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ARTIFICIAL INTELLIGENCE (AI)-GENERATED FILM AND APPREHENSION OF NOVELTY IN NOLLYWOOD: IMPLICATIONS FOR ADOPTION AND CREATIVE PRACTICE

EMMANUEL ZELINJO EKHATO
Department of Mass Communication,
Glorious Vision University, Ogwa, Nigeria.
Orcid ID: 0009-0005-5759-8909,
emmanuelekhato@gmail.com

AMBROSE O. UCHENUNU, Ph.D
Department of Mass Communication,
University of Benin, Edo State, Nigeria.

&

EZEKIEL S. ASEMAH, Ph.D
Department of Mass Communication,
Glorious Vision University, Ogwa, Nigeria.
Orcid ID: 0000-0003-2190-0094,
asemahezekiel@yahoo.com

Abstract
This study investigates the adoption of artificial intelligence (AI)-generated film and the apprehension of novelty in Nollywood. The study was anchored on the Technology Acceptance Model (TAM), which explains technology adoption based on perceived usefulness and ease of use. A qualitative research design was adopted, using in-depth interviews as the primary method of data collection. Ninety seven (97) Nollywood practitioners in Asaba, Delta State, including directors, producers, scriptwriters, editors, cinematographers, actors, and production assistants, were purposively selected. Data were analysed using thematic analysis and explanation-building techniques. Findings reveal that AI adoption in Nollywood is still at an early and experimental stage. Most practitioners use AI only as a support tool for script development, subtitle generation, editing assistance, visual effects, and production planning, while full AI-generated film production remains rare. Furthermore, apprehension of novelty strongly influences resistance to AI adoption. Many practitioners, particularly older filmmakers, associate AI with loss of creativity, cultural dilution, and reduced human

involvement in storytelling, while younger practitioners are more open to experimentation. The study concludes that Nollywood is in a transitional phase of technological integration where AI is gradually being introduced but not yet fully embraced. It recommends capacity-building programmes, policy development for ethical AI use, and improved access to affordable AI technologies to support inclusive adoption in the industry.
Keywords: Artificial Intelligence; Apprehension of Novelty; Film Production; Nollywood; Technology Adoption

Introduction

The rapid growth of digital technology in recent decades has changed how films are made and experienced. Artificial intelligence (AI) is now part of this change (Adeyeye & Nwaoboli, 2023). What once looked like science fiction is now a real tool in creative industries. AI-generated film refers to the use of intelligent systems to assist or fully create parts of film production such as scripts, visuals, characters, sound, and editing (Lee, 2020). These technologies are reshaping how filmmakers work and how stories are told. They also raise new questions about creativity, control, and the future of human involvement in filmmaking. As AI continues to develop, it is changing not only the tools of production but also the thinking behind filmmaking itself (Menon, 2025).

The film industry has become one of the major areas affected by AI. Today, filmmakers use tools such as machine learning systems and generative AI software to support scriptwriting, scene creation, editing, and visual effects. Platforms like ChatGPT, Runway ML, Synthesia, and Deep Brain AI now help to generate content quickly and at lower cost (Nduka, 2025). These tools increase speed and efficiency and open new creative possibilities. They also reduce production challenges that often exist in industries like Nollywood. AI has become part of the global knowledge economy and continues to influence how media content is produced and consumed (Anho & Ekhato, 2024). At the same time, institutions like the Academy of Motion Picture Arts and Sciences have even updated rules to allow films created with AI assistance to qualify for awards such as the Oscars (Joe & Ibironke, 2026).

Despite these benefits, the rise of AI in filmmaking also creates concern, especially in developing film industries like Nollywood. Nollywood has grown rapidly since the 1990s and is now one of the largest film industries in the world (UNESCO, 2021). However, many filmmakers still rely on traditional methods of production. In Asaba, Delta State, which is a major film production hub, some practitioners welcome AI for its speed and cost reduction, while others fear it may replace human creativity, reduce job opportunities, and weaken cultural authenticity. This fear is known as apprehension of novelty, which describes the hesitation or resistance people feel when faced with new technologies (Obi, 2022). Although AI offers new opportunities for innovation, it also raises ethical, cultural, and economic concerns, including issues of bias, inequality, and job displacement (Ford, 2019; Webb, 2019). This study therefore explores how Nollywood practitioners understand, accept, or resist AI-generated film and what this means for the future of filmmaking in Nigeria.

Statement of the Problem

Despite the growing global adoption of artificial intelligence in film production, its use in Nollywood remains limited and uneven. While film industries in other parts of the world are already experimenting widely with AI-generated content, many Nigerian filmmakers still depend on traditional production methods. This creates a gap between global technological advancement and local film practice. Although AI offers clear benefits such as reduced production costs, faster workflows, and improved visual effects, its adoption in Nollywood is still slow. This situation raises important questions about awareness, access, and willingness to embrace AI technologies in the industry. At the same time, the design and use of AI systems are influenced by economic goals such as profit, speed, and audience engagement, which may not always align with creative or cultural values. There is also limited regulation and institutional support to guide how AI should be used in filmmaking. More importantly, many practitioners fear that AI may replace

human jobs, weaken originality, and threaten the African authenticity that defines Nollywood storytelling (Asemah, 2010, 2011a, 2011b). This apprehension of novelty has limited experimentation with AI tools among filmmakers in Asaba and other parts of Nigeria, making it necessary to examine both the adoption of AI-generated film and the psychological, cultural, and professional concerns surrounding its use.

Objectives of the Study

The objectives of this study were to:

1. Find out the extent of adoption of AI-generated film in Nollywood
2. Ascertain the benefits and challenges of AI adoption in Nollywood
3. Find out how apprehension of novelty affects AI adoption in Nollywood

Research Questions

The study addresses the following research questions:

1. What is the extent of adoption of AI-generated film in Nollywood?
2. What are the benefits and challenges of AI adoption in Nollywood?
3. How does apprehension of novelty affect AI adoption in Nollywood?

Review of Related Literature

Conceptual Review

This section reviews concepts related to this study for better understanding.

Overview of Artificial Intelligence

Nduka (2025) defines artificial intelligence (AI) as a multidisciplinary field within the realm of computer science that focuses on creating intelligent machines capable of performing tasks that typically require human intelligence. This definition underscores the expansive nature of AI, which integrates various disciplines, including mathematics, cognitive science, engineering, and neuroscience. These interdisciplinary connections are vital, as they facilitate the development of machines that can learn from experience, reason through complex problems, engage in effective problem-

solving, and make autonomous decisions (Sultan, 2024). For instance, AI systems are designed to replicate human cognitive abilities by using sophisticated algorithms and models, enabling machines to process and analyze large amounts of data efficiently. This capability is particularly significant in today's data-driven world, where organizations generate vast quantities of information.

In the work of Adams (2020), artificial intelligence is defined as the study and application of computer systems capable of performing tasks that traditionally require human intelligence. This broad definition encompasses a wide range of activities, including problem-solving, pattern recognition, decision-making, and other cognitive processes that are typically associated with human thought. AI algorithms and models play a pivotal role in enabling machines to analyze data, identify meaningful patterns, and make intelligent decisions or recommendations based on that analysis. For instance, in healthcare, AI technologies can analyze patient data to assist in diagnosing diseases or recommending treatment plans, thereby augmenting human capabilities and enhancing overall efficiency in patient care. Similarly, in finance, AI applications can assess risks and predict market trends, enabling organizations to make informed investment decisions. The application of AI technologies spans various domains, such as healthcare, finance, transportation, and communication, reflecting their versatility and transformative potential. As AI continues to evolve, it raises significant opportunities for innovation while also presenting challenges, including the need for regulatory frameworks and ethical guidelines to ensure responsible use.

Nollywood

Nollywood can be defined as Nigeria's indigenous film industry, a vibrant and expansive cultural enterprise that has become a key expression of national identity and creativity (Asemah, 2009). Unlike Western film industries that historically developed through institutionalised studio

systems, Nollywood emerged largely through grassroots initiatives, informal networks, and home-video productions, reflecting the resilience and ingenuity of Nigerian filmmakers (Joe & Ibironke, 2026). It is characterised by its rapid production cycles, cost-effective storytelling, and close engagement with popular culture, making it highly responsive to audience tastes and societal concerns (Omoera, Nwaoboli & Emwinromwankhoe, 2024).

From another perspective, Nollywood operates as a socio-cultural institution that documents and preserves Nigerian heritage, history, and collective memory. Films produced in this industry frequently explore themes such as family dynamics, community structures, gender roles, economic struggles, and political tensions, thereby offering a window into the social fabric of the nation (Chukwudi & Isaac, 2026). Nollywood also serves as a chronicle of contemporary and historical events, embedding cultural rituals, local festivals, and traditional practices within cinematic narratives. This archival function is crucial in a country where formal documentation of cultural life is limited. Through capturing the tones of language, attire, ceremonies, and everyday interactions, Nollywood preserves cultural knowledge for future generations, enabling both local and diasporic audiences to engage with Nigerian heritage through accessible and compelling storytelling (Sultan, 2024).

Opinion Review

AI and Production Efficiency in Film Industries

According to Ugap, Nazam, Hashim & Nugrahani (2026), artificial intelligence has become an important tool in modern film industries, especially in improving production efficiency. Film production has always required large teams, high costs, and long working hours. However, AI is changing this process by making production faster, more organised, and less expensive. It helps filmmakers manage tasks more easily and reduce delays that often affect film projects. According to Karpouzis (2025), AI allows

filmmakers to automate routine work, improve decision-making, and reduce uncertainties that slow down production schedules. This makes the entire filmmaking process more efficient and predictable.

In the pre-production stage, Vadisetty & Polamarasetti (2025) show that AI helps filmmakers plan better and reduce mistakes. It can analyse scripts, estimate production costs, and predict audience reactions based on past film data and trends. This helps producers make better decisions before filming begins. Khan, Khan, Ballewar, Rane, & Siddiquee (2025) explain that AI is now used for casting decisions, location selection, and scheduling by considering factors such as availability, weather conditions, and budget limits at the same time. This reduces planning time and helps production teams use their resources more effectively. As a result, film projects are better organised and less wasteful.

During filming, AI also improves efficiency through smart camera systems and automation. AI tools can adjust lighting, focus, and framing in real time, which reduces the need for repeated shots. Azzarelli, Anantrasirichai, & Bull (2025) note that intelligent cinematography systems use machine learning to suggest camera angles and movements that match the director's style. This helps crews work faster and maintain visual quality. AI-powered drones and robotic cameras also make it easier and safer to film difficult scenes. This reduces the size of production crews and helps avoid delays on set.

In post-production, AI plays a major role in saving time and improving output quality. Editing, sound design, colour correction, and subtitle creation are now supported by AI tools. These systems can review large amounts of footage and select the best scenes for editing (Umar, 2022). Ehtesham, Kumar, Singh, & Khoei (2025) explain that generative AI can also create background music, sound effects, and visual enhancements with little human input. This reduces the workload for editors and speeds up project delivery. In addition, AI helps manage production data such as schedules,

budgets, and footage files. Khan et al. (2025) note that AI-based management tools help studios track progress, prevent delays, and adjust workflows when needed. This improves coordination and ensures that film projects stay on schedule.

Apprehension of Novelty and Resistance to Technological Change

Apprehension of novelty refers to the fear or hesitation people feel when new technologies are introduced. In the film industry, this reaction is common because filmmaking depends heavily on human creativity and experience. The introduction of artificial intelligence has increased these concerns. Many filmmakers worry that AI may change or replace traditional creative roles. Halperin, Ruíz, & Rosner (2025) explain that new technologies in cinema often create fear among practitioners who see them as disruptive rather than helpful. This fear is not only about lack of knowledge but also about loss of control and changes in professional identity. As a result, many filmmakers respond to AI with caution and resistance.

One major concern is authorship and originality. Film has always been seen as a human creative process shaped by emotion, culture, and personal experience (Asemah, 2008). AI-generated scripts and visuals challenge this idea because machines now take part in creative decisions. Erdem (2025) notes that some filmmakers fear AI may make storytelling less original and more mechanical. They worry that it may reduce emotional depth and make films feel less human. Because of this, writers and editors often resist AI tools to protect their creative roles and maintain artistic control. This resistance is not always against technology itself but against the fear of losing creative identity.

Another reason for resistance is job security. Many film workers fear that AI will replace human labour in areas such as editing, scriptwriting, and post-production. Menon (2025) observes that although AI can support creative work, many practitioners see it as a threat to employment rather than a tool for collaboration. This fear is stronger in industries where jobs are not

fully protected or stable. In such cases, resistance becomes a way of protecting livelihoods. People are more likely to reject technologies they believe may reduce their chances of earning a living.

In Nollywood and other developing film industries, Umar (2022) notes that resistance is also shaped by culture and history. Nollywood grew through low-budget production methods and strong human creativity, which makes sudden technological change more difficult to accept. Hanmakyugh (2023) explains that this system helped filmmakers succeed even with limited resources. However, AI tools now appear foreign or difficult for many practitioners to use. This creates a gap between traditional methods and new digital systems. Hogan & Eneyo (2023) also argue that African cinema values storytelling rooted in culture and community. When AI-generated content does not reflect these values, it is often seen as less authentic. Because of this, resistance to AI is also a way of protecting cultural identity and preserving local storytelling traditions.

Empirical Review.

Danjuma (2024) investigated Audience Trust and Acceptance of Computer-Generated Narratives in Nollywood Films, with the objective of understanding how audience awareness of machine involvement influenced film reception. The study was guided by Uses and Gratifications Theory, focusing on audience expectations of realism, emotional depth, and cultural authenticity. Danjuma employed an experimental research design in which 120 participants were exposed to films with varying degrees of computer-generated content, followed by structured questionnaires and focus discussions. The findings showed that while audiences expressed curiosity about technologically enhanced storytelling, they also demonstrated scepticism, particularly when AI involvement was explicitly disclosed. Many participants associated AI-generated narratives with emotional emptiness and cultural dilution. The study concluded that audience apprehension could indirectly shape filmmakers' willingness to adopt AI-

generated films. It recommended audience education and transparent creative communication. This study relates to the current research by linking novelty apprehension to adoption resistance, but it differs by prioritising audience perception over production practices.

Yahaya (2024) carried out a study titled Learning Curves and Resistance Patterns in AI-Assisted Film Editing, aimed at examining how editors adapted to intelligent post-production tools. The study adopted the Diffusion of Innovation Theory, focusing on adopter categories and perceived complexity. Yahaya employed a case study approach involving prolonged observation of three post-production studios in Lagos and Ilorin over six months, complemented by interviews with editors and technical assistants. The findings revealed that early adopters embraced AI-assisted editing as a productivity enhancer, while late adopters associated it with deskilling and job insecurity. The study concluded that apprehension increased when learning support was inadequate. It recommended structured mentorship and phased integration strategies. This study relates to the current research through its focus on adoption dynamics but differs by centering on post-production rather than AI-generated films.

Obiora & Adikuru (2025) studied Emerging Artificial Intelligence Techniques in the Production of Jagun Jagun Movie, the study examines whether and how AI techniques were applied in the production of the Nollywood film Jagun Jagun, assessing manifestations of AI across production stages. The research methodology adopted for this study was qualitative textual/film-analysis design; the authors analyzed the film scenes for traces of AI-enabled editing, sound engineering, or other AI-derived production techniques, interpreting these in light of adoption of AI in filmmaking. Findings of the study reported identifiable "manifests of AI applications" in the movie Jagun Jagun, suggesting that AI-driven tools influenced aspects of editing and sound production, indicating that at least some Nollywood films are already using AI behind the scenes. While this

study shows real world AI use, the study is limited to a single film (Jagun Jagun) and uses only qualitative/interpretive methods. There was no triangulation such as interview or survey of practitioners or systematic measurement of how widespread such AI use is. Thus, it cannot speak to adoption rates or broader industry trends. Hence the current research which is titled Adoption of artificial intelligence generated films and the apprehension of novelty in Nollywood applied triangulation research approach to cover this observed gap.

Theoretical Framework

Technological Acceptance Model (TAM)

This study was premised on the Technology Acceptance Model (TAM). The theory was propounded by Fred Davies, 1989 and Richard Bagozzi, 1992. The principles behind this theory is that people use new technologies such as internet, mobile phones, smart phones, Ipad and computers among others to explore artificial intelligence (AI) because they consider its useful, cost effective, timely and fast in solving problems (Yaroson & Asemah, 2008; Asemah, 2011; Asemah, Nwammuo & Nkwam-Uwaoma, 2022). The relationship to the study therefore lies on the ease at which artificial intelligence AI is utilized and adopted in the making of film especially the AI generated films by advance film makers. With the look of things, the future of Nollywood tilts toward these directions because its usefulness is based on the cognitive attitude of the users towards it. Just as this theory advocates, this study, which bothered on the adoption artificial intelligence (AI) generated film and the apprehension of novelty in Nollywood, promotes the usefulness and ease of using new technologies to boost national economic development on the basis of cognitive attitude towards AI Olise and Perekeme, (2015). TAM posits that two factors—perceived usefulness (PU) and perceived ease of use (PEOU) determine an individual's intention to adopt technology The model's basic proposition is that an individual's attitude towards a new technology design

system is a function of the perception of the degree of advantages that accrues from using the AI technology without stress, or its "ease of uses" or the economic gain derived (Davis, 1993 cited in Shittu, 2013).

Furthermore, it postulates that perceives usefulness of AI and ease of use directly determine whether the individual will use AI as a new the technology Shittu, (2013). The popularity and increased usage of AI shows the extent to which new technologies has be accepted greatly by countries and other users. This has been made possible and easy with the proliferation of mobile phone especially smartphones computers and internet which has made browsing the internet easy and fast**.** In other words, Nollywood practitioners' acceptance of AI tools depends on how useful they perceive them for storytelling and how easy the technology is to integrate into existing workflows. If AI is seen as complex or incompatible with local film practices, adoption levels will remain low.

The Technology Acceptance Model (TAM) is highly applicable to this study as it provides a useful framework for understanding how Nollywood filmmakers and industry stakeholders perceive and respond to AI-generated film technologies.

Methodology

This study adopted a qualitative research design using the in-depth interview method to examine the adoption of artificial intelligence (AI)-generated film and the apprehension of novelty in Nollywood. The qualitative approach was considered suitable because it enabled the researcher to obtain detailed information about the experiences, perceptions, opinions, and concerns of Nollywood practitioners regarding the use of AI technologies in film production. Unlike quantitative methods that focus on numerical data, qualitative research allowed participants to explain their views in their own words, thereby providing a deeper understanding of the issues under investigation (Asemah, Gujbawu, Ekhareafo & Okpanachi, 2017; Asemah & Nwaoboli, 2025). The population of the study consisted of

Nollywood film practitioners in Asaba, Delta State, including producers, directors, scriptwriters, editors, cinematographers, sound designers, actors, production assistants, marketers, distributors, and cinema operators. Based on records obtained from the Actors Guild of Nigeria, the population of active practitioners in Asaba as at December 2025 was 2,850. Since the study was qualitative in nature, the sample size was not determined statistically using the Taro Yamane Formula which is

$$n = \frac{N}{1 + N(e)^2}$$ Where:

- n = sample size
- N = population size (2,850)
- e = level of precision

Using 10% Margin of Error

$$n = \frac{2850}{1 + 2850(0.10)^2}$$

The selected participants included key stakeholders from different professional categories to ensure a broad range of perspectives on AI-generated film and its implications for Nollywood.

The primary instrument for data collection was a semi-structured interview guide containing open-ended questions designed to generate detailed responses from participants. The interview questions focused on awareness and use of AI technologies, perceptions of AI-generated films, concerns about technological novelty, ethical issues, creative opportunities, and the future of AI in the Nigerian film industry. Data collection was carried

out through face-to-face interviews conducted by the researcher. With the consent of the participants, the interviews were audio-recorded and subsequently transcribed for analysis. Secondary sources such as journal articles, industry reports, government documents, and relevant literature on AI and film production were also consulted to provide additional context for the study. The validity of the interview guide was established through face and content validation by experts in film studies and the researcher's supervisor, whose observations and recommendations were incorporated into the final instrument. To ensure reliability, the interview guide was pilot-tested among a small group of Nollywood practitioners outside the study area to confirm the clarity and relevance of the questions. Data obtained from the interviews were analysed using the explanation-building technique. This approach involved identifying recurring themes, patterns, and viewpoints expressed by participants and relating them to the objectives of the study. Themes such as acceptance of AI, resistance to technological change, ethical concerns, employment implications, and creative innovation were examined to provide a comprehensive understanding of the adoption of AI-generated film and the apprehension of novelty among Nollywood practitioners in Asaba, Delta State.

Data Presentation

Research Question 1: What is the extent of adoption of AI-generated film in Nollywood?

The responses from the interviewees show that the adoption of artificial intelligence (AI)-generated film in Nollywood is still at an early and limited stage. Most practitioners are aware of AI tools, but only a small number actively use them in film production. Many interviewees explained that AI is mostly used as a support tool rather than a full production system. It is used for tasks such as script assistance, subtitle generation, editing support, and visual effects. Full AI-generated films, where machines handle most of the production process, are still very rare in Nollywood. Traditional

filmmaking methods still dominate the industry, especially in directing, acting, and production management.

Interviewee 4 explained in detail:

> AI is something we are still testing in Nollywood. It is not yet fully part of our system. Some filmmakers use it to generate ideas for scripts or to help with editing and subtitles, but the main production process is still human-driven. Directors still direct actors, actors still perform their roles, and editors still do most of the work manually. What is changing now is that a few young filmmakers are beginning to use AI tools quietly to improve speed and reduce workload. But full AI-generated films are not yet common in our industry.

Interviewee 10 added:

At the moment, AI is just a helper. It is not replacing the normal filmmaking process. It only supports certain areas like editing or writing.

From these responses, it is clear that AI adoption in Nollywood is still low and mostly supportive rather than full integration into film production.

Research Question 2: What are the benefits and challenges of AI adoption in Nollywood?

The interviewees identified several benefits and challenges associated with AI adoption in Nollywood. On the positive side, many respondents explained that AI improves production efficiency by reducing time, lowering costs, and simplifying complex tasks. It also supports creativity by helping filmmakers develop ideas, improve scripts, and enhance visual quality. Some practitioners said AI is especially useful for small production teams with limited budgets. These findings align with Karpouzis (2025), who explains that AI improves filmmaking efficiency through automation and better decision-making. It also supports Khan, Khan, Ballewar, Rane, & Siddiquee (2025), who state that AI improves

planning, casting, and scheduling in film production.

However, the challenges are also significant. Many interviewees mentioned lack of training, limited access to AI tools, high cost of software, and fear of job loss. Some also expressed concern that AI may reduce creativity and weaken cultural identity in Nollywood storytelling. These concerns support Ford (2019) and Webb (2019), who argue that AI can create inequality and job displacement in creative industries.

Interviewee 15 explained:

> AI is very helpful because it reduces stress in production. It makes editing faster and helps in writing scripts. But the problem is that many filmmakers do not understand how to use it. Some are afraid that it will take their jobs. Others think it is too expensive or too complicated. So even though it has many benefits, the fear and lack of knowledge are slowing down its use in Nollywood.

This shows that while AI offers clear advantages, challenges still limit its wider acceptance.

Research Question 3: How does apprehension of novelty affect AI adoption in Nollywood?

The findings show that apprehension of novelty has a strong influence on the adoption of AI in Nollywood. Many practitioners still fear or resist AI because they see it as unfamiliar, complex, or threatening. Some believe it may replace human creativity, while others feel it may reduce the cultural value of Nollywood films. This fear affects how quickly AI is accepted and used in the industry. Younger filmmakers are more open to AI, while older practitioners are more cautious and resistant.

Interviewee 7 stated:

> Many people are afraid of AI because they do not fully understand it. They think it will replace human creativity or

> make filmmaking less personal. In Nollywood, storytelling is emotional and cultural, so anything that looks too machine-like is not easily accepted. That is why many filmmakers are still careful and slow in adopting it.

Interviewee 12 added:

> Younger filmmakers are trying AI more because they are used to technology. But older filmmakers prefer the traditional way because that is what they understand best. So acceptance is not equal across the industry.

These responses support Halperin, Ruíz, & Rosner (2025), who explain that novelty in cinema often creates fear and resistance. They also support Obi (2022), who describes apprehension of novelty as resistance to new and unfamiliar technologies.

Discussion of Findings

The findings of this study show that the adoption of artificial intelligence (AI)-generated film in Nollywood is still at a low but developing stage. Most practitioners are aware of AI tools, but only a few actively use them in real production work. AI is mainly used as a support system rather than a full production method. It is used for script ideas, subtitles, editing assistance, and visual enhancement. This limited adoption shows that Nollywood is still in a transition phase between traditional filmmaking and digital-automated production systems. The industry is not rejecting AI completely, but it is also not fully embracing it. This supports Nduka (2025) and Adams (2020), who explain that AI adoption across industries is gradual because it requires skill development, infrastructure, and institutional readiness.

The study also shows that AI improves production efficiency in Nollywood. It reduces time spent on editing, planning, and post-production tasks. It also lowers production costs and helps small filmmakers compete with larger studios. This confirms Karpouzis (2025), who argues that AI

improves efficiency by automating repetitive tasks and reducing production delays. It also aligns with Khan, Khan, Ballewar, Rane, & Siddiquee (2025), who state that AI supports decision-making in casting, scheduling, and budgeting. However, the efficiency gain is not evenly experienced. While a few tech-aware filmmakers benefit greatly, many others cannot access or fully use these tools due to cost and lack of training. This creates a digital divide within the industry, where innovation benefits only a small group.

A more critical issue revealed in the study is the tension between efficiency and creativity. While AI improves speed and reduces workload, many practitioners fear that it may weaken originality and emotional depth in storytelling. Film in Nollywood is strongly rooted in culture, emotion, and lived experience. Because of this, some filmmakers believe that AI-generated content may feel artificial or disconnected from real human experience. This supports Erdem (2025), who warns that AI may reduce narrative originality by prioritising algorithmic patterns over human imagination. It also reflects Menon (2025), who argues that creative workers often see AI as a replacement rather than a collaborator, especially when its role is not clearly defined.

The findings further show that job insecurity is one of the strongest concerns shaping attitudes toward AI. Many respondents fear that AI will reduce employment opportunities in writing, editing, and production support roles. This fear is not only theoretical but also practical, because Nollywood already operates in a competitive and informal labour environment. In such a system, any reduction in human roles is seen as a direct threat to livelihood. This supports Ford (2019) and Webb (2019), who explain that AI technologies can increase inequality and displace workers in creative industries. However, the findings also suggest that this fear is sometimes based on limited understanding of how AI works, which means that better education could reduce resistance.

Another important finding is that apprehension of novelty plays a central role in slowing down AI adoption. Many practitioners resist AI not because they reject innovation, but because they are uncertain about its impact on culture, creativity, and identity. Older filmmakers are more resistant, while younger filmmakers are more experimental and open to change. This generational divide shows that exposure to digital tools influences acceptance. Halperin, Ruíz, & Rosner (2025) explain that novelty in creative industries often creates anxiety because it disrupts established routines and professional identities. Obi (2022) also supports this view by describing apprehension of novelty as fear or hesitation toward unfamiliar technologies.

Conclusion

This study concludes that the adoption of artificial intelligence-generated film in Nollywood is still in its early and transitional stage. AI is gradually being introduced into the industry, mainly as a supportive tool for script development, editing, and production enhancement. However, it has not yet become a central part of full film production. The study also concludes that AI improves production efficiency by reducing time, cost, and workload, but its benefits are uneven due to limited access and lack of technical skills among practitioners.

Recommendations

This study recommends that:

1. Nollywood stakeholders should organise regular training programmes and workshops to improve AI literacy among filmmakers. This will reduce fear, improve understanding, and encourage responsible use of AI tools in production.
2. Government and film regulatory bodies should develop clear policies that guide the ethical use of AI in Nollywood. These policies should protect jobs, support fair use of technology, and preserve cultural authenticity in film production.
3. Affordable AI tools should be made available to independent and

low-budget filmmakers. In addition, collaboration between filmmakers, tech developers, and academic institutions should be encouraged to ensure that AI is adapted to local production realities rather than imposed as a foreign system.

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