

ARTIFICIAL INTELLIGENCE, SOCIAL MEDIA, AND FAKE NEWS: IS THIS THE END OF BROADCAST MEDIA?

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Abstract

The rapid growth of big data, cloud, IoT, and other technologies in recent years has led to an increasing global interest in Artificial Intelligence (AI), which has also grown quickly across a range of businesses. The broadcast sector has been pursuing intelligent transformation as well as media convergence. Technology based on artificial intelligence is crucial to the evolution and growth of the broadcast sector. This paper presents the use and innovation of AI in broadcast media from the viewpoints of content, operation, and representative broadcast institutions investigated in the field of AI. The recent explosion of social media has many positive effects, but it has also brought about a significant problem for society in the form of “fake news,” which has grown to be a major obstacle to free speech, journalism, and broadcast media in general. The paper argued that AI represents a threat to the broadcast sector that needs to be taken seriously. AI and big data provide an additional, even bigger, possibility, i.e., to potentially create a system where the representation of the people is no longer needed. However, this might not be the end of the broadcast industry, as AI can complement rather than replace the works of broadcast journalists. This paper utilised secondary data and Skill-Biased Technological Change (SBTC) theory was adopted. The paper concluded that in order to create a more intelligent broadcast system using AI technology, which is also a massively systematic project, the industry will need to devote a significant amount of time to research into this field.

Keywords: AI, Big data, Broadcast Media, Fake News and social media

Introduction

According to McLuhan’s vision of the electronic media world: that through the media, humanity is fully connected- will collaboratively build and share a global world (Siapera, 2018). The broadcast media is such that is changing rapidly. The reality of Artificial Intelligence (AI) has led to an understanding of changes and transformation in social processes, norms, ideas and practices (Kittler, 1999). In some way, it is seen that Artificial intelligence has come to eliminate fake news just as the monies from advertising for print media is fast dwindling so is Artificial intelligence fast replacing content, operation, and representative broadcast institutions. As advertising becomes

dynamic, it is important that broadcast media stations stay ahead the curve, this has observed by many scholars as a necessity and not a luxury.

Artificial Intelligence (AI), a revolutionary technology that has not only transformed the advertising landscape but has also reshaped the way we approach broadcasting. The intersection of AI and broadcasting with today’s technological advances creates a synergy that is changing the game for media advertising and uncovering the exciting possibilities it brings to the table. The convergence of AI and broadcasting is a powerful blend of data-driven insights and storytelling. AI's ability to process and analyze

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massive volumes of data in real-time has redefined the way audience understand the contents produced by broadcasting stations.

The reason for this is that AI has the potential to automate many tasks currently done by humans. For instance, AI is increasingly being used to automate the generation of fake news, the creation of malicious content, and development of custom malware (ref). Future generative AI will be able to craft these more effectively, at machine scale. The more AI is used in these activities, the more it will be used to automate cyber-attacks. This would be highly effective, as at present defenses are largely static and manual, which will make it hard to protect against AI attacks. The public domain as a place of attack is also highly suited to it, as a lot of the data and systems are soft targets, and it is an open environment where AI techniques can be used effectively.

Fake news is that type of story or information that is filled with sensationalism and untruths. It is meant to stir up the polity, at the same time the audience actions or inactions to achieve a certain aim of the sender (Nwokoro & Joseph, 2022). The term Fake news gained popularity during the 2016 United States Presidential elections face-off between the democratic candidate, Hillary Clinton and that of the Republican, Donald Trump. Trump who came under heavy attack due to his disrespect for journalists tag every information let out by the media stations has "fake". He coined information during that time as fake/false news. However, as time goes on, the term became very popular and used both in developed and developing nations.

The social media landscape has grown at an astonishing pace, where more than three million people are part of the media (Kurfi et al., 2021). While every other person is a consumer of social media, there are nearly millions that are producers of data or are involved in the distribution of overtly or covertly false information. One recent derivative of false information is known as fake news. According to a survey on global fake news, eighty three percent of the population believes that fake news is distorting the basic verity of information. This fake news has gained momentum also because of the advanced technology in AI and non-AI bots that produce the content or spread it amongst

communities. This research therefore looks at Artificial Intelligence, social media and fake news and sees if this is truly the end of the broadcast media.

Problem Statement

The broadcast media in order to generate traffic in their organization are fast hinging on the utilization of the digital media by possessing a very active and vibrant social media forum; winning big advertising companies to patronize them. Broadcast organizations are also keying to click bait era as a result of big data. Kurfi et al., (2021) observed that the digital media now serve the gate keeping function in which all forms of misinformation, disinformation and malinformation which find its way into the industry every second thus jeopardizing the naturalistic function of pure journalism. The question therefore is, is this the end of the broadcast industry? A question yearning for answers.

The gate keeping function of the broadcast media in the digital space is fast performed by the digital media who also sets agenda for the broadcast organizations. The effect of this is that fake news as well as misusing of Artificial Intelligence which is incorporated in order to churn out multiple stories as many as possible is in the form of fake news has grown to be an obstacle to free speech, journalism and broadcast media journalism.

Objectives of the Study

The study's main objective was Artificial intelligence, social media and fake news. Is this the end of the broadcast media?

Specific objectives were to:

1. To interrogate artificial intelligence, social media and fake news.
2. To examine artificial intelligence, social media and fake news with the context of broadcast media.

Artificial Intelligence, Social Media and Fake News

With the dawn of Artificial Intelligence (AI), we are entering into a world where disparate content, either true or false, will be communicated through automated AI agents which can socially interact with other AI agents – giving an illusion that it's a real human

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discussion. As such, this is an alarming concept as discussions can be based around false information and it could lead to AI automatically taking decisions based on this information.

The social media landscape has grown at an astonishing pace, where more than three billion people are part of the media. While every other person is a consumer of social media, there are nearly millions that are producers of data or are involved in the distribution of overtly or covertly false information. One recent derivative of false information is known as fake news. According to a survey on global fake news, eighty three percent of the population believes that fake news is distorting the basic verity of information (Aonover et al., 2023).

This fake news has gained momentum also because of the advanced technology in AI and non-AI bots that produce the content or spread it amongst communities. It has been cited in certain areas that these news articles are often created automatically and sometimes it is difficult to decipher this information from the real news. With the dawn of AI, we are also entering into a world where disparate content, either true or false, will be communicated through automated AI agents which can socially interact with other AI agents – giving an illusion that it's a real human discussion (Brundage, 2018). As such, this is an alarming concept as discussions can be based around false information and it could lead to AI automatically taking decisions based on this information.

Fake news is that type of story or information that is filled with sensationalism and untruths. It is meant to stir up the polity, at the same time the audience actions or inactions to achieve a certain aim of the sender (Nwokoro & Joseph, 2022). Olorunyomi (2018) states that fake news is a type of yellow journalism or propaganda that consist of deliberate disinformation or hoaxes spread via traditional news media (broadcast, print or online social media). Also, the CEO of Enricho communication Eric Yaverbum in 2018 stated that fake news poses danger to democracy. The statement was supported by Donald Trump and other leaders of the world's leading democracies that fake news is very bad to any democratic dispensation.

Silverman (2016) states that research shows that in the weeks before the American elections from 2016, the most popular fake news had an increased attention from the public compared to the most real/true news on Facebook. But not just from the public from the Unites States is exposed to fake news, because this phenomenon is a global problem. Fletcher et al., (2018) published research that followed 300 fake news websites in Italy and France. Neither one has reached at least 1% form the whole online public, and the visitors spent less time on fake news websites than on real news sites. Social media are only partly to blame for the spread of news, consider Tsfatiet al., (2020) and according to the study mentioned earlier, the direct access to fake news websites is limited between 1% and a maximum of 10% of the online public.

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It is easy to condescend from focusing on the imagined societal implications of fake news and from committing the naturalistic fallacy. Furthermore, there are a variety of claims that fake and real news is no different, for, despite being fake, people will still consume and share it as if it were real news. This essentially means that, through its effects being taken for granted, one can treat fake news as news. If fake news was sensationalized stories, and false reports on mainstream news, truly fake news as stories which occur in an alternative reality. This notion is supported by findings of the features of fake news published by the Columbia Journalism Review. To quote: "citing false information and posting fake quotes from real people".

The word fake news comprises a wide sense of disinformation intended to deceive as true that which isn't, also called conveying false news. The news and stories are created by writers and propaganda. This suggests that fake

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news is an old phenomenon; however, it's spreading even more rapidly today. Fake news takes many forms, ranging from parody to hoax, misleading memes to fabricated stories, and from many to few sources (Aondover et al., 2022). However, the most effective way to understand fake news is that it's created and published with the intent to mislead readers into taking a certain action based on false information. In broadcasting, it is created to confuse the audience and digress attention from facts.

Fake news is used to build or destroy the image of someone or entities, manipulate political structures, or make money. Fake news spreads like a communicable disease, spreading from one person to another, and in some cases, it has a dangerous impact. Now, fake news not only causes misconception and unhealthy choices, but some news can also harm our psyche and soul. This type of news is called trauma-based mind control, a technique used to manipulate people and create panic, ultimately shaping public opinion. It can be applied to have a damaging effect on individuals, groups, and society as a whole. Fake news can have huge effects and can escalate to the weaponization of information. It is an attempt to use information to create distrust between a target nation and its public, to damage its government, military, or security, with as little hostile action and casualties as possible. Today, people consider the media as the fifth pillar of democracy, and they believe that news is a sacred element. Therefore, the impact of fake news on democracy disruption is most grim and severe.

Kaplan and Haenlein's (2010) describe social media as group of internet-based applications that build on the ideological and technological foundations of Web 2.0, allowing the creation and exchange of user-generated content. The article categorizes social media into six types:

1. Collaborative Projects (e.g., Wikipedia)
2. Blogs and Microblogs (e.g., Twitter)
3. Content Communities (e.g., YouTube)
4. Social Networking Sites (e.g., Facebook)
5. Virtual Game Worlds (e.g., World of Warcraft)

6. Virtual Social Worlds (e.g., Second Life)

Kaplan and Haenlein discuss the functional building blocks of social media, emphasizing the importance of participation, openness, conversation, community, and connectedness. They highlight how businesses can leverage social media for marketing, customer relationship management, and brand building, but also caution about the potential risks, including loss of control over brand messages, negative feedback, and the need for constant engagement.

Also, Kietzmann et al., (2011) explore the fundamental components that make up social media, providing a framework to help businesses understand and effectively utilize these platforms. They introduce the "honeycomb" framework, which consists of seven functional building blocks that describe the engagement and interaction characteristics of social media. These building blocks are:

Identity: The extent to which users reveal their identities. This includes information such as names, ages, genders, professions, and other personal data.

Conversations: The extent to which users communicate with each other. This encompasses the dialogues and discussions that take place on social media platforms.

Sharing: The extent to which users exchange, distribute, and receive content. This includes sharing links, photos, videos, and other forms of media.

Presence: The extent to which users know if others are available. This includes knowing if others are online, their locations, and their availability.

Relationships: The extent to which users relate to each other. This involves forming connections, friendships, and associations between users.

Reputation: The extent to which users know the social standing of others and content. This includes ratings, likes, reviews, and other forms of feedback that indicate trust and credibility.

Groups: the extents to which users form communities and sub-communities. This

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includes group memberships, sub-groups, and other collective affiliations.

This is quite distinct from the modern phenomenon of fake news and leads us to consider the relation between fake news and official propaganda. Having provided this historical background, the section goes on to define fake news. Obviously, social media has enabled the shift of focus of millions of people to the internet especially the social media. People now hinge on various social platforms to get their news story. Sadly, the inability to differentiate authentic news story from these platforms have been a herculean task.

It is worthy to note that fact checking information from various newsfeeds is really daunting. Most media professionals in the media industry have found it difficult to fact check their news story and due to the “clickbait” syndrome which is the onus of the internet and social media, audience verification of the news story they receive is really minimal. With people s spending more time online on a daily basis, fake news is therefore bound loose and evolving nature of the term.

The approach taken here is to consider the ways in which 'fake news' is used as a term of abuse or criticism to delegitimize certain other news reports or types. Consideration is also given to the way in which the use of the term has been encouraged by prominent 'fake news' exposers. This leads to circular/self-fulfilling elements, where 'fake news' is defined largely in terms of that which is exposed by fake news exposers. This point is important because while this essay does not aim to provide a rigorous defense of the news media or imply that there are no misleading or deceptive news reports, it suggests that there is an identifiable and coherent set of practices which can be considered fake news, and that these practices are not unique to the modern era of clickbait and digital media.

With the advent of the internet and the decline of print journalism, the business of news gathering and reporting has changed such that news outlets are relying increasingly on viral stories to increase their web traffic and generate ad revenue. This results in published reports that may not have been fully fact-checked or from reputable sources, in order to keep up with the fast pace of online "trending" topics. Usually, these types of fake news reports

are more of a result of bias and interpretation, rather than a deliberate intent to deceive (Idris& Msughter, 2022). However, with the prevalence of fake news and various attempts to pass it off as genuine, it can be difficult for potential news consumers to discern the difference.

In the field of news and journalism, "fake news" has a couple of definitions. Most can agree that there are at least two types of fake news: stories that are entirely false and those that are misleading but have an element of truth. These stories can end up being published on genuine news sites, only to be retracted after a period of time once the error has been discovered. Usually, the retraction will receive much less attention than the original publication of the story (Mojaye & Aondover, 2022).

"Fake news" is a term that has generated significant attention in recent years. It is a type of yellow journalism, or propaganda, that consists of deliberate disinformation or hoaxes spread via traditional media or online social media. Often using sensationalist, dishonest, or outright fabricated headlines to increase web traffic and online advertising revenue.

The popularity of the Internet and the advent of the Web 2.0 technologies have transformed the contents of the web from publisher-to user-created contents (Alexander, 2006).The popularity of the Internet and the advent of the Web 2.0 technologies have transformed the contents of the web from publisher-to user-created contents(Alexander, 2006).Big data analytics has recently emerged as an important research area due to the popularity of the Internet and the advent of the Web 2.0 technologies. The talk has been at the centre of critical discourse in conferences, workshops and seminars. The influx of various media contents and the reliance of social media applications have provided enormous opportunities aswell as challengesfor researchers and practitioners. The massive amount of data generated by users using social media platforms is the result of the integration of their background details and daily activities. This enormous volume of generated data known as “big data” has been intensively researched recently (Abdul-Ghani, 2019).

Social media contents, such as tweets, comments, posts, and reviews, have contributed

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to the creation of big data extensively from either platform providers or different websites. The emergence of big data from social media has brought about a new wave of excitement into the field of artificial intelligence and data analytics. Analyzing social media data using various traditional data mining and machine learning techniques is still an active domain of research. For instance, revealing market research information can be achieved through mining people's opinions that results in improved business decision making (Liu, 2015).

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According to Huang (2020), 85% of Americans say they go online on a daily basis, with 31% reporting that they go online "almost constantly". According to 2021 Digital Experience Benchmark report, the average time on page across all industries in 54 seconds. The 2021 Digital Experience Benchmark report analyzed data from over 20 billion user sessions from across the globe. They were able to track average time on page across ten platforms and saw a major difference. The average time spent on a page is 1.37 seconds. This was at least 20 seconds higher than other industries. Therefore, information comes in every second and the ability to verify if the information is truthful, accurate and not misleading is almost impossible hence the breed of fake news. Sadly, because broadcast media stations also want to flow with the tide and get many viewers as many as possible also found themselves disinforming and misinforming the public.

Digital transformation is the biggest transformation in the eco system. This is known as socialnormics. The broadcast media event though is also extending its viewership to the digital platforms, the medium should serve as accountability to the people, an agenda setting enterprise but unfortunately, what we witness in the digital space, is the social media setting an agenda and also performing the gate keeping functions. This is why however, for journalists and media owners to go back to the drawing board and ensure journalistic inherent duties are performed.

It is important to reiterates that through fact checking as mentioned earlier has helped to usher good news for the practice of true journalism in the digital media space. Fact

checking is the process of checking fiction and sieving out the truth.

Statista (2023) analysis of the world's most used social platforms are Facebook, YouTube, Whatsapp, Instagram, Wechat, TikTok, Facebook messenger, snapchat, douyin, telegram and the rest. These platforms enhance connectivity and people tends to believe news story not knowing that these are just social media platforms and not standardized new stations where true journalism is practiced. According to Statista 2023, Main social media platforms used for news in Nigeria in 2021 are Facebook 62%, WhatsApp 60%, YouTube 41%, Instagram 40%, Twitter 38%, and Telegram 26%. These platforms provide information in multiple formats, including written, visual, audio, and multilingual content. It also accommodates learning styles and literacy levels. Therefore, digital transition has complicated the whole crises of journalism. Thus, at no other time in history do we have such a deluge, such a tsunami, of information to contend with. Hence, it is worrisome as every journalist should be guarded that this not disrupts the broadcast media. It is important to clearly understand the consequences of this transition for governance, citizenship, and development (Yar'Adua et al., 2023).

Centre of Journalism training on fact checking (2024) states that 252,000 websites are opened everyday, 300.4 billion emails are sent daily; and 2.5 quintillion bytes of data are produced today just about 5 million times of information in books ever written in the history of man. Because of the speed and volumes through which information and news reaches the news media, the capacity to blur the boundaries of journalism and non- journalism has narrowed, and the capacity to disinform and misinform has also grown out of bounds. The new ecosystem found that there are four critical dimensions to the new ecosystem which are:

1. Traditional economic models for the business of journalism have atrophied and new models are announcing themselves. Even if this is true, ensuring authenticating and verification of news story can never erode the traditional media industry.
2. New technologies for gathering, processing and delivering journalism

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are also announcing themselves in a dramatic and dynamic way.

3. The information behaviour and needs of the public is also shifting.
4. A new platform for content creation, distribution which is generally known as the social media (Centre of Journalism training on fact checking, 2024).

The media as a platform for content creation and consumption assumes a variegated landscape of identities. The specific location of the news media in that ecology is the domain of journalism. Journalism's first loyalty is the public, its audience, just as its first obligation is the truth. In ensuring that audience trust is won, loyalty needs to be underscored. Identifying the needs and interests and every day, real problems those audiences had to solve- and then providing compelling, often multimedia, journalism that delivered valuable content, news and information where and when (different platforms, different times of day) those audiences sought out what they needed.

Additionally, the reality of the digital age, with the 21 million Nigerians daily scrawling comments on, and seeking their information diet on Facebook, and with an additional 6 million active twitter enthusiasts to the mix, definitely no one still doubt where the real Nigerian newsroom resides (Usman et al., 2022). This is also reflective of both African and Nigerian newsroom. It is with this reality that this paper emphasizes that the most influential messaging platforms today are not the legacy media but the technological platforms. Also, that the social network principles upon which they operate fundamentally privileges business considerations over ethical conduct. The current turbulence companies like Facebook and YouTube are currently making in the face of a welcome challenge to demand accountability. For the purpose of survival of broadcast stations, it is welcoming that these platforms are leveraged upon because whether it is loved or not digitalization has come to stay. The audience which the media serves therefore demands for accountability and factual information by ensuring zero accommodation of fake news and using artificial intelligence for strengthening journalistic practice across the globe.

Inclusively, there should be a demand of algorithm in an age of artificial intelligence and machine learning. According to the Datareportal, 2023 global overview, social media growth has continued to increase. More than half of the world now uses social media (60%). 4.80 billion people around the world now use the social media. 150million new users have come online within the last 12 months. Datareportal, 2023 also states that the average daily time spent using social media is 2h 24m.

The practice of truthful, verifiable and accurate information is the epitome of journalism practice. The media is of immense value, either economic value, political and social value, and technology is deciding the values the audience places on news item (Iyin, 2024). Hence, data and technology are two central aspects in today's journalism practice. Digital transformation is the biggest transformation in the ecosystem today, and it is coined as socialnormics. The multimedia technology is seen as a medium of accountability, it serves the agenda setting role and it articulates a gatekeeping process (Hile et al., 2023). Agenda setting for development and its democracy must work. This is where there is difference between values and value is projected. Value connotes a pointed estimation of current or anticipated worth never too distant from monetary equivalence even though there is no value that is monetary.

The reality of the media landscape is that everybody needs to be all things to all people at all time for the most amount of eyeball, artificial Intelligence can only take an all time of knowledge and monetize it. Unfortunately, Nigeria is finding it difficult to train for talents in Artificial intelligence. The beauty of AI can mean the bar can be raised especially with the training of newsroom with the cheapest version of AI is possible. Some scholars that AI finally gives journalism a business model, which some think is lacking. Companies like AI now buys information from Nigeria through the use of Meta. Once a media station has a unique insight which is not available to anyone, the big tech will be forced to adopt a business model which they will pay. There is different kind of Nigeria in Nigeria with extreme poverty and extreme wealth. Therefore, generating data and wealth for broadcast stations require true stories of Nigeria being told accurately by Nigeria which

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now becomes the data. Therefore, the access to skills and tools becomes a necessity for journalists in the digital era.

Google tools for Fact checking to avoid Fake News in the Digital Era

Google trends: is a free tool that analyses the popularity of Google search terms using real-time data. It shows users what people are searching for as impacted by time, season and location.

Google dataset: Is used to search for specific information online example is a name of person, organization and so on. A source of long broadcast messages like cookie (tis helps the site to run successfully). <https://HOWSECUREISMYPASSWORD.NET/>, VPN, fabricated hugging, Face searches: Face searches are tools that find people and related information by face online by facial features. PimEyes, search4faces. Reverse image search (this helps one to search by image and similar pictures online. Google advanced search, Yandex, TinEye, Binge, and metadata. InVid Plugin (Video verifier). Scan and detect deepfake videos can be detected by InVid.

Google Pinpoint: Pinpoint is a research tool to help journalists and academics explore and analyze large collections of documents. Using pinpoint you can upload and search hundreds of thousands of documents, images, emails, hand-written, notes, and audio files for specific words or phrases, locations, organizations, and people. Pinpoint can work with large numbers of documents as a single pinpoint collection can contain up to 200,000 documents, including images, audio, files, or printed text. Pinpoint also uses OCR speech-to-text technology to enable you to search for text-based files such as Microsoft office documents, plain text documents, and emails, as well as text within images and transcribed audio in multiple languages (Aliyu et al., 2023).

Audio files up to two hours long can be uploaded and transcribed into searchable text files. Pinpoint supports eight languages for audio transcription. For privacy and sharing, collections are private by default, protected by Google's industry-leading privacy and security technologies. Inclusively, open-source intelligence has been noted as tactics in combating the challenges disinformation especially deepfakes. Open -Source

Intelligence is known as (OSCENT) solves the problem of disinformation and it starts in three ways:

It answers the question who, what and why? Deep fake are synthetic videos or audios created by AI with the specific aim of impersonation. It has the face and voice of someone but it is not the person. Unfortunately, people now use it to tie the narrative of disinformation with people making false assumptions especially with high ranking people in the society. OSCENT in dealing with deepfake tells who is sharing the deepfake. Ordinarily, technology is not harmful, rather it depends on who is using the technology and for what purpose? Deepfake is like a tool that is used to suit the ideology of who is sharing it. Therefore, it is important for every journalist to identify who is sharing the information and in what context and thirdly why. The intention of the sender of the information is important and the lastly is to verify whether the audio, video or picture is authentic or not. There is therefore an advocacy towards the democratization of OSCENT. Nigeria as a country; media owners specifically really need this tool in their media stations since it is a tool only affordable for the rich.

There is the call for indigenous software to tackle deepfakes. Unfortunately, the tool hugging faces only detects white faces and not black faces and that is a major gap. There should be a model for black faces, there should be a lot of contextual understanding of the African concept in order to have tools that will answer the problem. The Global Investigative Journalism Network is working with the CJID to work on a tool that tells an acoustic analysis of a person's voice, showing gaps and problems why an audio is a deepfake. There is another new tool encompassing African language, African concept incorporating the African community and their model. It is encouraging that Nigeria is partnering with other African communities and playing catch up in order to solve African problems the African way.

Conclusion

Artificial Intelligence (AI), a revolutionary technology that has not only transformed the advertising landscape but has also reshaped the way we approach broadcasting. The intersection of AI and

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broadcasting with today's technological advances creates a synergy that is changing the game for media advertising and uncovering the exciting possibilities it brings to the table. There is the need for digital literacy workshops for media professionals so that they can spot deepfakes as well as disinformation and fake news in the digital era. The convergence of AI and broadcasting is a powerful blend of data-driven insights and storytelling. The ability for journalists needs to be transparent in every sector of the media including the broadcast sector in news creation. There is also a clamour that the audience needs to know the contents that is generated by AI and sent to the public. Platforms that enables a play in the digital media landscape needs to be transparent in letting the audience to understand how algorithm function and determines what is seen and not seen. Countries have not been fair in that regard.

How algorithm determines what is seen and not seen deserved to be known by the audience. The audience needs to be able to flag fake news and fake contents in the era of Artificial Intelligence in the broadcast media. The EU passed a law on transparency, there is the need for internal audit, letting users knows when the content is halted, changed and removed. The EU has a digital service Act (DSA) in 2022 that focuses on what digital platforms are supposed to do in terms of transparency. And under what circumstances is the content removed, retracted or changed. This law needs to be passed in Nigeria because this is really a gap between Nigeria and tech companies.

Therefore, to address the question of AI, social media and fake news with the context of broadcast media, it is safe to argue that the advent of (AI) and the proliferation of social media have transformed how information is disseminated and consumed. This transformation has raised concerns about the spread of fake news and its implications for traditional broadcast media. While AI and social media have significantly disrupted the media landscape, they do not necessarily signal the end of broadcast media. Instead, these developments present an opportunity for traditional media to innovate, adapt, and reinforce their role as trusted sources of information. By integrating digital strategies, enhancing credibility, and leveraging new

technologies, broadcast media can continue to thrive in the evolving information ecosystem.

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