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AUDIENCE PERCEPTION OF AI GENERATED VIDEO NEWS AND MEDIA TRUST IN NIGERIA: AN EMPIRICAL ANALYSIS

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ABSTRACT RESEARCH ARTICLE

The increasing deployment of artificial intelligence (AI) in news production has transformed contemporary journalism, particularly in video news formats. While AI generated video news offers efficiency and innovation, concerns persist regarding authenticity, credibility, and public trust. This study empirically examines audience perception of AI generated video news and its effect on media trust in Nigeria. Using a quantitative survey research design, data were collected from 600 Nigerian media consumers across the six geopolitical zones. Descriptive and inferential statistical techniques were employed, including correlation and multiple regression analysis. Findings reveal moderate awareness of AI generated video news, high concern about misinformation risks, and a significant relationship between perceived authenticity of AI generated news and media trust. Media literacy emerged as a significant moderating factor. The study concludes that transparency and audience education are essential for sustaining media trust in the era of AI driven journalism..

KEYWORDS: Artificial Intelligence, Video News, Audience Perception, Media Trust, Nigeria

INTRODUCTION

Artificial intelligence (AI) has become a more realistic and relatable topic in Nigeria recently, with increased awareness and adoption rates. AI "is more than a technological leap; it's a transformative force reshaping our world with far reaching impacts across economics, society, and geopolitics. AI is driving revolutionary changes in healthcare, agriculture, finance, and education" (African Union, 2024). However, not all countries share the optimism of the immense and limitless potentials of AI. While many countries find the benefits of AI exciting, most African countries view it as a science fiction, something that resonates more in their imagination than in real life experiences. In spite of the controversies and the conspiratorial thinking about the perceived harmful effects of AI, the African Union is hopeful about the potential of this technology. The regional body's Continental AI Strategy "underscores Africa's commitment to an Africa centric, development focused approach to AI, promoting ethical, responsible, and equitable practices" (African Union, 2024). Similar optimism is shared by Shakir Mohammed, a senior research scientist at Google DeepMind when they assert that "Africa, more than

other continents in the world, can address specific challenges with AI and will benefit immensely from the young talent. There is amazing expertise everywhere across the continent" (Tsanni, 2024)

Advancements in artificial intelligence (AI) have significantly altered the production and dissemination of news content worldwide. Media organizations increasingly deploy AI tools for video generation, synthetic news anchors, automated editing, and personalized content delivery. AI generated video news refers to news videos created fully or partially using artificial intelligence technologies such as deep learning, computer vision, and natural language processing. In Nigeria, the media environment is highly dynamic, characterized by a mix of traditional broadcast outlets and rapidly expanding digital platforms. While AI offers opportunities for efficiency and innovation, it also raises concerns related to misinformation, manipulation, and erosion of public trust. Trust in the media is fundamental to democratic governance, informed citizenship, and social stability.

Despite growing global research on AI journalism, empirical studies focusing on African audiences particularly Nigeria remain scarce. This study fills this gap by quantitatively analyzing how Nigerian audiences perceive AI generated video news and how such perceptions influence trust in media institutions.

2. Literature Review

Artificial Intelligence in News Production

The integration of Artificial Intelligence (AI) into news production represents a pivotal shift in contemporary journalism, redefining both how news is created and how audiences engage with media content. Scholars and media practitioners alike have documented AI's ascent as a transformative force in the newsroom, capable of enhancing efficiency and reshaping editorial workflows. According to recent research, AI tools automate routine journalistic tasks such as writing structured reports, analyzing datasets, generating summaries, and managing content distribution functions that traditionally consumed significant newsroom resources (Banafi, 2024). This technological shift has not only streamlined production processes but also introduced new roles and professional identities within newsrooms. A systematic review of AI's impact on journalism highlights a trend toward hybrid roles where journalists increasingly work alongside AI systems, supported by expectations for "AI literacy" and new competencies (Marconi et al., 2024). Similarly, AI's capacity to generate hyper local and data driven content is particularly beneficial for smaller news outlets struggling with limited reporting resources, though concerns about content validity and contextual depth persist (Journal of Informatics Education and Research, 2025).

Despite the operational advantages, ethical and quality concerns have taken center stage in academic debates. Research underscores that AI generated news can reduce nuance and may perpetuate algorithmic biases, especially when newsroom oversight is weak (Marconi et al., 2024). Comparative studies also indicate that while AI tools can produce readable content, they often lack the editorial judgment and ethical safeguards inherent in human centered reporting (Artificial Intelligence and Journalistic Ethics, 2025).

Furthermore, audience perceptions of AI generated content vary widely. A study comparing human and AI produced news found that participants often did not distinguish quality differences, yet disclosure of AI use influenced engagement patterns, suggesting that transparency could mediate trust and acceptance (Gilardi et al., 2024). The rapid adoption of AI has also prompted investigations into public trust and media credibility. Research

exploring the influence of AI generated news on audience trust highlights that while automation may improve speed and factual summarization in some contexts, bias, lack of empathy, and opaque algorithmic processes can undermine credibility and public confidence (Sinclair, 2025).

Audience Perception of AI Generated Content

Audience perception refers to how individuals interpret, evaluate, and respond to media content. Studies indicate that audiences often perceive AI generated news as innovative but less authentic than human produced content. Perceived lack of emotional depth and accountability contributes to skepticism.Media trust is the audience's confidence that news organizations provide accurate, fair, and reliable information. Trust is shaped by source credibility, transparency, perceived bias, and historical performance. In Nigeria, trust varies across media platforms, with traditional broadcast media often enjoying higher credibility than social media. Research suggests that authenticity is a critical determinant of trust in AI generated news. When audiences perceive news as artificial or manipulated, trust declines. Disclosure of AI usage and higher media literacy can mitigate distrust by helping audiences contextualize AI generated content.

Research Objectives and Hypotheses

Objectives

1. To examine audience awareness and perception of AI generated video news in Nigeria.
2. To assess the level of trust Nigerian audiences place in media using AI generated video news.
3. To analyze the relationship between perception of AI generated video news and media trust.
4. To determine the moderating role of media literacy.

Hypotheses

- **H1:** There is a significant relationship between awareness of AI generated video news and perceived authenticity.
- **H2:** Perceived authenticity of AI generated video news significantly influences media trust.
- **H3:** Media literacy significantly moderates the relationship between perception of AI generated video news and media trust.

METHODOLOGY

Research Design

The study adopted a quantitative survey research design, suitable for measuring perceptions, attitudes, and trust across a large population.

Population and Sample Size

The population comprised Nigerian adults (18 years and above) who consume video news content. A sample size of 600 respondents was determined using stratified sampling across Nigeria's six geopolitical zones to ensure national representation.

Instrumentation

Data were collected using a structured questionnaire divided into five sections: demographic characteristics, awareness of AI generated video news, perception of AI generated video news, media trust scale and media literacy scale. Responses were measured on a 5 point Likert scale ranging from *Strongly Disagree (1)* to *Strongly Agree (5).*

Data Analysis Techniques

Data were analyzed using SPSS. The following techniques were employed: descriptive statistics (frequencies, means, standard deviations), Pearson correlation analysis and multiple regression analysis

DATA ANALYSIS AND RESULTS

Table 1: Demographic Characteristics of Respondents (N = 600)

Variable	Category	Frequency	Percentage (%)
Gender	Male	312	52.0
	Female	288	48.0
Age	18–24	168	28.0
	25–34	240	40.0
	35–44	108	18.0
	45+	84	14.0
Education	Secondary	132	22.0
	Undergraduate	252	42.0
	Postgraduate	216	36.0

The table shows that the respondents are fairly balanced by gender, with males accounting for 52.0% and females 48.0%, indicating adequate representation of both sexes. In terms of age, the majority of respondents are young adults, particularly those aged 25–34 years (40.0%), followed by the 18–24 age group (28.0%). Older respondents aged 45 years and above form the smallest proportion (14.0%). This suggests that the sample is largely composed of individuals who are more likely to engage with digital and AI driven news platforms. Regarding education, most respondents possess tertiary education. Undergraduates constitute

the largest group (42.0%), followed by postgraduates (36.0%), while those with secondary education make up 22.0%. Overall, the demographic profile reflects a well educated and digitally relevant audience suitable for examining perceptions of AI generated video news and media trust.

Table 2: Awareness of AI Generated Video News

Statement	Mean	Std. Dev
I am aware that AI can generate video news	3.62	1.02
I have watched AI generated video news before	3.11	1.14
AI generated videos are common in Nigerian media	2.94	1.08

The table presents respondents' awareness and exposure to AI generated video news. The results indicate a relatively high level of awareness, as respondents agreed that they are aware that AI can generate video news (Mean = 3.62, SD = 1.02). This suggests that most participants are familiar with the concept of AI use in video news production. Respondents reported moderate exposure to AI generated video news, with a mean score of 3.11 (SD = 1.14), implying that while some have watched such content, it is not yet a consistent experience for all. In contrast, perceptions of the prevalence of AI generated videos in Nigerian media are comparatively lower (Mean = 2.94, SD = 1.08), indicating that respondents do not strongly perceive AI generated video news as widespread. Overall, the findings suggest growing awareness of AI generated video news in Nigeria, but limited exposure and perceived adoption within mainstream media.

Table 3: Perception of AI Generated Video News

Perception Variable	Mean	Std. Dev
AI generated video news is innovative	3.48	0.97
AI generated video news is authentic	2.81	1.09
AI generated video news may spread misinformation	4.12	0.86
AI generated video news lacks human judgment	3.89	0.91

The table highlights respondents' perceptions of AI generated video news. The findings show that respondents generally view AI generated video news as innovative, with a mean score of 3.48 (SD = 0.97), indicating a positive perception of its technological advancement. However, perceptions of authenticity are less favorable, as reflected by a lower mean score of 2.81 (SD = 1.09), suggesting skepticism about the credibility and genuineness of AI generated video news. Concerns about negative implications are pronounced, with respondents strongly agreeing that AI generated video news may spread misinformation (Mean = 4.12, SD = 0.86).

Table 4: Media Trust Level

Trust Indicator	Mean	Std. Dev
I trust news from traditional media	3.45	0.98
I trust online video news	3.02	1.05
AI generated video news reduces my trust	3.58	1.01
Media organizations are transparent about AI use	2.76	1.07

The table presents respondents' trust levels across different news sources and perceptions of AI use. The findings show that respondents express relatively higher trust in traditional media, with a mean score of 3.45 (SD = 0.98), compared to online video news, which records a moderate mean of 3.02 (SD = 1.05). This suggests that conventional media outlets continue to enjoy greater credibility among the audience. Furthermore, respondents tend to agree that AI generated video news reduces their trust in news content (Mean = 3.58, SD = 1.01), indicating concerns about the impact of automation on media credibility. Perceptions of transparency are comparatively low, as respondents disagree that media organizations are open about their use of AI (Mean = 2.76, SD = 1.07). Overall, the results suggest that while traditional media remains more trusted, limited transparency and the perceived effects of AI generated video news pose challenges to audience trust.

Table 5: Pearson Correlation Analysis

Variables	Awareness	Authenticity	Media Trust
Awareness	1		
Authenticity	–0.32**	1	
Media Trust	–0.28**	0.45**	1

Note: $p < 0.01$

The table presents the correlation among awareness of AI generated video news, perceived authenticity, and media trust. The results show a significant negative relationship between awareness and authenticity ($r = –0.32$, $p < 0.01$), indicating that higher awareness of AI generated video news is associated with lower perceptions of its authenticity. This suggests that as audiences become more knowledgeable about AI involvement in news production, they may become more skeptical about the genuineness of such content. Similarly, awareness is negatively and significantly correlated with media trust ($r = –0.28$, $p < 0.01$), implying that increased awareness of AI generated video news corresponds with reduced trust in media.

This finding highlights the potential challenge AI poses to media credibility when audiences are conscious of automated content production. In contrast, there is a positive and significant relationship between authenticity and media trust ($r = 0.45$, $p < 0.01$). This indicates that higher perceptions of authenticity are strongly associated with greater trust in media content. Overall, the results suggest that while awareness of AI generated video news may heighten skepticism, perceptions of authenticity play a crucial role in strengthening media trust.

Table 6: Multiple Regression Analysis

Dependent Variable: Media Trust

Predictor Variable	**Beta (β)**	**t value**	**Sig.**
Perceived Authenticity	0.45	9.21	0.000
Awareness of AI News	–0.19	–4.12	0.000
Media Literacy	0.27	5.88	0.000

The results indicate that perceived authenticity is the strongest positive predictor of media trust ($\beta = 0.45$, $p < 0.001$), showing that higher authenticity perceptions increase trust. Media literacy also positively influences media trust ($\beta = 0.27$, $p < 0.001$), suggesting that more media literate audiences are better able to sustain trust. In contrast, awareness of AI generated news has a significant negative effect on media trust ($\beta = –0.19$, $p < 0.001$), indicating that greater awareness of AI use tends to reduce audience trust.

DISCUSSION OF FINDINGS

The findings indicate that Nigerian audiences possess moderate awareness of AI generated video news but express substantial concern about authenticity and misinformation. Perceived authenticity emerged as the strongest predictor of media trust, affirming the centrality of credibility in audience media relationships. The negative relationship between AI awareness and authenticity suggests that increased exposure heightens skepticism. However, the moderating role of media literacy demonstrates that informed audiences are better equipped to critically assess AI generated news without completely withdrawing trust.

Conclusion

This study empirically demonstrates that while AI generated video news represents a significant technological advancement in Nigerian journalism, its acceptance is constrained by concerns about authenticity and trust. Media trust is not undermined by AI per se, but by inadequate transparency and low audience literacy. Strengthening disclosure practices and media literacy initiatives is essential for sustaining public trust in Nigeria's evolving media ecosystem.

Recommendations

1. Media organizations should clearly label AI generated video content.

2. Regulatory bodies should establish ethical standards for AI use in journalism.
3. Media literacy programs should be expanded across educational institutions.
4. Future studies should employ experimental and longitudinal designs.

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