APPLICATION OF ARTIFICIAL INTELLIGENCE IN MEDIA PRACTICE FOR CORPORATE GOVERNANCE IN NIGERIA

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Abstract

In this paper, the researchers examined the integration of Artificial Intelligence (AI) technologies in media practices aimed at enhancing corporate governance. Drawing on five case studies – CJID, Channels Television, BudgIT, Bloomberg, and Code for Africa – the researchers investigated how AI is applied in monitoring, reporting, and framing governance issues, with particular focus on tools such as automated content generation, data mining, predictive analytics, and natural language processing. The findings showed that many AI tools have been adopted in media practice for corporate governance such as DUBAWA, AI-powered transcription services using NLP, chatbots and AI-assisted communication tool, iLAB, and Cyborg. Findings also revealed that AI enhances transparency, accountability, compliance tracking, and crisis communication, while also reshaping audience engagement and information management. Furthermore, findings also showed that challenges such as algorithmic bias, data privacy concerns, lack of transparency, over-automation, and infrastructural inequality are identified as critical barriers. The study highlights opportunities for improvement, including inclusive data development, capacity building, and explainable AI adoption. The researchers conclude that while AI offers powerful tools for reinforcing corporate oversight, its responsible and equitable use remains essential to ensuring media credibility, public trust, and the deepening of democratic governance practice.

Introduction

In an age where digital transformation is no longer a trend but a necessity, the intersection of technology and governance has become a compelling field of interest. Across the globe, businesses and institutions are confronting complex communication demands that call for speed, precision, and transparency. The media, as the principal vehicle for corporate storytelling and stakeholder engagement, have significantly undergone a revolution, moving beyond traditional gatekeeping roles to adopt emerging technologies that enhance speed, data interpretation, and content automation, chief among them, Artificial Intelligence (AI). This development is no longer abstract. From AI-generated media reports to predictive media analytics, artificial intelligence is progressively reshaping the operational rhythm of media organisations, giving rise to questions about its implications for corporate governance.

As artificial intelligence steadily transforms media workflows, its ripple effects are increasingly felt in the domain of corporate governance, a domain where perception, accountability, and strategic communication converge. In such a climate where “reputational slips” travel faster than corporate progress, governance emerges as the silent architecture

sustaining trust, order, and accountability. Corporate governance entails the systems, processes, and principles that direct and control organisational behaviour, and it thrives on accurate, timely, and consistent information dissemination. This is where media practice becomes indispensable, serving as the channel through which corporate communication, accountability, and public trust are negotiated. However, traditional media approaches often fall short of delivering real-time, data-driven insights necessary for governance-related decision-making. Hence, organisations are increasingly turning to AI-enabled tools for monitoring compliance, managing reputational risks, and automating public disclosures (Dwivedi *et al*., 2021).

More significantly, artificial intelligence brings a level of efficiency and predictive accuracy that transforms media content into strategic governance instruments. For instance, natural language processing (NLP) enables media departments to scan, summarise, and report on internal audit findings or market sentiment within seconds, such functions that once took days. Similarly, machine learning models are being used to identify trends and detect anomalies in corporate behaviour before they escalate into crises (Luo *et al*., 2022). In this sense, Artificial Intelligence not only enhance media practice but also supports corporate governance objectives such as transparency, accountability, and compliance with expected standards.

However, while these innovations (application of AI in media practice for corporate governance) offer substantial promise, they also raise important ethical, operational, and professional questions. For instance, can AI-generated content maintain journalistic integrity and credibility? Are media professionals adequately trained to use AI tools responsibly in the service of governance objectives? Is there a risk of over-automation or information distortion? These concerns suggest that while AI has found a foothold in media operations, its integration into the realm of corporate governance must be approached with both enthusiasm and caution. Bridging the human-technology divide in this context is essential for ensuring both innovation and accountability. It was for this reason, therefore, that this article explores the application of artificial intelligence in media practice with a focus on its implications for corporate governance.

Corporate Governance

Corporate governance represents the framework through which organisations are directed, controlled, and held accountable. It embodies the structures, processes, and relationships that define how corporate power and responsibility are exercised. According to Solomon (2022), corporate governance ensures that the interests of shareholders, management, and other stakeholders are balanced to achieve organisational sustainability. This system emerged prominently after several corporate scandals highlighted the need for transparency and ethical oversight. Modern governance thus transcends mere compliance, encompassing leadership values, corporate culture, and integrity mechanisms that ensure decisions are not only legal but also ethically sound.

At its core, corporate governance revolves around four fundamental principles: accountability, fairness, transparency, and responsibility. These pillars collectively safeguard stakeholders' trust and promote long-term corporate performance (OECD, 2023). Accountability ensures that management remains answerable to shareholders and regulators; fairness guarantees equitable treatment of all stakeholders; transparency facilitates access to accurate information; and responsibility reinforces ethical decision-making. Organisations that integrate these principles into their corporate strategy often enjoy stronger reputational capital, lower risks, and improved investor confidence. Therefore, governance is not merely regulatory—it is a strategic imperative in today's competitive global environment.

Over the years, diverse models of corporate governance have evolved to suit different institutional contexts. The Anglo-American model emphasises shareholder primacy and board independence, while the Continental European and Japanese models prioritise stakeholder engagement and relational networks (Husted & de Sousa-Filho, 2023). In emerging economies like Nigeria, hybrid governance systems blend these models to address contextual challenges such as ownership concentration and weak regulatory enforcement (Ofoegbu & Megginson, 2023). Understanding these variations highlights that effective governance must be adaptable—rooted in universal principles yet flexible enough to reflect national legal, cultural, and market realities.

A critical dimension of corporate governance lies in the composition and functioning of the board of directors. Boards act as the strategic apex, providing direction, monitoring management, and safeguarding shareholder interests. Empirical studies indicate that board diversity—in terms of gender, expertise, and independence, significantly, enhances decision quality and corporate innovation (Klettner *et al.*, 2023). In contrast, boards lacking independence or dominated by insiders are more prone to groupthink and poor oversight. Consequently, many jurisdictions now enforce board diversity quotas and performance evaluations to strengthen board effectiveness and accountability in corporate decision-making. As highlighted by Tricker (2022), governance succeeds when boards exhibit integrity, independence of thought, and commitment to corporate purpose beyond profit maximisation.

Transparency and disclosure are equally vital in the governance discourse. They serve as instruments of trust between organisations and the public. Effective disclosure practices ensure that financial statements, executive remuneration, and risk management policies are presented truthfully and accessibly (OECD, 2023; Eccles & Klimenko, 2020). With the rise of digital reporting technologies, stakeholders now demand real-time and verifiable data on corporate performance. However, challenges such as selective reporting and "greenwashing" still threaten credibility. Hence, global standards like the International Sustainability Standards Board (ISSB)

guidelines are redefining transparency obligations to enhance comparability and ethical reporting.

The relationship between corporate governance and corporate social responsibility (CSR) has become increasingly interwoven. Strong governance frameworks now integrate environmental, social, and governance (ESG) criteria into strategic planning and reporting. Firms with robust ESG governance demonstrate superior resilience and stakeholder loyalty (AElAlfy et al., 2022). This shift signifies that governance is no longer confined to boardrooms but extends to how firms address climate risks, employee welfare, and social equity. Thus, corporate governance has evolved into a broader paradigm for responsible and sustainable business conduct in the twenty-first century.

In corporate governance, there have been various challenges globally. Issues such as corruption, regulatory capture, weak enforcement, and conflicts of interest continue to undermine governance quality in developing economies (World Bank, 2022). Moreover, the digital transformation of business introduces new risks, cybersecurity threats, data governance, and algorithmic bias, that traditional governance codes rarely anticipated. Addressing these challenges requires dynamic, technology-informed governance approaches that blend compliance with innovation. Consequently, policymakers and boards must continuously refine frameworks to reflect the changing risk landscape and stakeholder expectations.

Corporate governance remains a cornerstone of organisational success and societal trust. It is an evolving discipline, shaped by global reforms, technological disruption, and rising stakeholder consciousness. Effective governance aligns corporate behaviour with ethical norms, strategic goals, and societal values, ensuring that corporations contribute positively to economic and human development. As Clarke (2024) observes, governance is both a moral and managerial responsibility, anchoring corporate legitimacy in an age of transparency, accountability, and digital change. The future of governance, therefore, lies in its capacity to adapt while upholding enduring principles of integrity and fairness.

Artificial Intelligence, the Media, and Corporate Governance

Artificial intelligence (AI) is transforming industries by automating decision-making, data analysis, and audience engagement. In the media, AI supports content creation, news curation, and personalised delivery (Diakopoulos, 2023). Tools such as OpenAI's ChatGPT, Reuters' Lynx Insight, and the BBC's Juicer illustrate how AI augments journalistic production by enhancing efficiency and scalability. However, as AI systems gain editorial influence, they introduce questions of accountability, bias, and transparency. Governance frameworks must therefore evolve to ensure ethical oversight and protect public trust. This intersection of

technology, ethics, and accountability positions AI as both a transformative and disruptive force within modern media ecosystems.

The adoption of AI in journalism and broadcasting has redefined how news is gathered, verified, and distributed. Algorithmic tools assist journalists in analysing large datasets, detecting misinformation, and automating routine tasks (Rony et al., 2023). Yet, over-reliance on machine-generated outputs raises concerns about editorial independence and algorithmic opacity. According to Fanta and Dachwitz (2022), AI-driven journalism must integrate human editorial judgment with ethical governance standards to prevent automation from compromising accuracy or integrity. Effective governance in media AI thus involves balancing innovation with human oversight to sustain credibility, fairness, and societal accountability.

Corporate governance plays a critical role in managing these technological transformations. As AI becomes embedded in business operations—including media organisations—boards must establish policies for ethical AI adoption, risk management, and data privacy (Glikson & Woolley, 2023). Transparent governance frameworks ensure that AI tools align with corporate purpose and stakeholder interests. The Organisation for Economic Co-operation and Development (OECD, 2023) emphasises that ethical AI governance should uphold principles of fairness, explainability, and accountability. For media corporations, this means integrating algorithmic auditing and AI ethics committees into governance structures to oversee responsible innovation and safeguard editorial integrity.

The convergence of AI and corporate governance also reshapes decision-making processes. AI-driven analytics assist boards in monitoring performance, predicting risks, and ensuring compliance (Tambe et al., 2023). In media firms, predictive analytics guide audience engagement, advertising revenue, and content strategy. However, governance systems must prevent AI from reinforcing biases or amplifying misinformation. According to Cowls et al. (2021), corporate governance must institutionalise digital ethics to ensure that AI supports—not supplants—human judgment. This shift from traditional governance to "algorithmic governance" requires new competencies, board literacy, and policy frameworks adapted to AI-mediated organisational environments.

Furthermore, AI's role in the media directly influences public discourse and democratic accountability. When algorithms determine what audiences see or read, they effectively shape information ecosystems and civic behaviour. Therefore, governance must extend beyond corporate compliance to include societal accountability (UNESCO, 2023). Ethical AI in media governance requires transparency in content recommendation systems, diversity in training data, and mechanisms for public redress. Integrating responsible AI practices into media governance strengthens institutional legitimacy, reduces misinformation risks, and promotes trust between media organisations and their audiences in a digital public sphere.

The synergy between AI, the media, and corporate governance embodies the future of responsible innovation. Media organisations must not only adopt AI but also govern it through transparent policies, ethical standards, and stakeholder engagement. As Clarke (2024) notes, sustainable governance in the AI era depends on moral courage, adaptive learning, and human-centred accountability. The fusion of AI ethics and corporate governance provides a blueprint for ensuring that media innovation serves both organisational interests and democratic values. By embedding AI governance into corporate frameworks, the media can sustain public trust while embracing the efficiencies of intelligent automation.

Theoretical Framework

This article is anchored on the Technological Determinism Theory, which posits that technological advancements drive and reshape societal structures, behaviours, and institutional practices (McLuhan, 1964). In the context of media and governance, this theory provides a useful lens for examining how the integration of artificial intelligence is not merely enhancing existing communication routines but fundamentally altering how corporate governance is communicated, monitored, and perceived. As AI-driven tools increasingly dictate the rhythm and method of corporate reporting, the traditional media roles of gatekeeping, watchdog journalism, and stakeholder engagement are being redefined in real time. Therefore, this theory offers the framework for examining the application of AI in media governance for corporate governance.

Case Studies

Case Study 1: PTCIJ/CJID and AI-Driven Data Journalism in Nigeria

The Premium Times Centre for Investigative Journalism (PTCIJ), now the Centre for Journalism Innovation and Development (CJID), represents a significant example of AI integration in Nigerian media to advance corporate governance. Renowned for leveraging digital and civic-tech tools, CJID has pioneered AI-assisted data journalism to expose misconduct in the public and private sectors (Umeora, 2025). By mining, analysing, and visualising complex datasets, the organisation uncovers regulatory breaches, financial misreporting, and transparency lapses, making it a trailblazer in investigative journalism with a strong governance orientation (CJID, 2016).

A key tool in its arsenal is *DUBAWA*, a machine learning-powered platform that supports fact-checking and verification of corporate claims, financial disclosures, and public statements. While not fully autonomous, DUBAWA incorporates keyword tracking and text comparison algorithms to flag misinformation, especially in governance-related reporting. CJID also collaborates with data science communities to develop tools that scan procurement records

and contracts, further reinforcing corporate accountability by automating scrutiny of institutional transactions (Bassey, 2025).

These AI-enhanced applications have directly impacted Nigeria's corporate governance landscape. Automated investigations have revealed fraudulent contracts and non-compliance in both private firms and state-owned enterprises. Though challenges such as poor data access, infrastructural limitations, and algorithmic opacity persist, CJID's model shows that Nigerian media can use AI meaningfully (Umeora, 2025). Their approach empowers journalists to produce timely, evidence-based reports, strengthens oversight, and promotes ethical corporate conduct in a complex and often opaque business environment (Quadros, 2024).

Case Study 2: Channels Television and AI-Augmented Broadcast Journalism

Channels Television, one of Nigeria's most respected news broadcasters, offers a practical example of how mainstream media is beginning to incorporate artificial intelligence to support governance-focused reporting. While Channels is not traditionally seen as a technology-driven outlet, it has embraced AI-enhanced content management systems and automated video analysis tools to streamline its news production workflow. This adoption allows the station to monitor large volumes of governance-related footage, such as parliamentary sessions, budget briefings, or corporate press conferences, with improved speed and accuracy (Nyitse and Ishaku, 2024).

The station utilises AI-powered transcription services and natural language processing (NLP) tools to rapidly convert video and audio content into searchable text. These tools are particularly valuable during investigative or political coverage, where automated keyword tracking helps identify statements of interest, inconsistencies, or patterns across government and corporate communications (Doyin, 2025). Additionally, real-time social media monitoring algorithms are employed to detect trending governance issues or crises, which then inform editorial decisions and breaking news reports (Rovinalti, 2023).

Through these AI-driven enhancements, Channels Television has improved the timeliness and analytical depth of its coverage of public affairs. This enables the media to hold both government institutions and corporate actors more accountable in the public eye (Fitria, 2024). Although the use of AI in broadcast journalism remains limited in scope, Channels' efforts demonstrate how even traditional media can harness emerging technologies to support transparency, civic education, and responsive governance reporting in Nigeria's evolving media landscape.

Case Study 3: BudgIT and AI-Powered Civic-Tech Advocacy in Nigeria

BudgIT, a civic technology organisation based in Nigeria, exemplifies how AI can be deployed beyond traditional journalism to promote corporate and governmental transparency.

Focused on making public finance data more accessible and engaging, BudgIT has developed platforms that leverage AI to track budget allocations, procurement activities, and spending patterns (The Guardian Nigeria, 2025). By combining automation with data visualisation, the organisation enables citizens, journalists, and civil society groups to understand and interrogate how public resources are managed, often revealing patterns of misappropriation and financial opacity within government-linked enterprises and private contractors.

One of BudgIT's key innovations is the use of AI algorithms to analyse large datasets from the Budget Office, National Assembly reports, and government procurement portals. These tools detect anomalies such as duplicate projects, inflated contracts, or inconsistencies in financial reporting. BudgIT also deploys chatbots and AI-assisted communication tools to engage citizens in real time, offering verified insights into public spending while encouraging whistleblowing and participatory governance (Alumona, 2025).

Through these AI-driven mechanisms, BudgIT has significantly contributed to shaping accountability practices in Nigeria's governance and corporate sectors. Investigative findings powered by AI have led to public debates, policy reviews, and corrective measures, particularly in sectors such as infrastructure, health, and education. Although the civic-tech ecosystem faces limitations such as poor data openness and institutional pushback, BudgIT's model shows how AI tools can empower the public to demand integrity, thereby strengthening governance and ethical compliance among Nigeria's political and business elites (Vanguard Nigeria, 2025).

Case Study 4: Code for Africa and Pan-African AI-Driven Civic Media

Code for Africa (CfA), one of Africa'sleading network of civic technology and data journalism labs, offers an example of how AI can be harnessed to promote transparency and corporate governance across Africa. Operating in over 20 African countries, including Nigeria, CfA develops AI-powered tools that support investigative journalism, electoral integrity, procurement monitoring, and anti-corruption campaigns. Its approach blends open data with automated technologies to empower newsrooms, civil society, and citizens to detect and report governance failures in both public and private institutions (Aburayya, 2025).

Among its flagship initiatives is the *iLAB,* an AI-enabled forensic analysis lab that uses machine learning to trace illicit financial flows, monitor politically exposed persons, and uncover shell company networks. CfA also uses natural language processing and AI bots for monitoring misinformation and verifying the authenticity of government or corporate communications. These tools allow for large-scale content analysis and real-time detection of suspicious financial activity, enhancing public scrutiny and journalistic accountability across borders (Aburayya, 2025).

Code for Africa's work has led to major investigative collaborations that exposed procurement fraud, cross-border corruption, and unethical corporate partnerships. While limitations persist, such as fragmented data sources, institutional resistance, and concerns over algorithmic bias, their AI-driven model has helped reshape civic engagement and transparency norms. By supporting African journalists and citizens with scalable, tech-powered insights, CfA's efforts demonstrate how AI can be ethically and strategically applied to improve corporate governance and strengthen media ecosystems in developing democracies (Aburayya, 2025; Startuplist Africa. (2025).

Case Study 5: Bloomberg's Cyborg Journalism and AI in Corporate Reporting

Bloomberg News, a global leader in financial journalism, has remained one of the leading media organisations with increasing use of Artificial Intelligence in corporate reporting through its AI system known as *Cyborg (*Quinonez & Meij, 2024;Dans, 2019). This tool automatically generates thousands of financial news stories each quarter by analysing structured data from company earnings reports, regulatory filings, and stock market disclosures. Within seconds, Cyborg produces accurate and readable summaries highlighting key governance-related issues, such as leadership changes, revenue shifts, and boardroom decisions, providing a blend of speed, transparency, and accountability (Dans, 2019).

The Cyborg system enables real-time scrutiny of corporate activities, ensuring that both prominent and lesser-known companies receive immediate media coverage based on their financial disclosures. Human editors then refine the AI-generated drafts for nuance and context. This collaboration between machine and journalist enhances reporting efficiency while supporting fairer and more inclusive oversight (Quinonez & Meij, 2024). By enabling rapid public access to sensitive information, Bloomberg reinforces a culture of openness and deters data manipulation or delayed disclosures, which are common concerns in global corporate governance.

Despite its benefits, Bloomberg's model also highlights the limits of automation. Cyborg excels at structured data but cannot conduct in-depth investigations or critically assess corporate ethics. Concerns about over-reliance on automation and potential data misinterpretation remain valid. Nonetheless, Bloomberg's integration of AI into newsrooms marks a significant shift in how media can uphold governance values, emphasising transparency, speed, and equal access to information, thereby reshaping the corporate communications landscape on a global scale.

Discussion

Artificial Intelligence Technologies in media practice for corporate governance.

There is no gainsaying that Artificial Intelligence (AI) is increasingly being applied in contemporary media practice as a tool for improving content production, enhancing

investigative rigour, and promoting corporate accountability. In an era of growing corporate complexity and digital information overload, media organisations are adopting AI-driven technologies to manage large datasets, extract relevant patterns, and present information in a way that strengthens public oversight.

In this paper, five distinct AI technologies (DUBAWA, AI-powered transcription services using NLP, chatbots and AI-assisted communication tool, iLAB, and Cyborg) are found to be applied across the selected case studies: CJID, Channels Television, BudgIT, Bloomberg, and Code for Africa. Natural Language Processing (NLP) featured prominently, particularly in Channels Television and Bloomberg, where it is used to transcribe and analyse lengthy government communications, financial briefings, and public disclosures. Automated content generation, as employed by Bloomberg's *Cyborg* system, enables rapid summarisation of financial reports and corporate updates into readable news articles. Machine learning algorithms, adopted by CJID and BudgIT, are used to detect anomalies and patterns in procurement records, budgets, and spending data, allowing for more targeted investigations. AI-powered fact-checking tools such as *DUBAWA* play a significant role in verifying public and corporate claims, while Code for Africa's *iLAB* applies forensic data analysis and entity tracking technologies to investigate illicit financial flows and hidden ownership structures.

Although the specific tools and applications vary by organisation, their underlying purpose is consistent: to reinforce the watchdog function of the media in the realm of corporate governance. By automating repetitive or data-heavy tasks, AI enables journalists to uncover fraud, expose regulatory non-compliance, and scrutinise institutional transactions with greater accuracy and efficiency. In several cases, these AI tools helped to uncover duplicated budget projects, inflated contracts, and inconsistencies in official reporting. Notably, they also extend the reach of media coverage, allowing journalists to highlight questionable practices within both prominent corporations and lesser-known firms that might otherwise escape scrutiny.

This observation reflects a growing trend identified in recent scholarship, where AI technologies are not just technical tools but active agents in reshaping media logic and journalistic routines (Marconi & Siegman, 2017; and Okoro and Odoemelam, 2021). However, the findings also bring to light persistent challenges, including limited access to reliable data, infrastructural constraints, and ethical concerns regarding algorithmic bias and editorial independence. These challenges confirm prior research by Dörr (2016) and Broussard (2018), who caution against the over-automation of journalism without safeguards for transparency and accountability. Despite these limitations, the strategic application of AI in the selected cases suggests that media organisations, particularly those engaged in governance reporting, are increasingly recognising AI's potential to strengthen democratic oversight.

Viewed through the theoretical lens of Technological Determinism, the findings of this study affirm that technological innovation does not merely support existing journalistic functions; it transforms them. The AI tools adopted by these media organisations are not neutral; they shape what is reported, how quickly it is reported, and what patterns are uncovered. Technology here functions as a structural force that reshapes newsroom routines, redefines editorial priorities, and recalibrates the power dynamics between corporations and the public. In line with the theory's core proposition, the evidence suggests that as media institutions adopt more sophisticated AI systems, they are also transforming their governance roles, from reactive information brokers to proactive agents of accountability in the corporate sphere.

Artificial Intelligence Shaping Media Practice for Corporate Governance

A key area where AI has reshaped media practice is information management. With the explosion of digital content and open data repositories, media organisations now rely on AI to organise, prioritise, and extract value from vast data sets. In the case of Bloomberg, for instance, AI tools such as *Cyborg* are used to sift through thousands of corporate filings and generate digestible news summaries. Similarly, BudgIT applies AI algorithms to track government budgets and corporate spending patterns, automatically flagging inconsistencies and suspicious entries. This capacity for real-time sorting and categorisation ensures that critical governance issues are not lost in the data deluge, thereby reinforcing the media's role in corporate oversight.

AI also plays a growing role in audience engagement**,** which is central to governance reporting. Natural Language Processing (NLP) and sentiment analysis are now used to assess public opinion, detect shifts in trust toward corporate institutions, and tailor governance-related content to diverse audience segments. Code for Africa's platforms, for example, use AI-powered bots to interact with users across multiple languages, helping to localise information about corporate behaviour and public finance. These engagement strategies do more than widen reach; they deepen civic participation by making governance information relatable and responsive to local concerns. As Kovačić (2020) argues, effective audience engagement in governance journalism requires intelligent systems that can adapt content dynamically and foster two-way communication between media and the public.

Equally important is the role of AI in communication automation, where repetitive media tasks—such as financial report summarisation, press release analysis, and publication scheduling—are now delegated to intelligent systems. This was evident in Channels Television's application of automated transcription tools and real-time content tagging during political and corporate briefings. By automating these workflows, media outlets free up human journalists for more analytical tasks, while ensuring that governance-related communication is timely, consistent, and accurate. These automation systems also allow smaller media

organisations and civic-tech platforms to scale their impact without proportional increases in labour or cost.

Through these functions, AI is redefining the structure and tempo of journalism in the governance space. Scholars like Newman et al. (2021) and Beckett (2019) have noted that the application of AI tools in journalism is not only a response to digital disruption but a proactive redefinition of how media fulfils its democratic and accountability functions. In developing countries where governance gaps are persistent, the reconfiguration of media workflows through AI is emerging as a powerful mechanism for transparency and corporate scrutiny.

Interpreted through the lens of Technological Determinism, these developments suggest that AI is not merely assisting media practitioners, it is actively reshaping their routines, priorities, and capacities. The integration of AI into information management, audience targeting, and communication workflows has introduced new expectations for media performance in the corporate governance arena. It pushes media organisations to be faster, more data-driven, and more interactive in their approach. As such, technology becomes a central determinant of how journalism operates, evolves, and exercises influence within governance ecosystems.

AI-powered media systems in advancing corporate governance objectives

Artificial Intelligence (AI)-powered media systems have also enhanced the strategic capacity of journalism and civic media in promoting core corporate governance objectives, particularly transparency, accountability, compliance, crisis response, and organisational credibility. As governance standards become more complex and data-driven, media organisations are increasingly turning to intelligent systems to scrutinise corporate operations and influence public perceptions of ethical behaviour.

One of the most strategic contributions of AI in this regard is the enhancement of transparency and accountability. Through automated data analysis and real-time reporting, AI systems allow media outlets to expose hidden transactions, track financial inconsistencies, and unveil unethical practices in both public and private organisations. The work of CJID and BudgIT, for instance, illustrates how machine learning algorithms and data mining tools have uncovered irregular procurement patterns, questionable financial statements, and delayed disclosures in Nigeria's corporate and public sectors. These tools automate detection, thereby increasing the likelihood of timely and fact-based reporting, which in turn pressures corporate actors to be more transparent and answerable to stakeholders.

AI-powered systems also serve as compliance monitors, especially in industries where regulatory frameworks are dense and frequently evolving. Platforms like Bloomberg's *Cyborg* help monitor corporate adherence to financial reporting standards by automatically parsing

earnings data and flagging anomalies. Similarly, Code for Africa's AI-based tools monitor cross-border financial activities, shell company networks, and disclosures made by politically exposed persons (PEPs), providing data that can be used by regulators, auditors, and the media. These systems help close the gap between legislation and enforcement by creating a publicly visible trail of compliance or misconduct, thereby reinforcing the rule of law within corporate environments.

Another area of growing strategic importance is crisis management and organisational credibility. AI tools enable media organisations to respond swiftly to crises by automating the processing and dissemination of verified information. Channels Television's AI-assisted content systems, for example, enhance coverage of corporate responses during environmental or financial crises by analysing speech, detecting key terms, and structuring broadcast narratives for clarity and consistency. This speed and precision are vital in crisis contexts, where misinformation can erode trust and credibility. Moreover, consistent and fact-based reporting, supported by AI tools, contributes to long-term perceptions of organisational integrity and ethical standing among stakeholders.

Scholars like van der Burg and Dolfsma (2020) argue that AI technologies have evolved into strategic governance tools that not only support internal decision-making but also shape external accountability environments. Within this context, AI-driven media platforms act as both informers and enforcers of governance values by streamlining oversight and amplifying exposure of corporate actions.

Through these strategic applications, AI-powered media systems are reshaping the governance landscape, not merely by enhancing media efficiency but by reinforcing institutional accountability frameworks. From the Technological Determinism perspective, the integration of AI into governance reporting exemplifies how technology actively redefines institutional relationships and power structures. The tools themselves shape what becomes visible, who is held accountable, and how rapidly issues are addressed in the public sphere. Thus, AI is not simply a support mechanism; it is an agent of structural change that embeds governance priorities more deeply into media routines and public consciousness.

AI Technologies in Reporting Corporate Governance Issues

The application of Artificial Intelligence (AI) in modern media organisations has also altered how corporate governance issues are monitored, reported, and framed. As governance reporting increasingly requires real-time responsiveness and data literacy, media organisations are adopting AI-driven tools to streamline editorial workflows and increase the accuracy and depth of coverage.

In terms of monitoring, AI enables media to track a vast array of corporate activities, from financial disclosures and stock fluctuations to boardroom decisions and procurement trends.

Tools like data mining and real-time web scraping are now employed to monitor regulatory filings, government budgets, and institutional press releases. BudgIT, for instance, uses AI to continuously scan and extract relevant data from public databases, flagging unusual patterns or duplications in project records. Similarly, Code for Africa applies AI-powered entity recognition and tracking tools to monitor hidden business relationships, offshore transactions, and politically exposed persons. These automated surveillance capabilities ensure that media organisations remain alert to emerging issues which manual methods may miss.

With respect to*reporting, automated content* generation has become an essential AI application, particularly in financial journalism. Bloomberg's *Cyborg* system is a prime example, automatically generating thousands of articles each quarter based on corporate earnings and market data. These articles summarise key figures, highlight performance shifts, and flag governance-related changes like executive resignations or regulatory penalties. Human journalists then edit and supplement the content, ensuring speed without sacrificing accuracy. In Nigeria, CJID and Channels Television have adopted similar AI-enhanced systems to support the production of governance-related content. This automation not only accelerates the reporting process but also increases the volume and consistency of corporate news that reaches the public.

Framing, that is, how stories are positioned or interpreted, is also increasingly influenced by AI, particularly through *predictive analytics*. By analysing previous audience reactions, sentiment trends, and social media discourse, predictive algorithms help editors decide how to angle governance-related stories for maximum impact. For instance, Channels Television uses AI tools that assess real-time engagement metrics to prioritise headlines, visual elements, or subject emphasis. This process does not merely measure visibility but helps to frame issues in ways that resonate with public concerns around transparency, corruption, and ethical leadership. Predictive framing also allows civic-tech platforms like CJID to tailor investigative campaigns that target specific sectors, actors, or governance gaps.

These AI applications demonstrate that media organisations are not only using technology for efficiency but also as a framework for *how corporate governance is understood and communicated*. Scholars like Marconi and Siegman (2017) and Diakopoulos (2019) have emphasised that AI in journalism is not just a tool for automation but a powerful force that shapes the logic and language of reporting. In corporate governance contexts, where issues of compliance, ethics, and regulation are highly dynamic, AI allows the media to function as a more sophisticated and consistent accountability partner.

Within the lens of Technological Determinism, these tools are seen as transformative agents that reshape newsroom behaviour, reporting patterns, and even public expectations. AI systems influence what issues are prioritised, how they are constructed for audiences, and how frequently they are revisited. Thus, the technologies adopted do not merely serve media

routines—they redefine them. In the context of corporate governance, this transformation implies a more proactive, data-informed, and strategically aligned media role in enforcing public accountability.

Challenges in AI Use for Corporate Governance

As Artificial Intelligence (AI) becomes more integrated into media practices, particularly in corporate reporting and governance communication, several ethical and operational challenges have begun to surface. While AI promises efficiency, speed, and deeper analytical insights, its deployment also raises complex questions around accuracy, bias, transparency, control, and professional ethics.

The first major challenge is*algorithmic bias*. AI systems are only as objective as the data they are trained on. In contexts like Nigeria, where datasets may be fragmented or politically influenced, tools used by BudgIT and CJID to detect procurement anomalies or financial irregularities risk excluding marginal actors or misidentifying legitimate patterns. For instance, while CJID's machine-learning models have helped uncover contract inflation, their reliance on limited or publicly incomplete data can lead to a biased investigative focus. This concern aligns with findings by Noble (2018), who demonstrated how biased data sources often lead to skewed outputs in automated journalism.

A second challenge is *data privacy and security*. Code for Africa's iLAB, which uses AI to track illicit corporate affiliations and cross-border transactions, relies heavily on sensitive open-source intelligence and scraped content. This raises issues about ethical boundaries, particularly in the absence of explicit consent from individuals or corporations. Similarly, Bloomberg's Cyborg system processes private financial disclosures within milliseconds of release, posing a risk if internal safeguards fail. In Nigeria, BudgIT's scraping of budget and procurement platforms could also risk unintentional exposure of sensitive data, especially in states where digital governance regulations are weak or unclear.

Third is the issue of *transparency and explainability*. Channels Television, for example, uses automated transcription and keyword tools to support live coverage of government and corporate briefings. However, the logic behind the tool's prioritisation of terms or topics is not always transparent to the newsroom or the public. Likewise, Bloomberg's Cyborg produces fast financial summaries, yet the editorial team must manually verify insights because the algorithm's logic cannot always be explained. In CJID's work, journalists often need to cross-reference algorithmic outputs with human judgment to ensure fairness and clarity. This lack of explainability complicates editorial accountability in governance reporting.

The fourth challenge involves *over-automation and editorial deskilling*. At Bloomberg, the Cyborg system generates thousands of articles, freeing up journalists, but also shifting them

into supervisory rather than investigative roles. While this boosts speed, it may reduce their direct engagement with raw data. Channels Television's partial automation of coverage, though beneficial, risks sidelining human discretion in fast-paced newsrooms. Even civic-focused organisations like BudgIT have noted a growing dependence on automated insights, sometimes at the expense of deeper qualitative analysis. This trend, if unchecked, could erode core journalistic skills essential for investigative governance journalism.

The fifth challenge is *technological inequality* across media organisations. While Bloomberg operates advanced AI infrastructure, smaller actors like CJID and BudgIT often face infrastructural and funding constraints that limit full-scale AI adoption. For instance, Code for Africa's advanced tools are not always replicable by regional partners due to high technical demands. Channels Television has only recently adopted AI-assisted tools, and even then, at a limited scale compared to global media counterparts. This unequal access creates disparities in how governance issues are covered across regions and outlets, reinforcing a digital divide in media oversight capacity.

Finally, there is the issue of *ethical ambiguity in content generation.* When Bloomberg's Cyborg system produces financial stories or CJID uses AI-supported data narratives, questions arise about authorship and verification responsibility. If an automated report results in reputational damage, who is accountable: the algorithm, the journalist, or the organisation? Similarly, BudgIT's visual data storytelling, powered partly by automated platforms, must still be human-curated to avoid misinformation. These tensions illustrate the ongoing uncertainty in determining journalistic responsibility in AI-mediated reporting processes.

These challenges underscore the need for a more cautious and critically engaged approach to AI adoption in media practices. Through the lens of Technological Determinism, the findings show that while AI shapes newsroom routines and governance coverage, it also restructures ethical boundaries and operational expectations. Technology is not a neutral actor; it redefines journalistic norms, sometimes in unintended ways. As such, media organisations must complement AI use with robust ethical frameworks, transparent editorial processes, and continuous human oversight to ensure that governance communication remains both credible and responsible.

Conclusion

The evolving integration of Artificial Intelligence into media practices signals a transformative shift in how journalism shapes and sustains corporate governance. Rather than merely extending existing capacities, AI is actively redefining editorial logic, investigative strategies, and the speed at which the media can influence public and institutional accountability. As seen across diverse case studies, this technological shift introduces not just tools but new

expectations—demanding that newsrooms become more data-literate, ethically grounded, and strategically agile. The implications stretch beyond efficiency; they touch the core of democratic oversight and institutional credibility. Ultimately, the future of governance journalism will depend not just on adopting AI, but on how deliberately, equitably, and responsibly it is deployed within the media landscape.

Recommendations

Based on the analysis and discussion, the following recommendations are made:

i. Media organisations and civic-tech bodies such as CJID and BudgIT should collaborate with regulatory agencies, research institutions, and civil society to establish open, standardised, and ethically sourced datasets. These efforts will reduce algorithmic bias, enhance investigative accuracy, and ensure that AI tools are trained on comprehensive, balanced information that reflects both public and private sector activities. This step is essential to foster fairness and inclusivity in AI-driven governance reporting.

ii. To build public trust and internal accountability, media houses like Channels Television and Bloomberg should integrate explainable AI (XAI) frameworks into their editorial systems. This includes using transparent algorithms, interactive dashboards, and metadata tracking that clarify how decisions are made by AI. Additionally, newsrooms should maintain audit trails and involve journalists in verifying automated content to preserve the integrity of governance communication.

iii. Ongoing capacity building is crucial to ensure that AI complements rather than replaces human editorial judgment. Media organisations should train journalists not only on the technical use of AI tools but also on their ethical implications. Programmes should cover data ethics, privacy, interpretive skills, and misinformation risks, ensuring that staff remain critical actors in AI-augmented newsrooms and continue to uphold the watchdog role of the press in governance.

iv. To reduce the technological gap between well-resourced organisations like Bloomberg and under-resourced civic media in developing countries, international development partners, donors, and governments should support the creation of regional AI innovation hubs. These centres would provide access to shared AI tools, infrastructure, and training for local media organisations, enabling broader and more equitable participation in AI-powered governance journalism.

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