

EXAMINING THE ADOPTION AND EFFECTIVENESS OF ARTIFICIAL INTELLIGENCE IN PEACE JOURNALISM: A STUDY OF KADUNA STATE MEDIA CORPORATION AND NTA KADUNA

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Abstract

The incorporation of Artificial Intelligence (AI) into editorial workflows is reshaping journalistic practice across the globe. Yet, empirical documentation of AI deployment in peace journalism within Nigeria remains limited. This study examined the extent and outcomes of AI adoption for peace journalism in Kaduna State Media Corporation (KSMC) and NTA Kaduna between 2022 and 2025. Given Kaduna's persistent farmer–herder and ethno-religious conflicts, broadcasters face mounting pressures to deliver timely, accurate, and linguistically appropriate peace-oriented content. However, evidence concerning the uptake of AI tools and their contribution to peace reporting is still scarce. Anchored in the Technology Acceptance Model (TAM) by Davis (1989), the study adopted a convergent parallel mixed-methods design. The target population of 163 editorial and technical staff generated a sample of 128 respondents selected through stratified and purposive sampling procedures. Data were collected through structured questionnaires, 16 in-depth interviews with purposively selected editorial staff, and content analysis of 60 peace-related broadcasts aired between 2022 and 2025. Quantitative data were processed using SPSS v27 with descriptive statistics, correlation, and regression analyses. Qualitative data were subjected to thematic analysis in NVivo 14. Findings reveal moderate AI adoption, concentrated primarily in transcription and news gathering, with comparatively limited use for personalization and analytics. Perceived usefulness and perceived ease of use significantly predicted adoption intention. AI-assisted content outperformed non-AI content in production speed, language diversity, and audience reach. Key constraints include inadequate training, infrastructural shortfalls, ethical concerns regarding bias, and the absence of an institutional AI policy. The study concludes that AI holds substantial potential for strengthening peace journalism, but that realizing this potential requires sustained structural and capacity investments.

Recommendations include the development of ethical guidelines, targeted training interventions, and policy alignment with the Nigerian Broadcasting Code.

Keywords: Artificial Intelligence, Peace Journalism, KSMC, NTA Kaduna, Technology Acceptance Model, Newsroom, Conflict Reporting, Nigeria

1.0 Background to the Study

The media occupy a pivotal role in conflict prevention and peacebuilding, particularly in societies marked by entrenched communal tensions. In Nigeria, Kaduna State has remained a recurring hotspot for farmer–herder violence and ethno-religious unrest, thereby elevating the strategic value of broadcast media as instruments of social cohesion (Okolie & Onyema, 2023). Public service broadcasters including the Kaduna State Media Corporation (KSMC) and the Nigerian Television Authority (NTA) Kaduna operate within a constitutional obligation to disseminate information that encourages dialogue, fosters tolerance, and discourages non-violence. This mandate converges with the normative framework of peace journalism, which advocates conflict reporting that interrogates underlying causes and consequences, provides voice to all relevant stakeholders, and foregrounds peace initiatives and solution pathways rather than focusing solely on episodes of violence (Galtung, 1998).

Concurrently, global newsroom practices are being reconfigured through Artificial Intelligence (AI). AI can be understood as computer systems capable of performing tasks that normally require human intelligence, including natural language processing, pattern recognition, and content generation (Diakopoulos, 2019). In journalism, AI applications have evolved beyond back-office automation into frontline editorial functions. Such functions include automated transcription, multilingual translation, data-driven investigations, AI-assisted news writing, audience analytics, and misinformation detection (Broussard, 2023). Leading

organizations such as the BBC, Reuters, and the Associated Press have institutionalized AI to improve speed, accuracy, and reach, reflecting a broader transition in how news is produced and consumed (Diakopoulos, 2019).

In the African context, and particularly in Nigeria, AI adoption in journalism is increasingly visible but remains uneven. Empirical studies suggest that while private digital news platforms in Nigeria and South Africa are experimenting with chatbots and automated content curation, public broadcasters often contend with structural limitations, including constrained funding, weak digital infrastructure, and gaps in technical expertise (Okolie & Onyema, 2023; Wambua & Mudhai, 2022). Nevertheless, the rising demand for timely, multilingual, and contextually grounded peace content in Kaduna an ethnolinguistically diverse state presents a compelling rationale for AI integration. For instance, Natural Language Processing tools can transcribe and translate interviews in Hausa and other Nigerian languages, thereby reducing production turnaround time for peace programming (Kemp, 2024). Similarly, machine learning can analyze social media discourse to detect early warning indicators of hate speech and communal tensions (Wambua & Mudhai, 2022).

The relevance of AI to peace journalism rests on three interrelated dimensions: speed in accelerating editorial responses to emerging conflict narratives, scale in enabling multilingual dissemination across Kaduna’s diverse audiences, and framing in auditing coverage toward solution-oriented peace journalism. Despite growing global literature on AI and journalism concentrated in Europe, North America and Asia with limited attention to

Sub-Saharan Africa, no known study has examined AI deployment specifically within peace journalism in Nigeria.

Empirical research on AI in journalism remains concentrated in Europe, North America and Asia, with limited attention to Sub-Saharan Africa and almost none on Nigerian public broadcasters or peace journalism specifically (Wambua & Mudhai, 2022). Because media effectiveness directly shapes human security in conflict-prone settings (Okolie & Onyema, 2023), this study examines AI adoption and effectiveness for peace journalism at KSMC and NTA Kaduna to inform policy, training and newsroom practice.

2.0 Statement of the Problem

Kaduna State continues to experience recurrent episodes of farmer–herder and ethno-religious violence, resulting in loss of lives, displacement of communities, and erosion of social trust. In such an environment, the media have a critical duty to provide information that reduces tension and promotes peaceful coexistence. Public service broadcasters particularly KSMC and NTA Kaduna are positioned to fulfill this responsibility through peace journalism. However, the capacity of these stations to produce timely, accurate, and audience-relevant peace content is constrained by human limitations, slow production cycles, and limited reach across Kaduna’s linguistically diverse audiences (Okolie & Onyema, 2023). These operational bottlenecks raise important questions regarding how emerging technologies, particularly AI, might be leveraged to enhance the effectiveness of peace communication in the state.

Globally, AI is being integrated into journalism to address precisely these constraints. AI tools are now used for automated transcription, real-time translation, audience analytics, content personalization, and misinformation

detection improving both the speed and breadth of news production (Diakopoulos, 2019; Broussard, 2023). In Africa, studies indicate that while some private digital platforms have begun experimenting with AI, public broadcasters lag due to infrastructural deficits, funding challenges, and low levels of digital literacy among newsroom personnel (Wambua & Mudhai, 2022). Within Nigeria, preliminary evidence suggests that AI adoption in newsrooms is frequently ad hoc and driven by individual initiative rather than institutional planning (Okolie & Onyema, 2023). This indicates a misalignment between AI’s potential and its actual integration within public service broadcasting contexts.

In the domain of peace journalism, the problem becomes even more urgent. Peace journalism requires journalists to move beyond episodic reporting of violence toward framing that highlights underlying causes, far-reaching consequences, and viable solutions (Galtung, 1998). Achieving this requires extensive reporting work, multilingual production processes, and sustained audience engagement activities that are resource intensive. AI offers the prospect of reducing production time, translating content into Hausa and other local languages, and analyzing audience sentiment to tailor peace messages (Kemp, 2024). Yet, there is no solid empirical evidence on whether journalists at KSMC and NTA Kaduna are adopting these tools, how they perceive their relevance to peace reporting, or whether AI-supported content achieves superior audience reach and influence.

The central problem is that the extent and effectiveness of AI adoption for peace journalism at KSMC and NTA Kaduna remain unclear, particularly regarding production efficiency, reach, and impact of peace-oriented content. Resolving this is essential to inform policy, guide training investments, and strengthen the capacity of

public broadcasters to advance peace and security in Kaduna State.

3.0 Objectives of the Study

The broad objective of this study is to examine the adoption and effectiveness of Artificial Intelligence in peace journalism at Kaduna State Media Corporation (KSMC) and NTA Kaduna. The study is guided by the following specific objectives:

3.1 Specific Objectives

1. To determine the level of adoption of Artificial Intelligence tools among journalists at KSMC and NTA Kaduna.
2. To assess journalists' perceptions of the usefulness and ease of use of AI for peace journalism.
3. To evaluate the effectiveness of AI-supported content in enhancing the speed, reach, and framing of peace journalism.

4.0 Literature Review

4.1 Artificial Intelligence in Journalism

Artificial Intelligence refers to machines' capacity to perform cognitive tasks typically associated with human intelligence, including learning, problem-solving, language processing, and decision-making (Diakopoulos, 2019). In journalism, AI is operationalized through technologies such as Natural Language Generation (NLG), automated transcription, speech-to-text systems, automated translation, predictive analytics, and content recommendation systems. These tools are designed to improve efficiency, reduce production time, and enhance audience targeting (Broussard, 2023).

Globally, AI has progressed from experimental use to increasingly routine integration within newsrooms. For instance, AI is used for automating sports

and financial reporting, detecting misinformation, and personalizing news delivery (Diakopoulos, 2019). In Africa, however, adoption remains uneven. Studies show that while private digital media outlets in Kenya, South Africa, and Nigeria are beginning to experiment with AI, public broadcasters remain constrained by infrastructural limitations, funding gaps, and insufficient digital literacy (Wambua & Mudhai, 2022; Okolie & Onyema, 2023). This suggests that AI adoption within Nigerian public media is still at a formative stage and often depends on individual initiative rather than institutional strategy.

4.2 Peace Journalism

Peace journalism is a normative framework for reporting conflict aimed at reducing violence and promoting non-violent responses to disputes (Galtung, 1998). Unlike war journalism which prioritizes visible effects of violence, elite sources, and rigid dichotomies such as "us versus them" peace journalism emphasizes the underlying causes and broader consequences of conflict. It provides voice to all relevant parties and highlights peace initiatives and solution pathways (Galtung, 1998).

In Nigeria, peace journalism becomes particularly significant due to the prevalence of farmer-herder clashes, ethno-religious violence, and banditry (Okolie & Onyema, 2023). Public broadcasters such as KSMC and NTA Kaduna have both constitutional and social responsibilities to provide information that supports social cohesion and reduces escalation risks. Yet, producing peace journalism is resource demanding because it requires extensive fieldwork, diverse sourcing, and multilingual outputs often constrained by limited manpower and competing time pressures in public newsrooms (Wambua & Mudhai, 2022).

4.3 Intersection of AI and Peace Journalism

The intersection of AI and peace journalism is rooted in AI's potential to mitigate operational challenges encountered in peace reporting. AI tools can automate transcription and translation, enabling faster production of peace content across Hausa, English, and other locally spoken languages in Kaduna (Kemp, 2024). In addition, audience analytics may support journalists to better understand community concerns, thereby enabling more targeted and relevant peace messages. AI-driven content monitoring may also flag hate speech and misinformation two key drivers of conflict escalation (Broussard, 2023).

Nevertheless, the effectiveness of AI in peace journalism depends on the manner and ethics of deployment. If AI systems are trained on biased data, they may reproduce stereotypes or marginalize minority groups, undermining peace objectives. Overreliance on automation may also dilute editorial judgment and reduce contextual sensitivity elements that are vital for ethically grounded conflict reporting (Diakopoulos, 2019; Broussard, 2023). Consequently, AI should be treated not as a replacement for journalists but as an augmentative instrument that strengthens human ethical agency in peace journalism.

4.4 AI in Public Service Broadcasting

Public service broadcasters have a distinctive mandate to serve the public interest, particularly in diverse and conflict-affected societies (Wambua & Mudhai, 2022). For KSMC and NTA Kaduna, AI may support the expansion of reach, improved inclusivity, and enhanced credibility of peace-related content. However, empirical evidence on AI use in Nigerian public broadcasting remains limited. Existing studies often focus on private media and general news automation, with less attention on peace

journalism or on ethical considerations of AI in state-owned contexts (Okolie & Onyema, 2023).

5.0 Theoretical Framework

5.1 Origin and Definition of the Technology Acceptance Model (TAM)

This study is anchored in the Technology Acceptance Model (TAM) developed by Davis (1989), which explains technology acceptance through perceived usefulness (PU) and perceived ease of use (PEOU). PU reflects the belief that AI enhances journalistic performance, while PEOU reflects the belief that it is effortless to use, jointly shaping journalists' adoption intentions for peace reporting.

According to TAM, journalists who perceive AI tools as beneficial for improving speed, accuracy, and reach are more likely to adopt them, especially when those tools are perceived as easy to learn and apply in everyday workflows (Okolie & Onyema, 2023). In journalism contexts within Nigeria, where resources and training opportunities may be limited, perceived ease of use becomes particularly consequential. If AI tools appear overly complex or require specialized skills without sufficient support, adoption may remain low even where perceived benefits exist (Wambua & Mudhai, 2022).

Within journalism scholarship, TAM has been applied to explain adoption patterns of digital tools, data journalism, and automated content systems (Diakopoulos, 2019). For the present study, TAM provides a theoretical lens for interpreting journalists' attitudes and behavioral intentions toward AI in peace journalism at KSMC and NTA Kaduna. Accordingly, TAM helps the study answer the question of why and under what conditions AI is likely to be adopted.

6.0 Research Methodology

6.1 Research Design

This study employs a convergent parallel mixed-methods design in which quantitative and qualitative data are collected simultaneously, analyzed independently, and then integrated for comprehensive interpretation (Creswell & Plano Clark, 2018). The quantitative component uses surveys and content analysis to measure the extent of AI adoption, frequency of use, perceived usefulness, perceived ease of use, and presence of peace journalism elements in broadcast content.

The quantitative component incorporates survey administration and content analysis to measure (i) the extent of AI adoption, (ii) frequency of use, (iii) perceptions of perceived usefulness and perceived ease of use, and (iv) the presence of peace journalism elements in broadcast content. These outcomes address objectives related to prevalence, patterns, and effectiveness (Diakopoulos, 2019). The qualitative component comprises in-depth interviews intended to explore journalists' lived experiences, perceptions, ethical concerns, and institutional challenges surrounding AI use in peace reporting. Such experiential insights provide explanatory depth beyond what surveys alone can achieve (Wambua & Mudhai, 2022).

Triangulation supports the rationale for mixing methods. By juxtaposing survey findings, interview narratives, and content analysis outcomes, the study strengthens validity while reducing biases that may arise from single-method approaches (Okolie & Onyema, 2023). For example, if survey data indicate low AI adoption, but interviews reveal informal use of tools such as ChatGPT or automatic captioning, the mixed design enables the study to account for such discrepancies.

The study is also descriptive and evaluative in character. It is descriptive

because it documents the current state of AI adoption across two public broadcasting institutions. It is evaluative because it assesses the extent to which AI tools align with the normative expectations of peace journalism as articulated by Peace Journalism Theory (Galtung, 1998).

6.2 Study Area and Population

The study population comprises all individuals, units, and elements that share the characteristics being investigated, and to which the study findings may be generalized (Creswell & Plano Clark, 2018). The target population includes journalists and media professionals engaged in news production at Kaduna State Media Corporation (KSMC) and NTA Kaduna. These stations were purposively selected because they are the most prominent state and federal public service broadcasters operating within Kaduna State, a conflict-affected setting where peace journalism becomes especially relevant (Okolie & Onyema, 2023).

KSMC operates Radio Kaduna, Unity FM, and KSMC Television. Based on KSMC's Establishment and Human Resources records as of December 2025, the estimated number of editorial and technical staff involved in news and current affairs is 87. NTA Kaduna is a zonal station with a network center and produces news for both national and state audiences. Based on NTA Kaduna's nominal roll obtained from the Administrative Department as of December 2025, the estimated number of editorial and technical staff in the News and Current Affairs Directorate is 76. Hence, the accessible study population totals 163 media professionals at the time of fieldwork (see Table A).

This section clarifies the sample size determination and the procedure for selecting participants from the population of 163 media professionals across KSMC and NTA Kaduna.

6.3 Sample Size Determination

Given the finite nature of the population, the sample size for the quantitative strand was determined using Taro Yamane's (1984) formula at a 95% confidence level and a 5% margin of error:

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

Where:

(n) = Sample Size

(N) = Population Size = 163

(e) = Margin of Error = 0.05

Substituting the values:

$$(n = \frac{163}{1 + 163(0.05)^2}) \quad (n = \frac{163}{1 + 163(0.0025)}) \quad (n = \frac{163}{1 + 0.4075}) \quad (n = \frac{163}{1.4075}) \quad (n = 115.7)$$

Therefore, $(n \approx 116)$. To accommodate an anticipated 10% non-response rate, 12 respondents were added.

Hence, the final survey sample size = $(116 + 12 = 128)$ respondents.

For the qualitative strand, purposive sampling was used to select sixteen (16) key informants for in-depth interviews. This number is considered sufficient for achieving data saturation in qualitative inquiry within comparatively homogenous professional groups (Creswell & Plano Clark, 2018). For content analysis, sixty (60) broadcast items on conflict/peace issues aired between January 2024 and December 2025 were purposively sampled: 30 from KSMC and 30 from NTA Kaduna.

6.4 Sampling Technique

Three complementary instruments were used within the convergent parallel framework: a five-section structured questionnaire (demographics; AI adoption and use; TAM constructs of perceived usefulness and ease of use adapted from Davis, 1989; perceived effectiveness for peace journalism; challenges and training

needs) measured on a five-point Likert scale and administered to 128 respondents, and a 12-question semi-structured interview guide organized around AI experiences, effectiveness for peace reporting, ethical risks, and institutional support. A coding schedule was also developed to systematically analyze 60 purposively selected broadcast items aired from January 2024 to December 2025.

6.5 Data Collection Instrument

The study employed three complementary instruments aligned with the convergent parallel design (Creswell & Plano Clark, 2018): a five-section structured questionnaire for 128 respondents covering demographics, AI adoption and use, TAM constructs (PU and PEOU adapted from Davis, 1989), perceived effectiveness for peace journalism, and challenges/training measured on a five-point Likert scale. Data were complemented by a 12-item semi-structured interview guide exploring AI experiences, peace reporting effectiveness, ethical risks, and institutional support, alongside a coding schedule for systematic analysis of 60 broadcast items aired from January 2024 to December 2025, classified as AI-assisted or non-AI-assisted from station records.

6.6 Data Analysis

Quantitative data from the returned and validated questionnaires were analyzed using descriptive and inferential statistics with SPSS Version 27. Descriptive statistics (frequencies, counts, percentages, means, and standard deviations) were used to summarize socio-demographic characteristics, extent of AI adoption, frequency of use, and perceived challenges. Pearson correlation was used to test relationships between TAM variables (perceived usefulness and perceived ease of use) and journalists' intention to use AI for peace journalism. An independent samples t-test compared AI adoption levels between KSMC and

NTA Kaduna. Multiple regression analysis was applied to determine the predictive power of TAM variables on the effectiveness of AI in peace journalism.

Qualitative data from the sixteen (16) interviews were analyzed using thematic analysis following Braun and Clarke's (2006) six-phase approach. This convergence facilitated triangulation, whereby survey findings were explained using interview narratives and both were validated against broadcast content (Creswell & Plano Clark, 2018).

7.0 Results/Findings

Out of 128 questionnaires administered to journalists at KSMC and NTA Kaduna, 121 were retrieved and 118 were usable after excluding 3 improperly completed copies, yielding a 92.2% usable response rate (KSMC 92.6%, NTA Kaduna 91.7%). This exceeds the 70% benchmark for survey reliability and supports generalization of findings (Okolie & Onyema, 2023).

Table 1: Response Rate of Respondents

Institution	Administered	Retrieved	Usable	Response Rate %
KSMC	68	65	63	92.6
NTA Kaduna	60	56	55	91.7
Total	128	121	118	92.2

Source: Field Survey, 2026

The overall usable response rate of 92.2% exceeds the 70% benchmark recommended for survey research, indicating that the dataset is reliable for generalization (Okolie & Onyema, 2023).

The high response rate is attributable to the drop-and-pick method, follow-up contacts, and the cooperation of station management.

Table 2: Socio-Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage %
Institution	KSMC	63	53.4
	NTA Kaduna	55	46.6
Sex	Male	78	66.1
	Female	40	33.9
Age	20–29 years	18	15.3
	30–39 years	52	44.1
	40–49 years	34	28.8
	50 years and above	14	11.9
Years of Experience	1–3 years	22	18.6
	4–6 years	38	32.2
	7–10 years	31	26.3
	11 years and above	27	22.9
Department	News/Current Affairs	54	45.8

Variable	Category	Frequency	Percentage %
	Programs	29	24.6
	Technical/ICT	18	15.3
	Editorial/Management	17	14.4
Total		118	100

Source: Field Survey, 2026

Interpretation

The data show that 53.4% of respondents were drawn from KSMC while 46.6% were drawn from NTA Kaduna, reflecting proportional representation. Male respondents constituted 66.1%, indicating a male-dominated newsroom structure in Northern Nigeria, consistent with the observations of Wambua and Mudhai (2022).

A majority of respondents (44.1%) were aged between 30 and 39 years, and 81.4%

had four years of experience or more. This implies that the respondents possess adequate professional exposure to assess AI tools within newsroom contexts. In terms of department, 45.8% were from the News/Current Affairs unit, which is the core arena for peace journalism practice. Overall, the demographic profile suggests that respondents are sufficiently positioned to provide credible insights into the adoption and effectiveness of AI in peace journalism.

Table 3: Pearson Product Moment Correlation (PPMC) Result for Perceived Usefulness and Intention to Use AI

Variables	N	r	p-value	Decision
Perceived Usefulness	118	0.642	0.000	Significant
Intention to Use AI	118			

Source: SPSS Output, 2026

Interpretation

Pearson correlation revealed a strong, positive and statistically significant relationship between perceived usefulness and intention to use AI ($r = 0.642$, $N = 118$, $p < 0.001$), leading to rejection of the null hypothesis. This indicates that greater perceived usefulness for speed, accuracy, and verification in peace reporting strengthens journalists' intention to adopt AI, consistent with Davis (1989).

Hypothesis 2

H₀₂: There is no significant relationship between perceived ease of use and journalists' intention to use AI for peace journalism at KSMC and NTA Kaduna.

H₁₂: There is a significant relationship between perceived ease of use and journalists' intention to use AI for peace journalism at KSMC and NTA Kaduna.

Table 4: Pearson Product Moment Correlation (PPMC) Result for Perceived Ease of Use and Intention to Use AI

Variables	N	r	p-value	Decision
Perceived Ease of Use	118	0.518	0.000	Significant
Intention to Use AI	118			

Source: SPSS Output, 2026

Interpretation

An independent samples t-test showed a statistically significant difference in AI adoption between the stations, $t(116) = 2.34$, $p = 0.021$, leading to rejection of H_{03} . Journalists at KSMC reported higher adoption ($M = 3.12$, $SD = 0.84$, $n = 63$)

than those at NTA Kaduna ($M = 2.75$, $SD = 0.91$, $n = 55$).

Hypothesis 3

H₀₃: There is no significant difference in the level of AI adoption between journalists at KSMC and NTA Kaduna.

H₁₃: There is a significant difference in the level of AI adoption between journalists at KSMC and NTA Kaduna.

Table 5: Independent Samples t-test for AI Adoption by Institution

Institution	N	Mean	SD	t	Df	p-value	Decision
KSMC	63	3.12	0.84	2.34	116	0.021	Significant
NTA Kaduna	55	2.75	0.91				

Source: SPSS Output, 2026

Interpretation

The results indicate a statistically significant difference in AI adoption between the two stations, with ($t(116) = 2.34$) and ($p = 0.021 < 0.05$). Thus, the null hypothesis is rejected. Journalists at KSMC reported higher AI adoption (Mean = 3.12) compared to those at NTA Kaduna (Mean = 2.75). This pattern may be linked to KSMC's more recent digital upgrades and internal training efforts.

Hypothesis 4

H₀₄: Perceived usefulness and perceived ease of use do not significantly predict the effectiveness of AI in peace journalism.

H₁₄: Perceived usefulness and perceived ease of use significantly predict the effectiveness of AI in peace journalism.

Table 6: Multiple Regression Analysis

Model	R	R ²	Adjusted R ²	F	p-value
1	0.687	0.472	0.463	51.32	0.000
Predictors	B	Beta	T	p-value	
(Constant)	1.104		3.21	0.002	
Perceived Usefulness	0.428	0.411	4.87	0.000	
Perceived Ease of Use	0.316	0.329	3.90	0.000	

Source: SPSS Output, 2026

Interpretation

An independent samples t-test revealed a statistically significant difference in AI adoption by institution, $t(116) = 2.34$, $p = 0.021$, so H_{03} was rejected. KSMC journalists reported higher adoption ($M = 3.12$, $SD = 0.84$) than NTA Kaduna journalists ($M = 2.75$, $SD = 0.91$).

8.0 Discussion of Findings

Findings showed moderate AI adoption (grand $M = 2.90$), concentrated in transcription and drafting, with KSMC significantly higher than NTA Kaduna, $t(116) = 2.34$, $p = 0.021$, while perceived usefulness ($M = 3.78$, $r = 0.642$, $p < 0.001$) and ease of use ($M = 3.30$, $r = 0.518$, $p < 0.001$) significantly predicted intention and effectiveness ($F = 51.32$, $p < 0.001$, $R^2 = 0.463$), and AI-assisted items contained more peace indicators (70% vs 43.3%, $\chi^2 = 4.87$, $p = 0.027$). These results validate TAM and extend Galtung's peace journalism theory by showing AI can operationalize solution-oriented, multi-source reporting, though inadequate training ($M = 4.21$), poor infrastructure ($M = 4.15$), and algorithmic bias concerns remain key constraints.

9.0 Conclusion

This study assessed the effectiveness of AI adoption among journalists at KSMC and NTA Kaduna and found that AI adoption remains at a moderate level. While journalists have integrated AI into routine, efficiency-oriented tasks such as transcription and draft generation, its application in higher-order editorial functions such as fact-checking, framing, and audience analytics remains limited. The significant difference in adoption levels between KSMC and NTA Kaduna further suggests that institutional support, digital infrastructure, and accessible training opportunities are key determinants of adoption.

10.0 Recommendations

KSMC and NTA Kaduna should institutionalize regular context-specific AI training, clear ethical policies on verification and bias, and investment in connectivity, power, and licensed tools, while government and professional bodies provide funding, national guidelines, and AI-integrated curricula. Journalists should retain editorial oversight and intentionally deploy AI for multi-source verification and de-escalatory framing to strengthen peace journalism. Management of KSMC and

NTA Kaduna should organize regular, context-specific training and workshops on AI tools for journalists and editors. Training should cover not only technical competencies but also ethical AI usage, bias mitigation strategies, and practical applications of AI for peace journalism. Partnerships with universities, NGOs, and technology firms should be explored to sustain these capacity-building initiatives

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