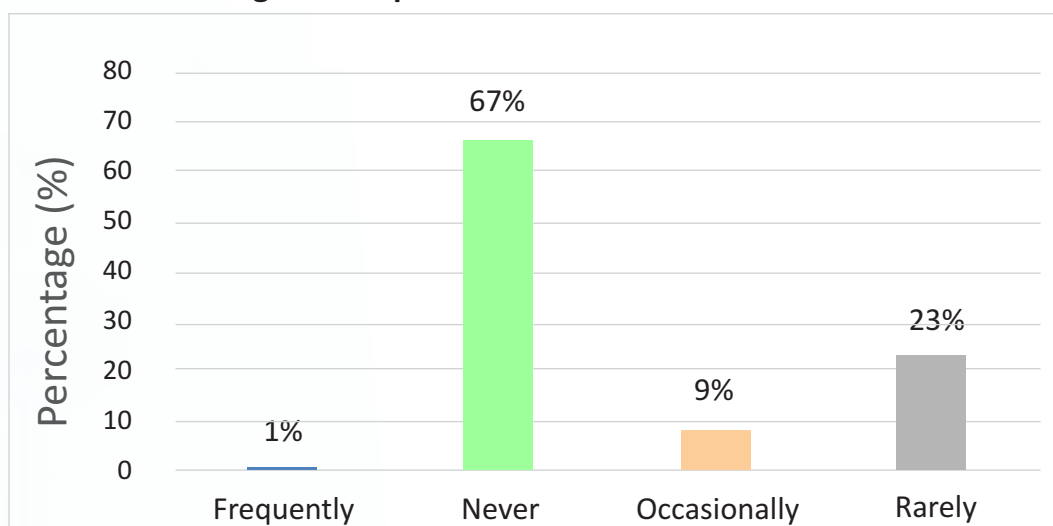
While 89% feel confident (A combination of “Expert”, “very confident”, “confident” and “fairly confident”), there may be a “Dunning-Kruger” effect at play where users overestimate their detection skills. AI hallucinations can be extremely subtle and difficult for people to detect without fact-checking skills.

2. Journalists' Safety and Risk Concerns

While most respondents have not yet been targeted, signs of AI-enabled harassment and manipulation are present, warranting proactive safety protocols. There is strong anxiety about uploading sensitive data to AI tools, combined with knowledge gaps about the risks—these calls for clear guidelines, training, and institutional policies.

Many see AI as helpful for accuracy and legal safety, but a notable minority fear AI-induced error—suggesting the need for human oversight and verification frameworks. The greatest perceived threats are job loss, deepfake disinformation, and algorithmic bias, all of which directly affect journalistic integrity, employment, and public trust. The overwhelming view that AI is Western-centric and context-weak underscores the need for Nigeria-aware, language-sensitive AI tools and local participation in AI development.

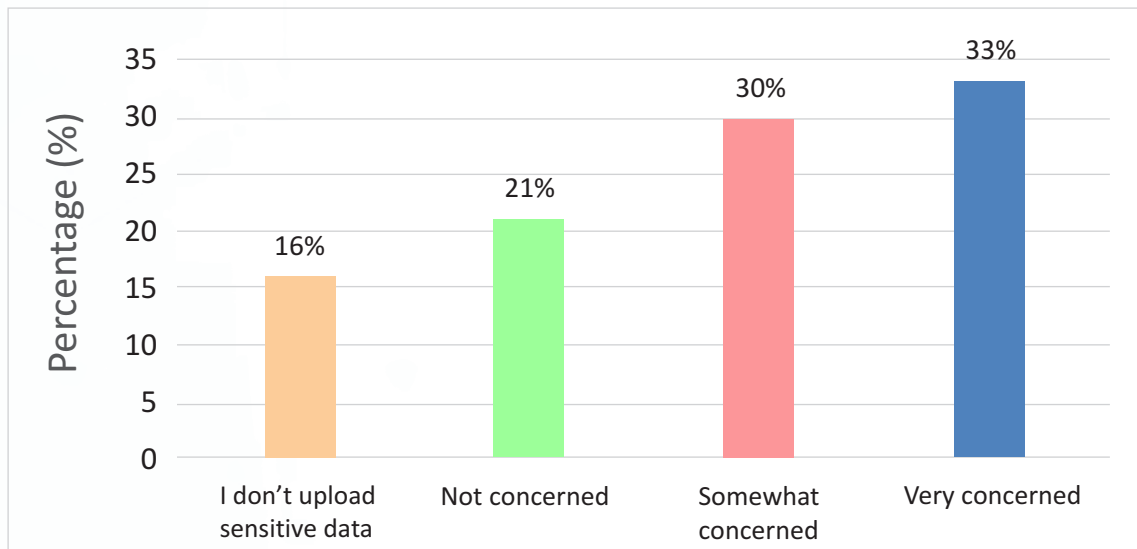
Figure 6. Experience with AI -driven threats



AI_threats. Has you or your colleague been targeted by AI- driven threats (e.g., deep fake images, bot- driven harassment or “cloned” voices)?

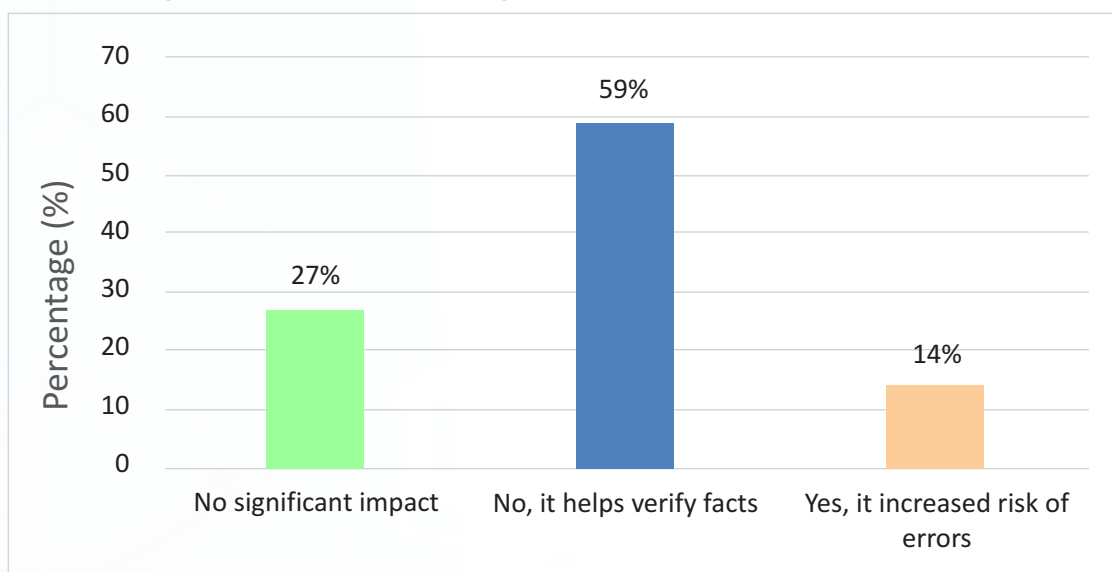
Many respondents have not been targeted: Never: 67%. Minority report some level of targeting: Rarely (23%), occasionally: 9% and frequently: 1%. Most respondents have not yet personally faced AI-driven attacks, but a non-trivial minority (about one in three) report at least rare exposure.

This suggests AI-driven threats are emerging rather than hypothetical and may grow as tools become more accessible and sophisticated.

Figure 7. Concern about uploading sensitive interview data to AI tools

AI_Threats. Are you concerned that uploading sensitive interview data to AI Tools (like ChatGPT) could expose your sources?

Most respondents (33%) say they are very concerned. Somewhat concerned: 30%. Lower explicit concern, but with important nuance: Not concerned (I didn't know this was a risk): 21% and “I do not upload sensitive data to AI”: 16%. Over 60% (Very + Somewhat concerned) express clear anxiety about source exposure and data security when using AI tools. The 21% who “didn't know this was a risk” indicates a significant awareness gap—some respondents may be unconcerned not because the risk is low, but because it is not fully understood. The 16% who avoid uploading sensitive data suggest a self-imposed ethical or safety boundary, reflecting cautious professional practice.

Figure 8. AI and fear of legal trouble (libel, defamation, etc.)

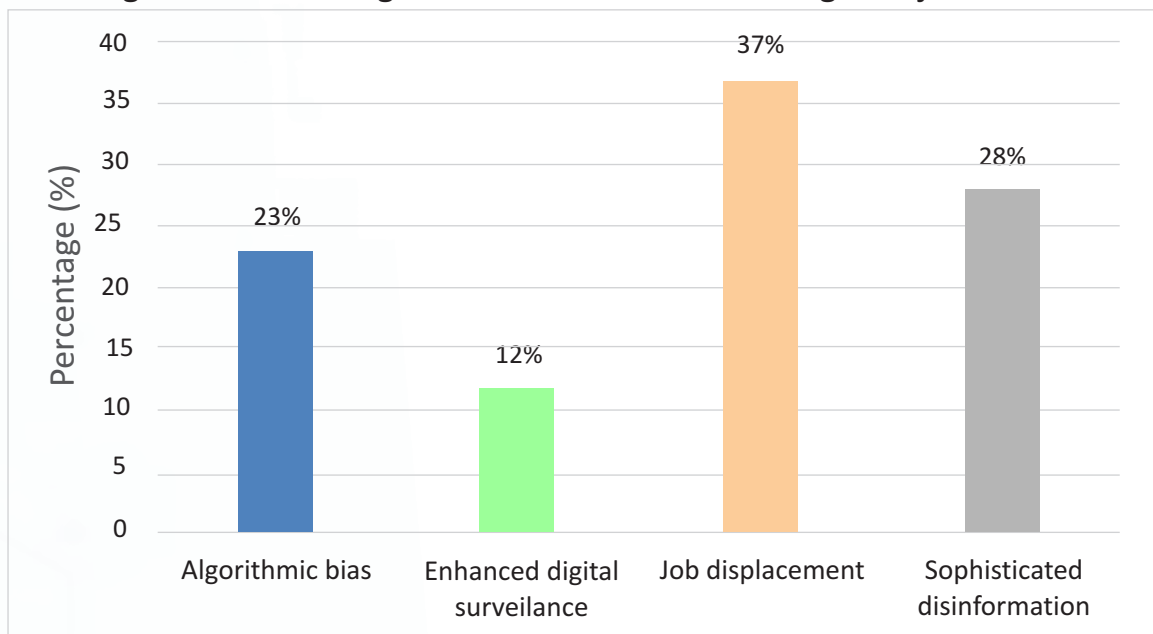
AI_Threats. Does using AI in your reporting increase your fear of legal trouble (e.g., libel or defamation suits)?

No, it helps verify facts and reduce errors: 59%. Neutral impact: No significant impact (27%).
AI seen as increasing risk: Yes, it increases the risk of errors (14%).

A clear majority (nearly 6 in 10) view AI as a tool for improving accuracy and reducing legal exposure, especially through fact-checking and error reduction. A smaller but important group (13.7%) fears that AI may introduce or amplify errors, potentially increasing legal risk.

Overall, most respondents perceive AI as a safeguard than a liability in legal terms, but trust is not consistent across respondents.

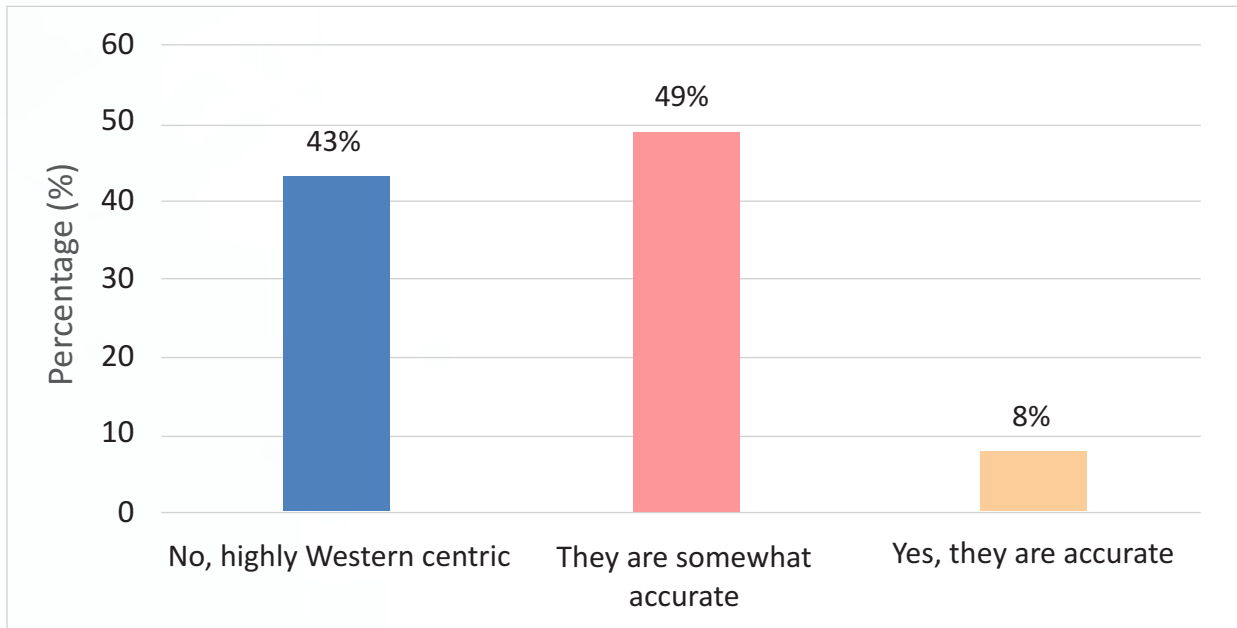
Figure 9. Perceived greatest AI-related threat to Nigerian journalism



AI_greatest threat. Which AI related risk do you feel is the greatest threat to Nigerian journalism today?

Job displacement / Loss of human roles: 37%. Other major concerns: Sophisticated “deep fake” disinformation: 28%. Algorithmic bias (AI ignoring local Nigerian context/languages): 22%. Lower, but notable concern: Enhanced digital surveillance by the state: 13%.

Job displacement is the single most cited threat, reflecting anxiety about professional relevance, livelihoods, and the erosion of human editorial judgment. Deepfake disinformation is also a major concern, highlighting fears about credibility, manipulation, and public trust. Algorithmic bias is seen as a serious issue, pointing to marginalisation of Nigerian languages, contexts, and realities in AI systems. State surveillance, while ranked lowest, still concerns more than 1 in 10 respondents—indicating ongoing worries about press freedom and monitoring in a digital AI-driven environment.

Figure 10. Perception of AI's understanding of Nigerian pidgin and local nuances

AI_models. Do you feel current AI models adequately understand Nigerian pidgin or local nuances (Yoruba, Igbo, Hausa)?

Over 90% (49% + 43%) believe current AI models do not fully capture Nigerian linguistic and cultural nuance. Nearly half see AI as “somewhat accurate but missing context”, suggesting surface-level competence but weak depth in local idioms, tone, and cultural references. The 43% who call models “highly Western-centric” point to a perception of structural bias in training data and design, with Nigerian realities underrepresented. Only a small minority (8%) feel AI is truly accurate, underscoring a significant trust and localisation gap.

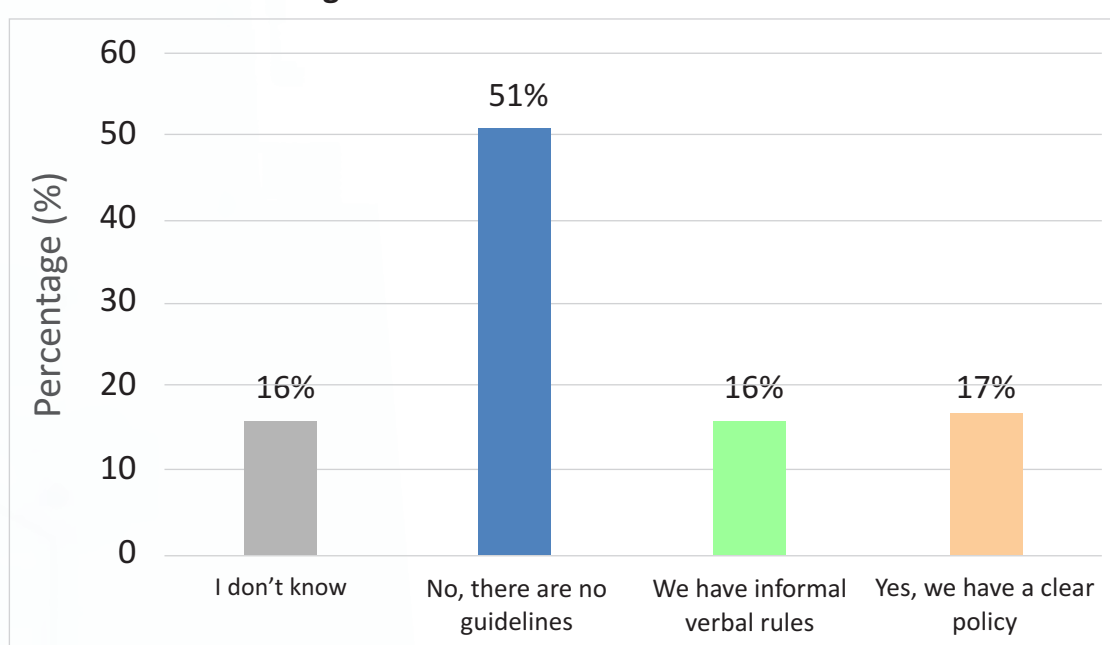
They are somewhat accurate but miss context: 49%. Strong criticism of Western bias: No, they are highly Western-centric: 43%. Positive assessment: Yes, they are accurate: 8%.

Overall, the data shows that while most respondents have not yet been directly targeted by AI-driven threats, they are highly aware of and concerned about AI-related risks—especially around source protection, job displacement, deepfake disinformation, and cultural/linguistic bias in AI tools. AI is seen as useful for factchecking and reducing errors, yet there is a strong undercurrent of mistrust about how well current AI systems understand Nigerian realities and how safely they handle sensitive information.

3. Newsroom Policies and Gaps

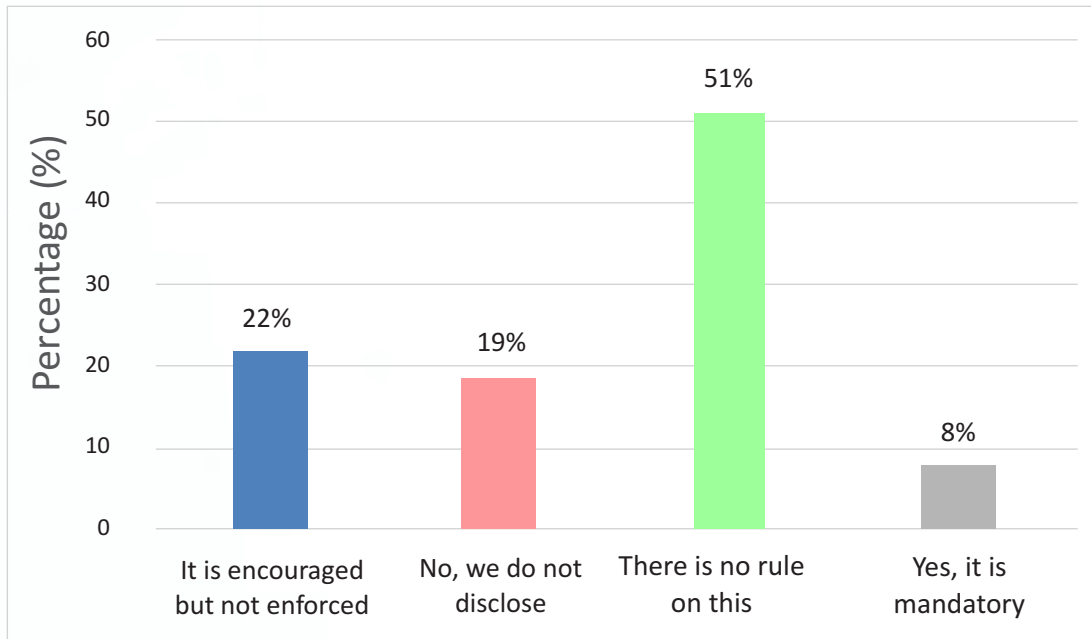
The survey reveals significant structural and ethical gaps in how newsrooms are approaching AI adoption. Many respondents report an absence of formal policies, limited transparency practices, and unclear lines of responsibility. AI governance appears largely ad-hoc, with individual journalists often left to make ethical decisions without institutional guidance. Communication from management—particularly regarding job security and tool provision—remains inconsistent, contributing to uncertainty within newsrooms. Overall, the data suggests that many media organisations are using AI without the foundational frameworks needed to ensure accountability, transparency, and security.

Figure 11. AI Policies and Governance



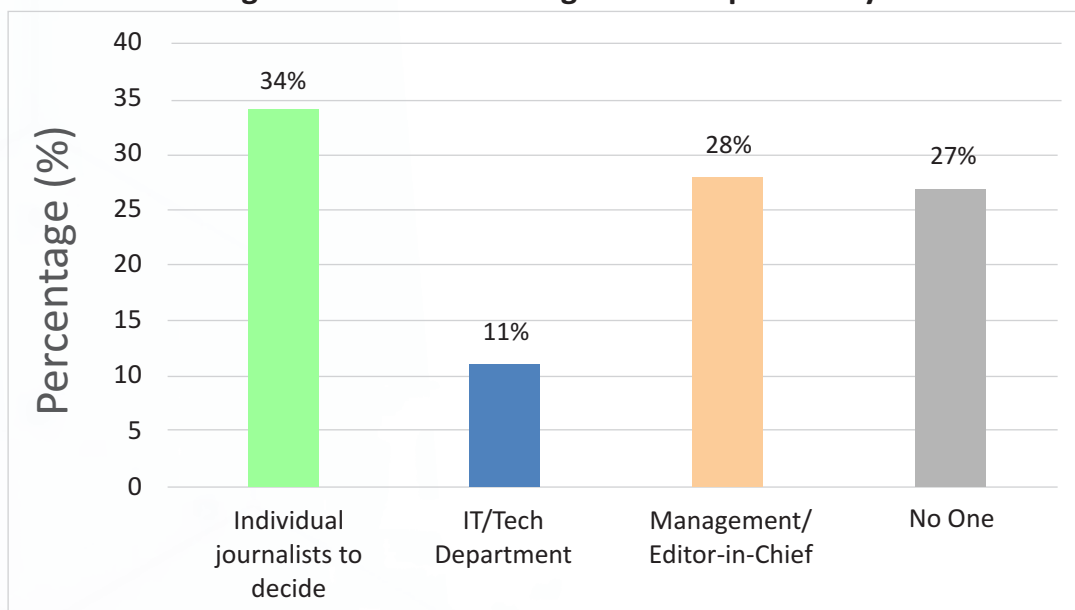
AI_Newsroom Policy. Does your newsroom have a written, formal policy regarding the use of AI?

We find that most newsrooms are operating without codified expectations or protections, increasing the risk of inconsistent practices and ethical lapses. 51% of respondents say their newsroom has no formal AI guidelines, indicating a substantial policy vacuum. Only 17% report having a clear, written policy, suggesting that structured governance is still emerging. A combined 32% either don't know (16%) or rely on informal verbal rules (16%), highlighting poor internal communication and a lack of standardisation.

Figure 12. Transparency and Disclosure Practices

AI_Newsroom Policy. Are you required to disclose to your audience when a story or image was generated with AI assistance?

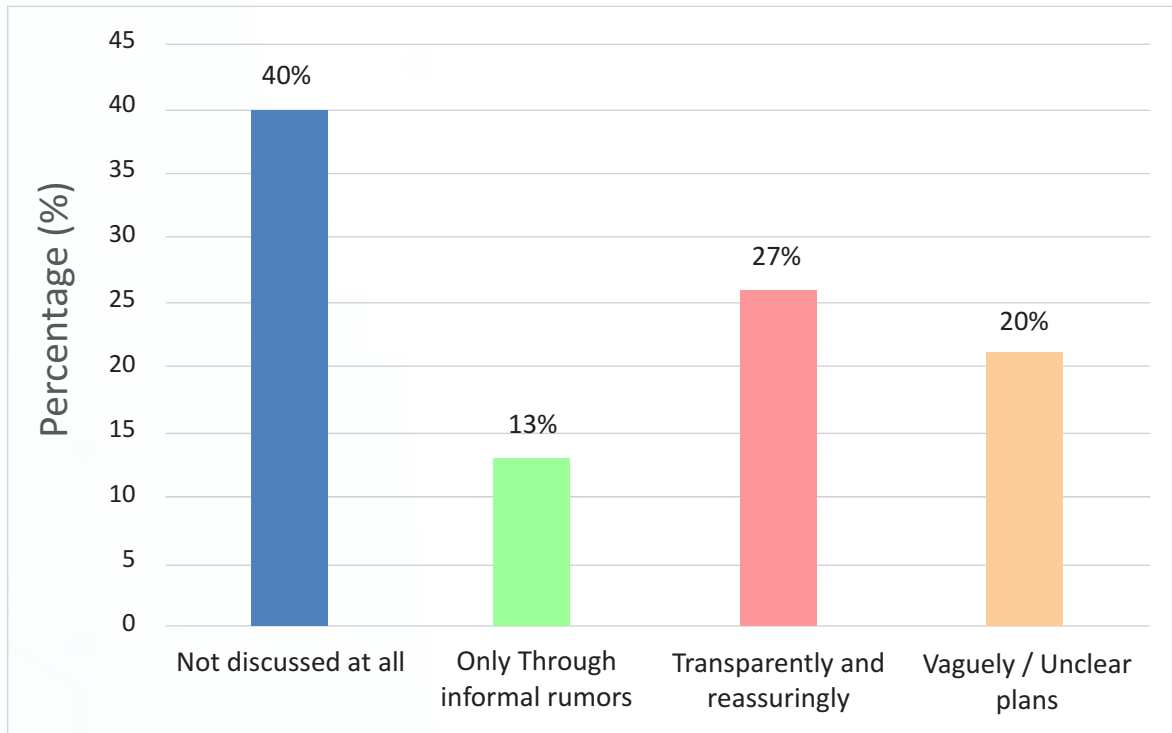
Audience transparency is not yet a priority in many newsrooms, despite growing public concern about AI-generated misinformation. The lack of mandatory disclosure may undermine trust. 51% say there is no rule on disclosing AI-generated content. 22% note disclosure is encouraged but not enforced, showing partial but weak commitment to transparency. 19% explicitly state they do not disclose AI involvement. Only 8% report mandatory disclosure.

Figure 13. Ethical Oversight and Responsibility

AI_Newsroom Policy. Who is primarily responsible for the ethical oversight of AI in your newsroom

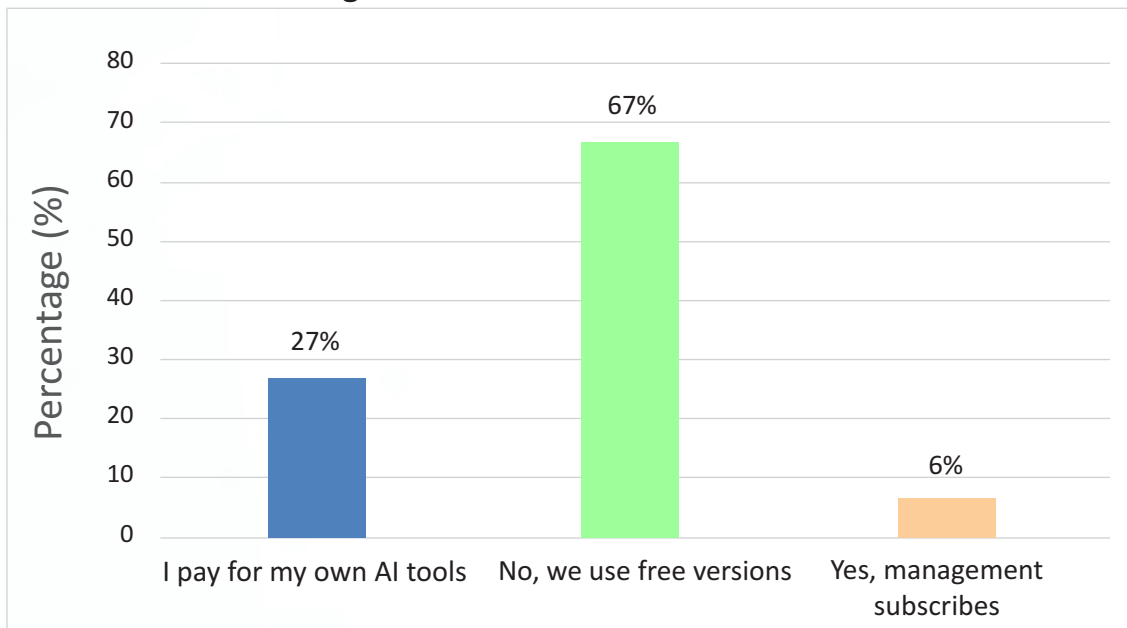
Ethical oversight is fragmented. With over a quarter reporting no responsible party, and over a third relying on individual discretion, newsrooms risk inconsistent ethical standards and potential misuse of AI tools. 34% say individual journalists are responsible for ethical decisions around AI. 28% cite management or the Editor-in-Chief. 27% say no one is responsible. Only 11% point to the IT/Tech department.

Figure 14. Communication on Job Security



AI_Newsroom Policy. How has the management communicated the impact of AI on job security?

Only a minority feels adequately informed about how AI may affect their roles. 40% say AI's impact on job security has not been discussed at all. 27% report transparent and reassuring communication. 20% describe management's communication as vague or unclear. 13% say information circulates only through informal rumours. A lack of structured communication may contribute to anxiety and speculation among staff.

Figure 15. Access to Secure AI Tools

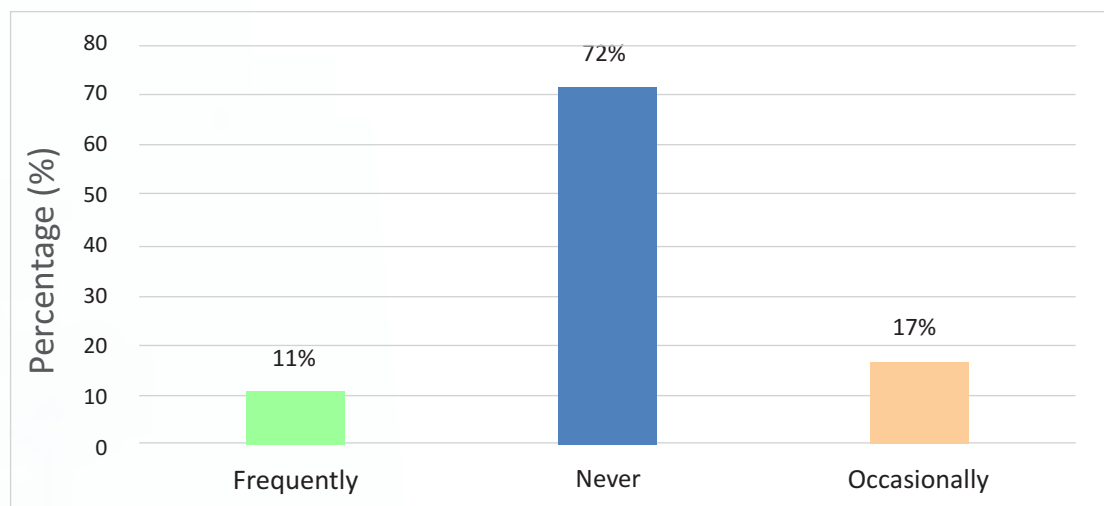
AI_Newsroom Policy. Does your newsroom provide an “Enterprise/ Paid” version of AI Tools for better security?

Security practices are weak across most newsrooms. 67% say they are expected to use free AI tools, which often lack enterprise -grade security. 27% pay for their own professional tools, indicating a personal financial burden and inconsistent access to secure systems. Only 6% report that management provides paid enterprise subscriptions. Reliance on free tools increases exposure to data privacy risks and may violate organisational or regulatory standards.

4. Gender-Sensitive Reporting and Practices

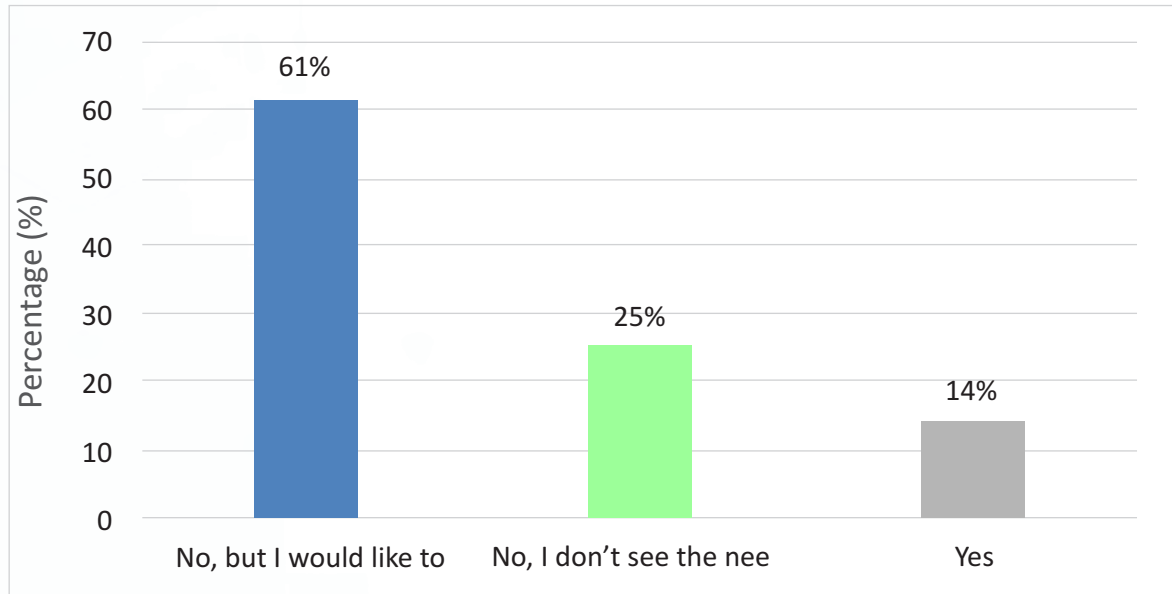
The survey data suggests that most respondents do not perceive major gender -related problems in their current use of AI tools, but they also show limited proactive engagement with gender -sensitive practices. While a strong majority believes AI training opportunities are equally accessible across genders, there is less consensus on whether AI -generated disinformation disproportionately targets female journalists. Additionally, a significant portion of respondents avoid using AI for sensitive topics such as Gender -Based Violence (GBV), which limits the pool of those who can assess AI's performance in such contexts. Overall, the findings indicate low perceived risk, low active monitoring, and high confidence in internal newsroom equality, but also limited awareness of emerging harms and hesitation to rely on AI for sensitive reporting.

Figure 16. Perception of AI Reinforcing Gender Stereotypes



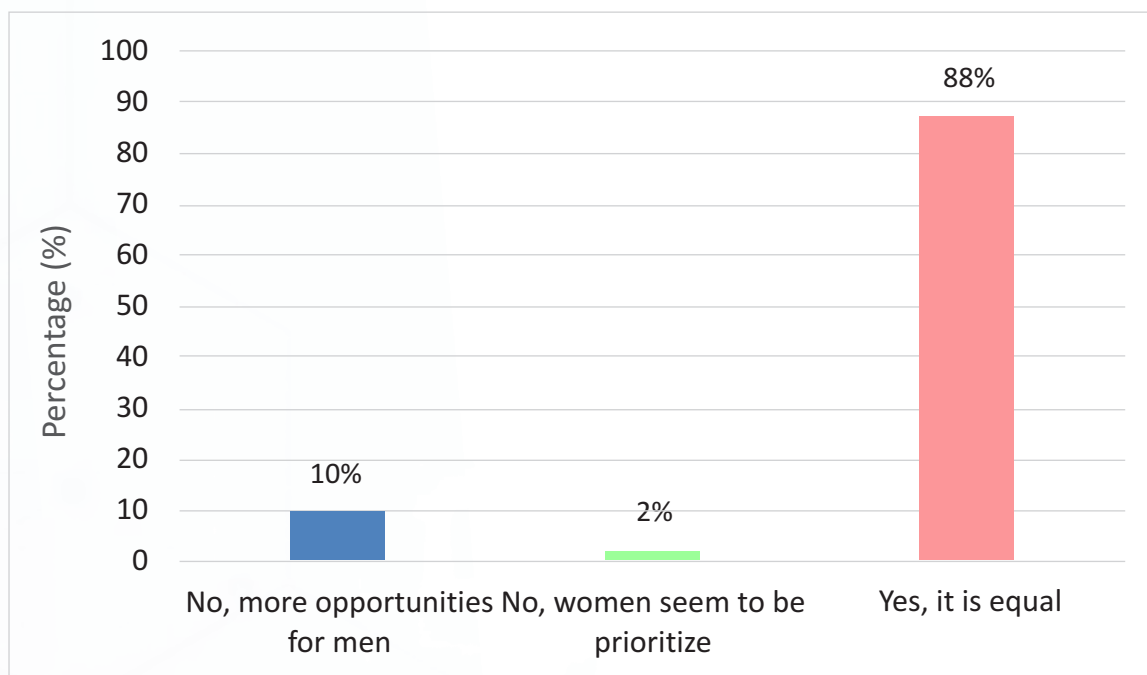
AI_Gender-Sensitive. Have you observed AI Tools reinforcing gender stereotypes (e.g., generating only men for “CEO” prompts)?

Most respondents do not perceive AI outputs as gender -biased, though nearly one -third have seen at least occasional stereotyping. This suggests either genuinely low exposure to bias or low awareness of subtle patterns. 72% report never or not noticing AI reinforcing gender stereotypes. 17% have observed it occasionally. 11% say it happens frequently.

Figure 17. Use of AI Tools for Gender Balance Tracking

AI_Gender-Sensitive. Do you use AI Tools to track or improve gender balance (source counting) in your reporting?

There is strong interest in adopting gender -sensitive reporting tools, but actual usage remains low. 61% do not currently use such tools but would like to. A quarter of respondents (25%) do not consider gender balance tracking necessary, indicating differing editorial priorities or limited awareness of its value. 14% actively use AI for gender -balance monitoring.

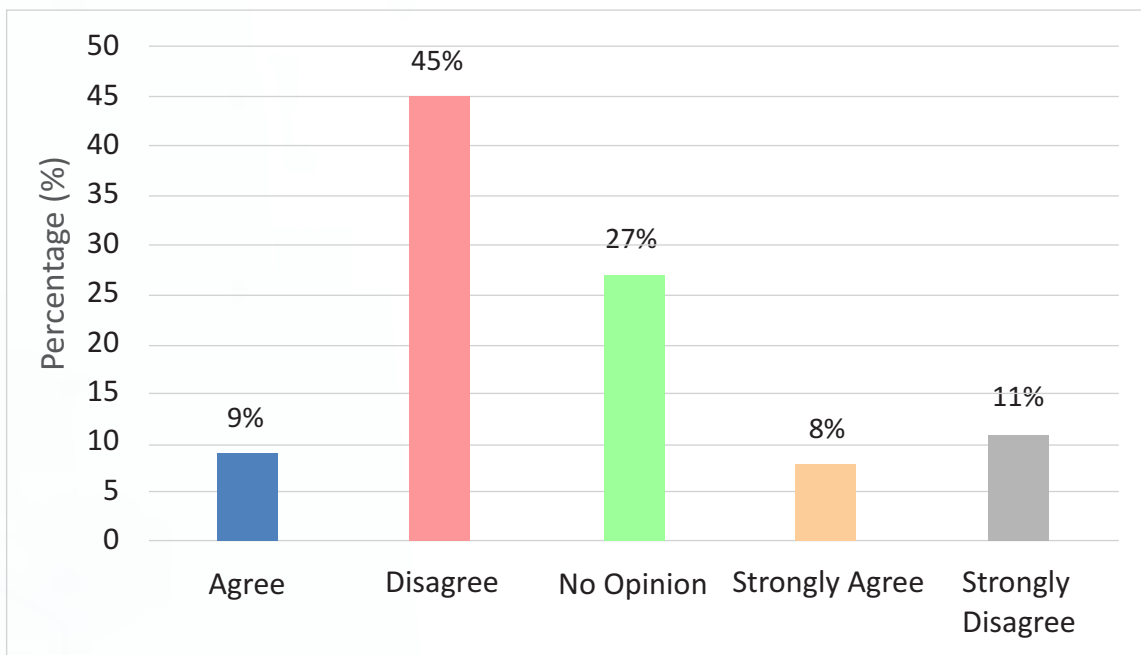
Figure 18. Accessibility of AI Training in Newsrooms

AI_Gender-Sensitive. In your experience, is AI training in your newsroom equally accessible to both male and female staff?

Respondents overwhelmingly perceive their newsroom training environments as equitable. 88% believe training is equally accessible to men and women.

Though this likely reflects organisational practice rather than AI-specific training, since most of the respondents had earlier indicated they had not received any AI training. 10% say men receive more opportunities. 2% say women are prioritized. The small minority reporting disparities suggests isolated experiences rather than systemic patterns.

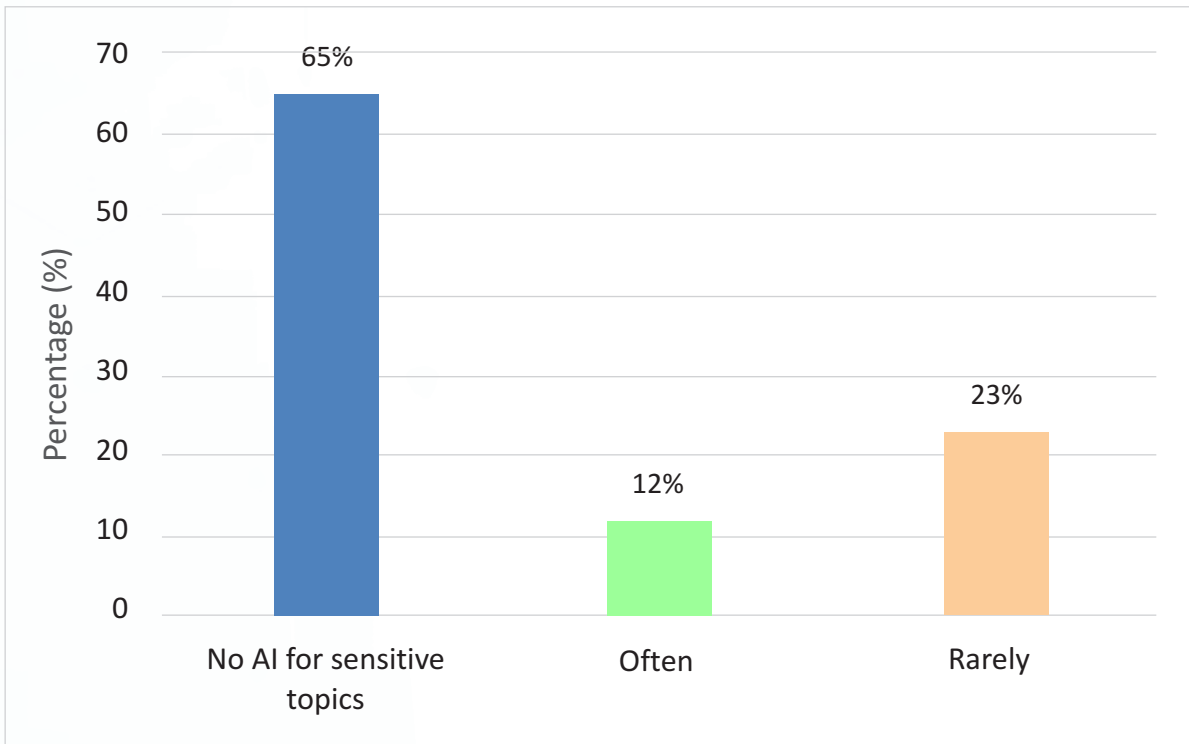
Figure 19. Concern About AI -Generated Disinformation Targeting Female Journalists



AI_Gender-Sensitive. Are you concerned that AI generated disinformation (e.g., non-consensual deep fakes) is being used to target and silence female journalists more than men?

45% disagree that women are disproportionately targeted. 27% have no opinion. 11% strongly disagree. 9% agree, while 8% strongly agree.

A majority do not believe female journalists face greater AI-driven disinformation threats. However, the high “no opinion” rate (27%) indicates uncertainty or lack of exposure to this issue. The combined 17% who agree or strongly agree represent a notable minority who perceive gendered digital threats.

Figure 20. AI Performance on Sensitive Topics (e.g., GBV)

AI_Gender-Sensitive. When using I for sensitive topics like Gender-Based Violence (GBV), how often does the tool provide insensitive or “victim blaming” language?

65% do not use AI for sensitive topics. 12% say AI often produces insensitive or victim-blaming language. 23% say this rarely happens. Most respondents avoid using AI for GBV-related content, likely due to trust concerns or editorial policies. Among those who do use AI, experiences are mixed: while nearly a quarter find the tone generally appropriate, over one in ten report frequent insensitivity, highlighting a risk area requiring attention.

Conclusion

We documented four core areas: journalists' use of generative AI, their safety and risk concerns, existing newsroom policies and gaps, and the state of gender-sensitive reporting and practices. Drawing on responses from 102 journalists across Nigeria's six geopolitical zones—and representing print, electronic, and online media—we ensured through purposive sampling that the insights captured reflect the lived realities of practitioners across functional roles, from frontline reporters to senior editors.

We have shown that the use of generative AI by journalists is widespread, with 94% of respondents using generative AI tools at least once a week. Yet this high adoption rate exists alongside significant safety concerns and risks. Although 67% have not personally experienced AI-driven threats, journalists express strong concern about emerging risks. Job displacement stands out as the most prominent fear, signaling deep anxieties about professional relevance, economic security, and the diminishing space for human editorial judgment. Deepfake-enabled disinformation also features prominently, underscoring worries about credibility, manipulation, and the erosion of public trust in journalism.

Concerns about algorithmic bias further highlight the marginalisation of Nigerian languages, contexts, and lived experiences within global AI systems. Even though state surveillance ranks lowest among identified risks, more than one in ten respondents still view it as a credible threat—indicating ongoing worries about press freedom and monitoring in a digital AI-driven environment.

Across all these areas, the absence of formal policies, limited transparency requirements, unclear oversight mechanisms, and widespread uncertainty about AI's implications point to a sector still in the early stages of adaptation. The combination of high usage, significant anxiety, and notable knowledge gaps underscores the urgent need for clear guidelines, structured training, and institutional policies that support responsible AI integration.

While this survey was designed to inform our training curriculum and guide the development of newsroom policy frameworks, we will actively pursue these objectives and hope that beyond that initial goal, media organisations, academic institutions, and other stakeholders in Nigeria and beyond will find this work valuable as they navigate the evolving intersection of journalism, media, and artificial intelligence.

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