

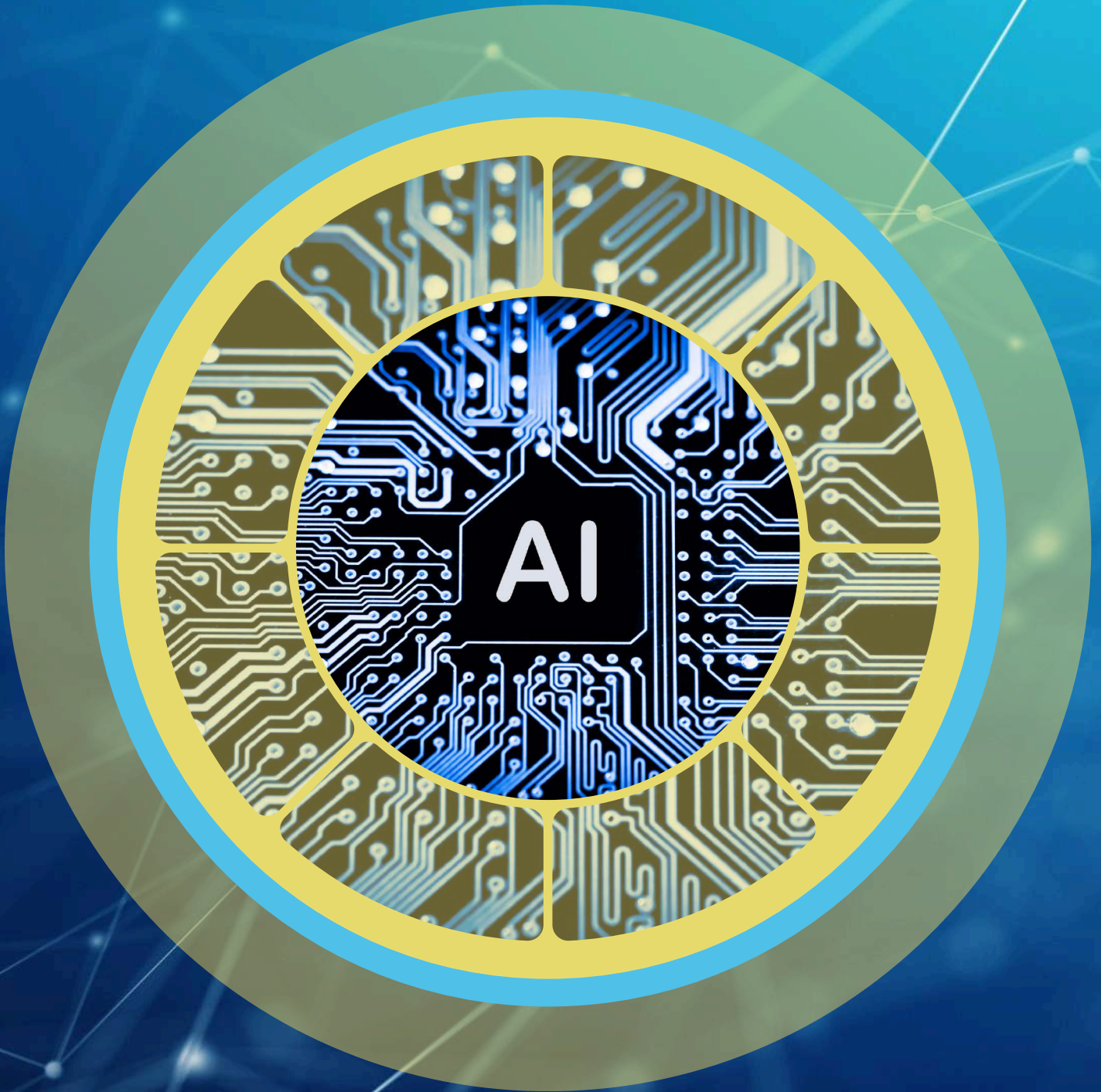


unesco



The State of Artificial Intelligence (AI) for Media Development (AI4MD)

Tanzania Context



The AI4MD report is brought to you under the International Programme for the Development of Communication (IPDC)

This report is brought to you as a product of the Artificial Intelligence for Media Development in Tanzania (AI4MD) Initiative, a key program of Tech & Media Convergence (TMC) in partnership with UNESCO's International Programme for the Development of Communication (IPDC).

About the AI4MD Initiative

AI4MD Initiative is designed to enhance AI literacy, ethical AI adoption, and digital capacity among Tanzanian journalists. It aims to bridge the gap between traditional journalism and emerging technologies by fostering AI integration in media practices. Through research, policy discussions, and structured training, the initiative equips media professionals with the knowledge and tools necessary to navigate AI-driven journalism. AI4MD also addresses challenges such as misinformation, newsroom automation, and media ethics, ensuring that AI upholds journalistic integrity, enhances storytelling, and contributes to a more informed and digitally empowered media landscape.

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STRATEGIC MEDIA PARTNERS AND COMMUNITIES





Sustainable Development Goals

that aligns with the AI4MD Initiative

4 QUALITY EDUCATION

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

ACKNOWLEDGEMENT

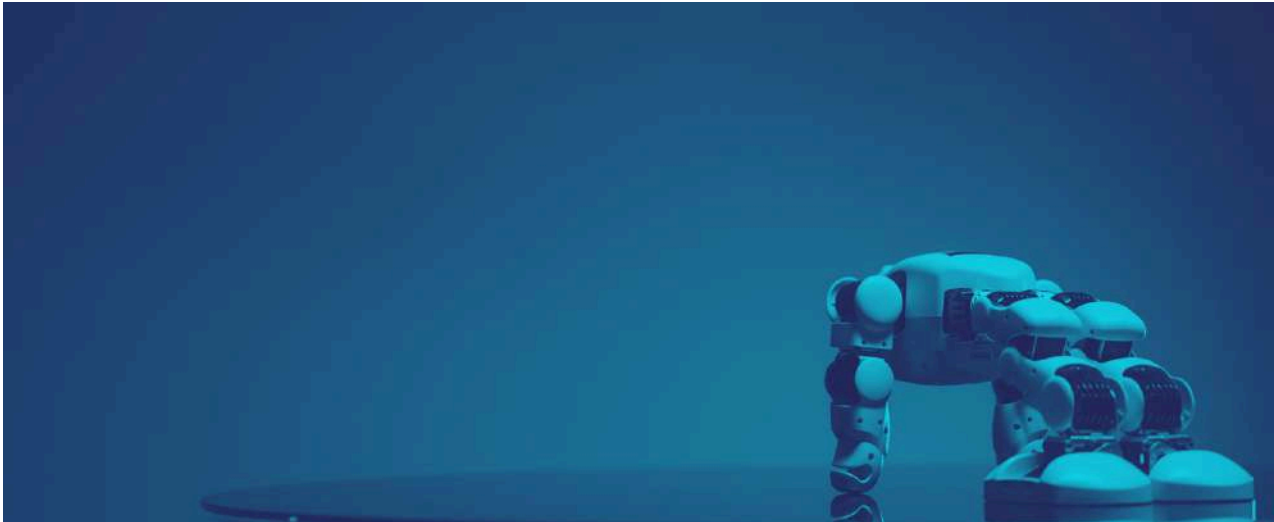
This report would not have achieved its depth and impact without collaboration beyond TMC's independent efforts. The success of this study in comprehensively exploring Artificial Intelligence, Journalism, and Media Development in Tanzania was made possible through strategic collaborations and the power of media communities.

Through this program, the study has gained invaluable insights into the role of media communities in shaping the digital agenda. Recognizing their significance, we mapped 22 media communities and organizations to ensure we met our target of 300 respondents - we exceeded to 350. The active engagement and commitment of six key media actors with journalism communities played a crucial role in exceeding this target, ensuring a statistically significant sample size. On that note, we acknowledge and appreciate the dedication of the Union of Tanzania Press Clubs (UTPC), the Tanzania Online Media Network (TOMN), Media Institute of Southern Africa - Tanzania (MISA Tanzania), Tanzania Media Women's Association (TAMWA), the Tanzania Editors' Forum (TEF) and the Media Council of Tanzania (MCT) for their active role in the data collection process, ensuring a broad and representative sample.

While the sampling was not entirely random, focusing on these 22 media communities enabled us to capture industry-relevant perspectives, reinforcing the importance of collaboration in achieving meaningful outcomes. We extend our deepest gratitude to all journalists, editors, media professionals, and digital media practitioners who participated in this study, offering critical insights into AI adoption in journalism.

We express our sincere appreciation to UNESCO IPDC for its unwavering support of this initiative. We also acknowledge the government of Tanzania and relevant authorities for their forward-thinking approach in fostering AI adoption across sectors, including media. Their openness to change and innovation reinforces AI's role in shaping ethical, responsible, and forward-looking journalism in Tanzania.

Finally, a special appreciation goes to the TMC research team, whose dedication, rigorous data analysis, and commitment to accuracy were instrumental in developing and producing this report.



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GENERAL ABBREVIATIONS

AI	Artificial Intelligence
AI Act	The European Union Artificial Intelligence Act
AI4MD	Artificial Intelligence for Media Development in Tanzania
Adobe Sensei	AI-driven Creative Cloud Tool
BuzzSumo	Social Media Analytics Tool
ChatGPT	Chat-based Generative Pre-trained Transformer
DALL·E	AI Image Generation Tool
DeepL	AI-driven Language Translation Tool
DW	Deutsche Welle
EU	European Union
GPT	Generative Pre-trained Transformer
Google Cloud AI	AI and Machine Learning Platform
Grammarly	AI-powered Writing Assistant
Hootsuite	Social Media Management & Analytics Tool
IPDC	International Programme for the Development of Communication
JOWUTA	The Journalists Workers Union of Tanzania
JUMIKITA	The Social Media Journalists Association of Tanzania
MCT	Media Council of Tanzania
MISA Tanzania	Media Institute of Southern Africa - Tanzania
MOAT	Media Owners Association of Tanzania
OECD	Organisation for Economic Co-operation and Development
Otter.ai	AI-powered Transcription and Speech Recognition Tool
PDP Act	AI-driven Language Translation Tool
RPA	Robotic Process Automation
Tableau	Data Visualization and Analysis Tool
TEF	Tanzania Editors' Forum
TMC	Tech & Media Convergency
TMF	Tanzania Media Foundation
TOMN	Tanzania Online Media Network
UN	United Nations
UNESCO	United Nations Educational, Scientific and Cultural Organization
USAID	United States Agency for International Development
UTPC	Union of Tanzania Press Clubs
WAHAMAZA	Waandishi wa Habari za Maendeleo Zanzibar
WIN	Women in News
ZPC	Zanzibar Press Club



CHAPTER ONE:

About the Study

The integration of Artificial Intelligence (AI) into journalism is poised to transform media development in Tanzania. For newsrooms, the use of generative AI tools offers benefits for productivity and innovation[1]. In journalism, AI is redefining news gathering, production, and distribution, shaping how information is sourced, verified, and delivered. Understanding the current state of AI in journalism in Tanzania is essential not only for media practitioners and organizations but also for policymakers and media stakeholders who must make informed decisions on its adoption and regulation.

While AI has been around for some time, generative AI introduces limitless wonders and imagination, revolutionizing how its tools can enhance production, efficiency, and creativity across various industries and for the case of this report, in journalism and media development as well. AI is increasingly transforming journalism worldwide, enhancing news gathering, content production, and audience engagement. But still, its adoption in Tanzania remains limited due to low awareness, inadequate skills, ethical concerns, and accessibility challenges. While extensive information has been documented globally on media development and AI, there remains a significant gap in Tanzania regarding a comprehensive understanding of AI adoption in newsrooms and among journalists. Recognizing the urgency of AI integration in journalism, Tech & Media Convergency (TMC), in collaboration with UNESCO's International Programme for the Development of Communication (IPDC), conducted this study to assess AI adoption, challenges, and opportunities within Tanzania's media sector.

In Tanzania, some groundwork has already been laid in regards advocating for the development of the AI guidelines in the media sector. At the Government's Second Media Sector Development Symposium in 2024, the committee tasked with assessing the economic status of media houses and journalists' welfare proposed six key recommendations, including the development of guidelines for the integration of Artificial Intelligence (AI) in Tanzania's media sector[2]. Following this development, it is crucial to build on these initial efforts by conducting a comprehensive assessment of AI adoption, challenges, and opportunities within Tanzanian newsrooms. Initiatives that can facilitate public awareness of AI, debates around it and the need for more engagement with policy and legislative processes need to be supported[3]. Establishing clear and context-specific AI guidelines will not only ensure ethical and responsible AI use in journalism but also enhance media sustainability, digital safety, and journalistic integrity.

Research by Journalism AI, Polis of the London School of Economics and Political Science, emphasizes the integral role of AI in enhancing newsroom efficiency, fact-checking, and audience engagement (Journalism AI Report, 2023). However, while AI offers promising benefits, it also presents challenges such as algorithmic bias, misinformation, and ethical concerns in media practices. This necessitates a thorough assessment of AI adoption, relevance, and impact within journalism, particularly in Tanzania, where digital transformation is still evolving. Findings from the study at Research Gate titled, "Artificial Intelligence in Newsrooms: Ethical Challenges Facing Journalists", concluded that the main ethical challenges faced by journalists in the newsroom in adopting AI are data bias; privacy violations; and the absence of legislation and international regulations regarding the use of AI in journalism[4]. Experts anticipate fundamental changes and urge political thinking when dealing with the repercussions of the AI revolution [5].

[1] CNTI (2021). Artificial Intelligence in Journalism; <https://innovating.news/article/ai-in-journalism/>

[2] Daily News (June 2024). Committee pushes for AI guidelines in media; https://dailynews.co.tz/committee-pushes-for-ai-guidelines-in-media/?utm_source=chatgpt.com

[3] IMS (2023). AI, Journalism, and Public Interest Media in Africa; <https://www.mediasupport.org/publication/ai-journalism-and-public-interest-media-in-africa/>

[4] ResearchGate (2024). Artificial Intelligence in Newsrooms: Ethical Challenges Facing Journalists; https://www.researchgate.net/publication/377979122_Artificial_Intelligence_in_Newsrooms_Ethical_Challenges_Facing_Journalists

[5] DW Akademie (2023). Media development and AI: A call to action; <https://akademie.dw.com/en/media-development-and-artificial-intelligence-a-call-to-action/a-67321563>

This study, part of the *"Artificial Intelligence for Media Development in Tanzania (AI4MD)"* project, marks the first phase of a comprehensive initiative to elevate AI literacy among journalists. This study seeks to understand the current adoption, awareness, and challenges of AI in Tanzanian journalism. It utilized a survey of 350 respondents, including journalists, editors, and media professionals from both traditional and digital media platforms, and mapped 22 journalist networks, media associations, and press clubs to ensure comprehensive representation. Additionally, the research examined newsroom policies, media training programs, and AI integration in journalism education, providing an in-depth analysis of AI's impact on the Tanzanian media sector.

The broader program aims to train 300 journalists on AI applications in media, offering a foundation for informed decision-making, policy recommendations, and future AI-driven media initiatives. The increasing role of Artificial Intelligence (AI) in journalism brings both opportunities and challenges. AI can significantly enhance news production, fact-checking, and audience engagement. It is unfortunate that, AI literacy among Tanzanian journalists remains low, and structured AI policies within newsrooms are largely absent.

Additionally, Further findings revealed that, while 53% of newsroom leadership is prepared to adopt AI, only 22% have formally discussed AI policies, and AI training remains largely informal or self-taught. A remarkable 95% of journalists expressed willingness to participate in AI training, emphasizing the demand for structured learning opportunities. However, access to AI tools, training resources, and awareness pose significant challenges, with many journalists perceiving AI tools as costly or inaccessible. The study also reveals a digital divide in AI adoption, with journalists on digital platforms more likely to use AI tools compared to their counterparts in traditional media.

Despite concerns, 73% of respondents find AI acceptable in journalism, while on another note 40% worry about AI's role in misinformation and disinformation. Job displacement, ethical concerns, and over-reliance on technology are key challenges. Additionally, 84% of respondents support AI integration in journalism education, emphasizing the need for universities and training institutions to equip journalists with future-ready AI skills. The study recommends the development of comprehensive AI guidelines for newsrooms, expansion of AI training initiatives, and integration of AI modules into journalism curricula. It also encourages media organizations to foster partnerships with AI developers and educational institutions to enhance accessibility and affordability of AI tools, and to address AI-related misinformation and ethical concerns to ensure responsible AI adoption.

This study provides a roadmap for AI implementation in the Tanzanian media landscape as well as identify gaps. To address these challenges, the study recommends the establishment of structured AI capacity-building programs for journalists, focusing on AI literacy, ethical AI use, and digital security. It also calls for the development of national AI guidelines tailored for newsrooms, ensuring responsible and transparent AI integration. Media organizations should invest in AI tools and infrastructure while forming partnerships with AI technology providers to enhance accessibility. Additionally, fostering collaboration between policymakers, media stakeholders, and international AI governance bodies is essential for shaping a sustainable AI-driven media landscape in Tanzania.

Furthermore, Despite AI's growing influence, Tanzania currently lacks a dedicated national AI policy, leaving the media sector vulnerable to legal uncertainties, misinformation, and ethical dilemmas. Existing legal frameworks, such as the Personal Data Protection Act (2022) and the Cybercrimes Act (2015), provide limited guidance on AI's role in media, highlighting the urgent need for sector-specific regulations. Drawing from global best practices; including the EU AI Act, UNESCO's AI and Journalism Guidelines, and the OECD AI Principles Tanzania can establish a national AI strategy, regulatory oversight, and media-specific guidelines to ensure AI adoption aligns with democratic values, journalistic integrity, and responsible innovation.

Aside from the success of the study, there were challenges as well. One of the key challenges encountered in the study was the limited AI literacy among journalists, with many respondents struggling to differentiate between basic digital tools and AI-powered solutions. Additionally, another challenge was managing responses in both English and Swahili, which, while improving inclusivity, created difficulties in data computation. The process required extensive efforts in tallying and verification. A key learning is to use a single-form survey with an English-Swahili translation option, allowing respondents to select their preferred language.

The findings of this study emphasize the importance of harmonizing AI governance with Tanzania's digital transformation strategy to position the country as a leader in ethical AI implementation in journalism and beyond. Tanzanian media must proactively engage with AI technologies to enhance media sustainability, journalistic integrity, and digital innovation. TMC and UNESCO-IPDC reaffirm their commitment to fostering AI literacy, ethical journalism, and media innovation in Tanzania.

RATIONALE OF THE STUDY

This study was undertaken to assess the current state of AI adoption in journalism in Tanzania, with a focus on understanding the level of AI awareness, utilization, and ethical concerns among journalists and media organizations.

The findings aim to identify barriers to AI integration, explore the readiness of media organizations to leverage AI, and propose capacity-building interventions to empower journalists in effectively using AI tools while upholding media ethics and digital safety.



OBJECTIVES

- 1 Assess the level of familiarity and usage of AI tools among Tanzanian journalists and newsrooms to determine the extent of AI integration in media workflows.
- 2 Identify the potential benefits and concerns associated with AI integration in media practices, particularly in news gathering, content production, fact-checking, and audience engagement.
- 3 Evaluate the readiness of media organizations and newsrooms in Tanzania to adopt AI, examining factors such as infrastructure, policies, and capacity-building needs.
- 4 Understand the challenges faced by journalists in using AI technologies—including access to AI tools, ethical dilemmas, digital safety, and misinformation risks.
- 5 Establish a foundation for developing AI guidelines tailored for newsrooms in Tanzania to ensure ethical and effective AI adoption in journalism.



The study employed a mixed-methods research approach to ensure a comprehensive and data-driven assessment of AI adoption in journalism within Tanzania. The methodology focused on identifying key areas through a structured digital survey, legal analysis, and stakeholder mapping, ensuring the collection of diverse and representative insights. The key methodological steps included:

1. Identifying Key Areas of Focus

A digital survey consisting of 35 well-structured questions was designed to gather quantitative and qualitative data on five key areas: (a) Understanding of AI, (b) Application and use of AI by journalists, (c) Adoption of AI in newsrooms, (d) Challenges in AI integration, and (e) Capacity-building needs. Additionally, the study incorporated a legal perspective, analyzing the intersection of AI, journalism, and media regulations in Tanzania.

2. Mapping the Media Community

To maximize participation and ensure the inclusion of diverse media actors, TMC conducted extensive mapping of media communities, organizations, and civil

society groups that have strong networks and engagement within the media landscape. This process led to the identification of 22 key segments of media communities and stakeholders, which were instrumental in facilitating survey distribution and response mobilization. By leveraging this strategic mapping approach and digital survey methodology, the study successfully captured insights from a diverse range of journalists, editors, digital media practitioners, and newsroom executives.

3. Multilingual Survey Distribution

While the survey was initially designed in English (282 respondents), a Swahili version (68 respondents) was later introduced following requests from journalist communities, particularly those working in grassroots and community-based media. The bilingual approach ensured linguistic inclusivity, allowing a wider audience of journalists to participate and engage with the survey content in their preferred language.

The Swahili survey contributed significantly to increasing response rates, particularly among journalists in rural and community-based media organizations.

4. Desktop Review and Legal Framework Analysis

A desktop review was conducted to analyze existing literature, case studies, and reports on AI in journalism globally and within Africa. The review aimed to provide contextual understanding by comparing Tanzania's AI adoption with regional and global trends. Additionally, the study included a legal framework review, examining existing policies, regulations, and ethical considerations related to AI, journalism, and media governance in Tanzania. This component helped identify policy gaps and opportunities for regulatory improvements in AI integration within the media sector.

5. USSD-Based Survey Distribution

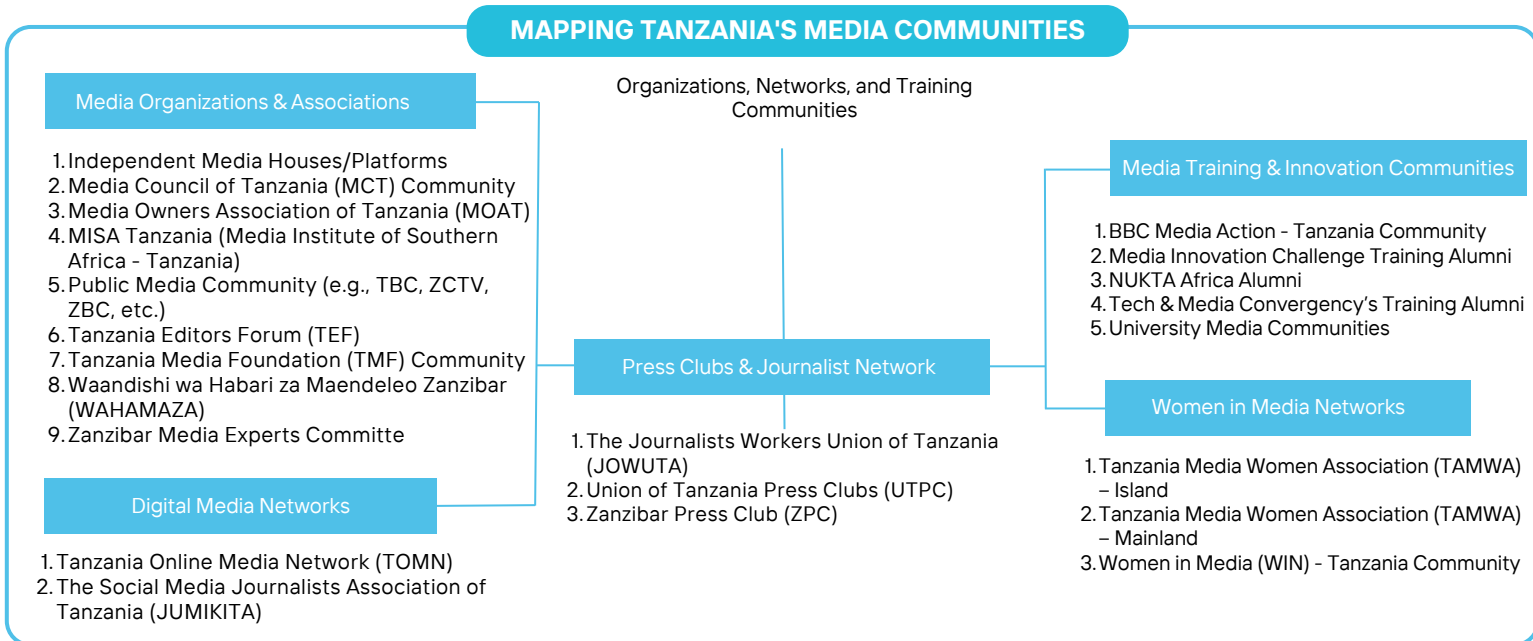
To maximize reach and accessibility, the study adopted a USSD-based survey distribution method, where the survey link was shared via text message (SMS). This strategy was particularly effective in reaching journalists in areas with limited internet access or lower digital literacy levels. By utilizing mobile-friendly, low-bandwidth technology, the study ensured participation from journalists who may not have had access to conventional online survey platforms. This inclusive and innovative distribution approach played a critical role in boosting response

rates and capturing a diverse range of perspectives across Tanzania's media sector.

6. Sampling and Data Collection

Tanzania is estimated to have over 3,000 journalists across mainstream media, digital platforms, community-based media, and independent journalism sectors[6]. To ensure a statistically representative dataset, the study aimed to collect responses from at least 10% of the total journalist population, setting a target of 300 respondents. To achieve this, the study adopted a strategic sampling approach, mapping out 22 media clusters across print, broadcast, and digital journalism sectors. Through targeted outreach and strategic distribution—including digital surveys, USSD-based participation, and multilingual accessibility (English and Swahili)—the study successfully gathered 350 responses, exceeding the initial target.

This broad and inclusive approach ensured that the findings accurately reflect AI awareness, adoption, and challenges within Tanzania's journalism ecosystem. The dataset provides valuable insights for policymakers, media organizations, and AI literacy initiatives, ensuring data-driven decision-making in AI adoption strategies for journalism in Tanzania.



This mapping focused on organizations known to have strong media communities, ensuring effective outreach and mobilization. While many media organizations contribute significantly to journalism, not all were included in the mapping, as the primary goal was to engage structured communities capable of driving a call to action. By leveraging associations, press clubs, and journalist networks, the mapping ensured broader participation in AI discourse and survey responses. However, this does not discount the contributions of other media entities; rather, it highlights the importance of structured engagement in community-driven initiatives for journalism development in Tanzania.

[6] ACME (2022), *A Portrait of Tanzanian Journalists*; <https://acme-ug.org/wp-content/uploads/A-PORTRAIT-OF-TANZANIAN-JOURNALISTS-SURVEY-REPORT-2022-2.pdf>

STRATEGIC MEDIA PARTNERS

Union of Tanzania Press Clubs (UTPC)

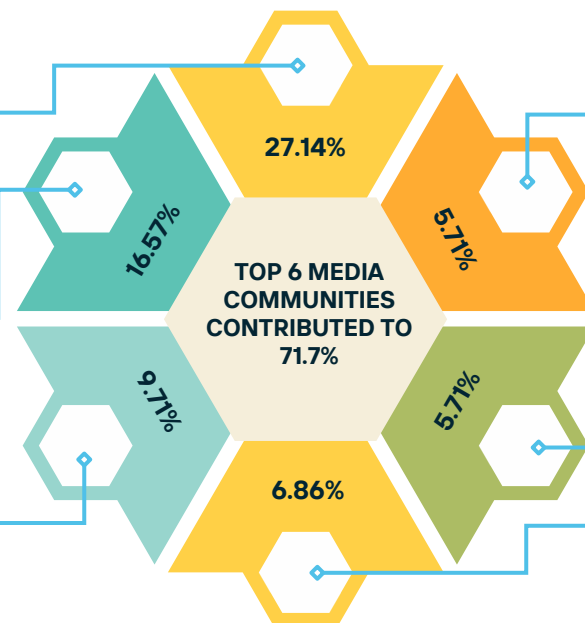
The press clubs community had 95 respondents to the survey, being the highest number of respondents in the media community.

Tanzania Online Media Network (TOMN)

This is the community that requested specifically for Swahili content and it was distributed through USSD. It had 58 respondents to the survey, making it the second-highest contributor.

Media Institute of Southern Africa - Tanzania Chapter (MISA Tanzania)

This had 34 respondents to the survey, representing a significant portion of media practitioners scoring the third.



The Media Council of Tanzania (MCT)

This community had 20 respondents to the survey, reflecting participation from media actors and regulatory informed stakeholders. This input is essential in addressing the legal and policy framework for AI adoption in journalism.

The Editors' Forum (TEF)

TEF community had 20 respondents to the survey, contributing insights from senior media professionals. Their involvement is crucial in shaping newsroom policies on AI integration and ethical reporting.

Tanzania Media Women's Association (TAMWA)

TAMWA mainland had 24 respondents to the survey, highlighting engagement from women-focused media professionals, scoring the fourth of the communities with a high response.

The six highest-contributing organizations collectively provided 251 respondents, representing 71.7% of the total 350 survey participants. The fifth position was a tie between Tanzania Editors Forum (TEF) and Media Council of Tanzania (MCT), each contributing 20 respondents. This means that the remaining thematic communities contributed a total of 99 respondents (28.3%), underscoring the significant role of these six organizations in mobilizing participation for the study.

Observation #1

Journalists filling in the form from their respective communities did so in response to a call to action initiated by community leads, such as Executive Directors, Chairs, and other key figures. This call was only possible through organizations or associations that were willing and able to mobilize their members. Nevertheless, while Tanzania has a large and diverse media ecosystem, comprising journalists, organizations, associations, and media communities, not all platforms exert equal influence over their members, particularly when it comes to fully virtual engagements. As a result, while the total number of journalists in the country is substantial, their participation in virtual initiatives varies significantly, depending on their level of digital engagement, adaptability to digital innovations, and the structural capacity of their organizations to support virtual collaboration.

One notable trend is that many journalists belong to multiple communities. For instance, a single journalist may be a member of the Tanzania Editors' Forum (TEF), Tanzania Media Women's Association (TAMWA), and the Union of Tanzania Press Clubs (UTPC). In such cases, respondents often align themselves with the community they feel most engaged with or the one that provides them with the most consistent opportunities and professional development programs. Additionally, there is a clear distinction in engagement patterns between mainstream and digital media journalists. Journalists working in traditional, mainstream media outlets tend to face greater challenges in participating in digital or virtual-based media initiatives. This contrasts sharply with digital-first organizations, such as Tanzania Online Media Network (TOMN), where virtual coordination is the norm, making it significantly easier for them to engage in digital initiatives.

This observation underscores a critical gap in digital adaptation among mainstream journalists, signaling the need for a mindset shift in how they access knowledge, professional opportunities, and collaborative networks. As AI and digital media technologies continue to reshape journalism, bridging this gap will be essential to ensuring inclusive access to AI literacy, training, and emerging media innovations across all journalist communities.

CHAPTER TWO:

Legal Framework for AI in
Tanzania's Media Sector

The dawn of Artificial Intelligence (AI) has ushered in a new era of possibilities, enabling tasks once deemed insurmountable to be tackled with unprecedented efficiency. Despite the transformative potential of AI, Tanzania lacks a dedicated national policy on Artificial Intelligence, leaving the legal landscape fragmented.

While the health and education sectors have initiated frameworks to integrate AI into their operations, the media sector remains notably underserved in this regard. The Policy Framework for Artificial Intelligence in the Tanzanian Health Sector (2022), provides a structured approach for incorporating AI into healthcare, emphasizing collaboration among stakeholders to enhance health outcomes.

Similarly, The National Digital Education Guidelines for Artificial Intelligence in Education (2025), provide comprehensive guidance on the effective, ethical, and responsible adoption, use, and development of AI within the education sector. These guidelines align with the National Digital Education Strategy 2024/25 - 2029/30, which envisions enhancing learning outcomes through a digitally enabled education system.

However, AI is not entirely absent from Tanzania's strategic vision. The Tanzania Digital Economy Strategic Framework (2024–2034) acknowledges AI's role in shaping digital transformation and economic growth. This framework provides a foundation for AI governance, though sector-specific policies, particularly for the media, remain underdeveloped.

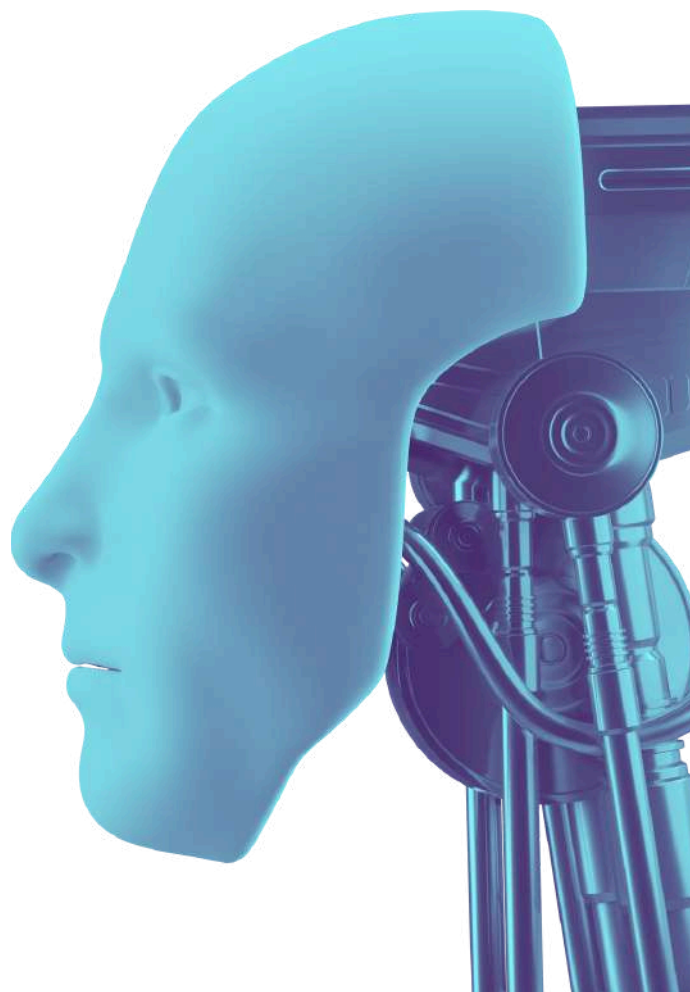
The Need for AI Regulation in Tanzania's Media Sector

The media sector lacks specific AI regulations, leaving it fragmented and ill-prepared to navigate challenges such as misinformation, ethical dilemmas in journalism, media viability, and public trust. While AI is transforming journalism through automated content creation and algorithm-driven news dissemination, Tanzania's existing legal instruments offer limited guidance on its implications. Existing legal instruments offer limited guidance on AI's role in media. Article 18 of the Constitution of Tanzania guarantees freedom of expression and media, but it does not address the complexities introduced by AI. The Personal Data Protection Act, 2022, particularly Section 36, focuses on automated data processing but lacks provisions specific to AI applications in media. Similarly, the Cybercrimes Act, 2015, addresses cyber-related offenses without explicitly covering AI-generated content or the ethical use of AI in journalism.

Recognizing these gaps, in 2024 June, a committee assessing the economic status of media houses and journalists' welfare recommended the development of guidelines for AI integration in Tanzania's media sector. The committee emphasized the urgency of addressing AI's challenges and opportunities to prevent the media from lagging behind other sectors.

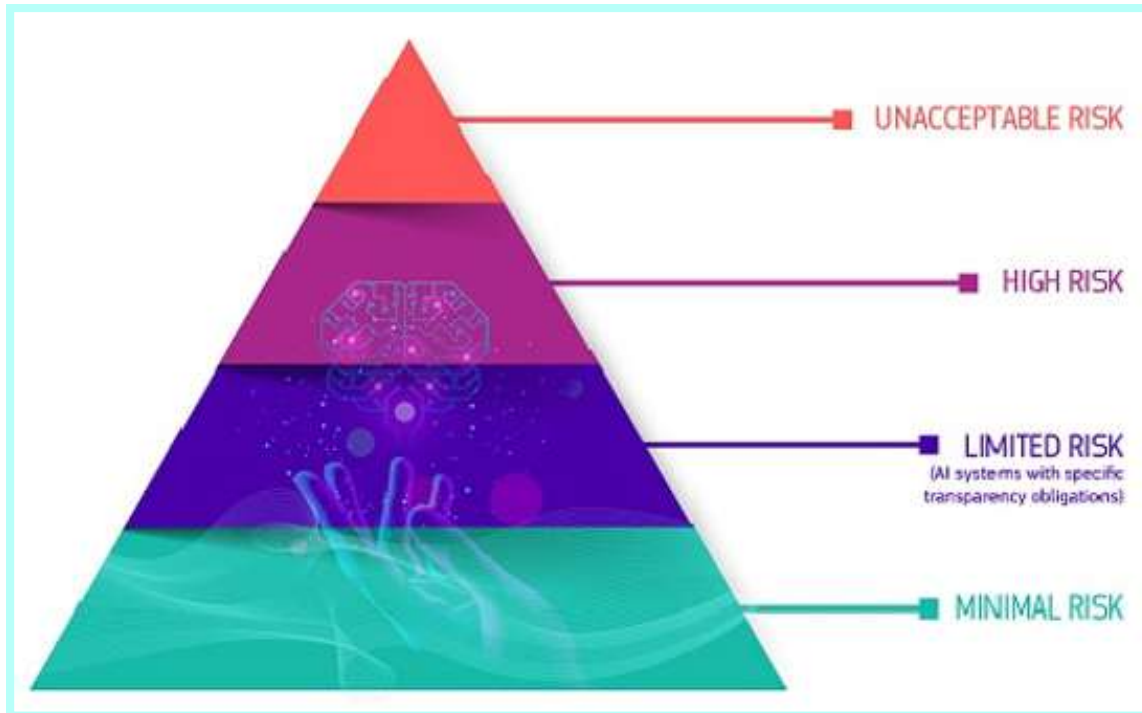
International AI Governance and Best Practices

As AI transforms various sectors, governments and organizations have created frameworks for responsible adoption, emphasizing ethics, transparency, human rights, and regulation. Tanzania can benefit from these global best practices by incorporating key elements into its AI governance, especially in the media sector.



The European Union's AI Act and Regulatory Approach

The European Union (EU) has taken a pioneering role in AI regulation. In May 2024, the EU formally approved the Artificial Intelligence (AI) Act, making it the world's first comprehensive AI legislation.[7] The Act categorizes AI systems based on their level of risk, with stringent regulations imposed on high-risk AI applications such as biometric identification, critical infrastructure management, and AI tools used in media that could manipulate public opinion. High-risk AI systems must undergo rigorous transparency assessments, human oversight, and accountability measures to ensure compliance.



Beyond legislation, the EU has also institutionalized AI regulation by establishing a dedicated AI office. It was established in February 2024 within the Commission, oversees the AI Act's enforcement and implementation in the EU Member States his office is responsible for monitoring AI regulatory compliance, overseeing AI developments, AI Innovation and Policy Coordination, and enforcing regulatory measures.[8] Tanzania can adopt a similar institutional approach by setting up an AI oversight body to guide the ethical and legal implementation of AI across various sectors, including media.

Council of Europe's Guidelines on AI in Journalism

The Council of Europe has introduced Guidelines on the Responsible Implementation of AI in Journalism, which was adopted at the 4th Plenary meeting (29 November - 1 December 2023), by the Steering Committee on Media and Information Society (CDMSI). The guidelines emphasize the need for ethical AI usage in media.[9] These guidelines stress three core principles: accountability, transparency, and human oversight.

Accountability, transparency, and human oversight are crucial for media organizations using AI-generated content, ensuring they maintain editorial authority and prevent bias or misinformation. Tanzania can develop its media policies by mandating the labeling of AI-produced news and implementing measures that ensure AI tools complement human journalism rather than replace it.

[7] The AI Act (Regulation (EU) 2024/1689. See also: <https://digital-strategy.ec.europa.eu/en/policies/regulatory-framework-ai>

[8] European AI Office" available at: <https://digital-strategy.ec.europa.eu/en/policies/ai-office>

[9] Council of Europe, Guidelines on the Responsible Implementation of Artificial Intelligence (AI) Systems in Journalism, available at: <https://www.coe.int/en/web/freedom-expression/-/guidelines-on-the-responsible-implementation-of-artificial-intelligence-ai-systems-in-journalism>

UNESCO's Research on AI and the Future of Journalism

UNESCO has extensively researched AI's impact on journalism, producing critical reports that provide guidance for policymakers and media stakeholders. The [Reporting on Artificial Intelligence: A Handbook for Journalism Educators](#) emphasizes the need for journalists to understand AI systems, their biases, and their implications for media ethics. This knowledge is crucial for ensuring that journalists can critically assess AI-generated content and avoid reliance on automated news production.

In addition, UNESCO's [AI and the Future of Journalism: An Issue Brief for Stakeholders](#) highlights the ways AI is transforming news production, from algorithm-driven news curation to automated investigative reporting. While AI enhances efficiency, it also presents risks such as misinformation, deepfakes, and a decline in journalistic integrity. The report calls for clear regulatory standards to govern AI applications in journalism, ensuring ethical AI adoption in the media sector. Tanzania can leverage these insights by incorporating AI ethics training into journalism education and developing legal provisions that hold media organizations accountable for AI-generated content.

OECD AI Principles and Global AI Ethics Frameworks

The Organisation for Economic Co-operation and Development (OECD) has developed a set of [AI principles](#) that have gained widespread acceptance among various countries, including those in the G20. These principles emphasize that AI should benefit individuals and contribute to sustainable development. Additionally, AI must be transparent, explainable, and accountable. It should be designed with strong safety and security measures, ensure fairness, and prevent discrimination. Furthermore, the OECD has a [special AI repository](#) for latest research on AI. [10]

These principles align with Tanzania's need for an ethical AI governance framework that balances technological innovation with responsible AI deployment. Additionally, the United Nations (UN) has developed a [Principles for the Ethical Use of Artificial Intelligence in the United Nations System](#) through UNESCO's [Recommendation on the Ethics of Artificial Intelligence](#), which promotes a human-centered approach to AI. [11] This framework underscores the importance of regulating AI in media to prevent disinformation, manipulation, and threats to democratic values. The UN calls for international cooperation in AI governance, recognizing that AI's influence extends beyond national borders and requires cross-sector policymaking.

Lessons for Tanzania and Policy Recommendations

Tanzania can draw from these international best practices to establish a robust AI governance framework.

1. Develop a National Artificial Intelligence Strategy to provide a comprehensive framework for AI integration across all sectors, including media.
2. Establish a robust AI governance framework by developing AI risk classifications similar to the EU AI Act to regulate high-risk applications in media and other critical sectors.
3. Create a national AI oversight body modeled after the EU's AI Office to regulate AI adoption, enforce compliance, and ensure ethical implementation across different sectors.
4. Ensure transparency and accountability in AI-driven journalism by adopting best practices from the Council of Europe to guide responsible AI use in media.
5. Adopt ethical AI principles from UNESCO, the OECD, and the UN to promote fairness, inclusivity, and responsible AI deployment in Tanzania.
6. Develop media-specific AI guidelines and regulations to ensure responsible AI adoption while safeguarding ethical standards, public trust, and accountability.
7. Harmonize existing laws by reviewing and amending media-related legislation to incorporate AI-related aspects, ensuring alignment with data privacy, ethical considerations, and cybersecurity measures.

[10] [OECD: Policies, data and analysis for trustworthy artificial intelligence](#)

[11] [UN, AI Ethical Use Framework: Para 4: An "ethical approach" to the use of artificial intelligence \("AI ethics"\) is defined as one that a\) is consistent with the Charter of the United Nations, respecting all applicable rules of international human rights law, including the right to privacy, as well as with the principles identified below, and b\) that entails the assessment of such consistency at all stages of the AI lifecycle.](#)

Observations #2

1. AI Policies Must Allow Room for Experimentation, Not Be Overly Restrictive

While regulation is essential, overly rigid policies may stifle AI innovation in journalism. AI is still an evolving field, and room for experimentation must be permitted within ethical boundaries. Tanzania should adopt a balanced regulatory approach that allows journalists and media houses to explore AI tools, while simultaneously setting safeguards against misinformation, privacy violations, and unchecked automation. A regulatory sandbox—where AI adoption in media can be tested under monitored conditions—could provide a structured way to encourage innovation without compromising ethical journalism.

2. AI Regulation Should Include a Mapping of Key AI Stakeholders

Tanzania needs a comprehensive mapping of key AI actors involved in journalism, research, technology development, media training, and regulatory bodies. This would enable better coordination among policymakers, tech developers, and journalists to ensure AI adoption aligns with media sustainability goals. Without a stakeholder-driven approach, AI regulations may be too detached from the realities of media practitioners. A public-private-civil society collaboration can ensure that AI governance balances media innovation, accountability, and ethical considerations.

3. AI Adoption Requires Structured Guidelines, Not Just Open Access

While AI tools improve efficiency, over-reliance without structured guidance can compromise editorial integrity. AI in journalism should complement human journalism, not replace it. AI policies must provide clear frameworks on AI-assisted news generation, define journalistic roles in AI-augmented reporting, and establish ethical boundaries on AI automation. Tanzania must also ensure that journalists retain decision-making authority over AI-generated content rather than allowing automated systems to shape news narratives unchecked.

4. Media Organizations Themselves Must Develop Self-Regulation for AI

Beyond national AI governance, newsrooms and media organizations must implement self-regulatory AI policies. The media industry must not wait for government regulation alone—self-regulation should lead the way in ensuring responsible AI adoption. Just as ethical journalism codes exist, self-imposed AI guidelines should address;

- The use of AI in investigative reporting
- Disclosure requirements for AI-generated content
- Fact-checking AI-assisted articles
- Guidelines for AI bias mitigation in news recommendations

5. AI is Redefining Trust in Journalism—Legal Mechanisms Must Reinforce It

Traditionally, trust in Tanzanian journalism has been built through editorial standards, human relationships, and ethical guidelines. However, as AI increasingly automates news production, concerns arise regarding AI's influence on truth, bias, and credibility. The legal framework must include mechanisms for transparency, such as mandatory disclosure of AI-generated content, clear accountability for AI-generated errors, and AI ethics compliance reviews. Additionally, public awareness campaigns should educate audiences on how AI is being used in journalism to maintain reader confidence.

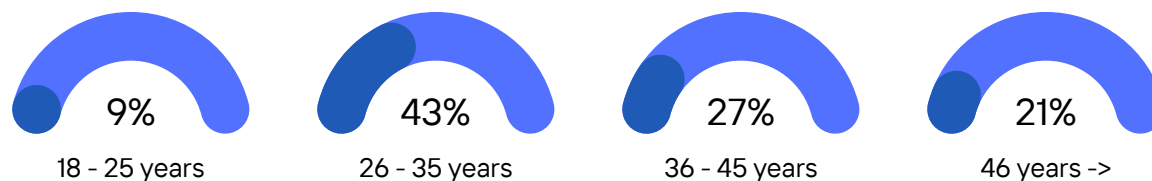
6. AI Tools Are Powerful, but Legal Frameworks Must Regulate Their Use

AI in journalism is limitless in potential, but without a structured legal framework, its application remains largely unregulated in Tanzania. The lack of sector-specific AI regulations leaves newsrooms vulnerable to misinformation, algorithmic biases, and ethical dilemmas. A legal framework must ensure transparency in AI-generated news, require editorial accountability, and establish risk classifications for AI use in media—similar to the EU AI Act. Without clear guidelines, AI adoption will continue in a legal grey area, risking public trust and journalistic integrity.

CHAPTER THREE:

Demographic and
Professional Profiles of
Journalists

RESPONDENT BY DEMOGRAPHICS



The largest group, aged 26-35, likely signifies a dynamic and relatively young workforce driving AI in media development. The age distribution also highlights a blend of youthful enthusiasm and seasoned experience. Additionally, with a gender composition of 57% male and 43% female, suggests a growing inclusivity and a push towards balanced representation in this evolving field.

The 36-45 age group (27%) follows, comprising mid-career professionals balancing traditional and digital journalism. Meanwhile, 21% of respondents are 46 years and above, reflecting the participation of senior journalists with extensive industry experience. This demographic analysis provides a data-driven perspective on AI adoption in Tanzanian journalism, reinforcing the importance of inclusive, age-sensitive, and gender-responsive approaches to AI capacity-building in the media sector.

RESPONDENT DISTRIBUTION BY REGION

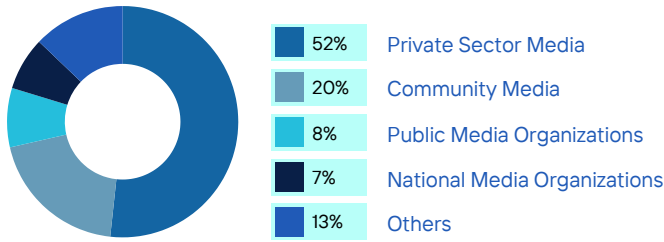
The regional distribution of respondents highlights concentration in key urban centers, with Dar es Salaam (94 respondents) having the highest participation, followed by Mtwara (22), Morogoro (19), and Mbeya (17). These cities likely have better media infrastructure, stronger journalist networks, and greater digital access, making participation in AI discussions more feasible.

Moderate participation occurred in Zanzibar (16), Mwanza (16), Katavi (14), and Kilimanjaro (14), indicating journalist engagement beyond major urban hubs. However, the other regions in the 31 Tanzania regions, recorded significantly lower participation, with the lowest at just 1 respondent in three regions. Many regions had only 2-3 respondents, while some had 4-9 respondents.

This disparity in regional engagement suggests that rural and remote journalists face challenges in accessing digital-related initiatives. Factors such as limited digital infrastructure, lower internet penetration, and fewer training opportunities could contribute to this gap. Expanding digital literacy programs, improving access to AI tools, and decentralizing technology-driven capacity-building efforts will be essential in ensuring inclusive participation in the evolving digital media landscape across all regions.



MEDIA ORGANIZATION CATEGORIES

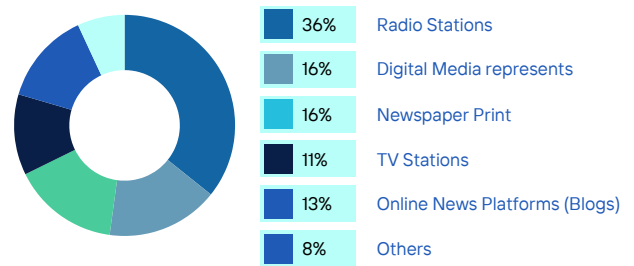


The majority of respondents (52%) are from private sector media, reflecting the dominance of commercial media ownership in Tanzania. Community media (20%) plays a vital role in localized reporting and grassroots engagement, while public and national media (8%) ensure state-driven information dissemination.

The 6% representation of CSO actors in media highlights the growing intersection of civil society and journalism, particularly in advocacy and capacity-building initiatives. The remaining 13% consists of independent media professionals and freelancers. Tanzania's media landscape is diverse yet imbalanced, with private ownership driving news production while community media provides alternative perspectives.

Limited public media engagement raises concerns about press freedom and editorial independence, while the rise of CSOs in media indicates an evolving ecosystem where advocacy groups influence journalistic discourse. The growing presence of freelancers suggests a shift toward independent journalism, requiring more AI and digital skills training to sustain alternative reporting models.

MEDIA OUTLET TYPES



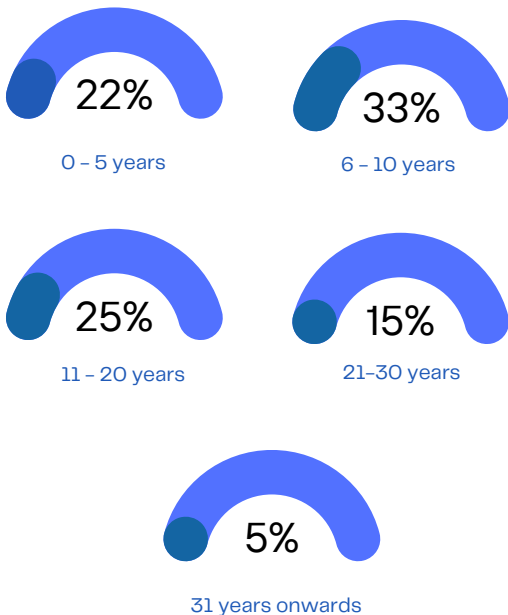
Radio remains the dominant platform (36%), highlighting its widespread accessibility, particularly in rural areas. Print newspapers (16%) continue to serve traditional audiences, while TV stations (11%) show lower engagement, possibly due to rising digital consumption trends.

Digital-first Media (16%), including blogs, online news platforms, and multimedia content hubs, are steadily growing, reflecting a shift toward digital journalism.

The continued dominance of radio underscores its role as a key news source, particularly where internet access remains limited. However, the rise of digital media signals a shifting preference toward online consumption, mobile news, and AI-driven journalism tools.

The low engagement in TV journalism suggests viewership migration to digital platforms, while the growth of independent media emphasizes a need for AI-driven content creation and monetization strategies to support sustainable journalism.

JOURNALISTS EXPERIENCE



A majority (58%) of respondents have 6-20 years of experience, highlighting a stable workforce of mid-career journalists. The 0-5 years category (22%) is lower, indicating a gap in younger journalist engagement. Senior journalists (21+ years) account for 20%, showing continued participation from experienced professionals. The low representation of early-career journalists suggests limited entry into the profession, possibly due to job market saturation, declining media funding, or lack of digital skills training in journalism education.

The dominance of mid-career professionals provides stability in newsroom leadership, but also signals a need for up-skilling, particularly in AI adoption. Senior professionals remain influential, but their limited digital adaptability could hinder AI-driven transformation. Addressing these challenges requires AI-focused training programs targeting both early-career and veteran journalists to bridge the generational gap in digital media adaptation.

PROFESSIONAL ROLES IN JOURNALISM

Journalists/Reporters

32%

Radio Presenters

17%

Editors

14%

Senior Roles

7%

Producers

6%

Others

24%

Journalists/Reporters (32%) form the largest group, followed by radio presenters (17%) and editors (14%). Senior roles (7%) indicate newsroom leadership engagement, while producers (6%) and the “others” criteria has respondents such as content creators that represent the evolving digital storytelling landscape. The dominance of reporters and radio presenters highlights traditional news gathering and broadcast formats as key drivers of media consumption. It should be noted that in the 32% could be either mainstream or digital media.

The presence of senior newsroom professionals is promising for AI adoption, but targeted leadership training is needed to align decision-makers with digital transformation strategies. Encouraging greater participation from digital content creators and multimedia producers through AI skill-building initiatives will help bridge the gap between traditional and digital-first journalism.

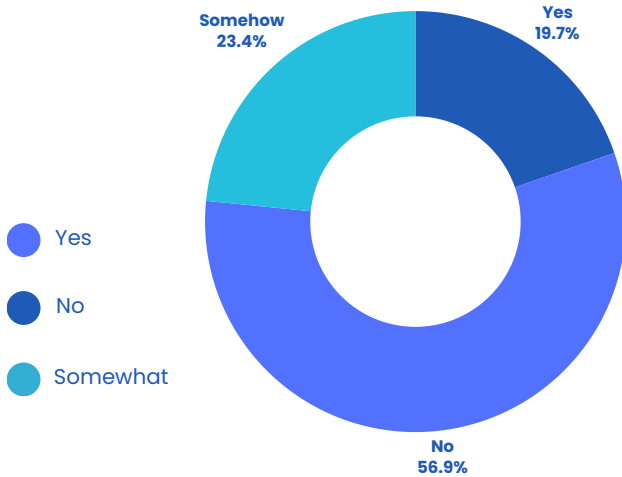
AI AND CONTENT WORKFLOW INTEGRATION AND INTERDEPENDENCIES IN JOURNALISM



The study has developed a diagram on AI and Content Workflow Integration and Interdependencies in Journalism to illustrate the evolving relationship between AI tools and journalistic practices, highlighting how AI-assisted research, writing, editing, audience engagement, governance, and training interact to enhance newsroom efficiency while maintaining editorial integrity and ethical standards. The diagram captures the transformation from traditional journalism practices to an AI-driven ecosystem, highlighting key interventions such as AI-assisted research, writing assistants, governance frameworks, training, and policy integration leading to a structured AI-powered future for journalism.

Each role in a newsroom operates within a structured workflow where outputs from one role influence the next role’s efficiency and effectiveness. A well-structured process flow in journalism ensures credibility, efficiency, and adaptability in a rapidly changing digital landscape. The interdependencies between journalists, presenters, editors, senior roles, and producers must be strengthened through clear communication, AI integration, ethical compliance, and continuous training to maintain media integrity and trust.

ANALYSIS OF JOURNALISM SPECIALIZATION



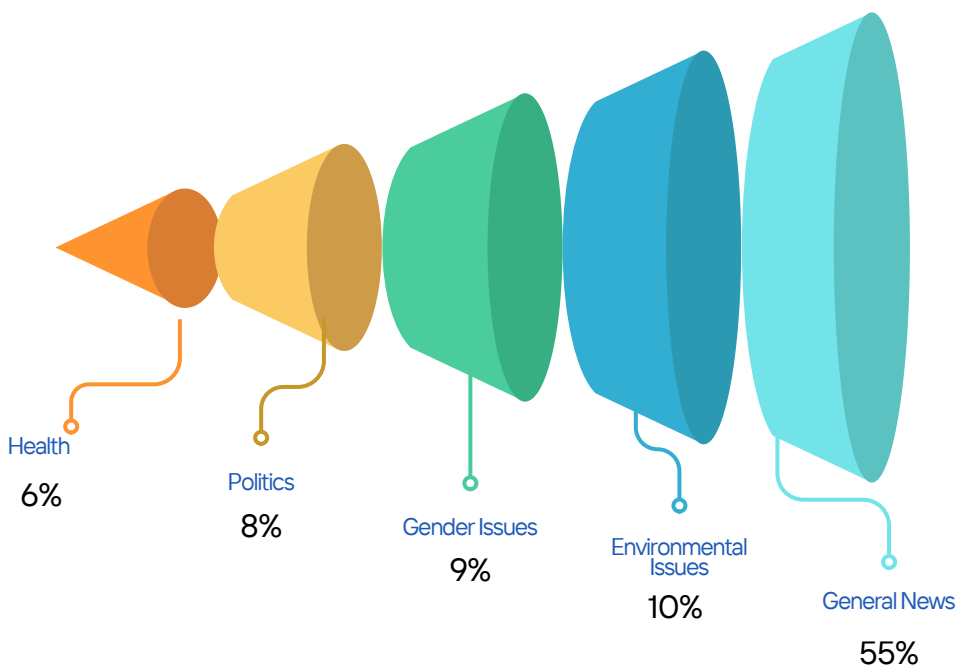
The survey results indicate that a majority of journalists (56.86%) do not specialize in a particular field, while only 19.71% have a clear specialization, and 28.29% consider themselves somewhat specialized in a specific area such as politics, health, or technology and others.

The high percentage of non-specialized journalists suggests that general reporting remains dominant in Tanzania's media landscape. This could be due to newsroom resource limitations, a lack of specialized training, or the nature of assignment-based journalism where reporters cover a wide range of topics.

The low specialization rate (19.71%) raises concerns about in-depth and investigative reporting, which typically requires deep expertise in complex topics like AI, digital security, economics, and governance.

The 28.29% of somewhat specialized journalists indicates a transition phase, where reporters may be exploring niche areas but lack full expertise or institutional support. To enhance specialized journalism, targeted training programs on AI-driven reporting, fact-checking, and investigative techniques are crucial. Specialization allows for higher-quality journalism, improved fact-based reporting, and stronger audience trust in media.

PRIMARY JOURNALISM AREAS



The majority of journalists (55%) focus on general news, while specialized fields such as environment (10%), gender inclusion (9%), health (6%), politics (8%), and education (4%) show lower representation.

Notably, 8% respondents work in other specialized areas, including technology, business and finance, sports, culture and arts, agriculture, and food security and others.

The high concentration in general news indicates that most journalists cover a

wide range of topics rather than focusing on specific beats. This could be due to editorial policies, newsroom staffing limitations, or the nature of assignment-based journalism in Tanzania. The 8% working in other fields such as technology, business, and sports suggests that while these areas are present, they remain secondary compared to traditional journalism priorities.

Given the rise of AI, digital finance, and climate change, there is a need to enhance specialization in these fields through targeted training, AI-driven research tools, and sector-specific reporting initiatives. Encouraging deeper specialization in underrepresented fields will improve journalistic expertise, public knowledge, and media credibility in critical sectors.

Observations #3

Tanzania's media landscape is undergoing a quiet transformation, with shifts toward independent journalism, digital engagement, and AI curiosity, yet structural limitations in training, access, and specialization are slowing this evolution. The absence of a clear AI-readiness framework places both established journalists and emerging professionals at a disadvantage, necessitating deliberate policy interventions, strategic training programs, and technology adoption strategies.

1. Journalism in Tanzania is Generalist-Centric, Limiting Investigative Depth

The study reveals that over half (55.14%) of journalists do not specialize in any specific topic. This points to a structural gap where newsrooms prioritize general reporting over in-depth, issue-focused journalism. Without specialization, there is reduced capacity for investigative journalism, leading to shallow reporting on critical national and global issues such as AI ethics, public health, climate change, and digital rights.

2. The Emergence of Freelance and Non-Traditional Journalism is Redefining Media Structures

With 13.14% of respondents identifying as freelancers, consultants, or independent media practitioners, there is a noticeable shift away from traditional employment models in journalism. This trend suggests that more journalists are moving toward independent, self-funded reporting, signaling the need for AI-driven content creation tools, digital monetization strategies, and policy frameworks that protect independent journalists from vulnerabilities such as censorship and financial instability.

3. Media Engagement is Heavily Skewed by Urban Digital Divide

The study shows that Dar es Salaam (94 respondents) had the highest journalist participation, with other

regions recording significantly lower numbers.

This reflects an urban bias in AI awareness and media participation, indicating that rural and semi-urban journalists have limited access to AI-related resources, digital capacity-building programs, and professional networks. This gap may exacerbate inequalities in digital literacy and AI adoption, leaving rural journalists behind in the industry's transformation.

4. Tanzania's Media Industry Lacks a Clear Path for AI Readiness

Despite AI being a growing global force in journalism, Tanzania's journalism workforce is largely mid-career dominated (58% with 6-20 years of experience). While this provides stability, it also means that most media professionals were trained in traditional journalism models with minimal exposure to AI tools.

The low participation from early-career journalists (22.3%), who are typically more adaptive to technology, signals an industry that has yet to create structured AI-readiness pathways for journalists across different experience levels.

5. The Absence of AI-Focused Journalism Training is Hindering Digital Transformation

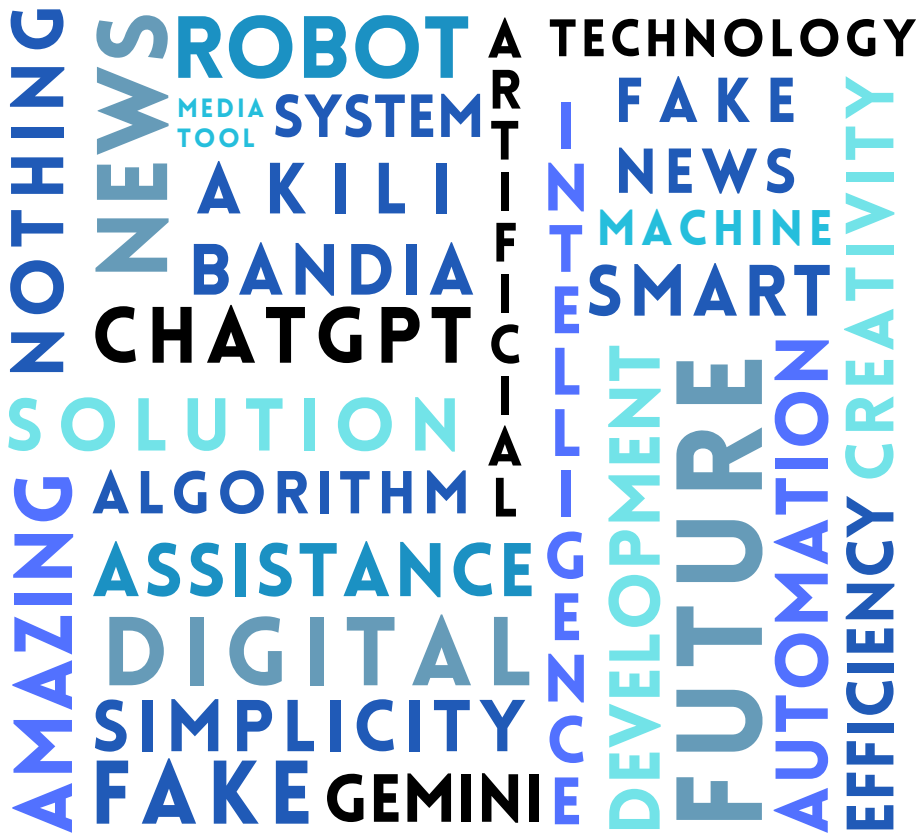
While digital media is growing (26.86%), the study suggests a lack of structured training programs for AI-driven journalism. The dominance of radio (35.43%) and generalist reporting indicates that AI is not yet being systematically introduced into newsroom workflows.

Journalists working in digital and independent media could benefit the most from AI tools, yet there are no clear training pipelines to bridge the gap between traditional and AI-assisted journalism.

CHAPTER FOUR:

Understanding AI Adoption
in Journalism

WORD CLOUD ON AI-RELATED TERMINOLOGY



To the question, “State just one word that comes in mind when you hear AI”. The most frequently mentioned words highlight key perceptions of AI. “Intelligence” (19x) and “Artificial” (9x) emphasize AI’s cognitive abilities, while “ChatGPT” (7x) and “Technology” (7x) showcase AI’s practical applications.

The collection of words reflects key perceptions of AI, combining technical, functional, and societal themes. Terms like “Smart,” “Machine,” “Algorithm,” “Automation,” and “System” highlight AI’s computational and efficiency-driven capabilities. Meanwhile, “Creativity” and “Development” suggest its role in enhancing innovation. However, the presence of “Fake” and “Fake News” signals concern over misinformation

particularly in journalism. The inclusion of “Media Tool” and “ChatGPT” underscores AI’s influence in content creation. Words like “Efficiency,” “Solution,” and “Future” show optimism about AI’s potential to simplify tasks. The blend of technical terms (*AI, Algorithm, Robotics, Digital*) with ethical concerns (Fake News, Assistance, Intelligence) suggests that AI’s impact is both transformative and controversial, requiring responsible integration in media and technology.

AI AWARENESS IN JOURNALISM OVER THE YEARS

36%

2024

27%

2023

17%

2022

20%

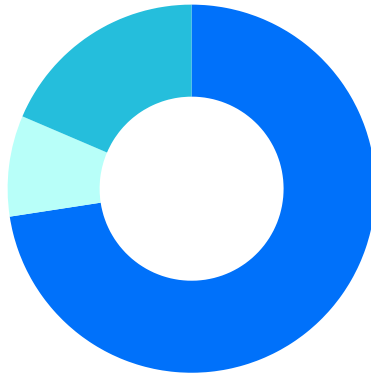
2021 & before

The study reveals a gradual increase in AI awareness among journalists, with 36% first encountering AI in 2024, followed by 27% in 2023, 17% in 2022, and 20% in 2021 and earlier. The significant jump in 2024 suggests a surge in AI discussions, tools, and applications in journalism, likely influenced by global AI advancements, media training initiatives, and digital transformation efforts. The higher recognition in 2021 compared to 2022 is attributed to the fact that it captures all years prior to 2021. Had the study included data from 2018 onward, a more gradual trend in AI awareness would have emerged. The lower recognition in 2021 and 2022 indicates that AI had not yet been a major focus in Tanzanian media, pointing to gaps in AI literacy.

Understanding this timeline is crucial for designing structured AI training programs, advocacy efforts, and strategic interventions to ensure journalists are well-equipped to integrate AI tools into their work. Understanding when journalists and media actors first heard about AI reveals the timeline of AI awareness and adoption in Tanzania media. It highlights gaps in AI literacy, the impact of recent AI advancements, and the need for structured advocacy, trainings and awareness. This insight guides strategic interventions to bridge knowledge gaps and enhance AI integration in journalism.

AI ACCEPTABILITY IN JOURNALISM

Yes	73%
No	9%
Not Sure	18%



The high acceptance rate reflects a growing openness to AI tools in journalistic work, particularly in areas like content creation, fact-checking, and workflow automation.

However, the 18% who are unsure suggest knowledge gaps and ethical concerns, including misinformation risks, job displacement, and editorial control.

The 9% rejection rate, though small, indicates resistance to AI adoption, possibly due to fears of AI-generated misinformation, ethical dilemmas, or concerns about reducing human oversight in journalism. Addressing these concerns through AI literacy programs, ethical guidelines, and newsroom policies will be key in ensuring responsible AI integration in journalism.

SOURCES OF AI AWARENESS IN JOURNALISM

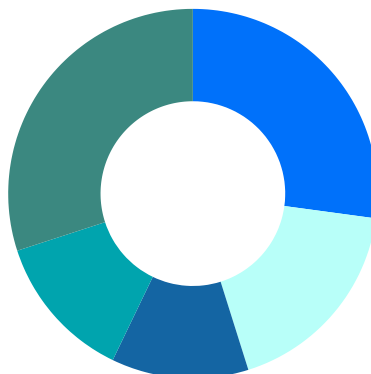
Trainings & Workshops	44%
Social Media/Internet	30%
Self learning	16%
Colleagues	7%
Others	3%

The study reveals that 44.0% of respondents first learned about AI through training and workshops, making it the primary source of AI awareness among journalists. Social media and the internet (30.29%) ranked second, indicating that digital platforms play a crucial role in shaping AI knowledge. Self-learning (16.29%) highlights journalists' individual efforts to explore AI tools, while colleagues (6.86%) served as an informal but valuable source of AI discussions. Other sources, including family (2.57%), had minimal impact but cannot be underestimated.

The dominance of training programs emphasizes the importance of structured learning in AI literacy. However, the significant influence of online sources (social media, internet, and self-learning) suggests that journalists seek additional AI-related knowledge outside formal education. This highlights the need for quality online AI resources, journalist-specific training modules, and mentorship programs to ensure credible, practical, and continuous AI education in the media sector. Thus making the *"The State of Artificial Intelligence for Media Development (AI4MD)"* program occurring in the most relevant of times.

FREQUENCY OF AI USAGE IN JOURNALISM

Regularly	27%
Occasionally	18%
Rarely	12%
Never	13%
I'm not sure	30%



The moderate level of regular AI usage (27%) suggests that AI tools are slowly being integrated into journalism, likely for content generation, translation especially from Swahili to English and vice versa, research and other uses. The 18% who use AI occasionally demonstrate growing but inconsistent engagement, possibly due to a lack of structured AI training or newsroom policies on AI adoption. The 13% who never use AI might reflect resistance, AI illiteracy or limited access to AI tools.

AI TOOL USAGE IN JOURNALISM

■ Automated Writing Assistants	→	36%
■ Translation tools	→	25%
■ Data Analytics tools	→	24%
■ Research	→	19%
■ Fact-Checking	→	18%
■ Image & Video Editing	→	12%
■ Social Media Analytics	→	12%

The data results for every 350 respondents, reveals that Automated Writing Assistants are the most widely used AI tools among journalists, followed by Translation tools, Data Analytics tools, and Grammar Checking. These findings suggest that journalists primarily use AI for writing assistance, multilingual accessibility, and data analysis rather than for audience engagement or investigative reporting

Research tools and Fact-Checking tools are moderately utilized, showing a growing interest in AI for verifying information and improving accuracy in reporting. However, Image & Video Editing Tools and Social Media Analytics Tools are the least adopted, indicating that AI-powered multimedia and audience engagement applications have yet to see widespread use in journalism.

While AI is enhancing content production workflows, its full potential in investigative journalism, audience engagement, and news personalization remains underdeveloped. To maximize AI adoption, journalists need targeted capacity-building initiatives that go beyond writing assistance and media editing to include data-driven reporting, automated fact-checking, and AI-powered newsroom automation.

The high reliance on AI for writing, translation, and grammar checking suggests that journalists are optimizing AI for content production but are not fully leveraging its potential for audience engagement, investigative journalism, or multimedia storytelling. Low adoption of social media analytics tools highlights the need for greater awareness of AI-driven audience engagement and content distribution strategies. Expanding AI literacy and training programs could enhance AI adoption in data visualization, content personalization, and advanced fact-checking techniques.

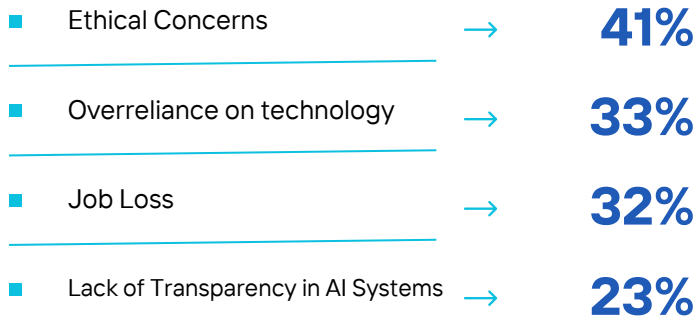
As a follow up question stating that; *"Kindly mention the AI tools that you use in your journalistic work."* The responses indicate that *ChatGPT* is the most widely used AI tool among journalists, frequently mentioned across multiple responses. Other commonly cited tools include *Grammarly* for writing assistance and grammar checks, *Canva* for design and multimedia content, and *Google Translate* for language translation. Additionally, fact-checking tools like *Full Fact*, *Otter.ai* for transcription, and *Google Cloud AI* for data analysis were mentioned, though less frequently.

A notable observation is the dominance of ChatGPT, demonstrating a strong reliance on AI for content generation, idea development, and research assistance. However, many responses reflect limited exposure to advanced AI applications such as speech recognition, sentiment analysis, or automated investigative tools. Furthermore, a significant number of respondents either listed non-AI tools like cameras, notebooks, and search engines or indicated that they do not use AI at all, highlighting gaps in AI awareness and adoption in journalism.

The overwhelming preference for ChatGPT suggests that journalists are primarily using AI for text-based assistance rather than advanced analytics, investigative reporting, or audience engagement. The limited mention of AI-driven content recommendation engines, data visualization tools, and automated newswriting software underscores the need for AI literacy programs to expand awareness of AI's broader applications in journalism.



CONCERNS ABOUT AI IN JOURNALISM



**Out of every 100% of respondents*

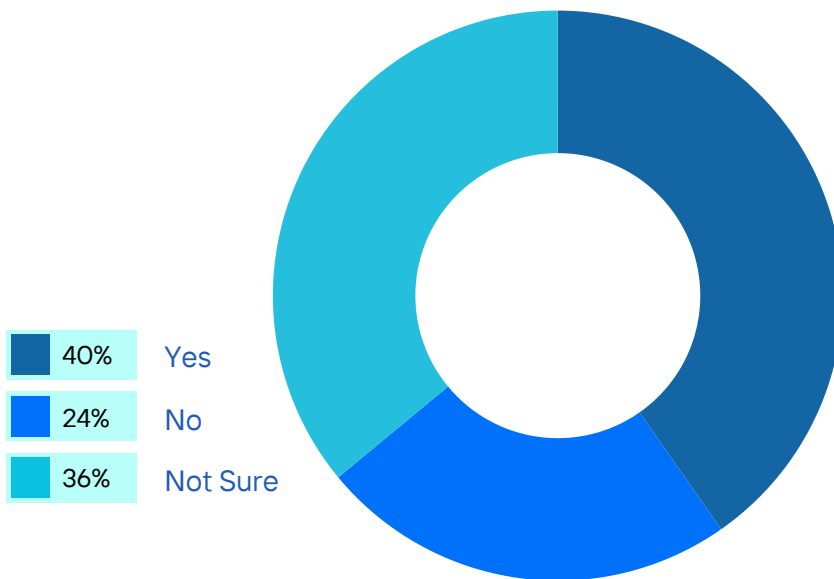
Many journalists worry that AI could reduce critical thinking and investigative rigor, making newsrooms overly dependent on automated systems. Job loss for journalists (32%) ranks high, reflecting growing fears that AI-driven automation could replace traditional journalistic roles, particularly in content generation, editing, and research. Lastly, lack of transparency in AI systems (23%) is a concern, indicating distrust in how AI tools function, their decision-making processes, and potential biases embedded in AI-generated content.

These concerns highlight the need for AI governance frameworks, ethical guidelines, and newsroom policies to ensure AI complements, rather than replaces, human journalists. AI training programs should emphasize responsible AI use, bias detection, and fact-checking methodologies to build trust in AI-assisted journalism.

The data results for every 350 respondents, reveals four key concerns regarding AI in journalism. The most prominent issue is ethical concerns (41%), including misinformation, bias, and the impact of AI on journalistic integrity. This indicates that journalists fear AI could compromise fact-based reporting and lead to unchecked automation of news content.

Over-reliance on technology (33%) is the second major concern, showing a hesitation to depend too much on AI tools for news production.

AI'S ROLE IN MISINFORMATION AND DISINFORMATION



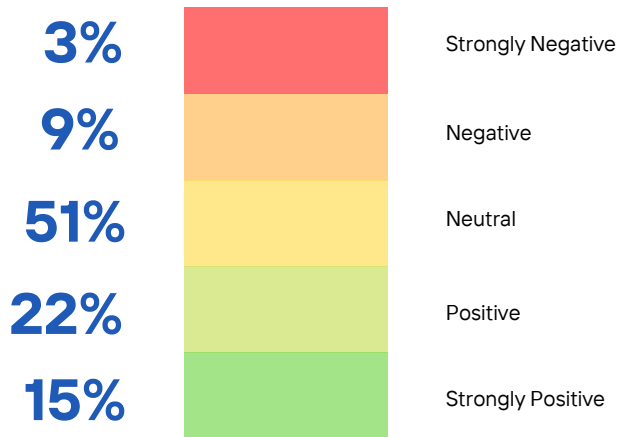
The study reveals that 40% of journalists believe AI significantly contributes to misinformation and disinformation, while 24% disagree, and 36% remain uncertain. This division underscores concerns about AI-generated content's credibility, ethical risks, and the lack of robust fact-checking mechanisms in journalism.

AI-powered tools can enhance fact-checking, detect fake news, and streamline journalistic workflows, but they also pose risks.

AI-generated content, such as deepfakes, synthetic media, and automated news articles, can be exploited for political propaganda, clickbait, or agenda-driven narratives. Generative AI models, like ChatGPT and Gemini, can unintentionally produce misleading or biased content, reinforcing echo chambers and misinformation cycles. The 24% who disagree may trust that AI augments journalistic integrity by automating verification processes and exposing misinformation. However, the 36% uncertainty signals a lack of AI literacy among journalists, suggesting that many do not fully understand AI's role in both mitigating and spreading misinformation.

AI in journalism is a double-edged sword—it can amplify misinformation or help combat it depending on how it is used, monitored, and regulated. The findings call for urgent action in media education, policy development, and ethical AI adoption to prevent the erosion of public trust in journalism.

AI'S ROLE IN MAINTAINING JOURNALISTIC INTEGRITY AND ETHICS

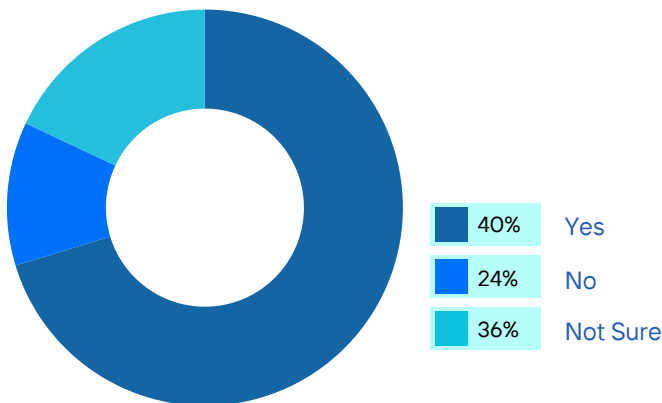


The study shows mixed opinions on AI's role in upholding journalistic integrity and ethics. While 15% of respondents strongly believe AI supports journalistic integrity, and 22% see it positively, a significant 51% remain neutral, suggesting uncertainty or a lack of clear understanding of AI's ethical implications. Meanwhile, 9% view AI's role negatively, with 3% strongly opposing it.

The majority neutral stance (51%) suggests that journalists do not have a definitive stance on whether AI helps or hinders journalistic ethics.

This could be due to limited exposure to AI governance frameworks, ethical AI guidelines, or uncertainty in AI's ability to maintain news credibility. Those who view AI positively recognize AI's potential in reducing human biases, improving fact-checking, and enhancing transparency. However, the negative responses highlight concerns about AI-generated misinformation, ethical dilemmas, and potential loss of human oversight in journalism. As AI adoption in journalism grows, a balanced and well-informed approach is necessary to ensure it serves as a tool for ethical reporting rather than a risk to journalistic integrity.

AI'S ROLE IN PRESENTING NEW OPPORTUNITIES FOR JOURNALISTS



The study reveals that 70% of respondents believe AI presents new opportunities for journalists, while 12% disagree, and 18% remain unsure.

The strong majority (70%) reflects a growing recognition of AI's potential to enhance journalism, particularly in automating repetitive tasks, streamlining research, improving content personalization, and enabling data-driven reporting. AI tools such as ChatGPT, Grammarly, and data analytics software are already enhancing productivity and efficiency in newsrooms.

The 18% uncertainty suggests that many journalists are still unfamiliar with AI's full capabilities, possibly due to limited exposure, lack of training, or skepticism about AI's long-term impact. Meanwhile, the 12% who do not see AI as an opportunity may perceive it as a threat to traditional journalism roles, particularly in areas such as news writing, investigative journalism, and audience engagement.



Observations #4

1. AI is Underutilized, and Users Remain Oblivious to Its Full Potential

AI tools are powerful and limitless in their applications, yet most journalists apply only basic AI functions such as grammar checking and translation. There is a clear gap in advanced AI usage for investigative journalism, audience engagement, and content monetization. Additionally, many journalists are unaware of the 'garbage in, garbage out' principle, meaning that poor inputs lead to unreliable AI-generated outputs. This lack of deep understanding hinders AI's full potential in transforming the media landscape.

2. A Static 'No' Group Exists, Resistant to AI Adoption

Throughout the study, there has been a consistent 'No' response to AI-related questions, indicating a fixed opposition to AI adoption among a portion of journalists. Unlike 'Not Sure' respondents, who may be open to learning, this group has already made a firm decision against AI, making them difficult to persuade. This highlights an ideological divide in AI perceptions, where some view AI as an unavoidable progression, while others see it as a disruptive force threatening journalism's core values.

3. Over-dependence on AI Without Guidance is a Growing Concern

While using AI tools improves efficiency, the study suggests that over-reliance without proper guidelines can weaken journalistic quality. AI can be a valuable assistant but should not replace critical thinking, investigative rigor, and human editorial oversight. The lack of AI governance structures in Tanzania's media landscape increases the risk of blind reliance, which could lead to homogenized, algorithm-driven journalism rather than investigative depth and originality.

4. Digital Journalists Are More Likely to Experiment with AI Tools

Online journalists and those working on digital platforms show a higher likelihood of adopting AI tools compared to mainstream media professionals.

This is because they are already accustomed to digital workflows and trust AI-powered solutions for content creation, audience engagement, and analytics. In contrast, mainstream media professionals are more hesitant, possibly due to institutional constraints, traditional newsroom structures, or skepticism toward AI's credibility.

5. Concerns About AI Misinformation vs. Readiness to Address It

Many journalists fear AI-driven misinformation, yet newsroom policies on fact-checking and AI verification remain underdeveloped. This contradiction suggests that while journalists recognize AI's risks, there is no structured approach to mitigating misinformation threats. Without AI literacy programs and stronger verification frameworks, Tanzanian journalism remains vulnerable to AI-generated disinformation.

6. Journalists Lack AI Training, Widening the Knowledge Divide

The lack of formal AI training among journalists (60%) has created a dis-link in AI comprehension and practical application. While some journalists enthusiastically embrace AI, many lack structured knowledge on how to use it effectively. This results in uneven AI adoption, where a small percentage of self-taught journalists explore AI's capabilities while others remain unaware or hesitant. Bridging this divide requires industry-wide AI literacy programs and newsroom-led AI policy frameworks.

7. Absence of AI Policies in Newsrooms Leads to Ethical Uncertainty

Tanzania's media houses lack formal AI policies, leaving journalists unsure about the ethical and professional boundaries of AI integration. This creates inconsistent AI application, where some journalists experiment with AI freely while others refrain due to ethical concerns. The absence of AI adoption guidelines, editorial standards, and regulatory safeguards increases the likelihood of misuse, credibility issues, and AI-driven biases in newsrooms.

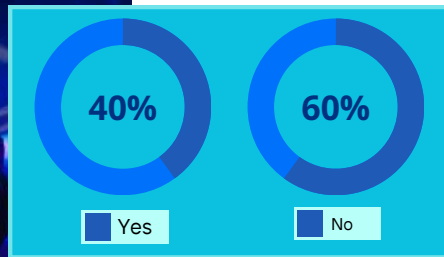
CHAPTER FIVE:

AI Literacy, Opportunities,
Challenges, and Newsroom
Guidelines

AI AND DIGITAL JOURNALISM TRAINING



When asked whether respondents had ever received training, whether formal, informal, or self-taught - on AI or digital tools for journalism; the study reveals that 40% of respondents

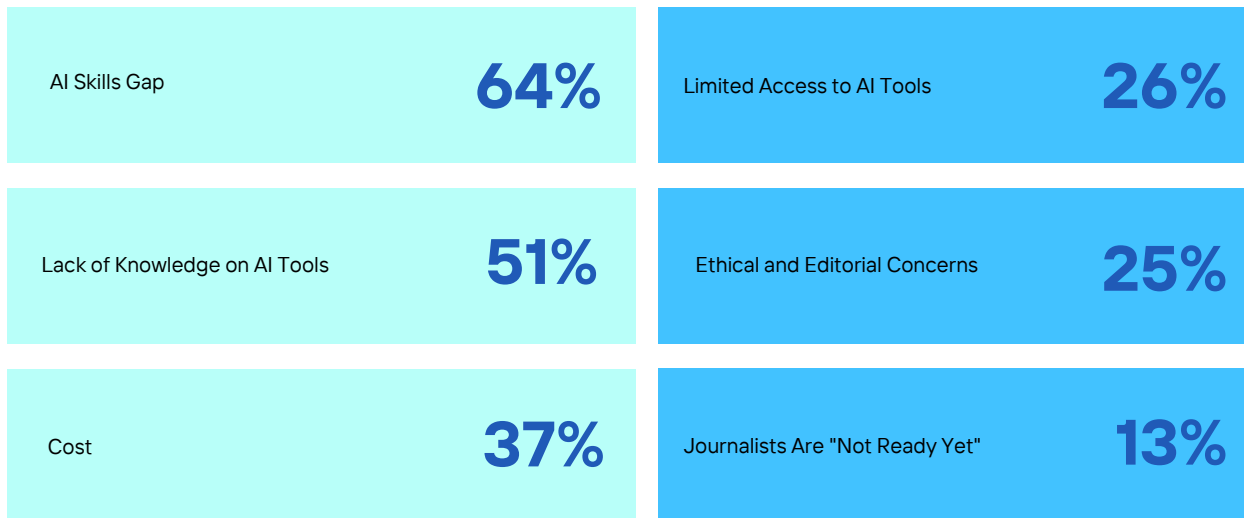


have received some form of training on AI or digital tools for journalism formal or informal, while 60% have not. The high percentage of journalists without AI training highlights a significant gap in AI literacy and professional

development within the media sector. This suggests that many journalists are using AI tools without structured knowledge or best practices, potentially leading to misuse, ethical concerns, or underutilization of AI's full capabilities.

The lack of formal AI training for journalists raises concerns about the ethical and professional use of AI in newsrooms. Without structured guidance, journalists risk unknowingly reinforcing biases, spreading misinformation, or misinterpreting AI-generated insights. Additionally, those relying on self-taught skills may lack a deep understanding of AI's limitations, leading to over-reliance or misuse. The gap in AI education also limits innovation, preventing journalists from fully leveraging AI for investigative reporting, audience engagement, and fact-checking. Bridging this gap requires collaborative efforts from media organizations, AI experts, and policymakers to develop accessible, industry-wide training programs that ensure responsible AI integration in journalism.

CHALLENGES IN AI ADOPTION AMONG JOURNALISTS



**Out of every 100% of respondents*

AI Skills Gap is the Biggest Barrier

A majority of journalists lack the necessary AI skills to integrate AI tools into their work. This reflects a gap in AI literacy programs, inadequate training opportunities, and a lack of structured AI mentorship in media organizations. Without these skills, journalists struggle to leverage AI for research, fact-checking, and content automation, limiting its impact in journalism.

Lack of Knowledge on AI Tools

Over half of the respondents lack basic awareness of available AI tools. This suggests that even when AI is accessible, journalists do not fully understand its applications or benefits. This is a major roadblock to adoption, reinforcing misconceptions and limiting experimentation with AI in newsrooms.

Cost is a Major Concern

Many journalists perceive AI tools as financially inaccessible, assuming they require paid subscriptions. However, follow-up responses indicate that some journalists have never explored AI tools and assume they all come at a cost. Additionally, others cited internet/data costs as a financial burden, limiting their ability to access AI-powered platforms. This highlights the need for greater awareness of free AI tools and more affordable internet access.

Limited Access to AI Tools

A quarter of journalists cite limited access to AI tools as a barrier. This could stem from restrictions in newsroom settings, lack of infrastructure, or institutional reluctance to integrate AI into daily reporting. Newsrooms that fail to provide AI access and training programs risk leaving their journalists digitally unequipped for the future of journalism.

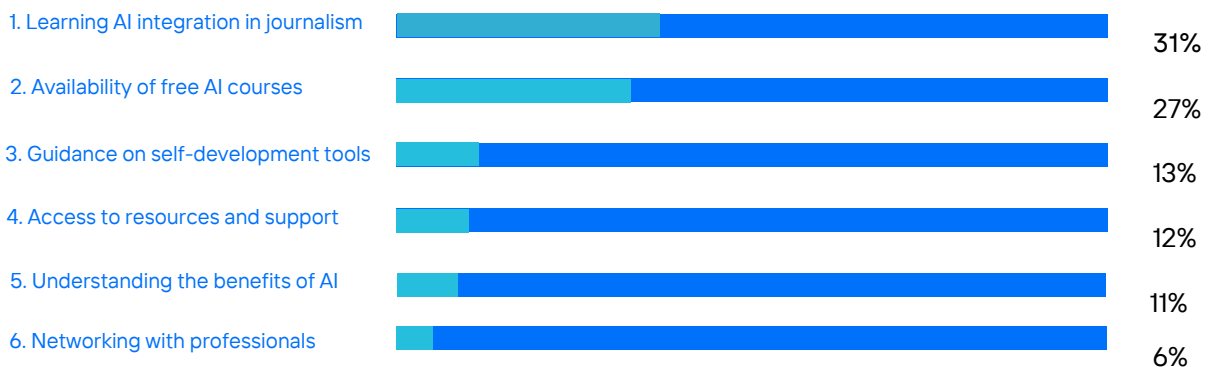
Journalists Who Are "Not Ready Yet"

A small but significant group of journalists explicitly stated they are not ready for AI adoption. This group likely resists AI integration due to skepticism, fear of job displacement, or lack of urgency in adapting to digital transformations. Unlike those who lack AI knowledge, this group has made a conscious decision to delay or avoid AI adoption, requiring targeted awareness campaigns and confidence-building initiatives.

Ethical and Editorial Concerns

While not explicitly mentioned as a major challenge, ethical concerns and editorial uncertainty surrounding AI were evident throughout the study. Many journalists fear AI-generated misinformation, bias, and the loss of human editorial judgment in news production. Others worry about AI's impact on originality, job security, and audience trust in news content. The absence of clear AI policies in newsrooms contributes to this uncertainty. Without editorial guidelines on when and how AI should be used, journalists are left unsure about the ethical boundaries of AI integration. This further slows adoption and reinforces a hesitant, risk-averse approach to AI in journalism.

FACTORS THAT WOULD ENCOURAGE AI-RELATED TRAINING AMONG JOURNALISTS



The study identifies six primary factors influencing journalists' willingness to seek AI-related training. Over 31% of respondents selected practical AI integration as the primary motivator. The strongest incentive for AI training is its direct application in journalism. Many journalists recognize AI's potential but lack structured guidance on how to effectively use it for investigative reporting, audience engagement, and content automation. This highlights a clear demand for AI training programs that emphasize real-world newsroom applications rather than abstract theoretical knowledge. A significant portion of respondents (27%) indicated that free AI training courses would encourage them to learn. This reinforces the financial constraints that hinder AI adoption.

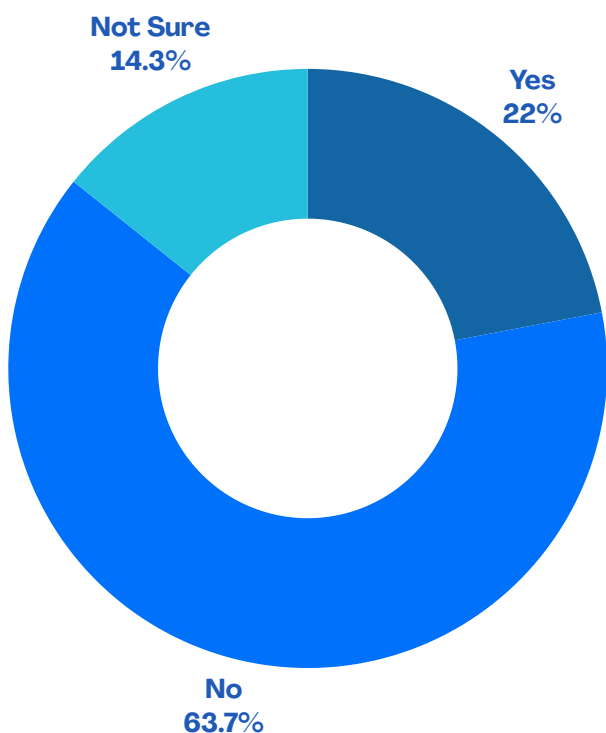
Many journalists perceive AI training as costly or inaccessible, suggesting a need for more affordable or subsidized training programs, particularly in resource-limited newsrooms. While, (13%) of respondents prefer guidance on self-development AI tools, signaling a willingness to explore AI independently but requiring structured learning roadmaps. This suggests that on-demand, flexible AI training materials, including online courses, tutorials, and mentorship programs, could bridge the knowledge gap for self-motivated learners.

While only 11% have a limited understanding of AI, a number of journalists are still unaware of how AI can enhance their work is bigger for the other respondents having selected other options in the question indicate a low understanding of AI in journalism. The lack of clear, real-world examples of AI's impact on journalism contributes to hesitation and skepticism. This indicates a need for targeted campaigns showcasing AI success stories in media, demonstrating efficiency improvements, fact-checking enhancements, and audience engagement benefits.

The call for access to resources and support (13%) suggests that even those interested in AI struggle with technical barriers, lack of necessary tools, and limited institutional support. This underlines the need for better AI infrastructure within media houses, including access to training materials, AI-powered newsroom tools, and expert consultation.

The low interest in networking with AI professionals suggests that peer collaboration on AI remains underdeveloped in Tanzanian journalism. Unlike other media skills where mentorship plays a critical role, AI knowledge remains siloed, limiting cross-learning opportunities. Encouraging AI-focused journalism communities, mentorship programs, and collaborative learning platforms could enhance knowledge exchange.

AI GUIDELINES IN NEWSROOMS



The study highlights a significant absence of AI policies in Tanzanian newsrooms, with 63.7% of journalists stating that no AI guidelines exist in their workplaces, while only 22% confirm having established AI policies. Additionally, 14.3% are unsure whether their organizations have AI frameworks, indicating a communication gap and lack of internal policy awareness.

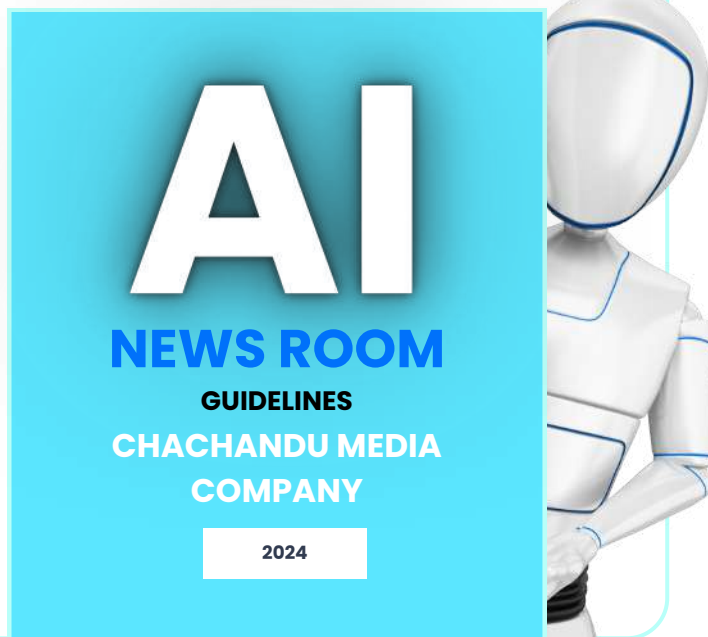
The presence of AI guidelines is notably higher among digital media platforms than in mainstream media organizations. This suggests that digital-first newsrooms are more proactive in structuring AI usage, likely due to their greater reliance on technology-driven content production and audience engagement. In contrast, traditional media lags behind in formalizing AI governance, indicating a slower adaptation to emerging digital trends.

The absence of formal AI governance structures means that journalists are left to navigate AI adoption

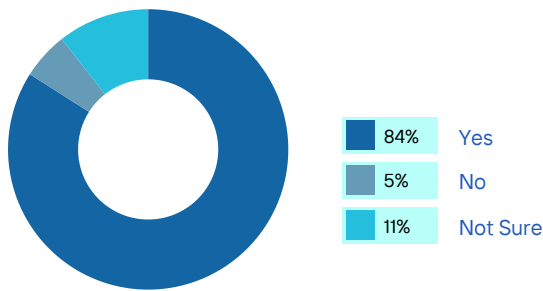
without clear ethical and procedural guidelines, increasing the risk of bias, misinformation, and inconsistent AI application across different media platforms.

The lack of newsroom AI policies poses serious implications for journalistic integrity and transparency. Without clear regulations, journalists may unknowingly misuse AI tools, over-rely on automated content generation, or fail to disclose AI-generated materials, compromising editorial accountability.

Furthermore, the small percentage of organizations with AI policies suggests that only a handful of progressive media houses have taken proactive steps to structure AI integration. If AI is to be effectively utilized in journalism, newsrooms must urgently develop AI policies that set ethical standards, ensure responsible AI adoption, and promote newsroom-wide awareness of AI's potential and limitations.



AI INTEGRATION IN EDUCATION AND TRAINING

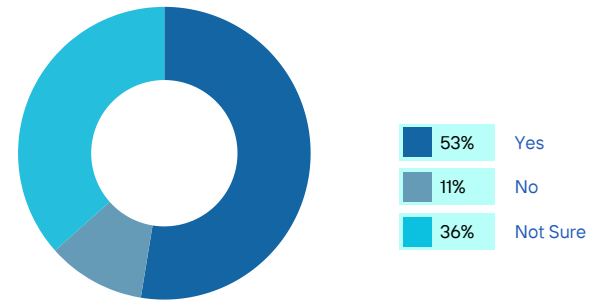


The overwhelming 84% of respondents support integrating AI into journalism education and training programs in Tanzania, while only 5% oppose it, and 11% remain uncertain. This strong endorsement indicates a widespread recognition of AI's growing influence in journalism and the urgent need for structured AI education.

The results suggest that journalists acknowledge the necessity of AI literacy for modern reporting, particularly as newsrooms increasingly rely on AI-driven tools for content creation, fact-checking, and audience engagement. The low percentage of opposition (5%) highlights that resistance to AI adoption in journalism education is minimal, signifying an industry-wide acceptance of AI as a valuable skill.

However, the 11% who are unsure reflect a lingering knowledge gap, possibly due to uncertainty about AI's long-term implications on journalistic ethics and employment. To address this, journalism schools and training institutions must not only incorporate AI technical skills but also emphasize ethical considerations, responsible AI use, and newsroom adaptation strategies.

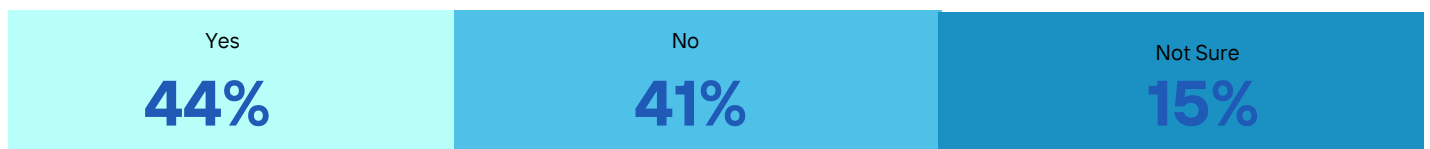
NEWSROOM LEADERSHIP READINESS FOR AI



The study reveals that 53% of respondents believe their newsroom leadership is ready to adopt AI and its regulations, while 11% indicate resistance, and a significant 36% remain uncertain. This data suggests a divided landscape in AI readiness among media leadership, with a substantial proportion of journalists unclear about their newsroom's stance on AI adoption. The majority approval reflects that many newsroom leaders acknowledge AI's role in modern journalism and are open to exploring its integration. This aligns with broader global trends where media organizations increasingly leverage AI for automation, fact-checking, and audience engagement.

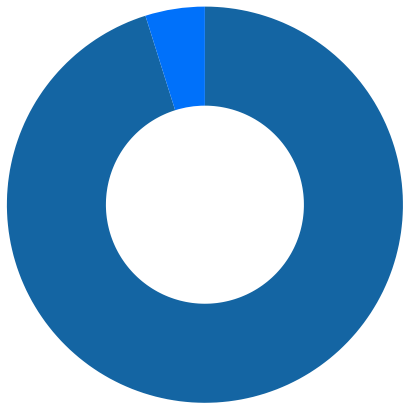
However, the number of respondents who are unsure highlights a lack of communication between leadership and journalists regarding AI strategies. This uncertainty could stem from leadership inertia, absence of formal AI policies, or insufficient AI education within newsroom hierarchies. Those who outright reject AI adoption indicate some resistance, possibly due to concerns about job security, lack of technical expertise, or skepticism about AI's impact on journalism quality.

AI DISCUSSIONS IN NEWSROOMS



To the question, "Has your news room ever mentioned formally (in a meeting) or informally on the impact of AI in the journalism?"; The study reveals that 44% of respondents confirm that AI has been discussed in their newsroom, while 41% report no such discussions, and 15% are uncertain. These findings indicate a nearly even split between newsrooms actively engaging with AI discourse and those yet to formally acknowledge its impact. The 44% who have participated in AI discussions suggest that a portion of Tanzanian media organizations are aware of AI's role in journalism. However, 41% of newsrooms have never addressed AI, signaling a lack of structured conversations about its implications, challenges, and opportunities in journalism. The who are unsure further highlight a communication gap within some newsrooms, where AI may be discussed in exclusive leadership circles but not transparently with the entire team. Without clear AI leadership directives, adoption remains inconsistent, making it crucial for newsroom executives to define policies, invest in AI literacy, and create structured implementation roadmaps for sustainable AI-driven journalism. The findings highlight a critical gap in newsroom AI discussions, with a significant portion of media organizations yet to formally engage with AI's implications. Given that editors play a central role in shaping newsroom policies and decision-making, their inclusion in this study was essential. Without editorial leadership championing AI conversations, adoption remains fragmented, and journalists lack clear direction on AI integration.

WILLINGNESS TO PARTICIPATE IN ONLINE AI TRAINING



95% Yes
5% No

A resounding 95% of respondents expressed willingness to participate in online AI training, while only 5% declined. This overwhelming majority highlights a strong demand for AI education in journalism, even if delivered virtually.

The AI4MD initiative, which is part of the program producing this report, aims to train 300 journalists in AI literacy by 2024, aligning with this demand and ensuring media professionals are well-equipped to navigate AI's impact in journalism. The few respondents who declined AI training align with consistent skepticism seen throughout the study, where a small but vocal group firmly opposes AI's role in journalism. This reflects deep-rooted resistance, likely influenced by concerns over job displacement, misinformation risks, or ethical uncertainties.

While enthusiasm for AI training is high, successful implementation will depend on accessibility factors, including internet costs, digital literacy, and user-friendly training platforms. Ensuring that training materials are localized, practical, and tailored to journalists' needs will be crucial in bridging the AI knowledge gap effectively.



AI GUIDELINES IN NEWSROOMS

09AM - 12PM

26%

12PM - 15PM

17%

3PM - 6PM

20%

6PM - 8PM

37%

The study reveals distinct preferences for online AI training sessions, with the evening slot (6:00 PM - 8:00 PM) being the most preferred (37%). This suggests that journalists prefer after-work hours, likely due to daytime professional commitments. The morning session (9:00 AM - 12:00 PM) ranks second at 26%, indicating that a significant number of journalists are willing to dedicate morning hours to AI training, possibly due to flexible schedules or newsroom arrangements.

The late afternoon slot (3:00 PM - 6:00 PM) is preferred by 20%, while the early afternoon (12:00 PM - 3:00 PM) is the least preferred (17%), suggesting that midday sessions conflict with active newsroom work hours.

One of the most effective ways to introduce AI literacy to journalists and media professionals is through online capacity-building programs. Understanding preferred training times helps ensure high engagement, accessibility, and impact in AI education initiatives.

For the study, these insights are crucial for designing AI training programs that align with journalists' schedules, making learning more feasible and inclusive. Additionally, knowing when journalists are most available ensures that training reaches a broader audience, especially those in demanding newsroom environments.

Observations #5

1. AI and Digital Journalism Training

The high demand for AI training among Tanzanian journalists highlights an increasing awareness of its role in media. However, a lack of structured training programs tailored to local journalism needs remains a major gap. Many existing digital courses are Western-centric and fail to address challenges unique to Tanzania, such as access to local datasets, Swahili-language AI tools, and AI-driven fact-checking specific to regional misinformation trends. This creates a disconnect between global AI advancements and their practical applicability in Tanzanian journalism.

2. Challenges in AI Adoption Among Journalists

Beyond the commonly cited issues of costs, skills, and access to AI tools, a deeper challenge exists in the mindset shift required for AI adoption. Many journalists view AI as a competitor rather than a tool, leading to hesitation in integrating it into their workflow. Additionally, lack of mentorship and AI role models in the Tanzanian media landscape means that journalists are often left to navigate AI adoption independently, resulting in slow uptake and inconsistent application across different media houses.

3. Factors That Would Encourage AI-Related Training Among Journalists

While free courses and access to AI tools are major incentives, trust in AI systems and clarity on its role in journalism remain key concerns. Journalists are more likely to embrace AI if they see clear success stories from within their own industry rather than abstract global case studies. AI adoption in investigative journalism, election coverage, and fact-checking initiatives could serve as practical entry points, demonstrating AI's direct impact on journalistic integrity and efficiency in Tanzania.

4. AI Guidelines in Newsrooms

The absence of AI guidelines in most Tanzanian media organizations is not just due to a lack of awareness but also reflects broader structural gaps in policy formulation within newsrooms. Many organizations operate without digital policies in general, meaning AI

governance is not seen as an immediate priority. This further underscores the need for national-level media regulatory bodies to provide foundational AI policies that can be adapted by individual newsrooms.

5. AI Integration in Journalism Education and Training

The strong support for AI integration into journalism education highlights a readiness for reform in journalism curricula. However, most Tanzanian universities still emphasize traditional media approaches, with minimal exposure to AI-driven content creation, data journalism, and automation. Without industry-academic collaboration, AI education risks being theoretical rather than hands-on, leading to graduates who are aware of AI's potential but lack practical experience in using AI tools for reporting and content production.

6. Newsroom Leadership Readiness for AI

While newsroom leadership largely expresses openness to AI adoption, their understanding of its strategic application remains limited. AI discussions at leadership levels tend to be reactionary—focused on concerns such as job loss and misinformation—rather than proactive, emphasizing AI's benefits in news production, audience engagement, and investigative reporting. There is a pressing need for leadership-focused AI training, ensuring that editors and managers gain the technical and strategic literacy required to guide AI adoption within their organizations.

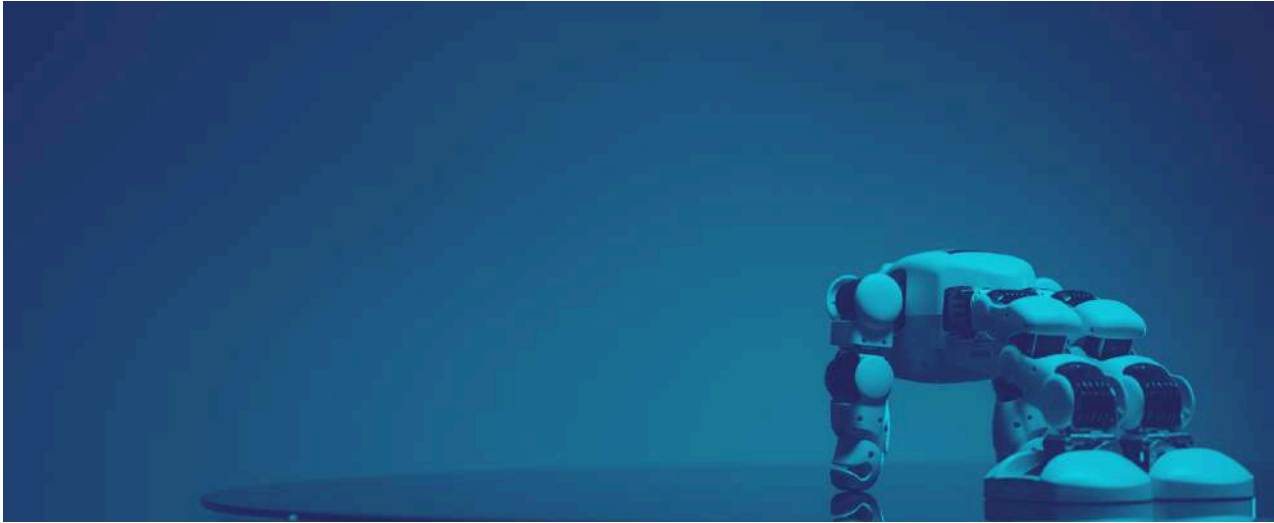
7. AI Discussions in Newsrooms

The near-even split between newsrooms that have discussed AI and those that haven't indicates that AI awareness is largely dependent on individual organization leadership rather than industry-wide initiatives. AI is more commonly discussed in digitally-driven organizations and among younger media professionals, whereas traditional media houses still perceive AI as a distant concept. This suggests a growing digital divide within Tanzania's media industry, where AI adoption may progress rapidly among online news platforms while remaining stagnant in legacy media unless targeted interventions are made.

CHAPTER SIX:

Proposed Interventions
and Recommendations

PROPOSED INTERVENTIONS AND RECOMMENDATIONS FOR AI INTEGRATION IN JOURNALISM IN TANZANIA



GOVERNMENT INTERVENTIONS AND RECOMMENDATIONS

1 Needs to develop Specific AI Strategy for Media

Establish a comprehensive AI policy that includes specific provisions for media and journalism.

2 Establish an AI Oversight Body

Formulate an independent agency responsible for monitoring AI adoption, compliance, and ethical use in media.

3 Facilitate Digital Inclusion

Ensure that rural and underprivileged communities have access to AI education and tools.

4 Create a Regulatory Framework for AI in Media

Introduce legal mechanisms that ensure ethical AI use in journalism, similar to the EU's AI Act.

5 Encourage AI Research and Innovation

Partner with universities and tech institutions to fund AI research that benefits media development.

6 Ensure Transparency in AI Implementation

Mandate that AI-generated content in journalism is clearly labeled to prevent misinformation.

MAINSTREAM MEDIA INTERVENTIONS AND RECOMMENDATIONS

1 Develop Internal AI Guidelines

Create newsroom policies that govern AI use in content creation and editorial processes.

2 Invest in AI Training for Journalists

Organize workshops and mentorship programs on AI ethics, data-driven journalism, and automation.

3 Use AI for Content Personalization

Implement AI-driven recommendation systems to improve audience engagement.

4 Ensure Editorial Oversight of AI Tools

Establish processes where AI-generated content is reviewed and verified by human journalists.

5 Encourage Experimentation with AI

Test AI applications in content production, audience analytics, and revenue generation without restrictive policies.

6 Improve AI Transparency

Label AI-generated content to maintain audience trust and uphold journalistic integrity.

7 Develop AI-Assisted Fact-Checking Tools

Utilize AI to combat misinformation and disinformation in news reporting.

8 Promote AI-Driven Monetization Models

Explore AI-enhanced paywalls, targeted advertising, and automated subscription models.

DIGITAL MEDIA INTERVENTIONS AND RECOMMENDATIONS

1 Use AI for Social Media Analytics

Implement AI-powered tools like Hootsuite and BuzzSumo to track audience engagement and content performance.

2 Encourage Digital-First AI Policies

Advocate for AI regulations that specifically address digital journalism and content platforms.

3 Develop AI-Based Revenue Streams

Experiment with AI-powered digital marketing, personalized advertising, and influencer-driven monetization strategies.

4 Adopt AI-Enhanced Newsroom Management

Utilize AI for automation in content scheduling, trend analysis, and audience insights.

5 Expand AI Skills Training

Provide journalists and content creators with hands-on experience in AI tools like ChatGPT, Canva, and Fact-checking software.

6 Leverage AI for News Verification

Integrate AI solutions like Google Fact Check Explorer to enhance credibility in digital news.

CSOS INTERVENTIONS AND RECOMMENDATIONS

1 Capacity Building for Journalists

Develop and implement AI literacy programs, ensuring that journalists understand AI applications in media.

2 Advocate for Ethical AI Practices

Work with policymakers to integrate ethical AI standards in journalism regulations.

3 Strengthen AI-Related Legal Reforms

Push for amendments in existing media laws to incorporate AI governance frameworks.

4 Establish an AI Knowledge Hub

Create a centralized platform where journalists can access AI tools, resources, and research.

5 Engage in Public Awareness Campaigns

Educate the public about AI's role in media and its impact on information consumption.

6 Promote a Multi-Stakeholder Approach

Bring together tech companies, journalists, academia, and policymakers to ensure inclusive AI policies.



CONCLUSION

The findings of this report highlight both opportunities and challenges in adopting AI for media development in Tanzania. While AI presents vast potential in enhancing efficiency, fact-checking, and audience engagement, concerns regarding bias, misinformation, and ethical implications cannot be overlooked. Addressing these challenges will require a multi-stakeholder approach, ensuring that AI is transparent, inclusive, and aligned with journalistic ethics.

One of the most pressing needs is capacity building ensuring that journalists and media organizations have the knowledge, skills, and tools to integrate AI responsibly. The study also emphasizes the importance of legal and policy interventions, calling for national AI governance strategies tailored to media ethics, editorial independence, and transparency. Furthermore, it is evident that newsroom leadership must take proactive steps in fostering AI literacy, setting guidelines, and promoting responsible AI use across journalistic workflows.

A collaborative, multi-stakeholder approach is necessary to bridge the existing gaps. TMC remains committed to championing AI literacy, ethical AI adoption, and digital innovation in the media sector. Through research, training, and strategic partnerships, TMC will continue to lead initiatives that equip journalists and media stakeholders with the knowledge and tools necessary to navigate the evolving AI landscape.

We call upon governments, media organizations, donors, and technology experts to join forces in shaping a future where AI enhances journalistic integrity, protects media freedoms, and promotes an informed society.

ANNEX 1: NUMBER OF RESPONDENTS IN ENGLISH & SWAHILI

This screenshot below captures responses from the English language version of the survey, which was circulated through digital platforms and media communities. A total of 283 responses were collected, reflecting the engagement of journalists and media practitioners who accessed the survey online and contributed insights into AI adoption in journalism.

The screenshot shows the Google Forms interface for a survey titled "The State of AI for Media Development in Tanzania". The "Responses" tab is active, showing a total of 282 responses. A red banner at the top indicates "Not accepting responses" with a toggle switch. Below this, a message for respondents states "This form is no longer accepting responses". The interface includes tabs for "Summary", "Question", and "Individual". A section titled "DATA PROTECTION - Privacy and Confidentiality" is visible. The first question, "1. Select your Gender", is shown with 282 responses and a "Copy chart" button.

This screenshot below captures responses from the Swahili language version of the survey, which was circulated via USSD to enhance accessibility. This approach reached journalists in diverse locations, capturing 68 responses and ensuring inclusivity for those with limited internet access or preference for Swahili in engaging with AI-related discussions in journalism.

The screenshot shows the Google Forms interface for a survey titled "Hali ya AI (Akili Mnemba) kwa Maendeleo ya Vyombo vya Habari Tanzania". The "Responses" tab is active, showing a total of 68 responses. A red banner at the top indicates "Not accepting responses" with a toggle switch. Below this, a message for respondents states "This form is no longer accepting responses". The interface includes tabs for "Summary", "Question", and "Individual". A section titled "ULINZI WA TAARIFA - Faragha na Usiri" is visible. The first question, "1. Chagua Jinsia yako", is shown with 68 responses and a "Copy chart" button.

DATA PROTECTION - Privacy and Confidentiality

We are fully committed to upholding universal laws and regulations regarding privacy and confidentiality. No personal data that could be linked to your true identity will be collected unless the one that is shared upon consent on question (Q34(a)). The information gathered in this study will be used exclusively to deepen the understanding, awareness and for amplifying the subject matter. Access to this data will be strictly limited to TMC, its esteemed partners, and will solely be utilized for the development of a comprehensive report and informed decision-making processes.

1. Select your Gender *

- Male
- Female
- Prefer not to say

2. Kindly select your age group *

- 18 – 25
- 26 – 35
- 36 – 45
- 46 -->

3. Which region of Tanzania are you based in? *

Choose ▼

4. What is your current professional role in the field of journalism? *

- Radio Presenter
- Editor
- TV Presenter
- Journalist/Reporter
- Producer
- Content Creator/Writer
- News Anchor
- Photojournalist
- Videographer/Camera Operator
- Social Media Manager
- Senior Role (e.g., Executive, Director, Editor-in-Chief, etc.)
- Technical Staff (e.g., Sound Engineer, Broadcast Technician)
- Other: _____

5. What community do you belong to? (Choose one, preferably where you got the link from or a community you relate more with)

- Public Media Community (Eg. TBC, ZCTV, ZBC, etc)
- Editors Forum
- Media Owners Association Of Tanzania
- Union of Tanzania Press Clubs (UTPC) Community (and all press clubs)
- Zanzibar Press Club (ZPC)
- Tanzania Media Foundation (TMF) Community
- Waandishi wa Habari za Maendelo Zanzibar (WAHAMAZA)
- Zanzibar Media Experts Committee
- NUKTA Africa Alumni
- MISA Tanzania (Media Institute of Southern Africa - Tanzania)
- BBC Media Action - Tanzania Community
- Independent Media Houses/Platforms
- The Social Media Journalists Association of Tanzania (Jumikita)

- The Social Media Journalists Association of Tanzania (Jumikita)
- Women in Media (WIN) - Tanzania Community
- Tanzania Online Media Network (TOMN)
- Tech & Media Convergency (TMC)'s training alumni
- Media Innovation Challenge training alumni
- University Media Communities
- The Journalists Workers Union of Tanzania (JOWUTA)
- Other: _____

6. How many years of experience do you have working as a journalist? *

- 0 – 5
- 5 – 10
- 11- 20
- 21 – 30
- 30 -->

7. Which category best describes the media organization you currently work for? *

- Public Sector
- Private Sector
- National Media Organization
- International Media Organization
- Civil Society Media Initiatives
- Community Media
- Other: _____

8. Select the type of media outlet you currently work at *

- Radio Station
- Television Channel
- Newspaper/Print Publication
- Online News Platform (This includes news articles, reports, interviews, and possibly live coverage or updates)
- Digital Media Outlet (such as YouTube channels, podcast networks, social media accounts, or websites offering a mix of news, entertainment, and user-generated Content)
- Other: _____

9. Is your journalism specialized or focused in a particular area? (e.g., politics, health, technology).

- Yes, I specialize in a specific field
- No, my journalism covers a broad range of topics.
- Somewhat, I have a focus but also cover other areas.

10. Select your primary area of journalism: *

- General
- Politics
- Technology
- Business & Finance
- Sports
- Health & Medicine
- Culture & Arts

- Environment
- Science
- Gender Issues
- Human Rights
- Education
- Other: _____

11. How familiar are you with Artificial Intelligence (AI)? *

- Not familiar
- Somewhat familiar
- Very familiar

12. State just one word that comes in mind when you hear AI *

Your answer: _____

13. When did you first hear about AI and its applications/use in journalism? *

- Before 2022
- 2022
- 2023
- 2024

14. Where did you first hear about AI and its applications in journalism? *

- Training/workshops
- Social media
- Colleagues
- Self-study
- Other: _____

15. Do you consider the use of AI in journalistic work as acceptable? *

- Yes
- No
- Not sure

16. How often do you use AI tools in your journalism work? *

- Regularly
- Occasionally
- Rarely
- Never
- I'm not sure what qualifies as an AI tool.

17. If you have used AI tools in your journalistic work, which of the following have you utilized? (Select all that apply)

- Automated writing assistants such as grammar checking (e.g., Grammarly, Jasper)
- Data analysis tools (e.g., Google Cloud AI, Tableau)

- Data analysis tools (e.g., Google Cloud AI, Tableau)
- Image or video editing tools (e.g., Adobe Sensei, Canva)
- Social media analytics tools (e.g., Hootsuite, BuzzSumo)
- Content recommendation engines (e.g., Taboola, Outbrain)
- Speech recognition software (e.g., Otter.ai, Descript)
- Fact-checking tools (e.g., Full Fact, FactCheck.org)

- Chatbots for audience engagement (e.g., Drift, Intercom)
- Research writing
- Translation
- Grammar checking
- Other: _____

18. Kindly mention the AI tools that you use in your journalistic work. *

Your answer: _____

19. Do you pay for the AI tools that you use? *

- Yes
- No

20. What do you think are the biggest potential benefits of AI for journalists in Tanzania? (Select all that apply) *

- Streamlining content production
- Enhancing research and fact-checking
- Personalizing news for audiences
- Improving newsroom efficiency
- Other: _____

21. What concerns, if any, do you have about the use of AI in journalism? (Select all that apply) *

- Job loss for journalists
- Ethical concerns (bias, misinformation)
- Over-reliance on technology
- Other: _____

22. Do you believe AI plays a big part in misinformation and disinformation? *

- Yes
- No
- Not sure

23. Do you think AI plays a big role in maintaining journalistic integrity and ethics? *

- Strongly positive
- Positive
- Neutral
- Negative
- Strongly negative

24. Do you believe that AI technologies present new opportunities for journalists? *

- Yes
- No
- Not sure

25. Have you ever received any formal training on AI or digital tools for journalism? *

- Yes
- No

26. What challenges do you face in adopting AI in your journalistic work? (Select all that apply) *

- I am not ready to fully adopt
- Lack of skills in the use of AI for journalism
- Lack of knowledge on relevant AI tools
- Limited access to AI tools
- Cost of AI technologies
- Other: _____

27. What would encourage you to seek AI-related training? *

- Availability of free AI courses
- Guidance to Self-Development AI tools
- Learning how to integrate AI tools into my journalistic practices
- Networking with other professionals interested in AI
- Access to resources and support for implementing AI in my work
- Understanding its benefits
- Other: _____

28. Has your news room, or any media organization you work with, established guidelines for the use of AI in everyday journalistic practices? *

- Yes
- No
- Not sure

29. Do you believe AI should be integrated into journalism education and training programs in Tanzania? *

- Yes
- No
- Not sure

30. Is your news room leadership ready to adopt the use of AI and its regulations in your office? *

- Yes
- No
- Not sure

31. Has your news room ever mentioned formally (in a meeting) or informally on the impact of AI in the journalism? *

- Yes
- No
- Not sure

32. Would you be willing to participate an online training for AI and Journalism if it is the only option of learning? *

- Yes
- No

33. What would be the most convenient time for you to participate in an online training session on AI? *

33. What would be the most convenient time for you to participate in an online training session on AI? *

- Morning (9:00 AM - 12:00 PM)
- Early Afternoon (12:00 PM - 3:00 PM)
- Late Afternoon (3:00 PM - 6:00 PM)
- Evening (6:00 PM - 8:00 PM)

34. Are you interested to be consistently updated on Information, Knowledge, Tips on AI and Journalism from TMC? *

- Yes
- No

34 (a). If yes to the above, share your email address and contact number to this form

Your answer _____

35. Any other important remarks you would like to add?

Your answer _____

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ANNEX 3: LIST OF MEDIA COMMUNITIES & ORGANIZATIONS ENGAGED

1. BBC Media Action - Tanzania Community

2. Editors Forum (Tanzania Editors' Forum - TEF)

3. Independent Media Houses/Platforms

4. Media Council of Tanzania (MCT) Community

5. Media Innovation Challenge Training Alumni

6. Media Institute of Southern Africa - Tanzania (MISA Tanzania)

7. Media Owners Association of Tanzania (MOAT)

8. Nukta Africa Alumni

9. Public Media Community (e.g., TBC, ZCTV, ZBC, etc.)

10. Tanzania Editors Forum (TEF)

11. Tanzania Media Foundation (TMF) Community

12. Tanzania Media Women Association (TAMWA) – Island

13. Tanzania Media Women Association (TAMWA) – Mainland

14. Tanzania Online Media Network (TOMN)

15. The Journalists Workers Union of Tanzania (JOWUTA)

16. The Social Media Journalists Association of Tanzania (JUMIKITA)

17. Tech & Media Convergency's Training Alumni

18. Union of Tanzania Press Clubs (UTPC) Community (and all press clubs)

19. University Media Communities

20. Waandishi wa Habari za Maendeleo Zanzibar (WAHAMAZA)

21. Women in Media (WIN) - Tanzania Community

22. Zanzibar Press Club (ZPC)

CONTACT US

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