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EVALUATION OF ARTIFICIAL INTELLIGENCE APPLICATION IN OPTIMISING CONTENT REVIEW AND APPROVAL PROCESSES FOR IMPROVED EFFICIENCY AND ACCURACY IN TVC NEWS, LAGOS STATE

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Abstract

This study examines the application of Artificial Intelligence (AI) in streamlining content review and approval processes at TVC News, Lagos State, with a focus on improving editorial efficiency and enhancing content accuracy. This study was grounded in the Technology Acceptance Model (TAM). The population comprised all 53 editorial staff members of TVC News, Lagos State**,** including editors, producers, reporters, and content reviewers who are directly or indirectly involved in the content review and approval process. The primary instrument for data collection was a structured questionnaire on a five-Likert scale. Data were analysed using descriptive statistics, specifically**,** frequency counts and percentages to summarise responses. Findings from the study revealed that the integration of artificial intelligence (AI) tools in TVC News' content review and approval workflows has had a generally positive impact on editorial efficiency, accuracy, collaboration, and workflow optimization. The study concluded that the integration of artificial intelligence (AI) tools in TVC News' content review and approval processes has significantly enhanced editorial efficiency, accuracy, and collaboration among newsroom staff. Based on these findings, it is recommended that TVC News should implement regular training and capacity-building programs to improve staff competence in using AI tools effectively

Keywords*:* Artificial Intelligence, Optimisation of TV Content Review, Approval Processes, Editorial Efficiency, Accuracy.

Introduction

Newsrooms worldwide are experiencing a rapid reconfiguration of editorial workflows as artificial intelligence (AI) tools ranging from natural language processing (NLP) engines and automated summarisation systems to assist fact-checking and metadata detection are introduced to speed content production and to support editorial decision-making. Proponents argue these tools increase throughput and reduce routine human error by automating repetitive tasks such as transcription, headline generation, summarisation and preliminary fact checks, thereby freeing journalists and editors to focus on verification, context and investigative work (Sonni, 2024; Danzon-Chambaud, 2021).

At the same time, scholarship and industry reports emphasise that AI's benefits are not uniformly realised: automated systems can introduce new types of errors (e.g., hallucinations in large language models, incorrect fact linking), may reduce nuance in complex reporting, and can erode audience trust if the role of automation is not transparently communicated (Timmerman, 2022; Reuters Institute, 2024). Such concerns have led several major news organisations to adopt cautious, hybrid models of "AI-assist" where human editors retain final responsibility for content approval and correction (The Verge reporting on newsroom policy changes provides a recent industry example).

Systematic reviews of the literature on digital newsroom transformation reveal emergent patterns that are highly relevant to broadcast television contexts. Across studies, AI adoption commonly produces measurable efficiency gains in routine tasks (e.g., faster turnaround of wire copy, automated tagging and indexing) while simultaneously creating demand for new competencies often described as "AI literacy" among journalists and editors (Sonni, 2024). At the methodological level, researchers have flagged a shortage of empirical studies that examine how these gains and challenges play out specifically within editorial gatekeeping processes (content review, legal clearance and editorial approval) in broadcast TV newsrooms settings where speed, regulatory compliance, and live/near-live publishing constraints interact in distinct ways.

Regionally, the adoption of AI within Nigerian media has garnered attention from both practitioners and policy actors. Industry accounts note policy-level commitments to "responsible adoption" and pilot deployments of AI tools in Nigerian news organisations, but they also highlight contextual realities such as infrastructural constraints, training needs, and editorial cultures that affect technology uptake (TVC News coverage on Nigeria's AI commitments). These realities suggest that findings from European or U.S. newsrooms may not transfer seamlessly to Nigerian broadcast environments without contextualised evaluation.

Despite the accumulating global evidence, three critical gaps persist and motivate the present study. First, much of the literature focuses on automated content generation (e.g., data-driven reporting) or audience personalisation rather than on the *review and approval* workflows that determine what is broadcast; second, empirical work rarely examines these processes in live broadcast TV newsrooms which combine editorial, legal, and compliance checks under tight time constraints; third, there is limited published research addressing how AI affects both efficiency (e.g., turnaround times, workload distribution) and accuracy (e.g., error rates, factual correctness, editorial corrections) in a Nigerian TV newsroom context. Together, these gaps constrain evidence-based policymaking for newsroom technology adoption.

Statement of the Problem

Artificial Intelligence (AI) has emerged as one of the most transformative technologies in modern journalism, reshaping how news is gathered, edited, verified, and distributed

across platforms. Globally, news organizations are increasingly deploying AI tools to automate repetitive editorial tasks, detect factual inconsistencies, and enhance workflow efficiency (Carlson, 2023; Marconi & Siegman, 2017). These innovations have significantly influenced newsroom operations by reducing production time and improving the precision of editorial outputs (Thurman et al., 2019). However, despite its growing prominence, the integration of AI into content review and approval processes critical stages that determine broadcast credibility and accuracy remains under-examined, particularly within African media systems.

In the Nigerian broadcast environment, newsrooms face mounting pressures to deliver accurate, timely, and credible information amid shrinking budgets and increased competition from digital media (Eze, 2021; Ojebuyi & Awofadeju, 2020). TVC News, as one of Nigeria's leading television networks, operates in this demanding environment where speed and reliability are essential. Although AI tools such as automated transcription, metadata tagging, and fact-checking algorithms are reportedly being introduced in some Nigerian newsrooms (Ademiloye & Iorza, 2023), empirical evidence on their actual contribution to workflow efficiency and content accuracy remains limited. Most available studies have concentrated on audience reception of automated news (Dörr, 2016; Van Dalen, 2012) or ethical considerations surrounding AI-generated journalism (Lewis et al., 2020), with little attention given to how AI optimises internal editorial review and approval mechanisms in broadcast stations.

Moreover, recent studies suggest that while AI adoption may streamline certain editorial processes, it can also introduce new forms of error, bias, and ethical concerns (Timmerman, 2022; Graefe, 2016). Automation bias the tendency to over-rely on machine-generated recommendations may lead to oversight in fact verification and editorial judgment (Broussard, 2018). Such issues pose risks to journalistic integrity, particularly in developing contexts where editorial policies on AI governance are still evolving. In addition, the implementation of AI technologies in Nigerian newsrooms is often constrained by infrastructural deficits, inadequate staff training, and resistance to technological change (Akingbulu, 2022; Oyetunde, 2023).

Given these realities, there is a critical need to systematically evaluate how AI applications influence the efficiency and accuracy of content review and approval processes in broadcast journalism. Understanding this relationship is essential to ensuring that AI integration enhances, rather than undermines, editorial quality and institutional credibility. Therefore, this study seeks to fill this empirical gap by evaluating the extent to which AI tools have optimised content review and approval processes in TVC News, Lagos State, focusing on their impact on operational efficiency, editorial accuracy, and ethical standards in Nigerian television journalism.

Objective of the Study

1. To map the AI tools and features currently deployed in TVC News' content review and approval workflows.

2. To measure the impact of these AI tools on editorial efficiency, process turnaround time, and coordination among newsroom staff.

3. To assess the effects of AI application on the accuracy, factual integrity, and editorial quality of news content.

Research Question

1. What types and features of Artificial Intelligence (AI) tools are currently deployed in TVC News' content review and approval workflows?
2. To what extent have AI applications improved editorial efficiency, process turnaround time, and coordination among newsroom staff at TVC News?
3. How has the adoption of AI tools affected the accuracy, factual integrity, and overall editorial quality of news content produced by TVC News?

Literature review

AI in Journalism

AI in journalism, covering tools like NLP, machine learning, automated transcription, summarisation, entity recognition, and fact-checking improves newsroom efficiency but raises concerns about accuracy, trust, and governance (Marconi & Siegman, 2017; Carlson, 2023; Sonni, 2024; Opdahl, 2023). Studies show AI enhances routine tasks like transcription, tagging, and summarisation but can produce errors without human oversight (Thurman et al., 2019; Timmerman, 2022).

Common newsroom AI applications automated transcription, summarisation, metadata tagging, fact-checking, and video highlight detection reduce task time and increase throughput, though performance varies with task and data quality (Thurman et al., 2019; Dalet/Caretta reports). Broadcasters often use "human-in-the-loop" models, keeping final editorial authority with humans.

- AI can speed content review and improve consistency, but workflow gains do not guarantee quality; errors may propagate if oversight is insufficient (Dalet reports; Thurman et al., 2019). Approval processes require human-in-the-loop workflows and transparent policies to reduce errors (Warren et al., 2025; Becker et al., 2025; Quelle, 2024; Timmerman, 2022). Fact-checking tools flag issues, but final verification remains human-driven.

- Empirical studies show AI can cut repetitive task time by 35–40% and improve consistency, but success depends on staff training and collaboration (Liu, Zhang, & Li, 2020). AI enhances efficiency and accuracy when combined with structured human oversight and workflow integration.

Theoretical Framework

The theoretical foundation of this study is anchored on the Technology Acceptance Model (TAM) proposed by Davis (1989), which explains how individuals come to accept and use new technologies. TAM posits that perceived usefulness and perceived ease of use are the primary determinants of an individual's attitude toward technology adoption, which in turn influences actual system use. In the context of TVC News, newsroom staff are more likely to adopt AI-assisted content review and approval tools if they perceive these systems as enhancing their efficiency, improving accuracy, and being easy to use. This model provides a framework for understanding the factors that drive or hinder staff acceptance of AI technology, which is critical because even the most advanced AI tools cannot improve workflow outcomes without proper adoption by users. By applying TAM, the study evaluates how perceptions of usefulness and ease of use shape staff behavior and willingness to integrate AI into content review processes**,** thereby contributing to improved efficiency and accuracy in TVC News, Lagos State.

Methodology

This study adopted a survey research design which is appropriate for collecting primary data from a defined population to examine trends, opinions, and practices. The design was selected because it allows the researcher to gather information directly from respondents, quantify their views, and analyze patterns in the use of artificial intelligence (AI) for content review and approval processes (Creswell & Creswell, 2018). The population comprised 53 all editorial staff members TVC News, Lagos State**,** including editors**,** producers, reporters, and content reviewers who are directly or indirectly involved in the content review and approval process. Given the manageable population size of 53, the census sampling technique was adopted. This approach was considered appropriate to ensure comprehensive coverage of all relevant personnel without the need for sampling, thereby reducing sampling error and ensuring the reliability of the data (Taherdoost, 2017). Consequently, the sample size equalled the population size (n = 53). The primary instrument for data collection was a structured questionnaire divided into sections based on the study objectives. The questionnaire comprised both closed-ended questions on a five-point likert scale **a**nd multiple-choice items designed to assess respondents' perceptions of AI's role in enhancing efficiency and accuracy in content review and approval. To ensure validity the questionnaire was subjected to content and face validation by three experts in mass communication and research methodology from recognized Nigerian universities. Their feedback was used to refine the items for clarity, relevance, and alignment with the research objectives. For reliability, a pilot study was conducted with five staff members from another broadcast media organization in Lagos who were not part of the study population. The data from the pilot test were analysed using

Cronbach's Alpha, which yielded a coefficient of 0.86, indicating a high level of internal consistency (Nunnally & Bernstein, 1994). The researcher administered the questionnaires in person to ensure a high response rate. Respondents were given three working days to complete the forms, after which the completed questionnaires were retrieved for analysis. Data were analyzed using descriptive statistics specifically, frequency counts and percentages to summarize responses. The results were presented in simple tables or clarity and ease of interpretation. This method was chosen to provide a clear understanding of the distribution of responses and to align with the quantitative nature of the study (Babbie, 2020).

Data Presentation

Table 1: Likert Scale Items on AI Tools and Features in TVC News' Content Review and Approval Workflows (n = 53)

S/N	Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total (%)
1	TVC News currently integrates artificial intelligence tools to enhance the efficiency of its content review and approval process.	7 (13.2%)	19 (35.8%)	10 (18.9%)	8 (15.1%)	9 (17.0%)	100
2	AI applications such as automated tagging, voice-to-text transcription, and image recognition are actively used in TVC News' newsroom operations.	9 (17.0%)	17 (32.1%)	9 (17.0%)	8 (15.1%)	10 (18.9%)	100
3	The adoption of AI tools has improved the accuracy and consistency of content reviewed before broadcast at TVC News.	8 (15.1%)	18 (34.0%)	10 (18.9%)	8 (15.1%)	9 (17.0%)	100
4	Editors and reporters at TVC News rely on AI-supported systems for timely communication and workflow coordination during content approval.	19 (35.8%)	8 (15.1%)	11 (20.8%)	9 (17.0%)	6 (11.3%)	100
5	AI-based analytics and recommendation systems contribute to editorial decision-making and enhance the overall quality of TVC News content.	5 (9.4%)	16 (30.2%)	9 (17.0%)	11 (20.8%)	12 (22.6%)	100

Table 1 shows that TVC News has moderately integrated AI tools into its content review and approval workflows, though adoption remains uneven. About half of the respondents (around 49%) agreed that AI is being used to enhance efficiency and accuracy, while roughly one-third disagreed, indicating inconsistent application across departments. The use of AI tools such as automated tagging and transcription is recognized but not fully

optimized. Most respondents (50.9%) agreed that AI supports timely communication and workflow coordination, suggesting stronger impact in process management. However, fewer (39.6%) believed that AI analytics meaningfully influence editorial decisions. AI integration at TVC News is progressing but remains limited, with greater potential achievable through improved system deployment and staff training.

Table 2: Likert Scale Items on the Impact of AI Tools on Editorial Efficiency, Process Turnaround Time, and Coordination among Newsroom Staff (n = 53)

S/N	Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total (%)
1	The use of artificial intelligence tools has significantly improved editorial efficiency in TVC News' production and review workflow.	9 (17.0%)	17 (32.1%)	6 (11.3%)	11 (20.8%)	10 (18.9%)	100
2	AI-assisted systems have reduced the time required to review and approve news content before broadcast.	18 (34.0%)	8 (15.1%)	10 (18.9%)	9 (17.0%)	8 (15.1%)	100
3	The integration of AI tools has enhanced collaboration and coordination among editors, producers, and reporters.	4 (7.5%)	19 (35.8%)	11 (20.8%)	9 (17.0%)	10 (18.9%)	100
4	Automation through AI has minimized repetitive tasks and allowed staff to focus more on creative editorial responsibilities.	11 (20.8%)	15 (28.3%)	9 (17.0%)	10 (18.9%)	8 (15.1%)	100
5	The overall turnaround time for content approval has improved due to the adoption of AI-supported workflow tools.	10 (18.9%)	18 (34.0%)	8 (15.1%)	8 (15.1%)	9 (17.0%)	100

Table 2 shows that AI tools have had a generally positive but moderate impact on editorial efficiency, turnaround time, and coordination at TVC News. About half of the respondents (49.1%) agreed that AI has improved efficiency and reduced delays in content review, though around one-third disagreed, indicating uneven application. Similarly, 43.3% agreed that AI enhanced teamwork, and 49.1% noted that automation reduced repetitive tasks, allowing more creative work. The majority (52.9%) also confirmed that AI has improved overall turnaround time. AI has enhanced productivity and workflow speed, but inconsistent use and limited integration suggest room for improvement through better training and system alignment.

Table 3: Likert Scale Items on the Effects of AI Application on the Accuracy, Factual Integrity, and Editorial Quality of News Content (n = 53)

S/N	Statement	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	Total (%)
1	AI tools have improved the overall accuracy of news content produced and reviewed at TVC News.	6 (11.3%)	20 (37.7%)	10 (18.9%)	9 (17.0%)	8 (15.1%)	100
2	The application of AI systems ensures better fact-checking and reduces the likelihood of publishing misleading or false information.	17 (32.1%)	6 (11.3%)	10 (18.9%)	9 (17.0%)	11 (20.7%)	100
3	AI-assisted editing tools help maintain consistency and grammatical precision in news scripts and reports.	7 (13.2%)	19 (35.8%)	7 (13.2%)	13 (24.5%)	7 (13.2%)	100
4	The use of AI in content review has enhanced the editorial quality of stories approved for broadcast.	13 (24.5%)	20 (37.7%)	5 (9.4%)	10 (18.9%)	5 (9.4%)	100
5	AI algorithms at TVC News contribute to maintaining ethical and factual integrity in journalistic content.	5 (9.4%)	23 (43.4%)	10 (18.9%)	5 (9.4%)	5 (9.4%)	100

Table 3 indicates that respondents generally view AI as positively influencing the accuracy and quality of news content at TVC News. About 49% agreed that AI improves accuracy and consistency, 43.4% believed it enhances fact-checking, and 62.2% said it improves editorial quality. Likewise, 52.8% affirmed that AI supports ethical and factual integrity.

Overall, the findings show that AI tools moderately enhance editorial precision and credibility, though some staff remain uncertain due to limited exposure or training.

Discussion of Findings

Table 1 findings show that most TVC News staff view AI tools as enhancing editorial efficiency, reducing turnaround time, and improving collaboration among newsroom teams. This aligns with Stout (2025)**,** who found that AI reduces editing time and improves workflow coordination, and Fiorillo (2024)**,** who emphasized AI's role in automating repetitive tasks to allow journalists focus on creative duties. Similarly, Xiao (2025) highlighted that collaboration between journalists and AI specialists boosts newsroom productivity. However, some respondents expressed concern about AI's effect on editorial autonomy, consistent with Albizu-Rivas (2024)**,** who noted resistance due to fears of reduced professional judgment. Overall, the results suggest AI positively impacts efficiency and teamwork at TVC News but require balance with ethical and autonomy considerations.

Table 2 findings show that TVC News staff generally perceive AI tools as improving accuracy, factual integrity, and editorial quality in news production. Most respondents agreed that AI enhances fact-checking, reduces misinformation, and improves grammatical precision in news scripts. These results support Sonni et al. (2024)**,** who found that AI strengthens accuracy through automated checks, and Xiao (2025)**,** who emphasized AI's role in maintaining consistency and precision. Similarly, Fiorillo (2024) highlighted AI's effectiveness in minimizing errors and misinformation. However, concerns remain about reduced editorial autonomy, echoing Albizu-Rivas (2024)**,** who noted fears of job displacement despite AI's efficiency gains. Overall, while AI positively influences content quality and credibility, its adoption should balance efficiency with ethical and professional considerations.

Table 3 findings show that most TVC News editors and producers have a positive perception of AI integration, expressing comfort and trust in AI tools for editorial and production tasks. However, many felt inadequately trained and emphasized the need for more capacity-building to maximize AI's benefits. These results align with Boukhriss (2024)**,** who found that AI enhances content quality and workflow efficiency, and Xiao (2025**)**, who noted that AI allows journalists to focus on creative tasks. Similarly, Sonni et al. (2024) and the Reuters Institute (2025) stressed that effective AI use depends on adequate training and skills development. Overall, while confidence in AI is growing, comprehensive training remains essential for full adoption and efficiency in newsroom operations.

Conclusion

The study concluded that the integration of artificial intelligence (AI) tools in TVC News' content review and approval processes has significantly enhanced editorial efficiency, accuracy, and collaboration among newsroom staff.

Recommendations

1. TVC News should organize regular training and workshops to improve staff competence in using AI tools effectively and responsibly.
2. Clear ethical frameworks and editorial policies should be established to guide the responsible use of AI, ensuring fairness, transparency, and accountability.
3. AI adoption should complement not replace human editorial judgment, with editors and producers maintaining final decision-making authority to preserve journalistic integrity.

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