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PERCEIVED EFFECTS OF ARTIFICIAL INTELLIGENCE (AI) ON THE CREATION, PERFORMANCE, AND CONSUMPTION OF FUJI MUSIC IN ABEOKUTA, OGUN STATE

Abstract

This study investigated perceived effects of Artificial Intelligence (AI) on the creation, performance, and consumption of Fuji music in Abeokuta, Ogun State. Using a descriptive survey design, data were collected from 120 respondents, including musicians, producers, and listeners, through structured questionnaires. Results indicated that over half (57.5%) of the respondents were male with the age distribution across 18 to 45+ years. Respondents were primarily listeners/fans (42.5%), musicians (30.8%), and producers (26.7%), most with tertiary education (60.8%). Perceptions of AI's creative role showed moderate acceptance, with 64.2% agreeing AI contributes meaningfully to creativity, though 37.5% disagreed that AI eases composition. AI performance in live shows were viewed positively by 68.3%, yet 41.7% remained skeptical about AI making performances more modern and appealing. AI-generated content consumption was notably high, with 62.5% agreeing AI-powered apps recommend Fuji music, and 60.8% reporting personalized AI music experiences. AI usage levels were mixed: 55.8% reported low usage, while 44.2% indicated high engagement in production. A strong positive correlation ($r = 0.978$, $p < 0.001$) between perceptions of AI in music creation and consumption suggests a significant interdependence between these dimensions. While AI presents opportunities for innovation, it also poses cultural and ethical challenges that must be managed to preserve the essence of Fuji music. Efforts be made to strengthen capacity, promote cultural education, and implement policy measures to ensure adoption of AI complements rather than supplants Indigenous musical traditions.

Keywords: Artificial Intelligence, Fuji Music, Cultural Identity, Music Technology and Digital Transformation

Introduction

Fuji music is a vibrant and distinctive Yoruba music genre that emerged in Nigeria during the 1950s. Rooted in traditional Islamic vocal chants, Fuji music blends Yoruba percussion instruments such as the talking drum (gangan) and the sakara, creating a rhythmic and spiritual soundscape (Adeola, 2017). Fuji music originated from Were (also known as Wéré), an Islamic musical tradition performed during Ramadan to awaken Muslims for early morning prayers. Over time, it evolved into a prominent Yoruba popular music genre through the innovations of pioneers such as Sikiru Ayinde Barrister. Fuji music gained widespread popularity across southwestern Nigeria, particularly in cities such as Abeokuta, where it plays a significant role in social, political, and religious life. The genre is commonly featured at festivals, weddings, political gatherings, and religious events, with artists using their lyrics to educate, entertain, and promote indigenous cultural values (Akinwale, 2020; Ojo, 2019).

With the advent of digital technologies, global music industries are witnessing significant transformations. Artificial Intelligence (AI), in particular, has become a significant innovation in music creation, production, and distribution (Herremans et al., 2017). In Nigeria, Fuji artists increasingly adopt AI-based tools such as Digital Audio Workstations (DAWs), auto-tuning software, and virtual instruments to enhance their creative process (Olufemi & Bala, 2023). These tools allow musicians to generate beats, refine vocals, and simulate complex arrangements without the need for live studio sessions. For emerging Fuji musicians, especially those with limited access to studio resources, AI opens new doors for experimentation and cost-effective music production (Nguyen, 2022). However, critics argue that this technological shift may erode the authenticity of Fuji music, which traditionally relies on live instrumentation and improvisation.

AI has also transformed the way Fuji music is performed. Modern performances now feature AI-enhanced sound systems, intelligent lighting, and visual effects that amplify stage presence (Smith, 2020). While such additions can elevate the audience experience, they may also overshadow the raw and organic energy that Fuji music is known for. Furthermore, AI is now central to how people consume music. Algorithms used by platforms like Spotify, Boomplay, and YouTube Music personalize song recommendations and facilitate global reach for local artists (Lee & Park, 2021). Consequently, many Fuji musicians can bypass traditional media and connect directly with fans via streaming apps and social media.

Despite these advantages, AI's increasing role in Fuji music raises cultural concerns. Scholars and cultural critics warn that excessive digital manipulation might dilute Fuji's original sound, making it resemble Westernized pop genres (Obasi, 2019). Moreover, many traditional Fuji artists lack the technical skills to navigate AI tools and often depend on producers and engineers for support. This gap creates a digital divide, where only a segment of musicians benefits from AI, leaving others marginalized in the evolving music ecosystem (Thompson & Adams, 2021).

Additionally, the way audiences interact with Fuji music is rapidly changing. Unlike the past when live performances and CDs dominated, most fans now stream music, watch performances online, and receive recommendations from AI-driven apps (Jenkins, 2018). This shift in consumption not only alters audience behavior but also influences how artists market and package their music. Abeokuta's Fuji scene, therefore, stands at a cultural crossroads: how can it adapt to AI and digital tools without losing its traditional essence?

Objectives of the Study

Specifically the study:

- i. examined the demographic characteristics (gender, age, occupation, and education) of individuals involved in Fuji music to understand the background of respondents engaging with AI technologies;
- ii. assessed perceptions of AI's influence on creativity in Fuji music, particularly in areas such as beat creation, idea generation, composition, and the learning of AI tools by Fuji musicians;
- iii. evaluated perceptions of AI's role in live Fuji music performances, including its use in vocal enhancement, reduction of backup performers, and the integration of digital or automated effects;
- iv. explored how AI-generated platforms influence the consumption of Fuji music, including music discovery, personalized recommendations, and access to lyrics and translations and;
- v. determined the level and extent of AI usage in Fuji music creation, analyzing the frequency, distribution, and intensity of AI tool adoption among respondents.

Research Questions

- i. What are the demographic characteristics (gender, age, occupation, and education) of individuals involved in Fuji music who engage with AI technologies?
- ii. How do respondents perceive the influence of AI tools on creativity in Fuji music, including beat creation, composition, idea generation, and learning AI tools?
- iii. What are the perceptions of respondents regarding the role of AI in live Fuji music performances, such as vocal enhancement, reduction of backup performers, and the use of digital/automated effects?
- iv. How do AI-powered platforms affect the consumption of Fuji music, including music discovery, personalized recommendations, and access to lyrics and translations?
- v. What is the level and extent of AI usage in Fuji music creation among respondents, and how is it distributed across the sample?

Methodology

This study employed a quantitative research methodology using a descriptive survey approach to investigate AI's impact on Fuji music in Abeokuta, Ogun State. The quantitative design enabled systematic collection of measurable data from Fuji musicians, producers, and listeners regarding AI's influence on music creation, performance, and consumption.

Design

A structured questionnaire was developed and administered via Google Forms. The instrument comprised two sections: demographic information (Section A) and 20 statements addressing AI's impact on Fuji music (Section B). Responses were measured using a four-point Likert scale (Strongly Agree, Agree, Disagree, Strongly Disagree) to eliminate neutral positions and encourage definitive responses.

Sampling Technique and Sample Size

The study targeted a population comprising Fuji musicians, music producers, and listeners residing or working in Abeokuta, Ogun State. These individuals were selected based on their direct involvement and experience with Fuji music within the context of contemporary digital technologies and AI applications.

A sample size of 120 respondents was determined for the study. The sampling technique employed was convenience sampling, a non-probability sampling method that involved selecting participants who were readily accessible to the researcher. This technique was deemed appropriate given the constraints of time and resources, while still ensuring that relevant stakeholders within the Fuji music industry in Abeokuta were adequately represented. The convenience sampling approach enabled the researcher to efficiently reach musicians, producers, and enthusiasts who possessed the necessary knowledge and experience to provide meaningful insights into the research questions.

Data Collection

Data was collected online through Google Forms, with questionnaire links distributed via WhatsApp and Facebook to reach target participants. The instrument was validated by academic experts and the project supervisor prior to administration. Informed consent was obtained from all participants, and confidentiality was assured. Ethical guidelines were strictly followed throughout the data collection process.

Data Analysis

Collected data was analyzed using percentage analysis. Response frequencies for each questionnaire item were calculated and converted to percentages to determine the distribution of participant opinions across the four-point scale. This descriptive statistical approach provided clear, interpretable findings suitable for understanding collective perspectives on AI's impact on Fuji music.

Key Findings

Demographic information

The study collected data from 120 respondents within the Fuji music community in Abeokuta, Ogun State. The demographic analysis reveals a male-dominated sample with 69 males (57.5%) and 51 females (42.5%) participating in the study (Table 1). The age distribution shows a relatively balanced representation across age groups: 18-24 years (26 respondents, 21.7%), 25-34 years (29 respondents, 24.2%), 35-44 years (36 respondents, 30.0%), and 45 years and above (29 respondents, 24.2%). This demographic distribution aligns with existing research on music industry participation, where males typically constitute a higher percentage of active industry stakeholders (Smith & Johnson, 2022).

In terms of occupation, listeners/fans constituted the largest group with 51 respondents (42.5%), followed by musicians with 37 respondents (30.8%), and producers with 32 respondents (26.7%). Educational profiles indicate that majority of respondents (73, 60.8%) had tertiary education, while 35 (29.2%) had secondary education, and 12 (10.0%) fell into other educational categories. This educational distribution is consistent with findings by Adewale and Ogundimu (2023), which noted that higher education levels correlate with greater acceptance of technological innovations in music production.

Table 1: Demographic information

Variables		Frequency	%
Gender	Female	51	42.5
	Male	69	57.5
Age	18-24	26	21.7
	25-34	29	24.2
	35-44	36	30.0
	45 and above	29	24.2
Occupation	Listener/Fan	51	42.5
	Musician	37	30.8
	Producer	32	26.7
Education	Others	12	10.0
	Secondary	35	29.2
	Tertiary	73	60.8

Field survey, 2025

Perceptions of AI on Creativity

Respondents' perceptions of AI on creativity, measured in Table 2, reflected moderate to strong acceptance of AI's role in creative processes. For instance, in the first question, 64.2% of participants either agreed or strongly agreed that AI contributes meaningfully to creativity, while only 35.8% disagreed or strongly disagreed. Similarly, a notable 40% strongly agreed, though 37.5% disagreed that AI makes composition easier for Fuji musicians, suggesting a division in opinions. This pattern implies that while a substantial proportion of the audience acknowledges AI's creative potential, a notable minority remains skeptical, perhaps due to concerns over authenticity, loss of human touch, or creative integrity. These findings align with previous studies indicating that while AI technologies enhance efficiency and creative experimentation, they also raise concerns about originality, artistic authorship, and emotional depth in music (McCormack et al., 2019; Herremans et al., 2017). Scholars argue that while AI can assist in beat generation, harmonization, and style replication, it often lacks the contextual and cultural nuance that defines traditional music forms (Thompson & Adams, 2021; Obasi, 2019). This duality of perception reflects broader debates on the role of AI as both a tool and potential threat to authentic creative expression.

Table 2: Respondents' Perceptions of the Effect of AI on Creativity

Items	Strongly Agreed		Agreed		Disagreed		Strongly Disagreed	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
AI tools are commonly used by Fuji musicians to create beats.	38	31.7	39	32.5	30	25.0	13	10.8
I know Fuji musicians who use AI software in production.	41	34.2	35	29.2	34	28.3	10	8.3
AI makes composition easier for Fuji musicians.	48	40.0	20	16.7	45	37.5	7	5.8
Fuji artists in Abeokuta are learning how to use AI tools.	43	35.8	28	23.3	40	33.3	9	7.5
AI helps generate new ideas for Fuji music.	47	39.2	23	19.2	42	35.0	8	6.7

Field survey, 2025

Perceptions of AI Performance

When evaluating AI performance, Table 3 shows that responses were similarly diverse. For example, 60.8% of respondents agreed or strongly agreed that AI-powered vocal enhancers are used on stage and performs its tasks efficiently, reflecting considerable confidence in AI's capabilities. However, for the statement "AI makes Fuji performances more modern and appealing", responses were more mixed, with similar percentages distributed across agreement and disagreement categories (28.3% strongly agreed, 30.0% agreed, 29.2% disagreed, and 12.5% strongly disagreed). This distribution shows that although many users perceive AI as competent, others remain cautious, likely due to perceived inconsistencies in quality, lack of emotional depth, or limitations in understanding cultural nuance. This aligns with prior findings that, while AI systems can produce technically proficient outputs, they often lack the contextual awareness, spontaneity, and emotional sensitivity valued in human artistic performance (Pasquale, 2020; McCormack et al., 2019). Additionally, studies suggest that audience skepticism may stem from the opacity of AI decision-making processes and concerns about over-automation in culturally embedded practices such as music (Ekstrand & Pera, 2021; Obasi, 2019). Therefore, while AI's utility is acknowledged, trust in its creative judgment remains contested, particularly in domains deeply tied to cultural identity.

Table 3: Perceptions of AI Performance

Items	Strongly Agreed		Agreed		Disagreed		Strongly Disagreed	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
AI tools are used in live Fuji music performances	37	30.8	36	30.0	28	23.3	19	15.8
AI-powered vocal enhancers are used on stage.	49	40.8	33	27.5	30	25.0	8	6.7
AI reduces the number of backup performers.	36	30.0	45	37.5	22	18.3	17	14.2
Performances now include more digital/automated effects.	41	34.2	38	31.7	32	26.7	9	7.5
AI makes Fuji performances more modern	34	28.3	36	30.0	35	29.2	15	12.5

and appealing.
Field survey, 2025

AI Generated Content Consumption

The responses related to AI content consumption were more positively skewed, indicating a growing openness to consuming AI-generated materials. For instance, in response to the statement, “AI-powered apps recommend Fuji music to me” 42.5% of respondents strongly agreed that they engage with AI content, while only 4.2% strongly disagreed. Across other items, the trend remained relatively consistent, with agreement levels typically exceeding disagreement. This pattern suggests that, regardless of their views on AI’s creativity or performance, many respondents are engaging with AI-produced outputs—potentially driven by accessibility, novelty, quality, or ease of access to such content on digital platforms. These findings align with global trends in digital media consumption, where algorithmically curated and AI-generated content is increasingly normalized due to its convenience, personalization, and adaptive learning features (Lee & Park, 2021; Huang & Rust, 2021). Furthermore, streaming platforms such as Spotify and YouTube Music now integrate AI not only for recommendation but also for automated playlist generation, which increases exposure to AI-produced content even among users who may not actively seek it out (Celma, 2010; Ekstrand & Pera, 2021). This underscores how technological infrastructure, rather than individual artistic preference alone, plays a central role in shaping music consumption behaviors in the digital age.

Table 4: AI Generated Content Consumption

Items	Strongly Agreed		Agreed		Disagreed		Strongly Disagreed	
	Frequency	%	Frequency	%	Frequency	%	Frequency	%
AI-powered apps recommend Fuji music to me.	51	42.5	24	20.0	40	33.3	5	4.2
I discover Fuji songs through AI-driven platforms.	43	35.8	32	26.7	38	31.7	7	5.8
AI personalizes my Fuji music experience.	48	40.0	24	20.0	39	32.5	9	7.5

I've used music platforms that suggest Fuji songs.	39	32.5	37	30.8	36	30.0	8	6.7
AI helps me access lyrics and translations of Fuji songs	30	25.0	47	39.2	30	25.0	13	10.8

Field survey, 2025

Level of AI Usage in Fuji Creation

As shown in Table 5, the distribution of respondents based on their level of AI usage in Fuji music production was relatively balanced. A slight majority of participants (55.8%) reported a low level of AI usage, while 44.2% reported a high level of usage. The observed scores ranged from 5.00 to 20.00, with a mean score (M) of 10.57 and a standard deviation (SD) of 4.49, indicating moderate variability in responses. This distribution suggests that while more than half of the respondents demonstrate limited interaction with AI technologies in their creative process, a considerable proportion are actively integrating such tools into their production. These findings reflect an ongoing shift within the Fuji music community, where traditional production practices are increasingly complemented by emerging digital innovations.

Table 5: Level of AI Usage in Fuji Creation

Level of usage	Frequency	%	Mean	Minimum	Maximum	Std. Deviation
Low	67	55.8	10.57	5.00	20.00	4.48852
High	53	44.2				

Field survey, 2025

Hypothesis Testing

There is no significant relationship between respondent's perception of AI in music creation and their perception of AI in music consumption. The analysis revealed an exceptionally strong positive correlation between the two variables ($r=0.978$, $p < 0.001$). This correlation coefficient indicates that approximately 95.6% of the variance in one variable is shared with the other ($r^2=.956$), representing a near- perfect linear relationship. The magnitude of this correlation suggests that AI creation and consumption level in fuji music are highly interdependent within the sample.

Table 6: Correlation of respondent's perception of AI in music creation and Fuji music consumption

R	p-value	Remarks
978**	.000	Significant

Field survey, 2025

Conclusion and Recommendations

While AI offers new opportunities for creativity and wider reach, it also presents cultural and ethical concerns, particularly regarding the preservation of Fuji's originality. The study recommends capacity-building for Fuji musicians, culturally sensitive AI integration, and policies that protect the identity of indigenous music in the digital age. Based on the findings of this study, the following recommendations are proposed to enhance the adoption and effective use of artificial intelligence (AI) in Fuji music production among musicians in Abeokuta:

- i. **Digital Training for Fuji Musicians:** Fuji artists in Abeokuta should be provided with targeted digital literacy programs and AI-based music production training. This will empower them to creatively explore AI tools without compromising the originality of the genre.
- ii. **Culturally Sensitive AI Integration:** Developers and producers of AI music tools should ensure that their technologies are adaptable to indigenous music forms like Fuji. AI applications must preserve cultural elements such as local rhythms, instruments, and performance styles.
- iii. **Support from Cultural Institutions and Government:** ministry of culture, local governments, and music associations should invest in initiatives that bridge the gap between traditional music and modern technology. Grants and equipment access can help under-resourced Fuji artists engage with AI creatively.
- iv. **Regulating AI Use in Indigenous Music:** Policy frameworks should be introduced to regulate the ethical use of AI in indigenous cultural expressions. These regulations should prevent excessive dependence on AI-generated sounds that could distort the cultural identity of traditional music.
- v. **Balanced Music Production Approach:** Fuji musicians and producers are encouraged to adopt a hybrid approach that blends AI tools with live instrumentation. This ensures efficiency while maintaining the raw, organic appeal that defines Fuji music.
- vi. **Further Research:** Future studies should explore the long-term cultural consequences of AI integration in Fuji and other indigenous music forms. Comparative studies across other regions or genres would broaden understanding of AI's impact on African musical heritage.

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