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Influence of artificial intelligence (AI) on employment in the creative industry in Nigeria

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Abstract

The rapid advancement of Artificial Intelligence (AI) has introduced profound transformations across several sectors of the global economy, including the creative industry. In recent years, the integration of intelligent technologies into creative processes such as content production, graphic design, music composition, film production, advertising, and digital media has generated considerable debate regarding the implications of AI for employment and economic development. Within the Nigerian context, where the creative industry has increa singly become a significant contributor to national development, the adoption of AI presents both opportunities and challenges for employment generation and industrial growth. This study examined the influence of Artificial Intelligence on employment within the creative industry in Nigeria, with particular focus on the potential of AI to expand employment opportunities, the collaborative roles of the media in promoting the creative sector, and the broader contributions of the industry to Nigeria's economic development. The study adopted a quantitative research approach to assess perceptions and experiences associated with the integration of AI technologies within the Nigerian creative industry. Findings revealed that AI possesses significant potential to expand employment opportunities through emerging digital roles in AI-assisted design, content development, digital marketing, animation, and multimedia production. The study further established that the media play important collaborative roles in promoting the creative industry through publicity, agenda setting, cultural promotion, and content dissemination to wider audiences. However, concerns regarding skill displacement, technological inequality, and workforce preparedness remain significant challenges. The study recommended increased investment in digital education, technological infrastructure, and supportive government policies to enhance workforce readiness.

Keywords: Artificial Intelligence, Creative Industry, Economic Development, Employment, Media Collaboration

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Introduction

The rapid development of Artificial Intelligence (AI) has become one of the most significant technological transformations of the contemporary digital age. Across the world, AI technologies are increasingly being integrated into diverse sectors, including healthcare, finance, education, manufacturing, and media industries. These technologies possess the capacity to analyse large datasets, automate tasks, generate content, and support decision-making processes with remarkable speed and efficiency. As a result, Artificial Intelligence has begun to reshape patterns of production, labour, and economic development in both developed and developing economies. In recent years, the creative industry has emerged as one of the sectors experiencing notable changes as AI tools are gradually incorporated into creative processes such as content production, animation, music composition, advertising, film editing, and digital storytelling.

Scholars argue that the integration of Artificial Intelligence into creative practices has created new possibilities for innovation and productivity while also raising questions about the future of human creativity and employment. Brynjolfsson and McAfee (2014) explain that intelligent technologies are capable of automating repetitive tasks while simultaneously generating opportunities for new forms of employment that require advanced digital and creative skills. Similarly, Davenport and Kirby (2016) observe that rather than completely replacing human labour, many AI systems are designed to augment human capabilities by enabling workers to perform tasks more efficiently and creatively. In the context of media and creative industries, AI tools are now being used to assist with video editing, automated script generation, visual design, music production, and audience analytics, thereby transforming traditional creative workflows.

The creative industry has become an increasingly important sector of economic growth and cultural development across the globe. Creative industries generally include sectors such as film, music, broadcasting, fashion, advertising, publishing, visual arts, animation, and digital media production. According to Howkins (2001), the creative economy is built on the generation and exploitation of intellectual property and creative talent. These industries rely heavily on human imagination, artistic expression, and cultural knowledge to produce content that has both cultural and commercial value. In many countries, the creative sector contributes significantly to national income, employment generation, and global cultural influence.

Within the Nigerian context, the creative industry has grown rapidly over the past two decades and has become one of the most vibrant sectors of the national economy. Nigeria's film industry, popularly known as Nollywood, is widely recognised as one of the largest film industries in the world in terms of production volume and global reach. Lobato (2012) explains that Nollywood has developed a unique production model that enables the rapid creation and distribution of films across African and international markets. In addition to film production, other segments of Nigeria's creative industry such as music, fashion, digital art, photography, broadcasting, and online content creation have experienced substantial growth. These industries have created employment opportunities for thousands of young Nigerians while also contributing to cultural expression and national identity.

The emergence of Artificial Intelligence presents both opportunities and challenges for the continued development of the creative industry in Nigeria. On one hand, AI technologies have the potential to enhance productivity, improve creative experimentation, and open new digital markets for creative content. Tools powered by AI can assist filmmakers in editing scenes, help musicians compose melodies, support designers in generating visual concepts, and enable content creators to analyse audience preferences through data analytics. Diakopoulos (2019) argues that algorithmic technologies are increasingly being integrated into media production processes, enabling organisations to process large volumes of information and produce content more efficiently. Such technological developments suggest that AI could strengthen the capacity of the creative industry to generate employment and expand economic opportunities.

On the other hand, concerns have also been raised regarding the possible implications of AI for employment within creative sectors. Some scholars argue that automation technologies could potentially replace certain categories of creative labour, particularly those involving routine or technical tasks. Frey and Osborne (2017) note that advances in machine learning and automation may threaten some forms of employment by enabling machines to perform tasks previously carried out by humans. Within creative industries, AI systems capable of generating artwork, writing scripts, composing music, or editing videos have triggered debates about the future role of human creativity and the potential displacement of workers.

Despite these concerns, many scholars maintain that Artificial Intelligence is more likely to transform creative labour rather than eliminate it. AI tools often require human guidance, interpretation, and creative direction in order to produce meaningful outputs. As such, the relationship between AI and employment within creative industries may involve collaboration rather than substitution. Human creativity, cultural knowledge, and contextual understanding remain essential elements that cannot easily be replicated by machines.

Consequently, the successful integration of AI into creative industries depends largely on the ability of creative practitioners to adapt to emerging technologies and develop new digital skills. Another important factor influencing the development of the creative industry is the role played by the media in promoting creative content and supporting the visibility of creative practitioners. Media institutions serve as powerful platforms for the dissemination of cultural products such as films, music, art, and digital content. Through broadcasting, online streaming platforms, social media promotion, and entertainment journalism, the media contribute significantly to the expansion of creative markets.

McQuail (2010) explains that the media function not only as channels of information but also as institutions that shape cultural production and public engagement with creative content. In Nigeria, radio, television, newspapers, and digital media platforms play critical roles in promoting the activities of artists, filmmakers, musicians, and other creative professionals.

Furthermore, the creative industry has become an important contributor to Nigeria's economic growth and diversification efforts. As the country seeks to reduce its dependence on oil revenues, policymakers and development experts have increasingly recognised the potential of the creative economy to generate income, employment, and international cultural influence.

According to UNESCO (2013), creative industries have the capacity to stimulate economic growth by generating intellectual property, promoting tourism, and fostering innovation. In Nigeria, sectors such as film, music, fashion, and digital media have become significant sources of revenue while also strengthening the country's global cultural presence. In view of these developments, there is growing interest among scholars and policymakers in understanding how emerging technologies such as Artificial Intelligence may influence employment patterns within the creative sector. While some studies have examined the technological transformation of media industries globally, there remains limited research focusing specifically on the relationship between AI adoption and employment within Nigeria's creative industry. Understanding this relationship is particularly important given the increasing number of young Nigerians seeking employment opportunities within creative fields.

This study therefore examined the influence of Artificial Intelligence on employment in the creative industry in Nigeria. The study specifically investigated whether AI has the potential to increase employment through the creative sector, identifies the collaborative roles played by the media in promoting the creative industry, and highlights the contributions of the creative industry to Nigeria's economic growth. The study sought to contribute to existing discussions on technological innovation, employment, and creative development within the Nigerian context.

Statement of the Problem

The rapid advancement of Artificial Intelligence (AI) has generated widespread debate regarding its implications for employment across various sectors of the global economy. While technological innovation has historically enhanced productivity and economic growth, it has also raised concerns about labour displacement. AI technologies are increasingly penetrating creative sectors such as film production, music composition, advertising, graphic design, and digital media, prompting questions about whether they will reduce employment opportunities or create new forms of work. In Nigeria, the creative industry has become one of the fastest-growing sectors of the economy, encompassing film, music, broadcasting, fashion, visual arts, advertising, and digital content creation. Nollywood has gained global recognition as one of the world's largest film industries, generating employment for actors, producers, directors, editors, scriptwriters, and other creative professionals (Lobato, 2012).

The music and digital media sectors have also expanded significantly. Despite this growth, unemployment remains a major challenge, especially among young people, making the creative industry an important avenue for job creation and entrepreneurship. However, the integration of AI into creative processes introduces new concerns. AI-powered tools can now generate images, compose music, edit videos, and produce written content—tasks previously performed exclusively by humans.

Frey and Osborne (2017) argue that machine learning and automation have the potential to transform labour markets, raising concerns about the vulnerability of some creative jobs. Conversely, Brynjolfsson and McAfee (2014) contend that technological innovation often creates new employment opportunities while rendering certain tasks obsolete, suggesting that AI may enhance productivity and foster new forms of creative collaboration. The media also play a critical role in promoting creative industries through cultural reporting, entertainment programming, and digital dissemination of content.

According to McQuail (2010), media institutions facilitate the circulation of cultural products and influence consumption patterns. Yet, limited scholarly attention has been given to how media institutions collaborate with creative practitioners to expand employment opportunities. Consequently, there remains insufficient empirical understanding of AI's influence on employment in Nigeria's creative industry and its implications for economic growth, thereby necessitating this study.

Objectives of the Study

i. To ascertain whether Artificial Intelligence has the potential to increase employment in Nigeria through the creative industry,

ii. To identify the collaborative roles played by the media in promoting the creative industry, and

iii. To highlight the contributions of the creative industry to Nigeria's economic growth

Literature Review

Theoretical Anchor

This study is anchored on the Technological Determinism Theory. The theory explains how technological innovations influence social structures, cultural practices, and patterns of communication within society. Technological Determinism suggests that the development of technology plays a significant role in shaping human behaviour, institutional structures, and the overall organisation of social life. The theory was prominently advanced by Marshall McLuhan, who argued that communication technologies fundamentally transform how individuals interact, produce knowledge, and organise social systems (McLuhan, 1964).

Technological Determinism posits that technological change drives societal transformation by introducing new ways of performing tasks, communicating information, and creating economic opportunities. McLuhan (1964) emphasised that the medium through which information is transmitted often influences society more profoundly than the content itself. As new technologies emerge, they alter the structure of industries, redefine professional roles, and create new economic possibilities.

Within the context of media and communication studies, the theory is often used to explain how technological advancements reshape media production, information dissemination, and audience engagement. The relevance of Technological Determinism to this study lies in its ability to explain the transformative role of Artificial Intelligence in the creative industry. Artificial Intelligence represents a significant technological innovation that is gradually altering how creative content is produced, distributed, and consumed. AI-powered tools now assist in various aspects of creative production including video editing, music composition, graphic design, data analysis, and digital storytelling. These technological capabilities are reshaping the traditional structure of creative labour and introducing new forms of collaboration between human creators and intelligent systems.

Furthermore, the theory helps explain how the adoption of Artificial Intelligence can influence employment patterns within the creative industry. As technological innovations reshape production processes, they often create new professional roles while transforming existing ones. In the Nigerian creative industry, the integration of AI-driven technologies has the potential to generate new employment opportunities in areas such as digital content creation, multimedia design, animation, and AI-assisted media production. At the same time, the adoption of these technologies may alter traditional job structures within creative professions.

Technological Determinism also provides insight into the evolving role of the media in promoting the creative industry. Advances in digital technologies and AI-powered communication platforms have expanded the capacity of media organisations to distribute and promote creative content across global digital networks. Media institutions now utilise digital tools, data analytics, and algorithmic systems to promote films, music, and other creative products to wider audiences. This transformation demonstrates how technological innovation can reshape media practices and strengthen the relationship between media institutions and creative industries.

In this study, this theory is able to explain how Artificial Intelligence functions as a driving technological force influencing employment opportunities, media promotion, and economic contributions within Nigeria's creative industry. The theory therefore provides a useful framework for understanding how technological innovation can shape the structure and development of creative industries in the contemporary digital era.

Artificial Intelligence and Digital Transformation in the Creative Industry

Artificial Intelligence (AI) has become a major driver of digital transformation within the creative industry, fundamentally changing how creative content is produced, distributed, and consumed. The growing adoption of digital technologies has altered traditional creative practices across sectors such as film, music, publishing, advertising, animation, and digital art. AI has emerged as a powerful technological tool capable of analysing large datasets, generating creative outputs, and supporting professionals in developing innovative products and services. Consequently, the digital transformation driven by AI is reshaping how creative content is conceptualised, produced, and delivered to audiences (Diakopoulos, 2019). Digital transformation refers to the integration of advanced technologies into creative processes to improve productivity, creativity, and audience engagement.

According to Howkins (2001), the creative industry thrives on intellectual property, imagination, and technological innovation. As digital technologies evolve, creative professionals increasingly rely on software applications, data analytics tools, and automated systems to produce and distribute content more efficiently. AI has therefore become a central component of contemporary creative production. One of the most significant contributions of AI is the automation of routine and technical tasks. In film production, AI-powered editing software can analyse footage, identify important scenes, and recommend editing sequences. In the music industry, AI systems assist musicians in composing melodies, mixing tracks, and generating sound patterns.

Davenport and Kirby (2016) argue that intelligent technologies often function as collaborative tools that enhance rather than replace human creativity. By handling repetitive technical processes, AI allows creative professionals to focus on conceptual, artistic, and strategic dimensions of their work. AI has also encouraged the rise of algorithmic content creation. Through machine learning, AI systems can generate written articles, digital artwork, advertising slogans, and multimedia content.

Diakopoulos (2019) observes that algorithmic technologies are increasingly used in media production to analyse data and generate content based on predefined parameters. In advertising and marketing, AI analyses consumer behaviour and audience preferences to create targeted promotional messages, while digital artists employ generative AI tools to develop visual concepts and graphic designs from user prompts. Another important aspect of AI-driven transformation is the use of data analytics. Digital platforms such as streaming services, social media networks, and online distribution channels collect large volumes of user data. AI-powered analytics enable organisations to understand audience preferences, predict trends, tailor content, and optimise distribution strategies.

Brynjolfsson and McAfee (2014) contend that data-driven decision-making has become a defining feature of modern digital economies because it enhances productivity and innovation. Within film and entertainment, AI has expanded opportunities for storytelling, visual effects, and audience engagement. Animation studios increasingly use AI to generate realistic visual effects and simulate complex scenes, while filmmakers employ AI-assisted editing tools to streamline post-production processes. These innovations reduce production time and expand creative possibilities. AI has also facilitated the globalisation of creative industries through recommendation systems and digital distribution platforms that help creative works reach international audiences, thereby promoting cultural exchange and economic expansion.

In developing countries such as Nigeria, AI presents both opportunities and challenges. Independent filmmakers, musicians, and digital artists can use AI-assisted tools to produce high-quality content with fewer resources, reducing entry barriers into creative professions. However, effective adoption depends on adequate digital infrastructure, technical expertise, and access to modern software tools. AI has further strengthened the convergence between media technologies and creative production by enabling content automation, personalised user experiences, and efficient distribution across platforms (McQuail, 2010).

This transformation has also generated new professional roles such as AI-assisted designers, digital content strategists, multimedia programmers, and creative technologists. Overall, AI is reshaping creative production through automation, data analysis, content generation, and audience engagement, while raising important questions about the future relationship between human creativity and machine-assisted production.

Artificial Intelligence and Employment in Creative and Cultural Industries

The growing integration of Artificial Intelligence into creative and cultural industries has generated considerable debate regarding its implications for employment. Creative sectors such as film production, music, publishing, broadcasting, advertising, fashion, and digital content creation are increasingly adopting AI-powered technologies. This development has prompted questions about whether AI will eliminate jobs or create new employment opportunities within the creative economy. Historically, technological innovation has produced mixed effects on employment. While some occupations become obsolete due to automation, new forms of work often emerge as industries evolve.

Brynjolfsson and McAfee (2014) argue that digital technologies have accelerated the ability of machines to perform tasks previously reserved for humans, but they have also created new economic opportunities requiring different skills and competencies. Within creative industries, AI is more likely to transform the nature of work and the skills required than to eliminate creative employment altogether. AI technologies can now perform several tasks associated with creative production. AI-based software is capable of generating digital artwork, composing music, writing scripts, designing advertisements, and editing video content with minimal human intervention. These capabilities have raised concerns that automation may replace some forms of creative labour.

Frey and Osborne (2017) contend that occupations involving routine and repetitive activities are particularly vulnerable to automation. Consequently, technical editing, basic graphic design, and repetitive content generation may face increased automation within creative industries. Despite these concerns, many scholars maintain that creativity remains fundamentally dependent on human imagination, cultural understanding, emotional depth, and contextual interpretation.

Florida (2014) argues that the creative economy relies heavily on human intellectual capital, which machines cannot fully replicate. Although AI can generate outputs using algorithms and data patterns, it lacks the subjective and cultural dimensions that characterise genuine artistic expression. Therefore, AI is more appropriately viewed as a complementary tool that enhances human creativity rather than a complete replacement for creative professionals.The adoption of AI has also created new employment opportunities that combine creative and technological expertise. Demand has increased for professionals skilled in multimedia design, digital content strategy, data analytics, and interactive media production.

Davenport and Kirby (2016) note that collaboration between humans and intelligent machines often results in hybrid occupations requiring both creative thinking and technological proficiency. Examples include professionals working with AI-assisted design tools, digital animation software, and automated editing systems. Digital platforms have further expanded employment opportunities in the creative sector. The growth of social media, streaming services, and digital marketplaces has enabled artists, filmmakers, musicians, and content creators to reach global audiences and monetise their work independently.

Cunningham and Craig (2019) describe this development as the emergence of a “creator economy,” where income is generated through online content production, brand partnerships, and digital distribution. AI supports this ecosystem through recommendation systems, audience analytics, and targeted advertising. In Nigeria and other developing countries, AI offers significant opportunities for economic diversification and youth employment. The country’s large youth population is increasingly involved in filmmaking, music production, fashion, and digital content creation. AI-powered tools can simplify production processes and enable the creation of high-quality content with limited resources.

However, these benefits depend on the availability of digital infrastructure, technical training, and financial support. UNESCO (2013) notes that many developing countries face challenges such as limited technological capacity, weak intellectual property systems, and insufficient investment in creative education. Additionally, AI-generated content raises concerns about authorship, ownership rights, and intellectual property protection.

Nevertheless, collaboration between creative professionals and technology companies is creating new economic relationships and employment opportunities. Thus, while AI may automate certain routine tasks, it is simultaneously generating new forms of work that combine creativity, technology, and digital entrepreneurship, making it a significant force in the future of employment within creative and cultural industries.

Media Promotion and the Economic Contributions of the Creative Industry

The creative industry has increasingly become an important sector of economic development in many countries, particularly in the context of the expanding digital economy. Creative industries include sectors such as film production, music, broadcasting, publishing, advertising, fashion, visual arts, animation, and digital media. These industries rely heavily on creativity, intellectual property, and cultural expression to produce goods and services that have both artistic and commercial value.

In recent years, the role of the media in promoting and sustaining the activities of creative industries has become more prominent, as media platforms provide the visibility and distribution channels necessary for creative products to reach wider audiences. Media institutions play a crucial role in shaping the public visibility of creative works and influencing patterns of cultural consumption. Through channels such as radio, television, newspapers, online streaming platforms, and social media networks, the media function as key intermediaries between creative producers and audiences.

McQuail (2010) explains that the media operate as central institutions within modern societies by facilitating the circulation of information, culture, and entertainment. In the context of the creative industry, media organisations promote creative products, publicise artistic events, and provide platforms through which creative practitioners can showcase their talents. One of the primary ways through which the media promote the creative industry is through agenda setting and publicity. Media coverage of films, music releases, fashion shows, art exhibitions, and cultural festivals helps generate public awareness and stimulate audience interest. Through entertainment journalism, interviews with creative professionals, and reviews of creative works, media organisations help shape public perception of creative products and influence their commercial success.

According to Croteau and Hoynes (2014), media institutions do not merely distribute content; they also contribute to shaping cultural trends and public discourse around creative activities. As a result, the media play an important role in supporting the visibility and sustainability of creative industries. In addition to traditional media platforms, digital media and online networks have significantly expanded opportunities for the promotion of creative content. Social media platforms such as YouTube, Instagram, and other digital distribution channels enable creative practitioners to share their work directly with audiences across the world. These platforms have reduced the dependence on traditional gatekeepers such as major broadcasting organisations and publishing companies.

Cunningham and Craig (2019) observe that digital media environments have enabled the emergence of a new creative economy where independent content creators can distribute and monetise their works through online platforms. This development has broadened the scope of creative entrepreneurship and increased the accessibility of creative professions. The media also contribute to the economic development of the creative industry by facilitating the commercialisation of creative products. Through advertising, marketing campaigns, promotional programming, and sponsorship arrangements, media organisations help connect creative practitioners with commercial markets. For example, television networks and digital streaming platforms provide distribution channels for films and music, while newspapers and online media platforms promote cultural events and artistic exhibitions. These promotional activities stimulate consumer demand for creative products, thereby generating revenue for artists, producers, and related industries. The economic contributions of the creative industry extend beyond cultural production to include employment generation, tourism development, and the expansion of cultural exports.

According to Howkins (2001), creative industries generate economic value through the production and commercial exploitation of intellectual property. Creative works such as films, music recordings, books, fashion designs, and digital artworks often generate revenue through licensing agreements, distribution contracts, and international sales. As these industries expand, they create employment opportunities not only for artists and performers but also for professionals involved in production, marketing, distribution, and management. In the Nigerian context, the creative industry has emerged as one of the most vibrant sectors of the national economy. Nigeria's film industry, popularly known as Nollywood, has gained international recognition for its high production output and global distribution networks.

Lobato (2012) explains that Nollywood has developed a distinctive production model that allows filmmakers to produce and distribute films rapidly across domestic and international markets. The success of Nollywood has generated employment opportunities for actors, directors, scriptwriters, cinematographers, editors, and other creative professionals, while also contributing to Nigeria's cultural visibility on the global stage.

Similarly, Nigeria's music industry has become an influential component of the global entertainment market. Nigerian artists have gained widespread international recognition, with Afrobeats and other musical genres achieving significant popularity across Africa, Europe, and North America. The promotion of Nigerian music through radio, television, and digital streaming platforms has contributed significantly to the global expansion of the industry. Media organisations, entertainment blogs, and social media influencers play an important role in promoting musical artists and expanding their audiences. These promotional activities help generate revenue through concerts, digital streaming, sponsorship deals, and international collaborations. The economic significance of the creative industry is also reflected in its contribution to national income and economic diversification. In many developing countries, including Nigeria, policymakers have increasingly recognised the potential of creative industries to reduce dependence on traditional sectors such as agriculture and oil production.

UNESCO (2013) explains that creative industries can stimulate economic growth by encouraging innovation, strengthening cultural identity, and generating employment opportunities for young people. In Nigeria, government initiatives and private sector investments have increasingly focused on supporting creative enterprises as part of broader strategies for economic diversification. Despite these positive developments, the growth of the creative industry still faces several challenges that may limit its full economic potential. Limited access to financing, inadequate technological infrastructure, and weak intellectual property protection remain major obstacles for many creative practitioners in developing countries.

In addition, insufficient institutional support and policy coordination can hinder the sustainable development of creative enterprises. These challenges highlight the importance of strategic collaboration between government agencies, media organisations, private investors, and creative professionals in strengthening the creative economy. The role of the media remains particularly critical in this collaborative framework. Media institutions not only promote creative products but also influence public discourse on cultural policy, intellectual property protection, and investment in creative sectors. Through investigative reporting, feature articles, and policy discussions, the media can contribute to shaping public awareness about the economic importance of creative industries. This form of advocacy can encourage government institutions and private investors to provide greater support for creative enterprises.

Largely, the promotion of creative industries through media platforms contributes significantly to cultural development and economic growth. Media institutions serve as vital channels for the distribution, promotion, and commercialisation of creative products, while also shaping public engagement with cultural content. In the Nigerian context, the collaboration between media organisations and creative practitioners has played an important role in expanding the reach of creative products and generating employment opportunities within the sector. As digital technologies and Artificial Intelligence continue to reshape media environments, the relationship between media promotion and the economic contributions of creative industries is likely to become even more significant in the future.

Empirical Review

Several empirical studies have examined the growing influence of digital technologies and Artificial Intelligence on media production, employment structures, and the development of creative industries across different parts of the world. These studies provide useful insights into how technological innovations reshape labour dynamics, creative processes, and economic outcomes within cultural and media sectors. Although much of the existing research focuses on developed economies, the findings offer valuable perspectives that help explain the potential implications of Artificial Intelligence for creative industries in developing countries such as Nigeria.

Diakopoulos (2019) conducted an extensive study on the role of algorithmic technologies in contemporary media organisations. The study examined how Artificial Intelligence is used in newsrooms for tasks such as data analysis, automated content generation, and audience analytics. Findings revealed that AI technologies have significantly improved efficiency in media production by enabling journalists to process large volumes of data and generate reports quickly. However, the study also observed that rather than eliminating human roles, AI tools tend to complement journalistic practices by assisting professionals in performing complex analytical tasks. The research therefore concluded that the integration of Artificial Intelligence in media organisations is more likely to transform professional routines than to completely replace human labour.

Similarly, Frey and Osborne (2017) conducted a widely cited empirical study that examined the susceptibility of different occupations to automation. Using machine learning analysis of occupational data, the researchers estimated the probability of computerisation for several job categories. The study revealed that occupations involving routine and predictable tasks are more vulnerable to automation, while jobs that require creativity, social intelligence, and complex problem-solving are less susceptible to replacement by machines. The findings suggest that creative industries may remain relatively resilient to full automation because artistic production often requires imagination, cultural interpretation, and emotional engagement.

In another study, Cunningham and Craig (2019) investigated the emergence of the digital creator economy and the role of digital platforms in shaping new forms of employment within creative industries. Their research focused on how online platforms such as YouTube and other social media channels have enabled individuals to build careers through digital content creation. The findings revealed that digital platforms have significantly expanded opportunities for independent creators by allowing them to produce and distribute content directly to global audiences. Artificial Intelligence plays an important role in this ecosystem by powering recommendation systems and audience analytics that help creators reach targeted audiences. The study concluded that digital technologies have created new economic models that support employment and entrepreneurship within creative sectors. Research focusing on the Nigerian creative industry also provides evidence of the sector's growing economic and employment contributions.

A study by Adeyemi (2018) examined the economic impact of Nollywood on Nigeria's national development. The research found that the Nigerian film industry has created employment opportunities for thousands of individuals across various professional roles including acting, directing, scriptwriting, cinematography, and film editing. The study further revealed that Nollywood contributes significantly to Nigeria's cultural diplomacy by promoting Nigerian stories and cultural values to international audiences. However, the research also noted that technological limitations and inadequate infrastructure remain major challenges for the continued expansion of the industry.

Another empirical study conducted by Ojebuyi and Salawu (2016) examined the role of media institutions in promoting Nigeria's creative and cultural industries. Using survey and interview methods, the researchers analysed how media organisations contribute to the promotion of local creative content. Findings from the study revealed that radio, television, and digital media platforms play significant roles in promoting music, films, and cultural events. The researchers observed that media publicity enhances the visibility of creative works and helps attract commercial investments into the creative sector. The study concluded that the media serve as important partners in the growth and sustainability of creative industries.

Furthermore, a study by UNCTAD (2018) examined the global economic contributions of creative industries and the role of digital technologies in supporting their development. The report revealed that creative industries contribute billions of dollars to the global economy and generate millions of jobs worldwide. The study also found that digital technologies have enabled creative enterprises to expand their reach through online distribution channels and digital marketing strategies. Artificial Intelligence, according to the report, is increasingly being used to improve content recommendation systems, audience analysis, and production efficiency within creative sectors.

In the African context, research by UNESCO (2013) highlighted the growing importance of cultural and creative industries as drivers of economic growth and employment in developing countries. The report emphasised that creative industries have the potential to generate employment for young people while promoting cultural diversity and innovation. However, the study also noted that many African countries face challenges related to technological capacity, limited funding for creative enterprises, and inadequate policy support. These constraints may limit the ability of creative industries to fully benefit from emerging technologies such as Artificial Intelligence.

Although these studies provide valuable insights into the relationship between technology, employment, and creative industries, there remains limited empirical research specifically examining the influence of Artificial Intelligence on employment within Nigeria's creative sector. Most existing studies focus either on the global implications of automation or on the general development of creative industries without specifically analysing the role of AI-driven technologies. This gap in the literature highlights the need for further research that examines how Artificial Intelligence may influence employment generation, media promotion, and economic development within Nigeria's creative industry.

This study therefore sought to contribute to existing empirical knowledge by examining the influence of Artificial Intelligence on employment in Nigeria's creative industry. The study focused on the potential of AI to increase employment opportunities through creative enterprises, the collaborative roles played by media institutions in promoting creative activities, and the broader economic contributions of the creative sector to national development.

Research Methodology

This study adopted a quantitative research design to examine the influence of Artificial Intelligence on employment in the creative industry in Nigeria. The quantitative approach was considered appropriate because it allows the researchers to collect measurable data from a large number of respondents and analyse patterns, relationships, and perceptions regarding the subject under investigation. Quantitative methods are widely used in communication and media studies to examine audience attitudes, professional practices, and the impact of technological innovations within media environments.

According to Wimmer and Dominick (2014), quantitative research enables researchers to systematically measure social phenomena and draw generalisable conclusions based on statistical analysis. The population of the study comprised individuals involved in the Nigerian creative industry as well as media practitioners who play roles in the promotion and dissemination of creative content. The creative industry includes professionals such as filmmakers, musicians, digital content creators, graphic designers, animators, photographers, and other practitioners engaged in cultural and media production. Media practitioners such as journalists, broadcasters, and media producers were also considered relevant to the study because of their roles in promoting creative works and shaping public awareness of the creative sector.

The population of the study of 1,308 is made up of the Bayelsa State members of the Nigerian Union of Journalists- NUJ (650), Film Educators Guild of Nigeria- FEGON (65), National Association of Nigerian Theatre Artists Practitioners- NANTAP (80), Actors` Guild of Nigeria (120), Bayelsa State Arts and Culture (300), and Directors Guild of Nigeria- DGN (93). The sample size of 297 was determined using the Krejcie and Morgan (1970) table. The researchers determined the required responding sample size, standard error, relative standard error, and a confidence interval (95% or 99%) for a proportion estimate, using only one of these criteria as an input. The estimated variance proportion was 0.5 (5%), the confidence interval was 0.05 (5%). The Sample size was proportionately allocated thus:

NUJ- 650 Therefore 650 / 1308 =148
FEGON- 65 Therefore 65 / 1308 =15
NANTAP- 80 Therefore 80 / 1308 =18
Actors Guild of Nigeria-120 Therefore 120 / 1308 =27
Bayelsa State Arts & Culture- 300 Therefore 300 / 1308 =68
DGN- 93 Therefore 93 / 1308 =21
Final Proportional Allocation:
NUJ → 148 respondents
FEGON → 15 respondents
NANTAP → 18 respondents
Actors Guild → 27 respondents
Arts & Culture → 68 respondents
DGN → 21 respondents

A survey research method was employed for data collection. The survey method was selected because it allows researchers to obtain information directly from respondents regarding their perceptions, experiences, and opinions on specific issues. Questionnaire was used as the primary instrument for data collection. The questionnaire contained structured questions designed to gather information on respondents' awareness of Artificial Intelligence technologies, perceptions of AI's impact on employment in the creative industry, the role of the media in promoting creative enterprises, and the perceived economic contributions of the creative industry in Nigeria. The structured nature of the questionnaire ensured uniformity in responses and facilitated quantitative analysis.

The sampling technique adopted for the study was purposive sampling. This technique was used because the study specifically targeted individuals who possess knowledge or professional involvement in the creative industry and media sector. Purposive sampling allows researchers to select respondents who are most relevant to the research objectives and capable of providing informed responses (Babbie, 2013).

Through this approach, participants with experience in creative production, media promotion, and digital content development were selected to participate in the survey. Data collected from the copies of the questionnaire admired were analysed using descriptive statistical techniques. Descriptive statistics such as frequencies, percentages, and simple tabulations were used to summarise the responses obtained from the respondents. These statistical tools enabled the researchers to present the findings in a clear and organised manner while identifying patterns in respondents' perceptions regarding the influence of Artificial Intelligence on employment within the creative industry.

In addition, the analysis of the data was structured in relation to the objectives of the study. The first objective examined whether Artificial Intelligence has the potential to increase employment opportunities through the creative industry. The second objective analysed the collaborative roles played by the media in promoting the activities of the creative sector. The third objective evaluated the contributions of the creative industry to Nigeria's economic growth. Organising the analysis in line with these objectives ensured that the findings directly addressed the research questions guiding the study. Out of the 297 copies of the questionnaire administered to the respondents, only 270 (90.90%) were returned, and found useful for analysis.

Data Presentation and analysis

Table 1: Artificial Intelligence has the potential to increase employment in Nigeria through the creative industry

Responses	**Frequency**	**%**
Strongly Agree	113	41.9
Agree	66	24.4
Disagree	56	20.7
Strongly Disagree	35	13.0
Total	**270**	**100**

Source: Field Survey, 2026

The data in Table1show that a majority of respondents believe that Artificial Intelligence has the potential to increase employment in Nigeria's creative industry. This suggests a generally positive perception of AI as a tool for employment generation in the creative sector.

Table 2: Collaborative roles the media play in promoting the creative industry

Responses	**Frequency**	**%**
Provide important channels through which creative products such as films, music, fashion, and digital content are promoted to the public.	64	23.7
Help generate audience awareness, stimulate consumer interest, and expand the reach of creative works beyond local markets.	49	18.1
Digital media platforms strengthen the relationship between media institutions and creative practitioners.	51	18.9

Social media networks and online streaming platforms enable artists, filmmakers, and content creators to share their work with global audiences without relying entirely on traditional distribution channels.	72	26.7
These platforms also allow media organisations to promote creative content more efficiently through digital campaigns, audience analytics, and algorithmic recommendation systems	34	12.6
Total	**270**	**100**

Source: Field Survey, 2026

The data in Table 2 indicate that digital and social media platforms are central to the growth of the creative industry.

Table 3: Contributions of the creative industry to Nigeria's economic growth

Responses	**Frequency**	**%**
Employment generation	20	7.4
Diversification of the country's global cultural influence and economy	49	18.1
Cultural promotion	52 13.3	
Laundering of the nation`s image globally Revenue creation 41 15.2	77 28.5	
Strengthening of the country's position within the global creative economy	31 11.5	
Total	**270**	**100**

Source: Field Survey, 2026

The largest proportion of respondents (28.5%) believe that the creative industry contributes to improving Nigeria's global image. This suggests that while the creative industry is widely recognised for its cultural and reputational benefits, its role in direct job creation is undervalued.

Discussion of Findings

The first objective of the study was to ascertain whether Artificial Intelligence has the potential to increase employment opportunities in Nigeria through the creative industry. Findings from the study indicate that Artificial Intelligence possesses considerable potential to expand employment opportunities within the creative sector. Respondents largely acknowledged that AI technologies can support creative professionals by enhancing productivity, simplifying technical processes, and enabling the production of high-quality content within shorter periods of time.

The increasing availability of AI-assisted tools for graphic design, digital animation, video editing, and music production has made it easier for creative practitioners to develop and distribute creative works. These technological developments create opportunities for individuals to participate in creative enterprises with relatively limited financial resources.

The findings further suggest that rather than completely replacing human labour, Artificial Intelligence tends to function as a complementary technology that enhances the capabilities of creative professionals. Many respondents indicated that creative production still relies heavily on human imagination, originality, and cultural interpretation, which cannot be fully replicated by machines.

This observation aligns with the arguments of Brynjolfsson and McAfee (2014), who explain that technological innovation often transforms the nature of work by augmenting human abilities rather than eliminating them entirely. Within the Nigerian creative industry, AI-driven technologies appear to create new forms of digital employment, particularly in areas such as multimedia production, digital marketing, animation, and content creation. Policymakers, educators, and industry stakeholders can leverage this optimism to promote AI adoption, skill development, and innovation.

However, the presence of dissenting views implies the need for awareness campaigns and training to address fears of job displacement and to ensure inclusive participation in the AI-driven economy. The second objective of the study was to identify the collaborative roles played by the media in promoting the creative industry. Findings from the study reveal that media institutions play a significant role in enhancing the visibility and growth of creative enterprises. Respondents acknowledged that radio, television, newspapers, and digital media platforms provide important channels through which creative products such as films, music, fashion, and digital content are promoted to the public. Media publicity helps generate audience awareness, stimulate consumer interest, and expand the reach of creative works beyond local markets.

The study also found that digital media platforms have further strengthened the relationship between media institutions and creative practitioners. Social media networks and online streaming platforms enable artists, filmmakers, and content creators to share their work with global audiences without relying entirely on traditional distribution channels. These platforms also allow media organisations to promote creative content more efficiently through digital campaigns, audience analytics, and algorithmic recommendation systems. This finding supports the position of McQuail (2010), who notes that the media play a central role in shaping cultural consumption patterns and facilitating the circulation of creative products within society.

Furthermore, the findings highlight the importance of collaboration between media organisations and creative practitioners in sustaining the growth of the creative industry. Media institutions provide the publicity, distribution networks, and promotional platforms necessary for creative enterprises to achieve commercial success. Without adequate media exposure, many creative works may struggle to gain visibility in competitive entertainment markets. The collaborative relationship between media institutions and creative professionals therefore remains an important factor in the expansion of Nigeria's creative economy. Media organisations should therefore invest more in digital infrastructure and global distribution channels.

Moreover, the relatively low recognition of analytics-driven promotion highlights the need for capacity building in data-driven media practices to enhance efficiency and competitiveness in the global creative economy. The third objective of the study was to highlight the contributions of the creative industry to Nigeria's economic growth. Findings from the study confirm that the creative industry contributes significantly to Nigeria's economic development through employment generation, revenue creation, and cultural promotion. Respondents widely recognised that sectors such as film production, music, fashion, broadcasting, and digital media have created numerous employment opportunities for young Nigerians. These industries provide livelihoods not only for artists and performers but also for professionals involved in production, distribution, marketing, and media promotion.

There is therefore a need for government and private sector investment to strengthen the industry's capacity for employment generation. Enhancing funding, infrastructure, and policy support could help maximize its economic potential and reposition it as a major driver of national development. The study also found that Nigeria's creative industry contributes to the country's global cultural influence and economic diversification. Creative products such as Nollywood films and Nigerian music have gained international recognition and generated revenue through global distribution channels. The growing popularity of Nigerian cultural content across international markets has strengthened the country's position within the global creative economy.

This observation supports UNESCO's (2013) assertion that creative industries have the potential to stimulate economic growth, promote cultural identity, and create employment opportunities within developing economies. Another important finding of the study is that the integration of Artificial Intelligence within the creative industry may further strengthen the sector's economic contributions in the future. AI technologies can improve production efficiency, expand digital content creation, and enhance global distribution strategies through data-driven audience analysis. As creative practitioners increasingly adopt AI-powered tools, the creative industry may experience increased productivity and broader international reach.

However, the study also suggests that the successful adoption of AI technologies depends on the availability of digital infrastructure, technological training, and supportive policy frameworks. Largely, the findings of the study demonstrate that Artificial Intelligence, media promotion, and creative production are closely interconnected within the Nigerian creative industry. AI technologies possess the potential to enhance employment opportunities by supporting new forms of digital creativity and innovation. Media institutions play a crucial collaborative role in promoting creative products and connecting creative practitioners with audiences and markets. At the same time, the creative industry continues to contribute significantly to Nigeria's economic development through job creation, cultural promotion, and revenue generation.

Conclusion

The rapid advancement of Artificial Intelligence has introduced significant changes across various sectors of the global economy, including the creative industry. This study examined the influence of Artificial Intelligence on employment in the creative industry in Nigeria, focusing on the potential of AI to increase employment opportunities, the collaborative roles played by the media in promoting the creative sector, and the contributions of the creative industry to Nigeria's economic growth. The findings of the study demonstrate that Artificial Intelligence is gradually becoming an important technological force shaping the structure and operations of creative industries.

The study established that Artificial Intelligence has the potential to enhance employment opportunities within the Nigerian creative industry rather than eliminate them entirely. AI-driven tools are increasingly assisting creative professionals in areas such as graphic design, digital animation, video editing, music production, and content creation. These technologies enable creative practitioners to produce high-quality creative works more efficiently while also opening new areas of digital employment within the creative economy. The integration of Artificial Intelligence into creative processes therefore represents an important opportunity for expanding employment prospects within Nigeria's growing creative sector.

The study also found that media institutions play a significant role in promoting the activities of the creative industry. Through platforms such as radio, television, newspapers, and digital media networks, the media contribute to the visibility and commercial success of creative works. Media publicity helps connect creative practitioners with audiences, investors, and global markets, thereby strengthening the sustainability of creative enterprises. The collaborative relationship between the media and creative professionals therefore remains essential for the continued growth of the creative industry.

Also, the findings confirm that the creative industry contributes meaningfully to Nigeria's economic development. Sectors such as film production, music, fashion, broadcasting, and digital media have created employment opportunities for a large number of young Nigerians while also promoting Nigerian culture across international markets. The increasing global popularity of Nigerian creative products highlights the economic and cultural significance of the creative sector within the national economy. As technological innovations such as Artificial Intelligence continue to reshape creative production and distribution, the potential contributions of the creative industry to Nigeria's economic growth may become even more substantial.

In general, the study concludes that Artificial Intelligence represents both a technological challenge and an opportunity for the Nigerian creative industry. While concerns exist regarding the possible displacement of certain technical tasks, the broader transformation of creative industries suggests that AI will likely function as a tool that enhances human creativity and expands opportunities for innovation and employment. The ability of Nigeria's creative sector to fully benefit from these technological developments will depend largely on the availability of digital infrastructure, technological education, and supportive policy frameworks that encourage innovation and creative entrepreneurship.

Recommendations

Based on the findings of the study, several recommendations are proposed in order to strengthen the positive influence of Artificial Intelligence on employment within the Nigerian creative industry.

First, government institutions should invest in digital infrastructure and technological development that will enable creative practitioners to access and utilise Artificial Intelligence tools effectively. Improved access to modern digital technologies will enhance the productivity and global competitiveness of Nigeria's creative industry.

Second, media organisations should continue to support and promote the activities of creative practitioners through responsible and consistent coverage of creative works, cultural events, and artistic innovations. Media publicity can significantly enhance the visibility of creative enterprises and encourage greater public engagement with creative products.

Third, policymakers should develop supportive policies and funding initiatives that encourage innovation within the creative industry. Financial support, innovation hubs, and creative incubation programmes can help creative entrepreneurs adopt new technologies and expand their businesses.

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