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EXPLORING THE EFFECT OF ARTIFICIAL INTELLIGENCE (AI) ON NIGERIAN MUSIC DOCUMENTATION AND REPORTAGE IN ONLINE MEDIA

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Abstract

The effect of Artificial Intelligence (AI) on music documentation and reportage in Nigeria's online media reflects a significant transformation in how music content is created, distributed, and consumed. This study investigates both the positive and negative implications of AI integration in music journalism within the Nigerian context. It explores the evolving landscape of online music reportage, focusing on AI's role in automating content production, enhancing audience engagement, and streamlining documentation processes. The research adopts a quantitative approach, using an online survey distributed via Google Forms to sixty randomly selected participants, including musicologists, media practitioners, and online journalists.

Participants were selected based on their direct involvement in music-related content creation and analysis. Findings reveal that while some respondents acknowledged AI's contribution to increased efficiency, accuracy, and personalized reporting, others expressed concern over the erosion of human-centered storytelling, emotional depth, and potential cultural misrepresentation. Respondents also noted risks such as algorithmic bias, ethical concerns, and the potential displacement of creative professionals. Despite these challenges, the study highlights AI's potential to support innovation and expand the timely reach of music reportage when applied responsibly. It concludes that a balanced integration of AI and human creativity is necessary to preserve the cultural and artistic value of music documentation in Nigeria. This research provides a foundational understanding for scholars, journalists, and policymakers seeking to navigate the intersection of technology and music media in the digital age.

Keywords: Artificial Intelligence, Music Documentation, Online Media, Journalism, Nigeria.

Background to the study

Music is a universal form of human expression, functioning as a cultural mirror that reflects the values, histories, struggles, and aspirations of societies. In Nigeria, music has long served as both social instrument and a medium for cultural preservation. From traditional folk songs to the globally acclaimed Afrobeats genre, Nigerian music is deeply woven into the nation's identity, chronicling political events, historical transitions, and community beliefs.

Music documentation, in this context, refers to the systematic recording, cataloguing, and archiving of musical activities, histories, and outputs. This includes artist discographies, lyrics, live performance reviews, interviews, and historical commentaries. Effective documentation preserves the legacy of musical practices and facilitates knowledge transfer across generations. However, in many developing contexts like Nigeria, music documentation remains underdeveloped due to issues such as inadequate archival infrastructure, limited funding, and a lack of standardization (Olusoji 2019).

Music reportage or journalism is the process of narrating musical events, trends, and cultural phenomena and it plays a vital role in shaping public understanding of music and its creators. Traditionally, this role was occupied by broadcast and print journalists, but the digital revolution has shifted music reporting into the domain of online media, which includes digital news

platforms, blogs, podcasts, and social media. These platforms have democratized content creation enabling wider participation but also raising questions about accuracy, bias, and sustainability.

Artificial Intelligence (AI)-a transformative technological force, has recently entered the realm of music documentation and reporting. It is the simulation of human cognitive functions by machines (Russell & Norvig, 2020), AI is now applied in tasks such as automatic transcription, recommendation systems, metadata generation, and content summarization. These tools offer promising solutions for improving the quality and efficiency of music documentation and reporting, especially in Nigeria where traditional methods are often resource-constrained.

Online media, powered by AI algorithms, now drives how audiences interact with music news and archival content. While this offers unprecedented access and engagement, it also raises concerns about ethical journalism, content authenticity, and the loss of human nuance in storytelling. This study situates itself at the intersection of these evolving dynamics, seeking to understand how AI is reshaping music documentation and reportage in Nigeria's online media landscape.

Statement of the problem

The rapid evolution of technology, particularly the rise of artificial intelligence (AI), has significantly transformed the landscape of media and communication globally. In Nigeria, this transformation is increasingly evident in the ways music is documented and reported in online media. Music, as a cultural and artistic expression, plays a vital role in national development by shaping identities, preserving heritage, and fostering socio-economic growth. Documentation and reportage of music, therefore, are not mere acts of record-keeping but crucial channels for cultural transmission and development. Traditionally, music journalism involved nuanced storytelling, in-depth analysis, and culturally grounded reportage that reflected the diversity of musical expressions across Nigeria. However, the integration of AI into online media has introduced a new paradigm, raising both possibilities and concerns.

AI tools such as automated transcription software, recommendation algorithms, and content generation platforms have been embraced for their efficiency, speed, and potential to reach broader audiences. These technologies analyze vast data sets, detect trends, and generate content with minimal human intervention. As a result, music journalists and media professionals now produce and disseminate music-related content faster than ever before. Yet, this technological advancement comes at a cost. There are growing concerns that AI-generated content lacks the emotional depth, contextual understanding, and cultural nuance that human-driven reportage traditionally offered. Furthermore, AI algorithms often reflect the biases present in their training data, which may marginalize indigenous music genres or underrepresent culturally significant narratives.

In Nigeria, these challenges are compounded by infrastructural limitations, lack of training in AI tools among media practitioners, and limited policy frameworks governing AI usage in creative industries. While AI offers numerous advantages in enhancing productivity and accessibility, it also raises ethical and professional questions about the integrity of music documentation and the preservation of cultural identity. Thus, this study investigate the dual-edged impact of artificial intelligence on music documentation and reportage in Nigerian online media—how it simultaneously enables and threatens the cultural, ethical, and professional dimensions of music journalism. Understanding this impact is essential for guiding future practices in media reporting and ensuring that technological progress does not come at the expense of cultural authenticity and journalistic integrity.

Aim and Objectives of study

The study primarily explores the effects of Artificial Intelligence (AI) on music documentation and reportage in Nigeria's online media, with focus on both the benefits and challenges presented by AI integration in the music industry. The study also examine how AI technologies influence accuracy, efficiency, and cultural integrity of music journalism and documentation in the Nigerian space. The following are set objectives, to:

1. evaluate the impact of AI technologies on the efficiency and accuracy of music documentation and reportage in Nigerian online media.

2. assess the potential challenges AI poses in preserving cultural nuances and emotional depth in music reportage.
3. identify the opportunities AI presents for expanding access to music content and enhancing audience engagement in Nigeria.
4. investigate the ethical concerns and potential risks of AI integration in music journalism in Nigeria, including bias, misinformation, and job displacement.

Research Questions

The following research questions serve as guide:

1. How has the integration of Artificial Intelligence impacted the accuracy and efficiency of music documentation and reportage in Nigerian online media?
2. What challenges does the use of AI pose in maintaining the cultural integrity and emotional depth of music journalism in Nigeria?
3. In what ways does AI enhance access to music-related content and audience engagement in Nigerian online media?
4. What ethical concerns arise from the use of AI in music documentation and reportage, and how do these concerns affect the integrity of Nigerian music journalism?

Significance of the Study

This study is significant as it offers valuable insights into the evolving relationship between Artificial Intelligence (AI) and music documentation in Nigeria's online media space. For musicologists, the research provides a contemporary perspective on how AI influences the preservation, analysis, and dissemination of musical knowledge, especially in documenting indigenous and popular music forms. Media practitioners will benefit by understanding the strengths and limitations of AI in content creation, enabling them to strike a balance between technological efficiency and journalistic integrity. For the music industry, the study sheds light on how AI tools can enhance productivity, automate processes, and expand market reach, while also alerting stakeholders to potential risks such as cultural dilution and job displacement. Audience stands to gain a broader awareness of how contents influencing their engagement and trust are shaped by AI. Lastly, stakeholders and policymakers will find the study useful in shaping guidelines, funding priorities, and educational programs that support responsible and

culturally sensitive use of AI in media. By examining both the opportunities and threats AI presents, this study contributes to building a more informed, ethical, and inclusive music media environment in Nigeria.

Scope and delimitation of study

This study examines the impact of artificial intelligence on music documentation and reporting in online media, specifically within Nigeria. It explores how AI technologies influence content creation, data analysis, and personalization in music journalism. The study is limited to these online platforms; news websites, Facebook and YouTube excluding traditional media forms (Broadcast and Print) and other online platforms. It focuses on the role of AI in automating processes, enhancing accuracy, and reshaping the music reporting landscape.

Theoretical Framework

This research is hinged on The Technological Determinism Theory, propounded by Marshall McLuhan in 1964, this theory asserts that “the medium is the message,” meaning that the form of a medium embeds itself in the message it transmits, influencing how the message is perceived and how society evolves around it (McLuhan, 1964). McLuhan believed that technological innovations, especially in media, are the primary forces shaping cultural development and societal change. This theory holds that technology does not merely support communication but actively reshapes human thought, interaction, and institutions.

Applied to this study, McLuhan’s theory provides a useful framework for examining how Artificial Intelligence (AI), as a modern medium, is transforming the practices of music documentation and reporting in online media in Nigeria. With AI tools now generating music content, curating reports, and personalizing music journalism, the nature of content production and consumption has fundamentally changed. Thus, the theory helps contextualize AI as more than just a tool—it is a transformative medium influencing cultural expression and media ethics. Researchers like Jan et al. (2020) have used McLuhan’s theory to explore digital communication's role in shaping societal norms, affirming its continued relevance.

Literature Review

Artificial Intelligence (AI) has increasingly become a transformative force in various sectors, including music documentation and journalism. Russell and Norvig (2020) define AI as "the study of agents that receive percepts from the environment and perform actions", highlighting its capability to mimic aspects of human intelligence, such as learning, reasoning, problem-solving, and perception. In the realm of music, AI technologies are being utilized to automate content creation, analyze vast datasets, and personalize user experiences, thereby reshaping the landscape of music journalism, especially within online media platforms.

Diakopoulos (2019) explores the integration of AI in journalism, noting its potential to automate news production processes, including data analysis and content generation. However, he cautions against the risks associated with over-reliance on AI, such as the dehumanization of journalism and the propagation of algorithmic biases. These concerns are particularly pertinent in music journalism, where cultural context and nuanced understanding are crucial.

In Nigeria, the adoption of AI in music documentation is still in its early stages. Olusoji (2019) emphasizes the challenges faced in the systematic documentation of music, citing the lack of archival facilities, financial support, and standardization as significant hindrances. He argues that effective music documentation is vital for preserving Nigeria's rich musical heritage and contributing to national development through cultural preservation, education, and industry planning. The integration of AI presents both opportunities and challenges in this context. While AI can potentially bridge existing gaps in music documentation, there is a risk that, if not carefully managed, it could exacerbate existing limitations.

“While development is multi-faceted in nature, diverse in interpretations, music adds social and cultural angles to it, and serves as an important impetus for driving both economic and social development of the country” (Olusoji, 2019). This assertion aligns closely with the focus of this study, as it emphasizes the broader relevance of music beyond mere artistic expression. In the context of Nigeria’s evolving media landscape, where music documentation and reportage are increasingly carried out through digital platforms, the integration of Artificial Intelligence (AI) into these processes introduces both opportunities and challenges. AI-powered tools offer prospects for automating documentation, enhancing accuracy, and broadening access to music-

related content. However, the concern remains whether these technological advances preserve or dilute the cultural and developmental essence music embodies, especially when algorithms replace thoughtful human-centered reportage. As Olusoji stresses the importance of effective documentation for national growth, this study extends the discourse by critically assessing how AI may either reinforce or undermine this developmental role. In doing so, it situates AI not merely as a technical asset but as a transformative force within the socio-cultural and communicative functions of music in Nigerian society.

In the digital age, where online media has become the primary channel for music documentation and reportage, Artificial Intelligence (AI) emerges as a strong tool with the potential to enhance or hinder this developmental role. AI-driven tools, such as automated transcription, music metadata tagging, and content recommendation algorithms, can greatly improve the efficiency and accessibility of music reporting. This, in turn, fosters wider cultural participation, preserves musical heritage, and enhances the visibility of Nigerian music globally and thereby contribute to socio-economic development. However, if not guided by ethical frameworks and cultural sensitivity, AI may also dilute the depth and cultural integrity of musical narratives, marginalizing indigenous expressions and reinforcing existing biases. Thus, the integration of AI into music documentation must be approached with a developmental lens which will ensure that technology supports the socio-cultural functions of music as identified by Olusoji (2019),

Hawthorne et al. (2021) demonstrated how artificial intelligence (AI) can be used to automatically transcribe piano music by converting audio recordings into digital notations using a type of AI model called a transformer. This is a major innovation in music documentation, as it replaces the need for manual transcription, saving time and increasing accuracy. In relation to this study on the effect of AI on music documentation and reportage in Nigeria's online media, this kind of technology can help journalists, musicologists, and content creators document performances and musical works more efficiently. For example, a journalist covering a live performance could use AI tools to transcribe and analyze the music in real time, making it easier to publish accurate reports and preserve the content digitally.

However, while Hawthorne et al.'s work focuses on the technical side of AI and music, it does not explore the challenges of applying such tools in local contexts like Nigeria, where infrastructure, cultural diversity, and limited access to technology may pose barriers. This study fills an important gap, by examining how AI is actually affecting the practice of music documentation and reporting within Nigeria's unique media and cultural environment. This research takes the conversation beyond technology and into its social, cultural, and ethical implications. These applications have improved music documentation efficiency and accuracy.

Serra, Magas, and Benetos (2018) discuss the advancements in Music Information Retrieval (MIR) and the role of AI in enhancing music documentation processes. They highlight the potential of AI to analyze and interpret musical data, thereby facilitating more efficient documentation and retrieval systems. However, they also acknowledge the need for further research to address the complexities involved in accurately capturing the cultural and emotional nuances of music through AI technologies.

Online Media and Participatory Culture

The evolution of online media has significantly impacted music journalism, transitioning from traditional print and broadcast formats to dynamic digital platforms. Jenkins (2006) introduces the concept of "convergence culture," where old and new media collide, leading to a participatory culture that empowers audiences to engage actively in content creation and dissemination. This shift has democratized music journalism, allowing for a more diverse range of voices and perspectives.

Papacharissi (2014) further explores the role of online media in shaping "affective publics," where audiences are connected through shared emotional experiences facilitated by digital platforms. This phenomenon has transformed the way music is reported and consumed, with online media enabling real-time updates, interactive content, and community engagement. However, the rapid dissemination of information also raises concerns about the accuracy and reliability of content, particularly in the context of AI-generated materials.

In Nigeria, digital platforms such as Nigeria Tribune Online, Pulse Nigeria and Eagle Sight News have become instrumental in reporting on emerging artists, music festivals, and industry developments. These platforms leverage the immediacy and interactivity of online media to engage audiences and promote cultural discourse. However, the integration of AI in these platforms necessitates careful consideration of ethical standards and cultural authenticity to ensure that the richness of Nigeria's musical heritage is preserved and accurately represented.

Gaps in Existing Literature and the Need for Further Study

While existing literature provides valuable insights into the role of AI in music documentation and journalism, several gaps remain. Most studies focus on the technological capabilities of AI and its applications in Western contexts, with limited research on its impact in African countries like Nigeria. There is a need for localized studies that examine how AI technologies interact with the unique cultural, social, and infrastructural dynamics of Nigeria's music industry.

Furthermore, while the potential of AI to enhance music documentation is acknowledged, there is insufficient exploration of the ethical implications and challenges associated with its implementation. Issues such as algorithmic bias, loss of cultural context, and the devaluation of human creativity warrant critical examination. Additionally, the perspectives of musicologists, journalists, and other stakeholders in the Nigerian music industry are underrepresented in exiting research.

This study addresses these gaps by exploring the impact of artificial intelligence on music documentation and reporting within Nigeria's online media landscape. Its thrust is on how AI tools are shaping journalistic practices, the quality of music reporting, and the broader implications for culture and communication in the Nigerian music industry. It incorporates insights of relevant experts and stakeholders, thus providing a comprehensive analysis of the opportunities and challenges presented by AI integration in music journalism.

The intersection of artificial intelligence, music documentation, and online media presents a complex and evolving landscape. While AI offers promising tools for enhancing the efficiency and reach of music journalism, it also poses significant challenges related to ethics, cultural

preservation, and the authenticity of content. In the Nigerian context, these issues are further compounded by infrastructural limitations and the need for standardized documentation practices. This study emphasizes the importance of critically examining the role of AI in music journalism, with a focus on ensuring that technological advancements support, rather than undermine, the rich cultural heritage and creative expression inherent in Nigeria's music industry.

Research Methodology

This study adopts a quantitative research method to investigate the impact of artificial intelligence (AI) on music documentation and reportage within Nigeria's online media landscape. The research design employs a survey approach, which is well-suited for gathering data from a large and diverse group of participants. The primary data collection tool is a structured questionnaire, targeting three key groups: musicologists, media practitioners, and other relevant stakeholders within the music industry. 60 participants were randomly selected. The study was conducted in three selected locations: the Music Technology Department at The Polytechnic, Ibadan, the Nigeria Union of Journalism Centre in Ibadan, and the University of Lagos.

Presentation and Analysis of Data

To analyze the data collected through the structured questionnaire, the researcher employed frequency distribution tables, which help summarize and interpret participants' responses in a clear and concise manner.

Research Question One:

How has the integration of Artificial Intelligence impacted the accuracy and efficiency of music documentation and reportage in Nigerian online media?

| Response | Frequency | Percentage (%) |
|------------------------|-----------|----------------|
| Improved significantly | 30 | 50 |
| Slightly Improved | 20 | 33.3 |
| Worsened | 5 | 8.3 |
| Don't Know | 5 | 8.3 |
| Total | 60 | 100 |

Research Question Two:

What challenges does the use of AI pose in maintaining the cultural integrity and emotional depth of music journalism in Nigeria?

| Response Option | Frequency | Percentage (%) |
|--------------------------------|-----------|----------------|
| Loss of creativity/human voice | 25 | 41.7% |
| Ethical concerns | 20 | 33.3 % |
| Technology limitations | 10 | 16.7 % |
| All of the above | 5 | 8.3 % |
| Total | 60 | 100 % |

Research Question Three:

In what ways does AI enhance access to music-related content and audience engagement in Nigerian online media?

| Enhancement Method | Frequency | Percentage (%) |
|---|-----------|----------------|
| Personalized music recommendations | 20 | 26.7 |
| Helps target specific audiences | 15 | 20% |
| Automates music curation and playlist generation | 15 | 20 % |
| Uses AI chatbots and virtual assistants for interaction | 10 | 13.3 % |
| Supports content distribution across digital platforms | 10 | 13.3 % |
| Total | 75 | 100% |

Research Question Four:

What ethical concerns arise from the use of AI in music documentation and reportage, and how do these concerns affect the integrity of Nigerian music documentation and report?

| Ethical Concerns | Frequency | Percentage (%) |
|---------------------------------------|-----------|----------------|
| Risk of misinformation due to AI bias | 15 | 37.5 % |
| Potential cultural misinterpretation | 15 | 37.5 |
| Reduced accountability in content | 10 | 25% |
| Total | 40 | 100 % |

Study Results

Findings of this study are presented in line with the stated research objectives:

Objective 1: To examine the impact of Artificial Intelligence on the accuracy and efficiency of music documentation and reportage in Nigerian online media. Majority of respondents (50%) indicated that AI has significantly improved the accuracy and efficiency of music documentation and news reporting.

33.3% believed there was a slight improvement, while 8.3% thought it had worsened, and another 8.3% were unsure.

This suggests that AI tools are increasingly being accepted as useful for simplifying music content collection and reporting processes.

Objective 2: To identify challenges AI poses in preserving cultural integrity and emotional depth in music journalism.

Respondents expressed concern that AI systems lack the emotional and cultural sensitivity required for in-depth storytelling in music journalism.

41.7% cited loss of human voice and creativity, 33.3% raised ethical concerns, while 16.7% pointed to technical limitations. Only 8.3% believed all these challenges occur together.

Objective 3: To evaluate how AI enhances access to music content and audience engagement.

Based on a 1–5 Likert scale, most respondents agreed or strongly agreed that AI boosts audience engagement through:

Personalized music recommendations (33.3%)

Helping artists and labels target audiences (25%)

Automating music curation (25%)

Providing interactive tools like chatbots (16.7%)

Objective 4: To assess the ethical concerns surrounding AI use in music documentation and reporting.

Ethical concerns were prominent among responses:

37.5% feared AI bias and misinformation.

Another 37.5% worried about cultural misinterpretation.

25% noted reduced accountability in AI-generated content.

These concerns indicate a need for stricter ethical oversight in AI-driven journalism.

Discussion of Results

Findings reveal that artificial intelligence (AI) significantly improved the accuracy and efficiency of music documentation and reportage in Nigerian online media. This aligns with Hawthorne et al. (2021), who highlighted how AI tools like automatic transcription can enhance documentation by reducing manual efforts and improving precision. However, concerns were raised about AI's inability to preserve the emotional and cultural depth essential to music journalism. While Olusoji (2019) did not focus on AI, his emphasis on the importance of effective documentation for cultural preservation and national development underlines the potential risk of losing authenticity if AI tools are not culturally sensitive. This supports the argument that technological solutions must be aligned with Nigeria's socio-cultural context.

The study also found that AI enhances access and engagement through personalization and content automation, which reflects the broader role of online platforms in shaping modern music journalism (Papacharissi, 2014). Nonetheless, participants expressed ethical concerns including data bias and reduced human creativity. Although Adebajo (2024) did not focus on AI, his advocacy for ethical practices in music journalism provides a relevant framework for ensuring that AI integration does not erode journalistic standards.

Results emphasize the need for a balanced approach by leveraging AI for efficiency while safeguarding cultural integrity and ethical principles.

Conclusion

This study examined the effect of Artificial Intelligence on music documentation and reportage in Nigerian online media. Findings reveal that while AI enhanced accuracy, efficiency, and audience engagement, it still struggles with preserving cultural integrity, emotional depth, and ethical standards in music journalism. On the whole, AI presents valuable opportunities for innovation, but its application must be balanced with human oversight to maintain the authenticity and integrity of Nigerian music reporting.

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