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 Research

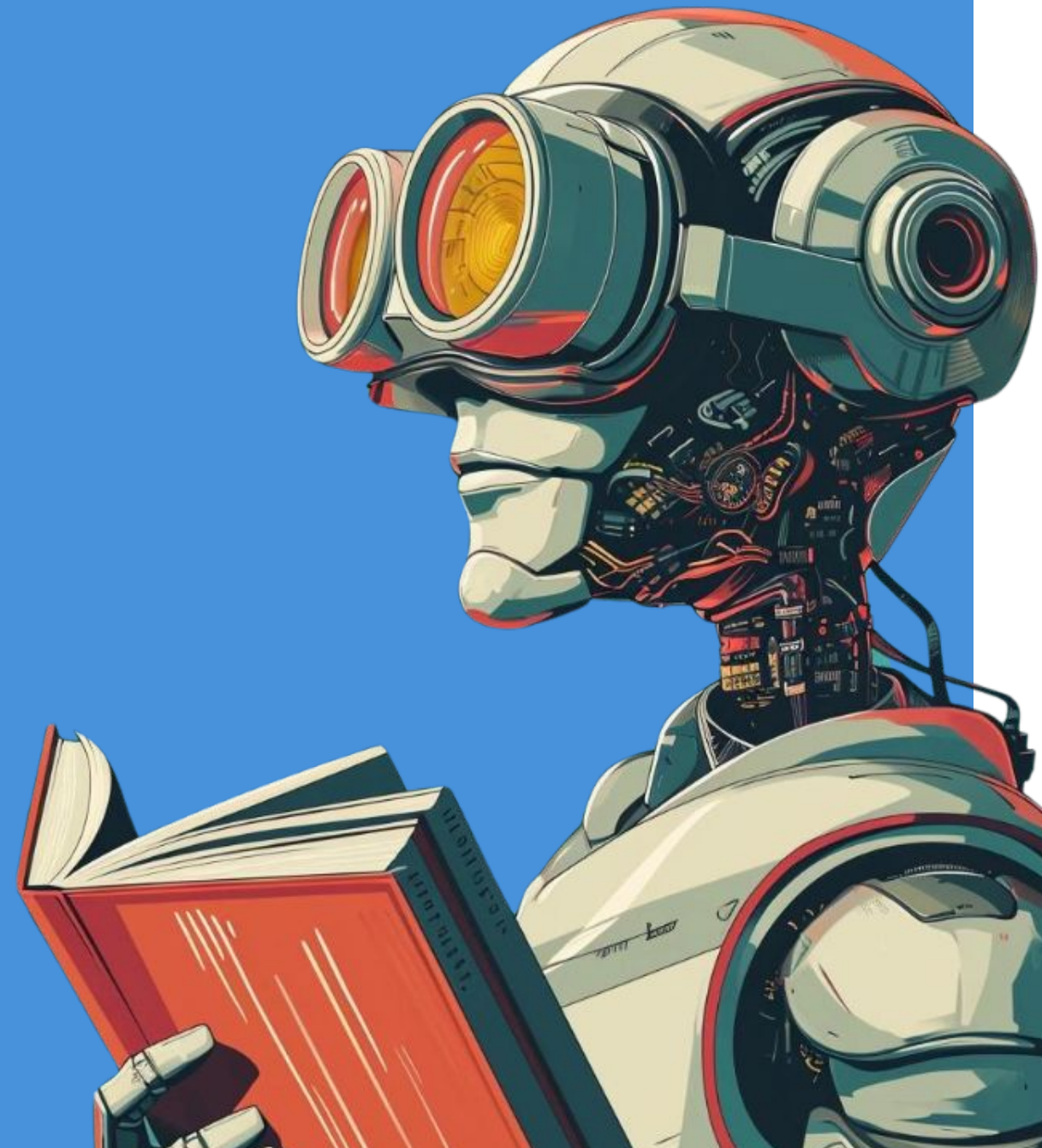
Use and perception of Artificial Intelligence tools in the publishing industry.



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Part 1. Research Methodology

How the study was conducted



Research objectives

This research aims to evaluate the current and potential impacts of Artificial Intelligence (AI) on the book industry. The specific research objectives are:

1. To measure the **level of adoption** of AI tools among industry professionals.
2. To identify the **areas within the publishing industry** where AI is having the greatest influence.
3. To explore the **perceptions, expectations, and concerns** of professionals regarding AI implementation.



How the survey was conducted

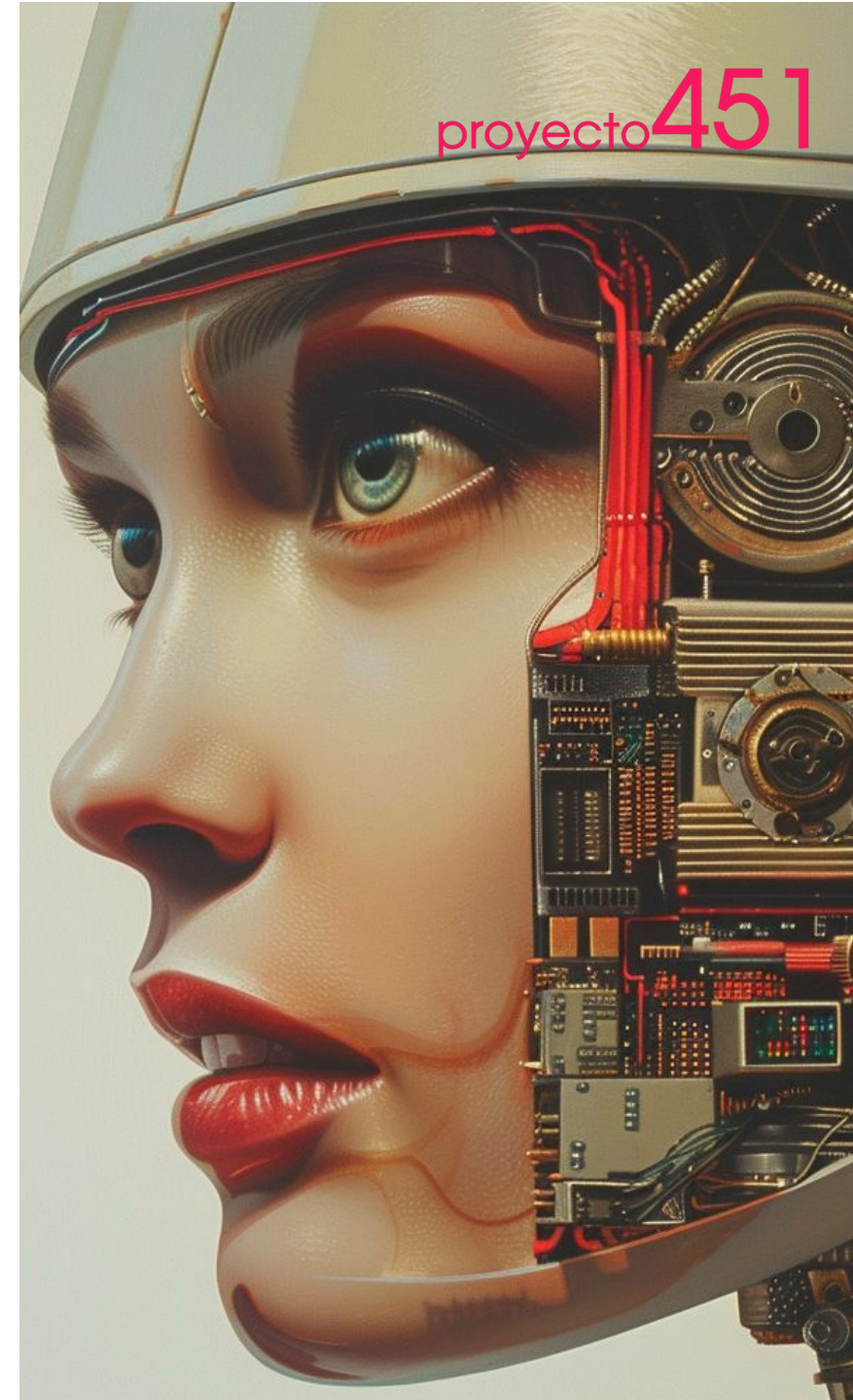
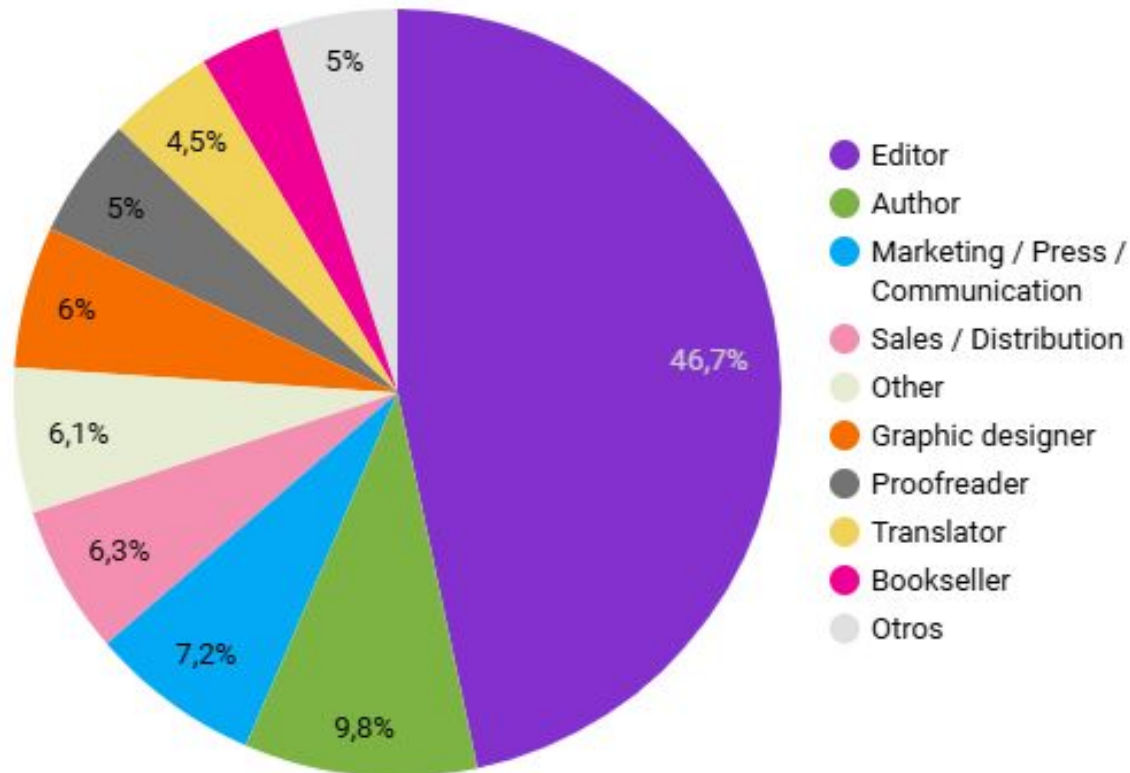
The survey was conducted using an open, anonymous online questionnaire, available to any professional in the book industry interested in participating. While we acknowledge that this non-probability sampling method, known as convenience sampling or self-selection, has limitations in terms of statistical representativeness, we believe that the results still provide relevant and valuable information, given the number of responses received and the profile of the respondents.

- ✓ **Total responses: 735** total responses
- ✓ **Geographic reach:** 20 countries (75% from Argentina, Spain, and Mexico)



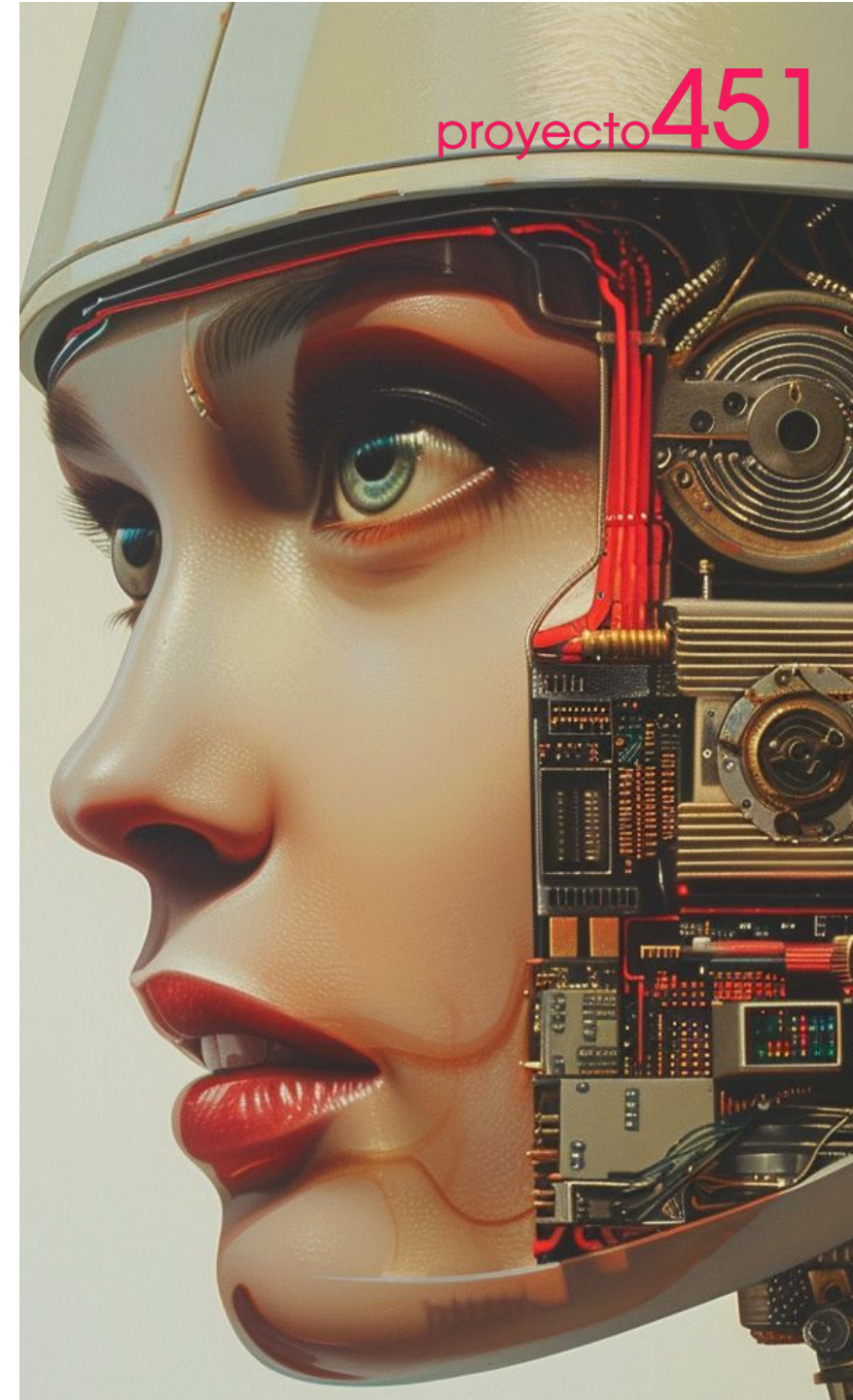
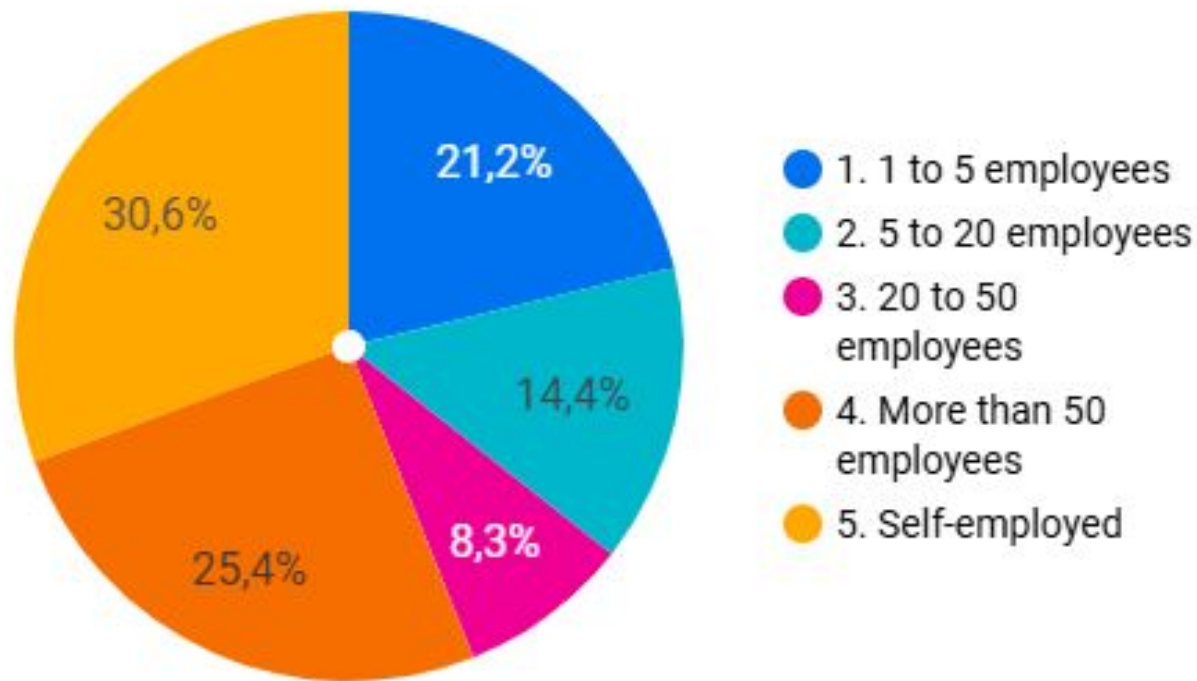
Who responded

The majority of responses were provided by **Editors (Publishers) (46.7%)**. Additionally, other industry professionals including authors, communication and sales teams, graphic designers and illustrators, proofreaders, translators, agents, booksellers, and librarians also participated. The "Other" category includes professionals in administration, printing services, legal areas, among others.



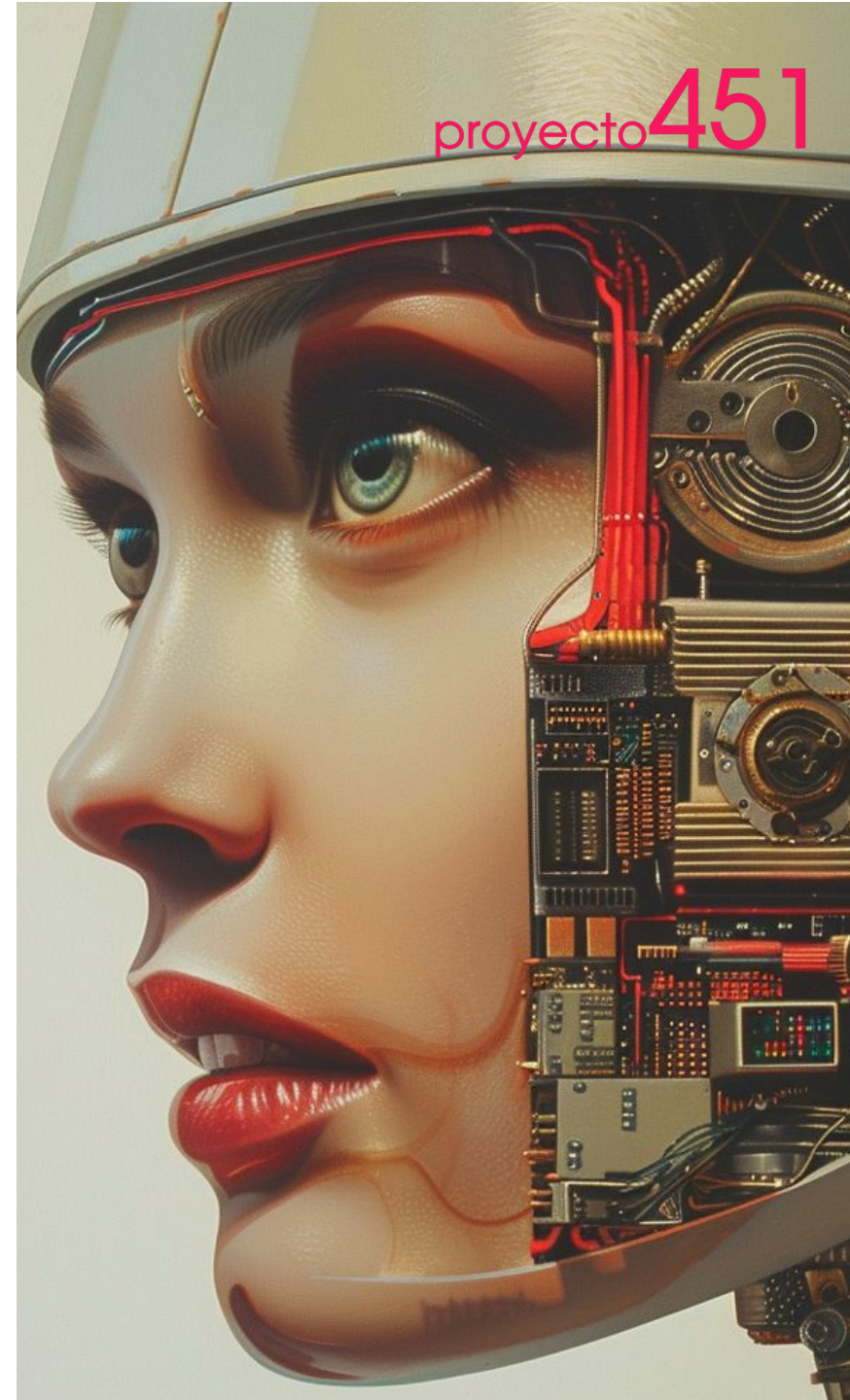
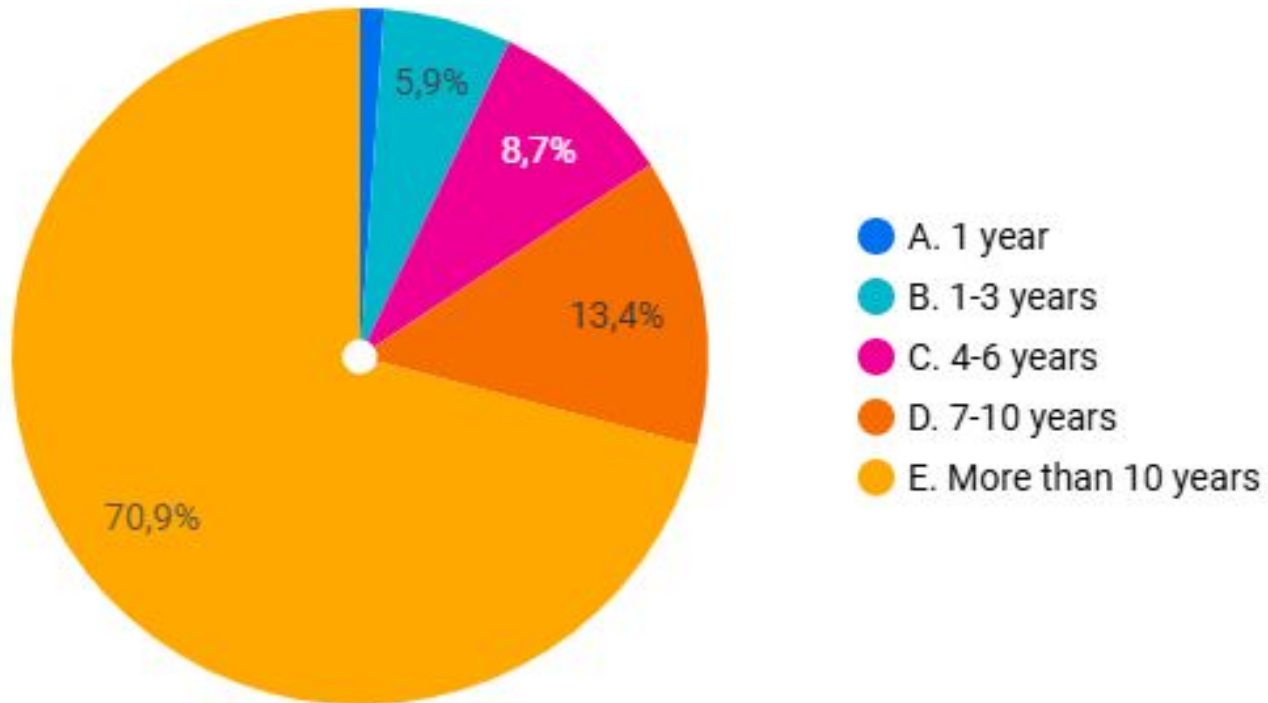
Who responded

The survey received responses from professionals working in organizations of various sizes. This is a key point, as the perspective of independent professionals may differ significantly from that of those working in large publishing groups.



Who responded

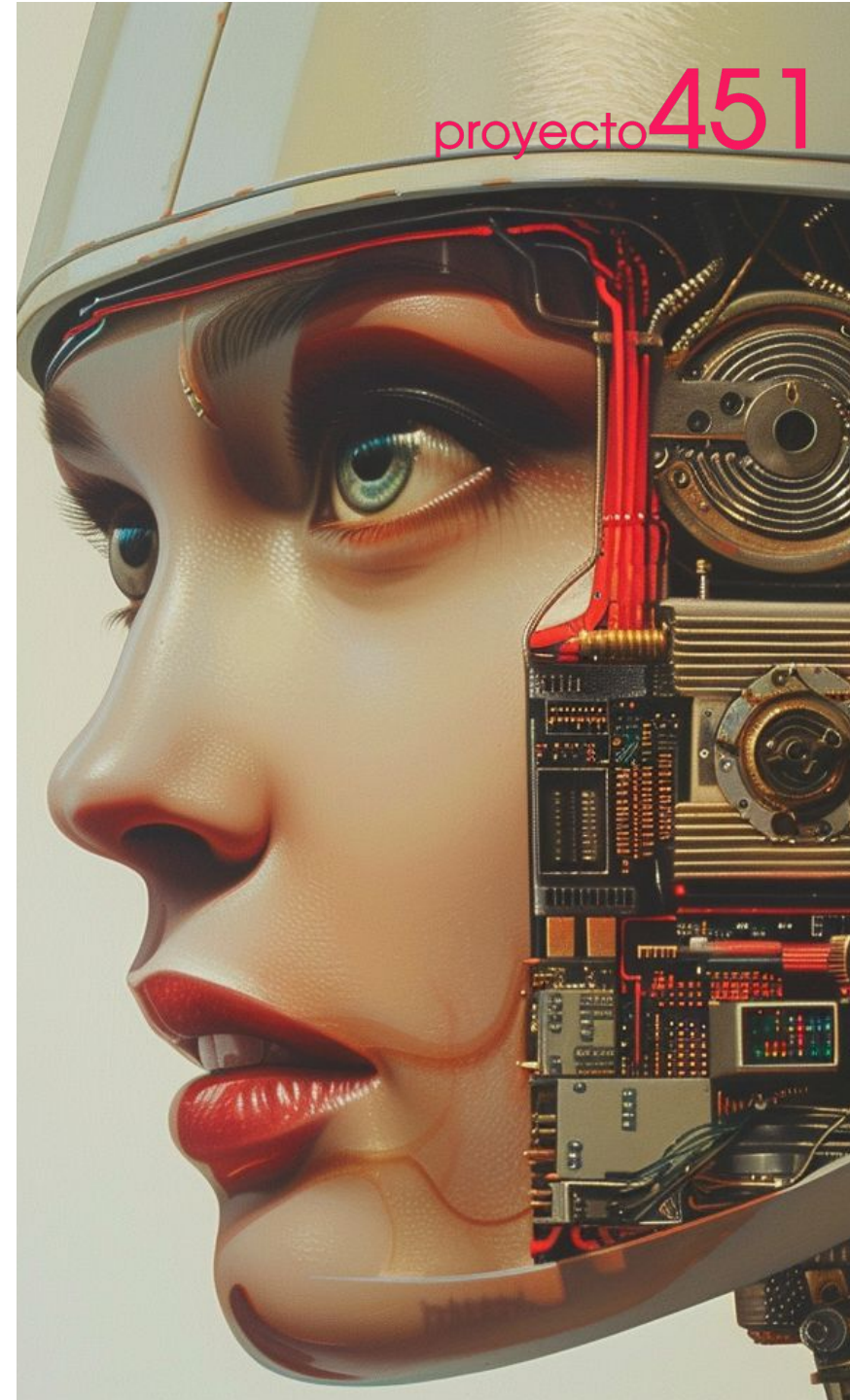
The following graph represents the years of experience working in the sector. The majority of respondents (70.9%) have over 10 years of experience in the industry. Thus, the opinions gathered in this survey reflect an experienced and informed perspective on the industry.



Who responded

The profile of the respondents in this study adds significant value to the research:

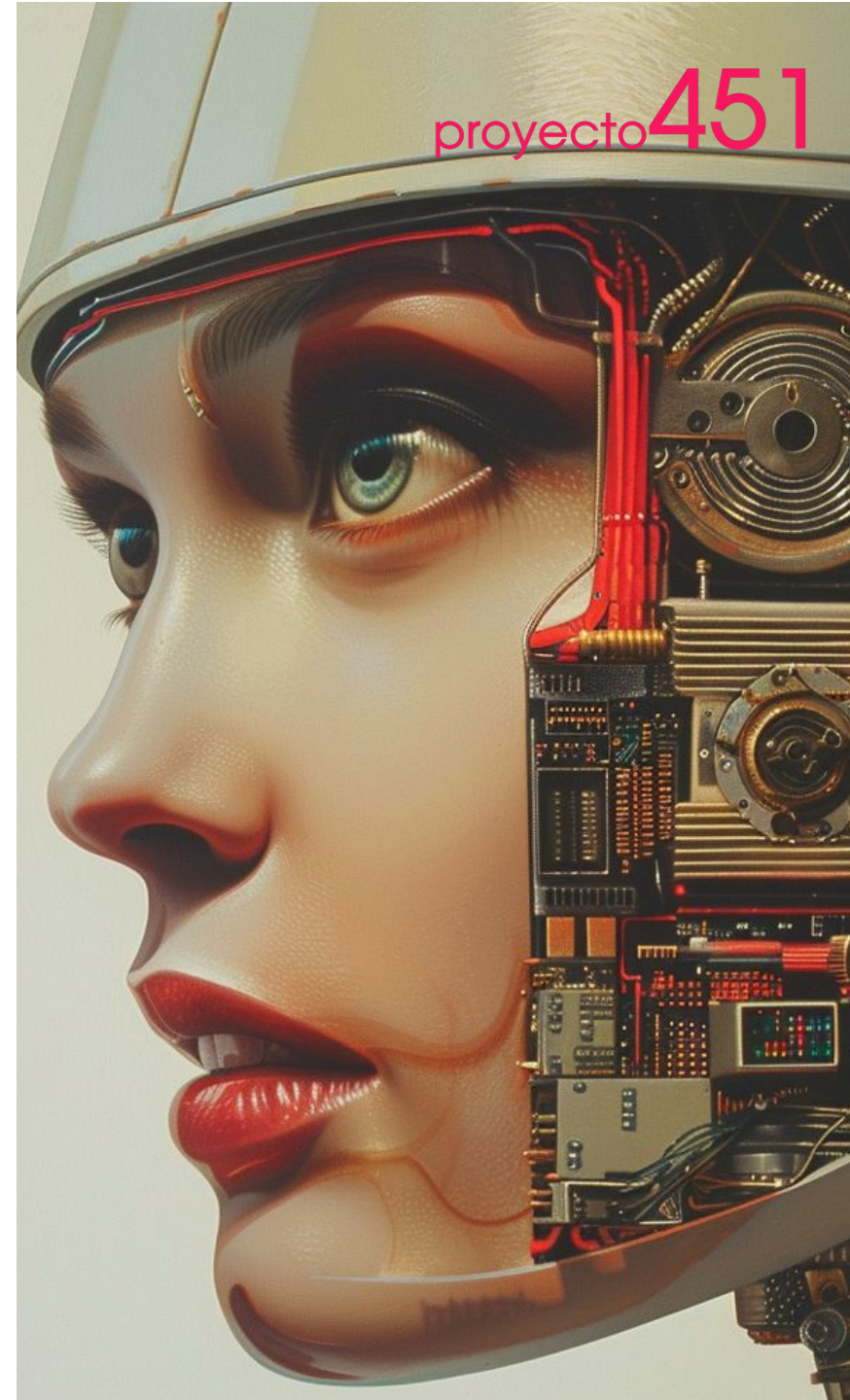
- ✓ **Breadth and Diversity:** with 735 professionals from 20 different countries, the sample provides a broad and diverse view of the sector. The concentration of 75% in Argentina, Spain, and Mexico offers insights into key publishing markets in the Spanish-speaking world.
- ✓ **Sector Representativeness:** the predominance of editors (46.7%) offers a central perspective of the industry, while including other roles provides a holistic view of the book value chain.
- ✓ **Organizational Variety:** the participation of professionals from organizations of various sizes, including freelancers, ensures that the realities and challenges across the entire business spectrum of the sector are captured.
- ✓ **Established Experience:** With 70.9% of participants having 10 or more years in the industry, the responses reflect deep knowledge and valuable historical perspective.



About the Study

This study employs a rigorous analytical approach:

- ✓ **Cross-Analysis:** all questions were analyzed according to demographic and professional characteristics within the sample. This allows for the identification of specific patterns and trends within different groups.
- ✓ **Emphasis on significant results:** to maintain clarity and relevance, we present only the results that show statistically significant differences or are particularly relevant to the sector.



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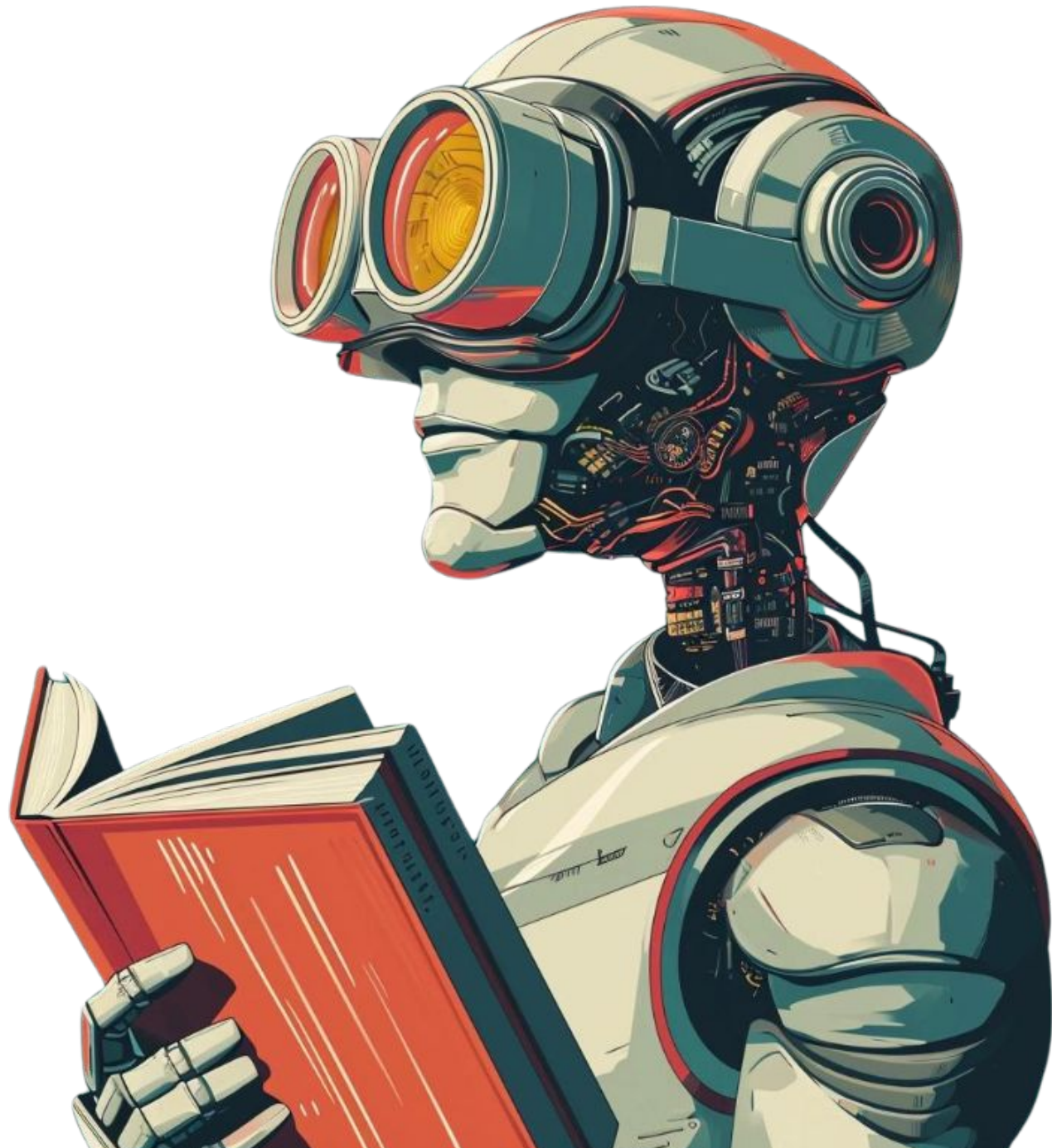
Part 2. Results

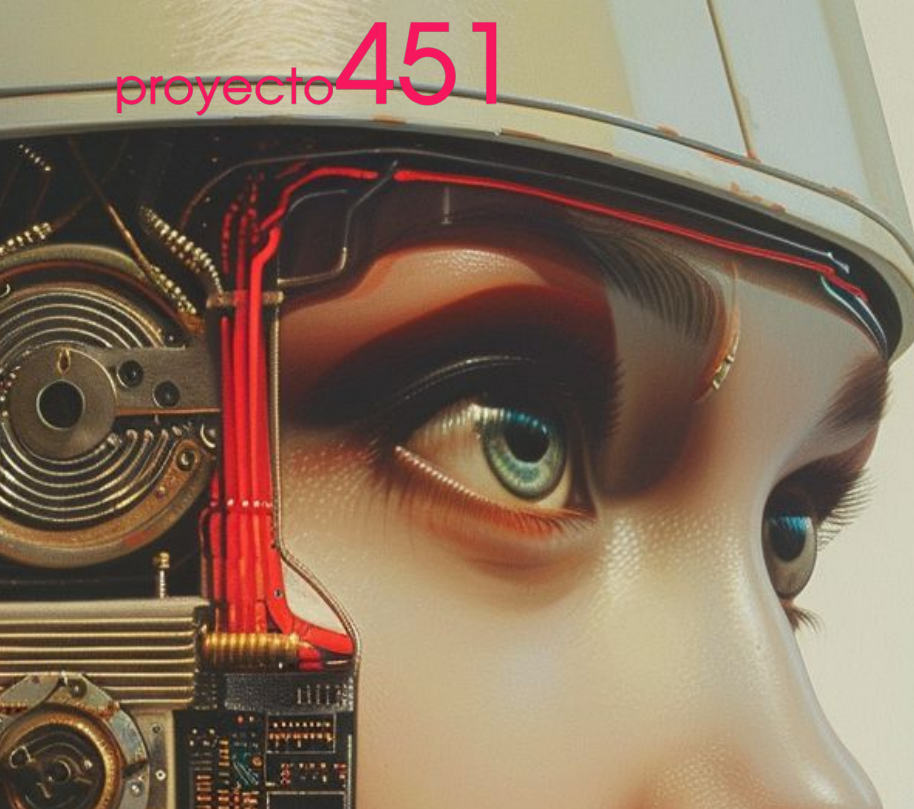


Question 1

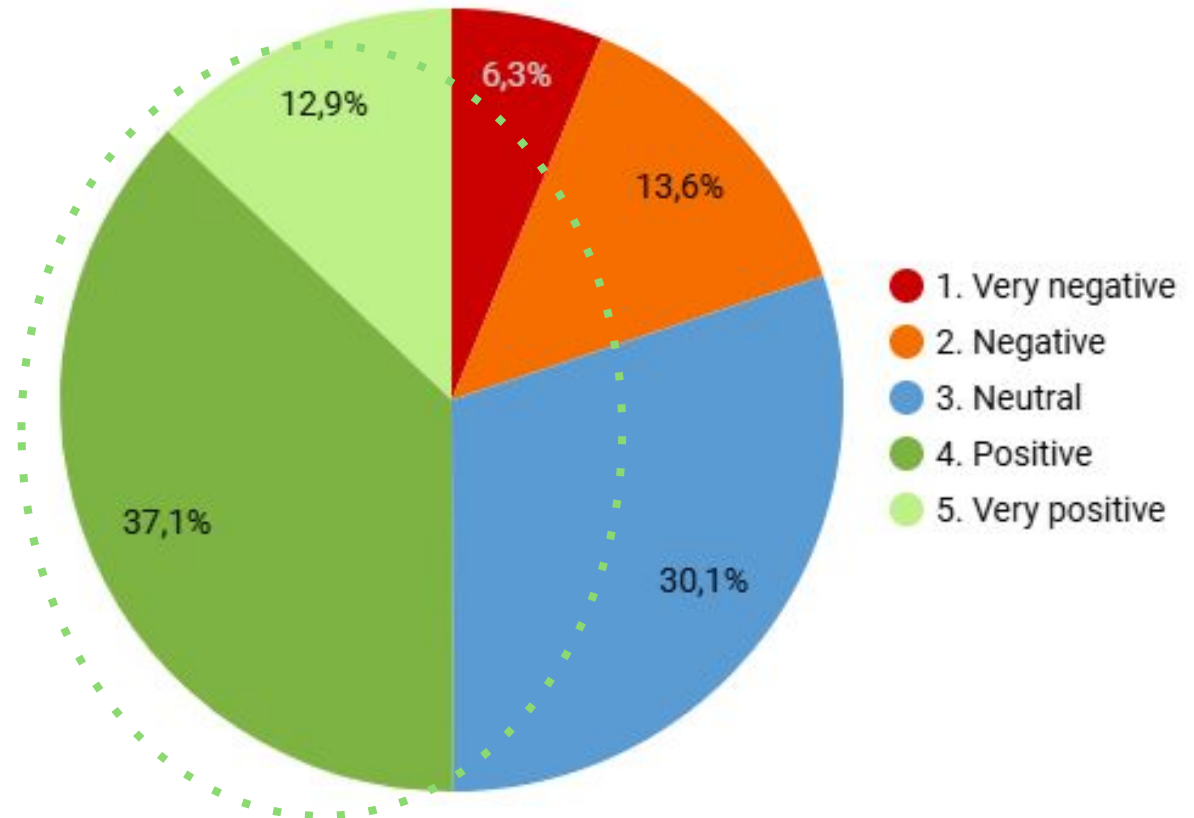
As a professional in the book industry, how do you perceive the advancement and potential impact of AI on the industry in general?

- 1. Very negative
- 2. Negative
- 3. Neutral
- 4. Positive
- 5. Very positive

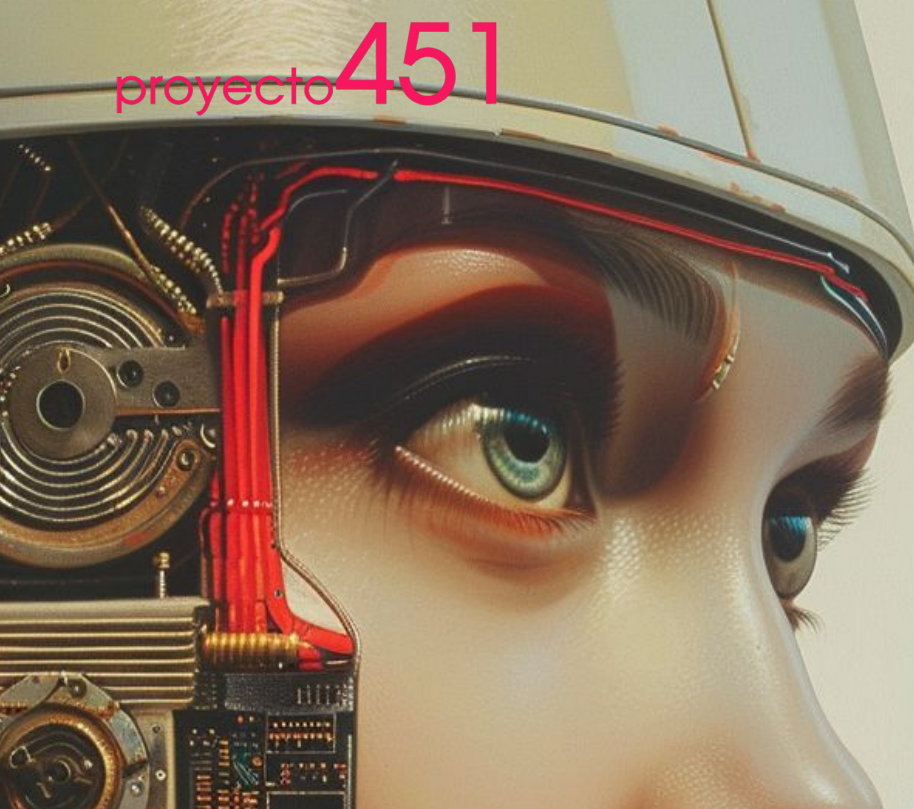




How do you perceive the advancement and impact of Artificial Intelligence on the book industry?



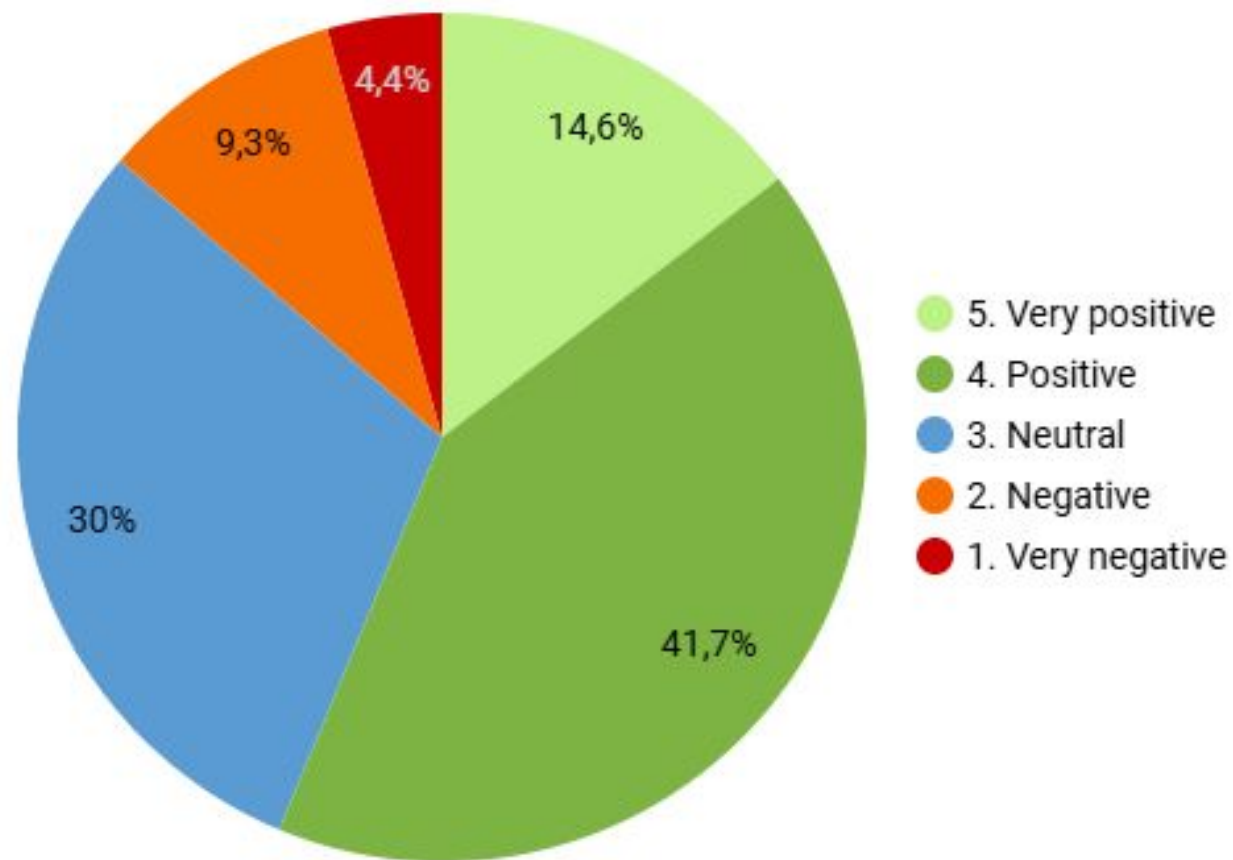
The responses obtained reflect an overall positive outlook regarding the impact of this new technology on the book industry. **Only 20% of respondents perceived the impact as negative or very negative.** The 30% who maintain a neutral perspective suggest that there is still uncertainty or a lack of knowledge.

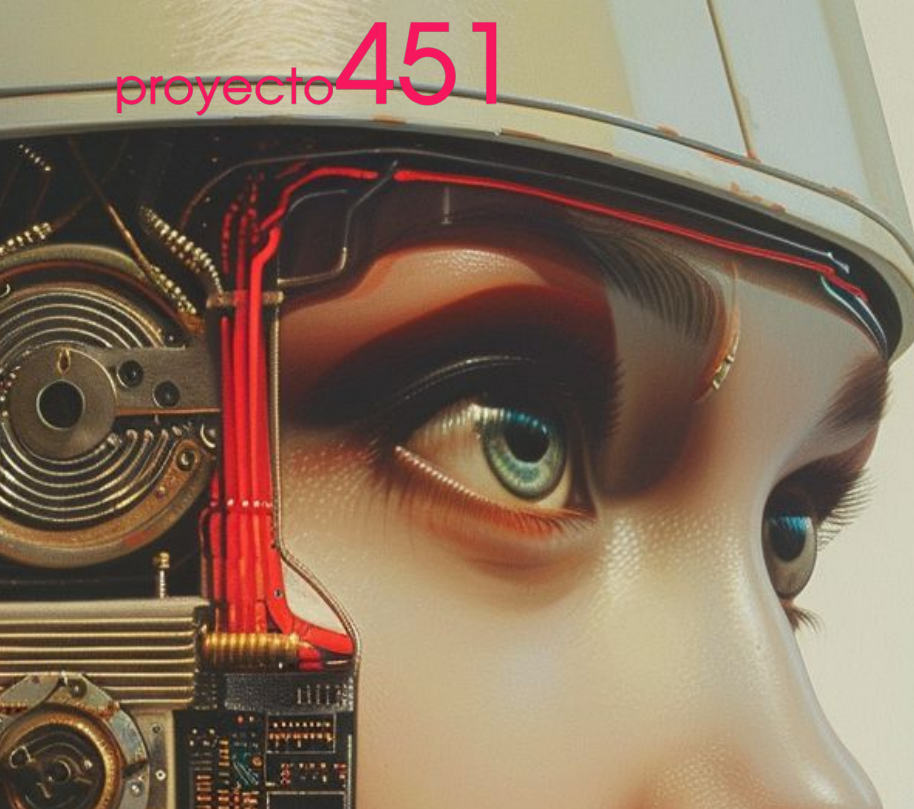


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When considering only responses from editors, the positive outlook increases further, reaching **56.3%**. Only 13% of editors anticipate a negative or very negative impact.

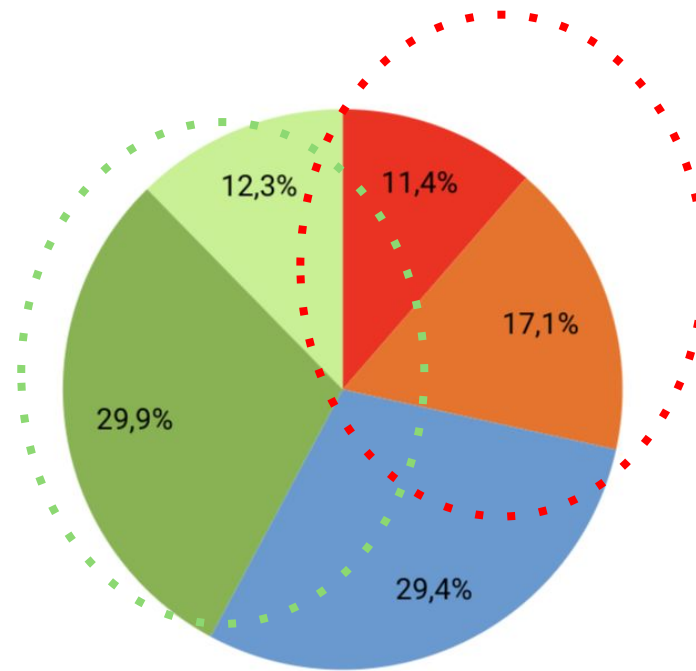
How do you perceive the advancement and impact of Artificial Intelligence on the book industry?



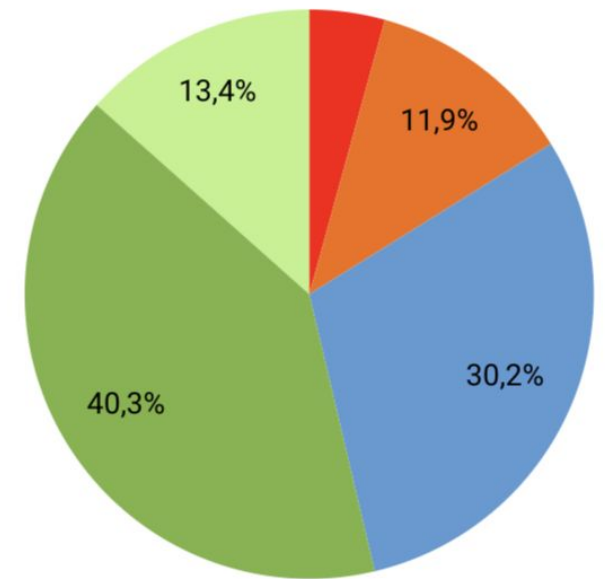


The data shows a correlation between industry experience and a favorable perception of the impact of AI. Professionals with more than 10 years of experience exhibit a 53.7% positive opinion, compared to 42.2% among those with less experience. This **11.5 percentage-point difference** is significant and supports the hypothesis that uncertainty decreases with industry experience.

How do you perceive the advancement and impact of Artificial Intelligence on the book industry?



Less than 10 years
in the industry

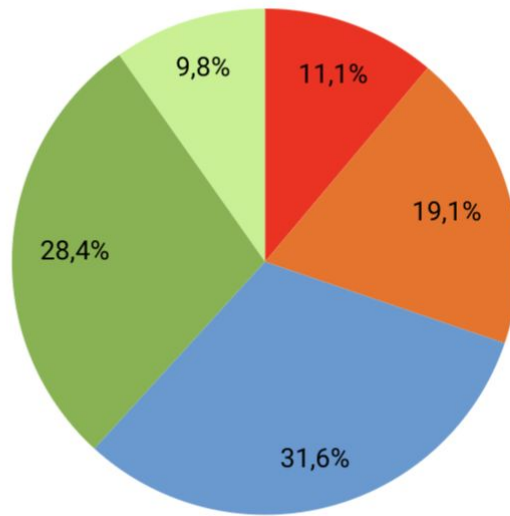


More than 10 years
in the industry

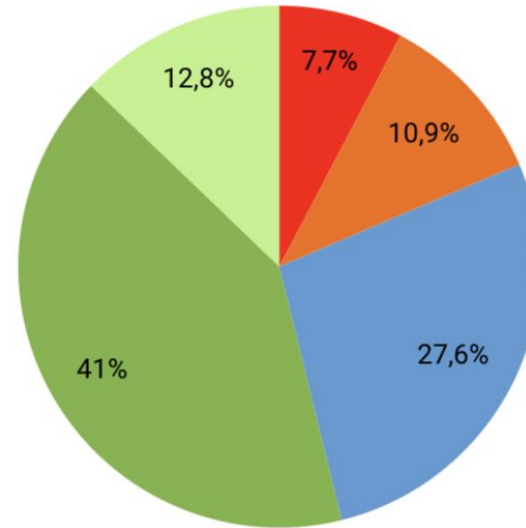


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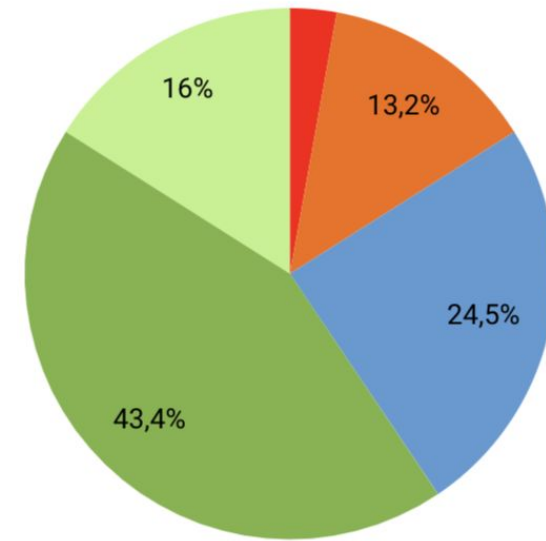
The negative perception of the impact of AI on the industry is particularly high among **freelancers / self-employed (31.6%)**, likely due to uncertainty and concerns about their future employment.



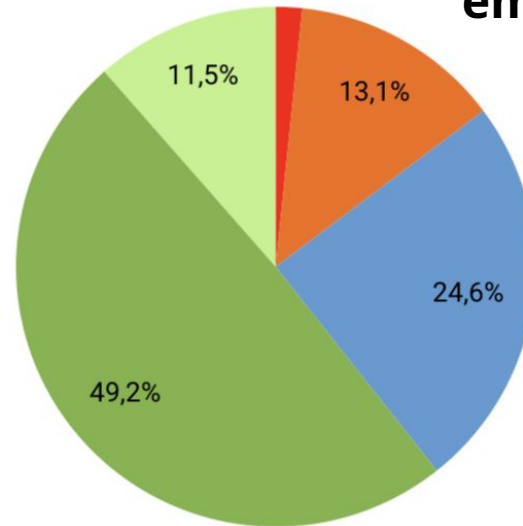
Self-employed



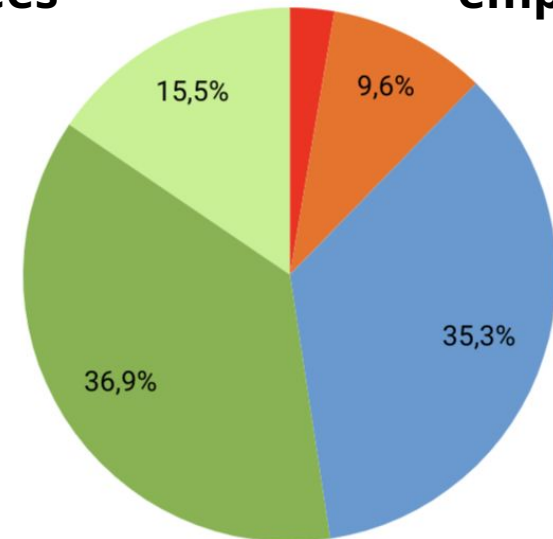
1 to 5 employees



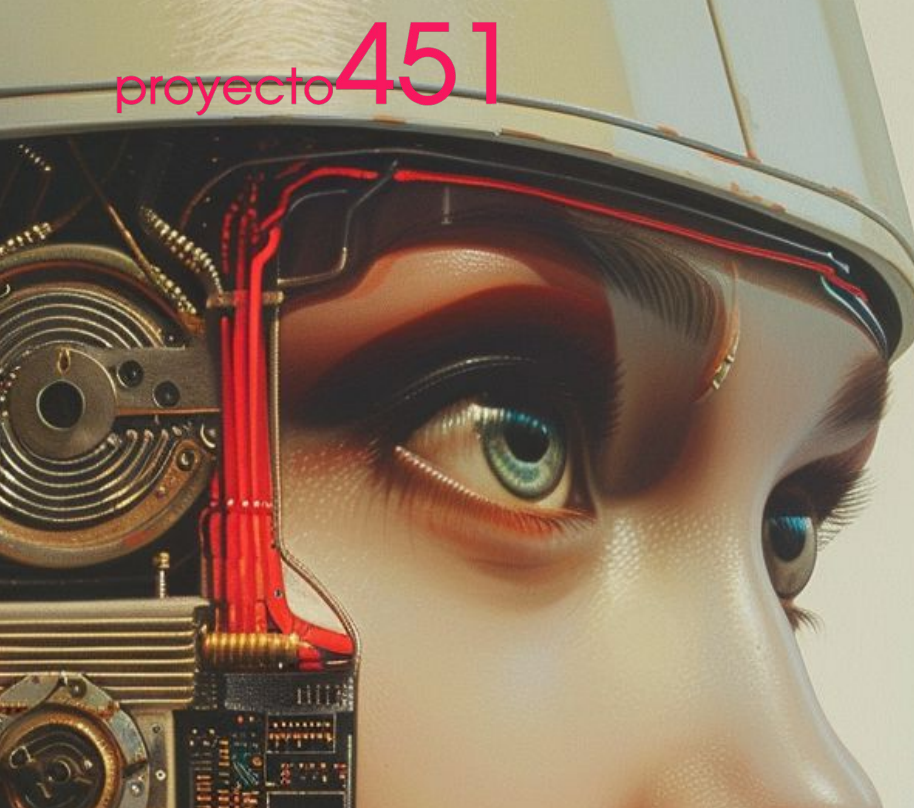
5 to 10 employees



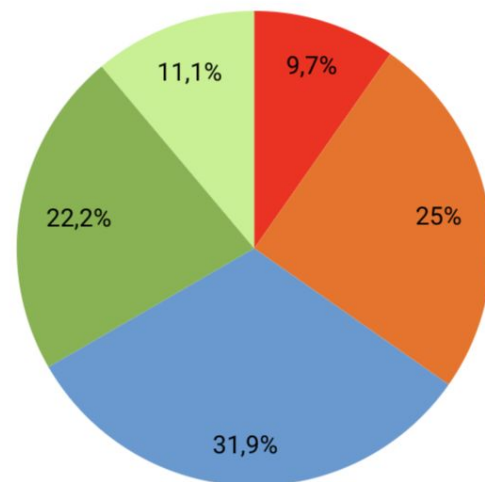
20 to 50 employees



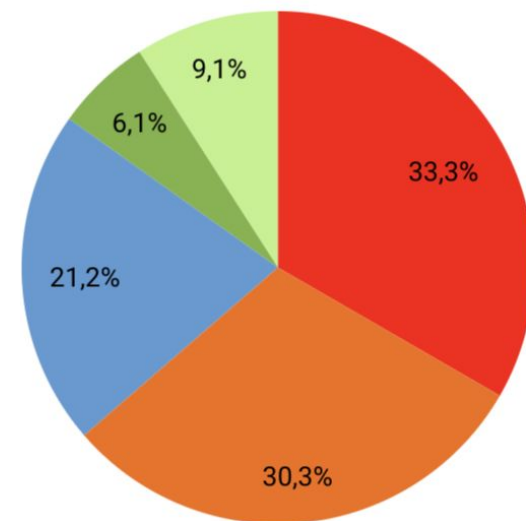
+50 employees



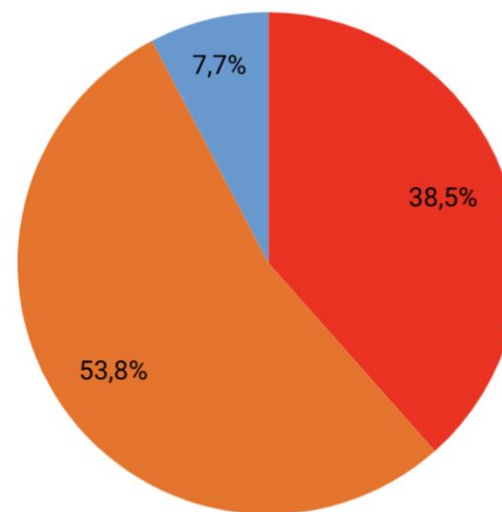
In analyzing the responses from the perspective of professional roles, a clear negative outlook on the impact is evident among **illustrators, translators**, and, to a lesser extent, authors. None of the illustrators foresee a **positive impact**. **63.3% of translators** anticipate a negative impact.



Author



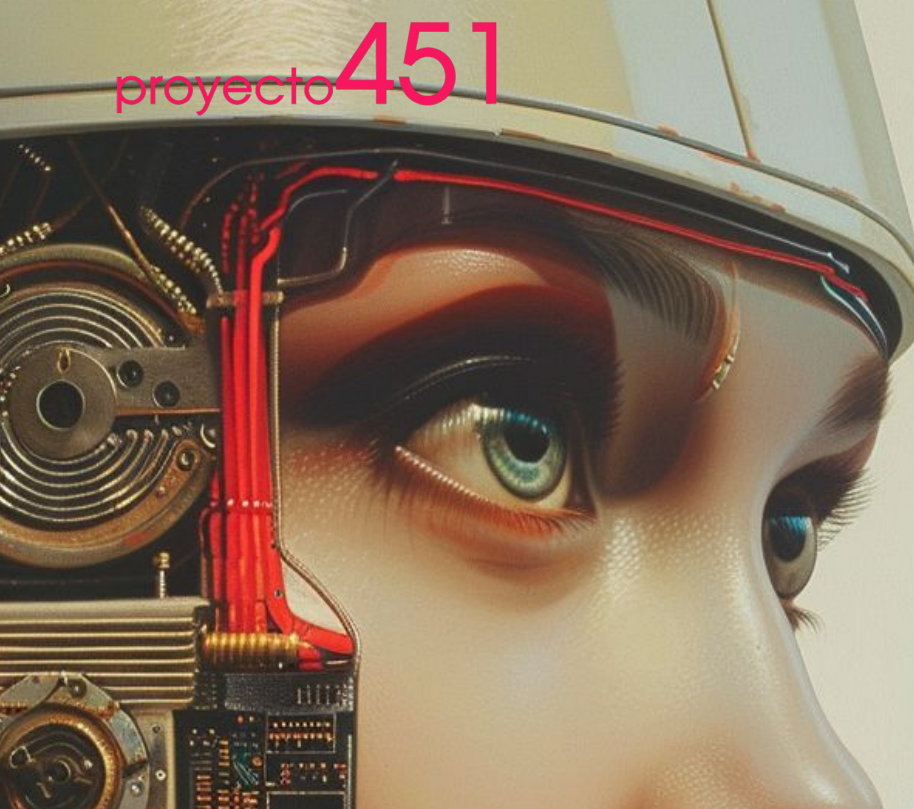
Translator



Illustrator

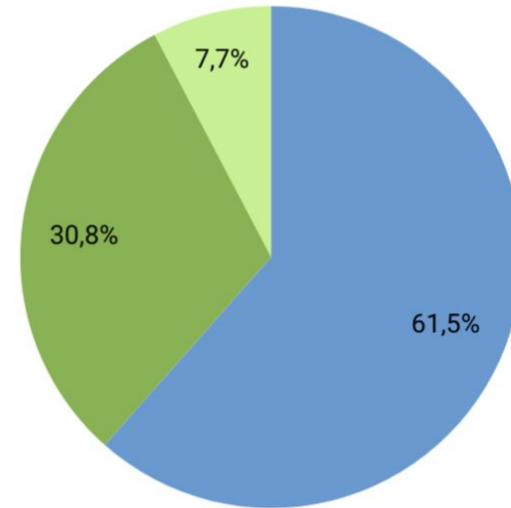
- 1. Very negative
- 2. Negative
- 3. Neutral
- 4. Positive
- 5. Very positive

Further research specifically focusing on these professional roles would be advisable.

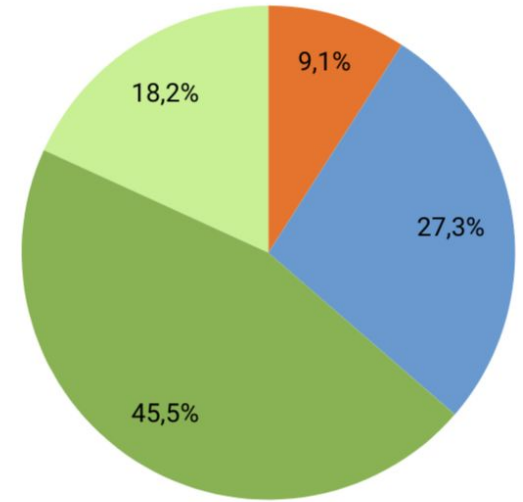


Finally, **literary agents, librarians, graphic designers, and proofreaders** expressed a more positive outlook.

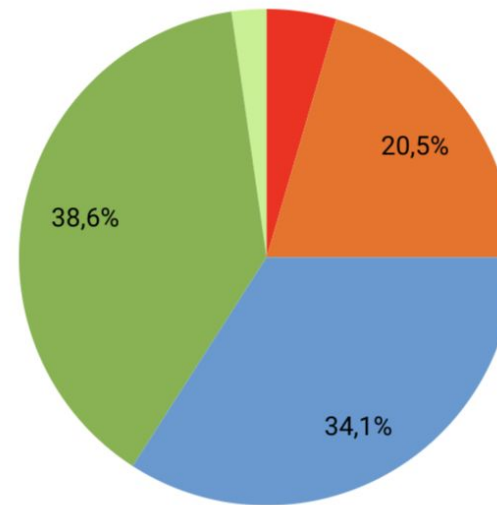
Despite some specific concerns, the overall perception among these roles remains positive.



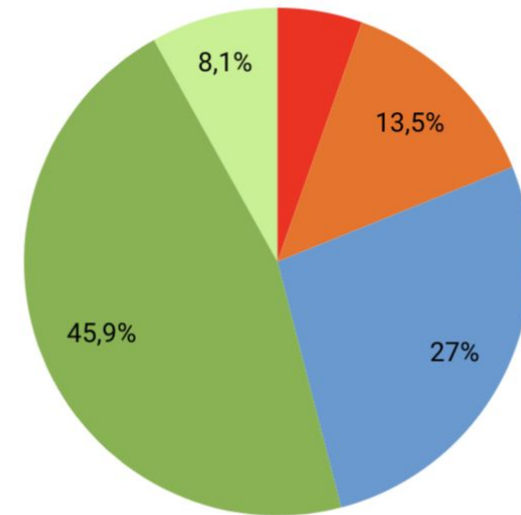
Literary agent



Librarian



Graphic designer



Proofreader

- 1. Very negative
- 2. Negative
- 3. Neutral
- 4. Positive
- 5. Very positive

Question 2

Do you think artificial intelligence will radically transform the book industry?

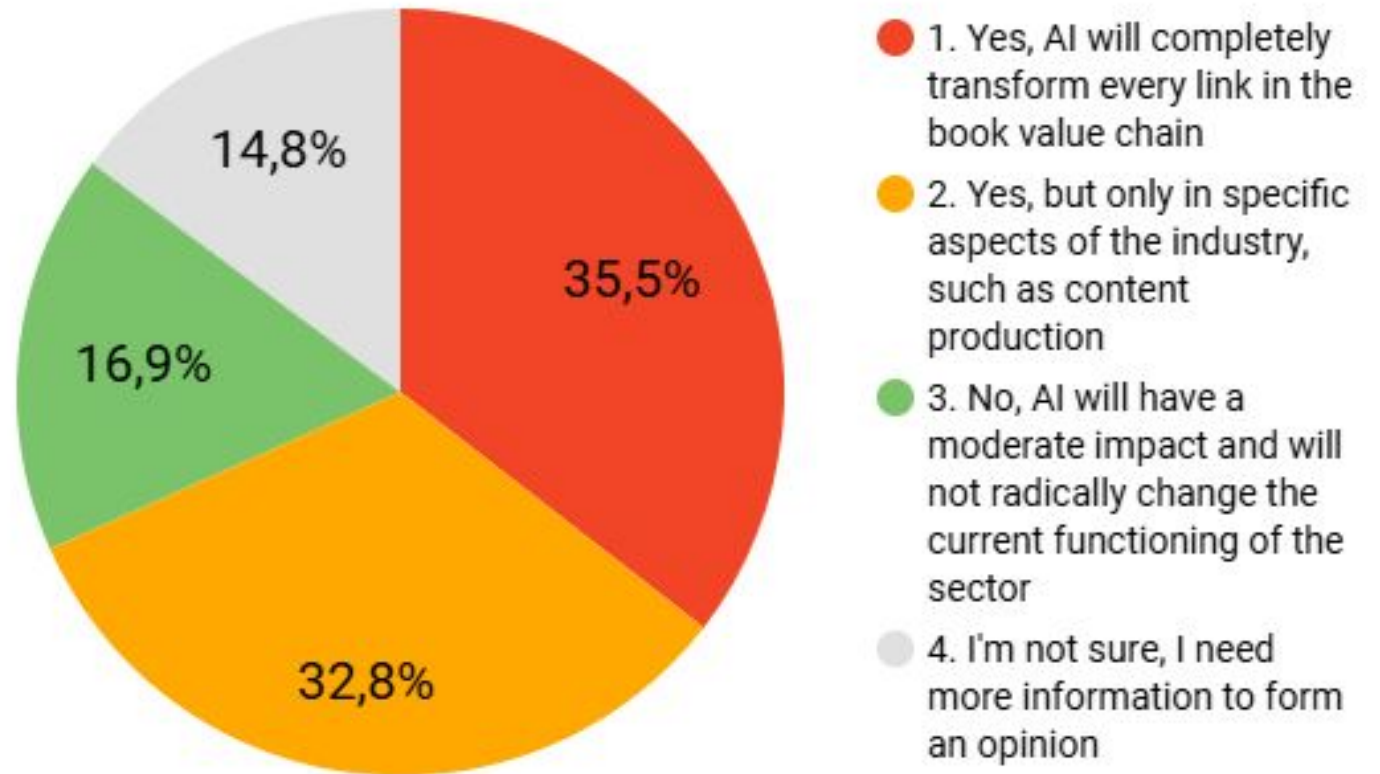
- ☒ 1. Yes, AI will completely transform every link in the book value chain
- ☐ 2. Yes, but only in specific aspects of the industry, such as content production
- ☐ 3. No, AI will have a moderate impact and will not radically change the current functioning of the sector
- ☐ 4. I'm not sure, I need more information to form an opinion





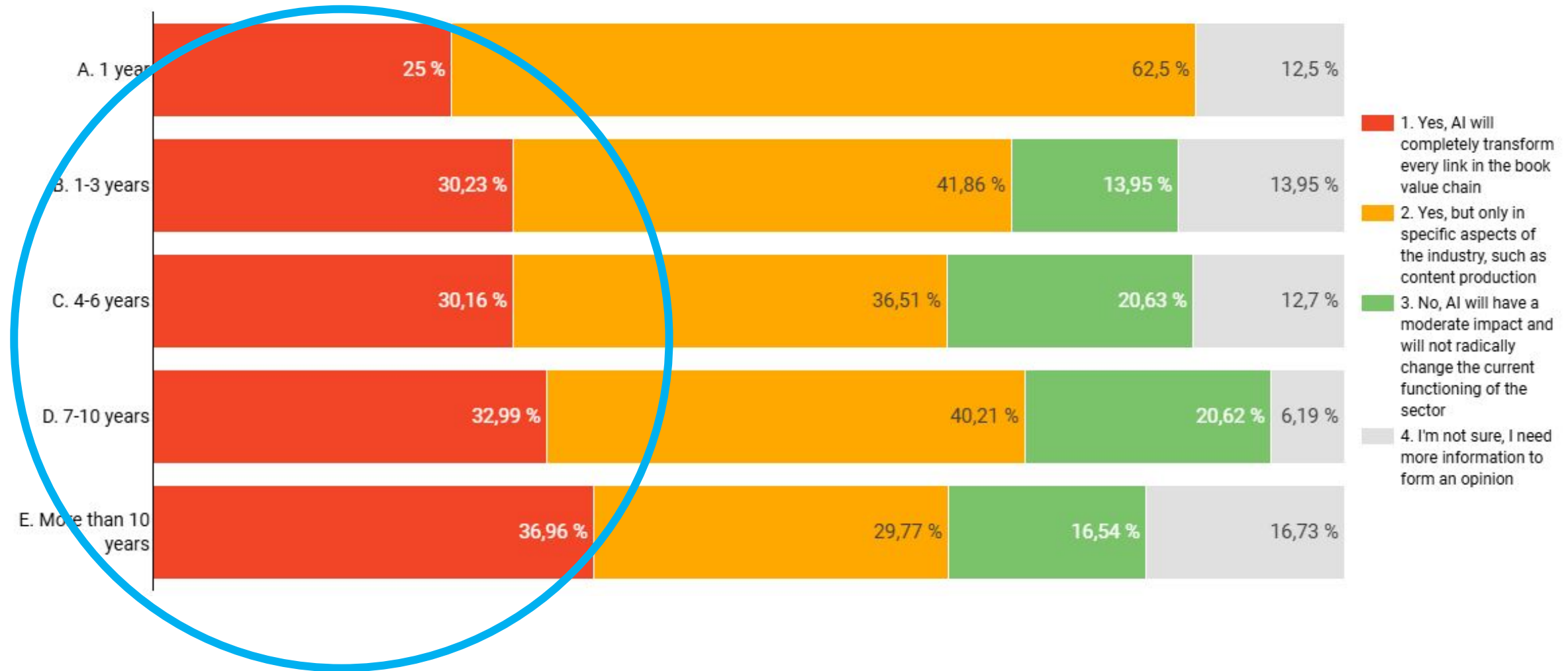
There is broad consensus among industry professionals that AI will profoundly change the book industry. **Only 16.9% of respondents do not believe this will be the case.**

Do you think artificial intelligence will radically transform the book industry?



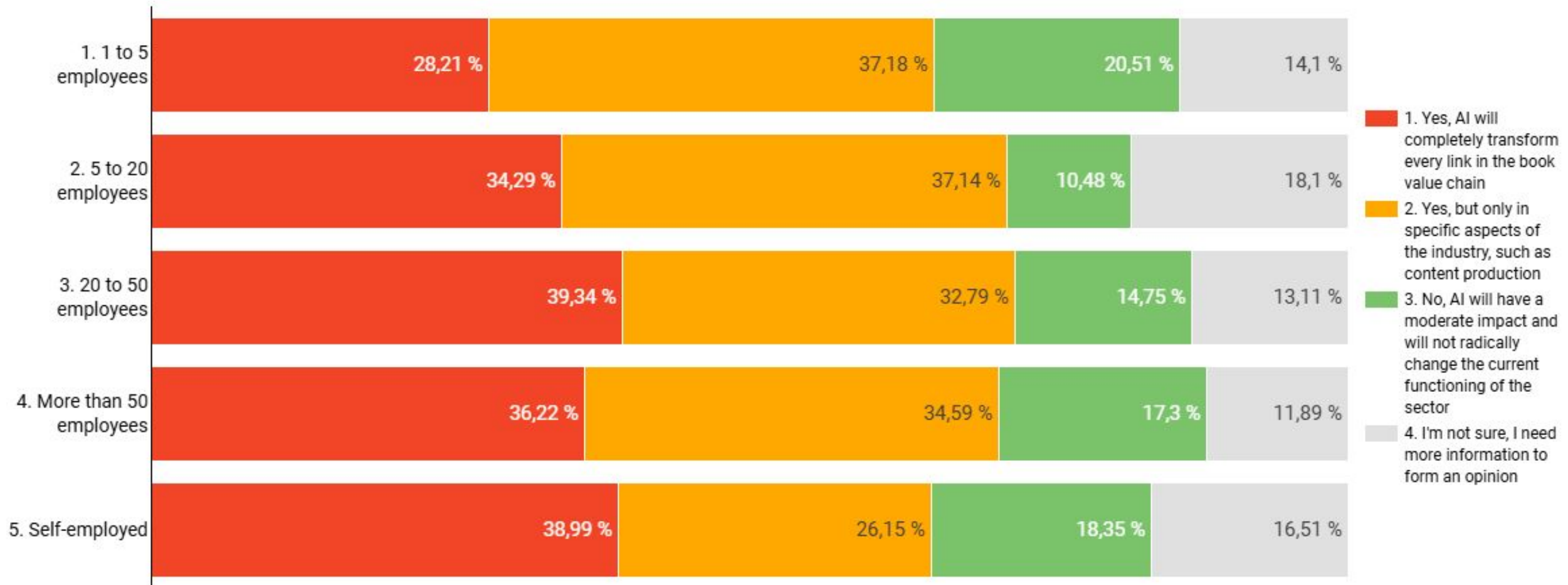
Do you think artificial intelligence will radically transform the book industry?

Interestingly, as professionals gain **more years of experience** in the industry, they become **more confident** that the impact will be deeper.



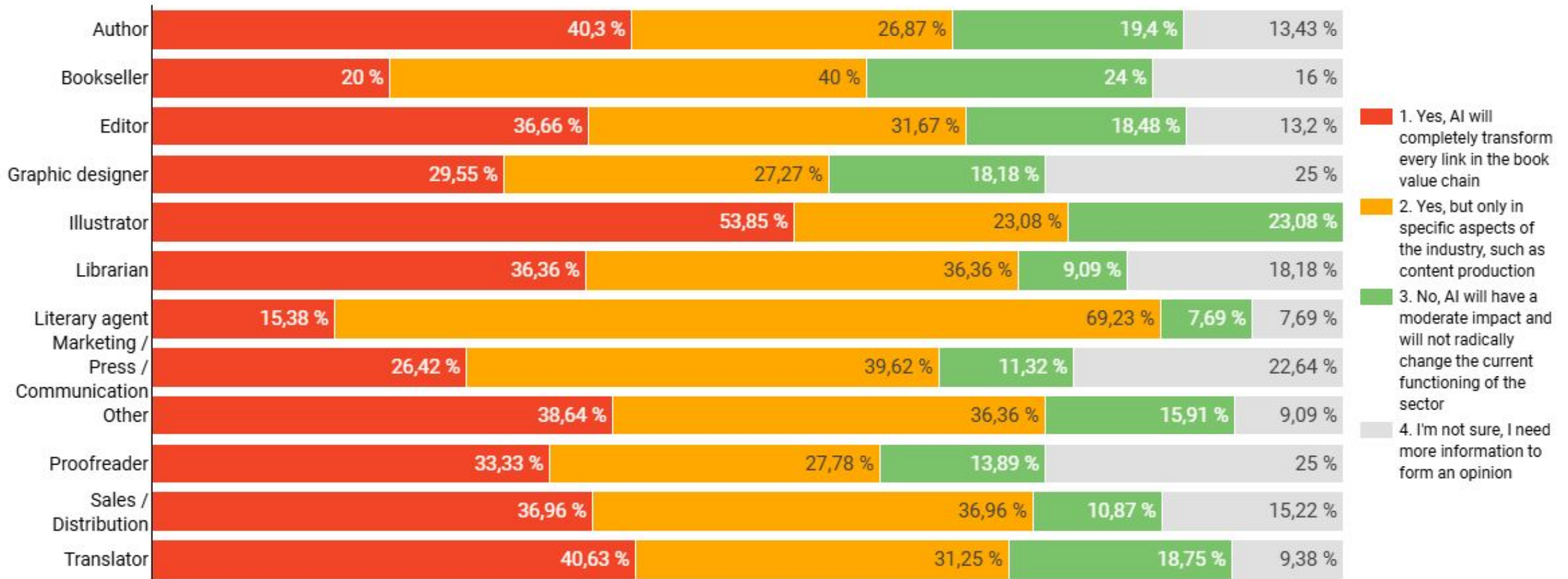
Do you think artificial intelligence will radically transform the book industry?

We also observe a greater diversity of opinions among **freelancers** and those from **small organizations**.



Do you think artificial intelligence will radically transform the book industry?

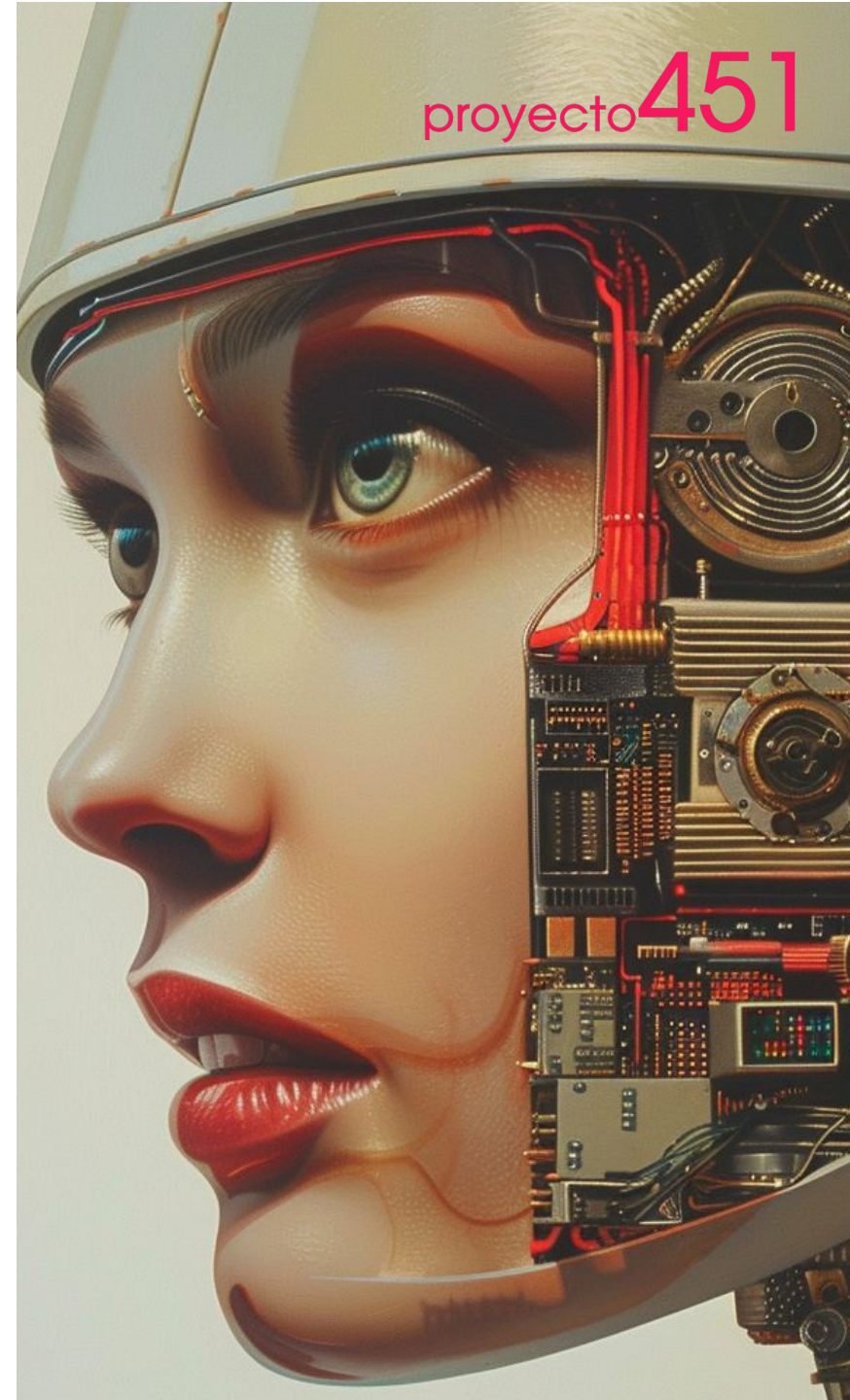
The analysis by professional role shows diverse opinions. **Illustrators** are the ones who most strongly believe that AI will transform the industry, along with **translators** and **authors**.



Preliminary conclusions

Based on these first two questions, we can conclude:

- ✓ Professionals in the book industry generally have a positive outlook on the potential impacts of AI. This positive outlook is even stronger among professionals with over 10 years of industry experience, **53.7% of whom foresee positive or very positive impacts.**
- ✓ Across nearly all segments analyzed, **around 30% of respondents maintain a neutral perspective.** This indicates that there is still significant uncertainty about the issue or a lack of knowledge regarding the phenomenon.
- ✓ There is also a general consensus that AI will bring about **strong changes** throughout the book value chain. **Only 16.9% indicated that this would not be the case.**
- ✓ Those roles most evidently affected by AI in their professional development, such as **illustrators** and **translators**, tend to have a more negative view of the phenomenon. Nonetheless, they all agree that the impact will be profound.



Question 3

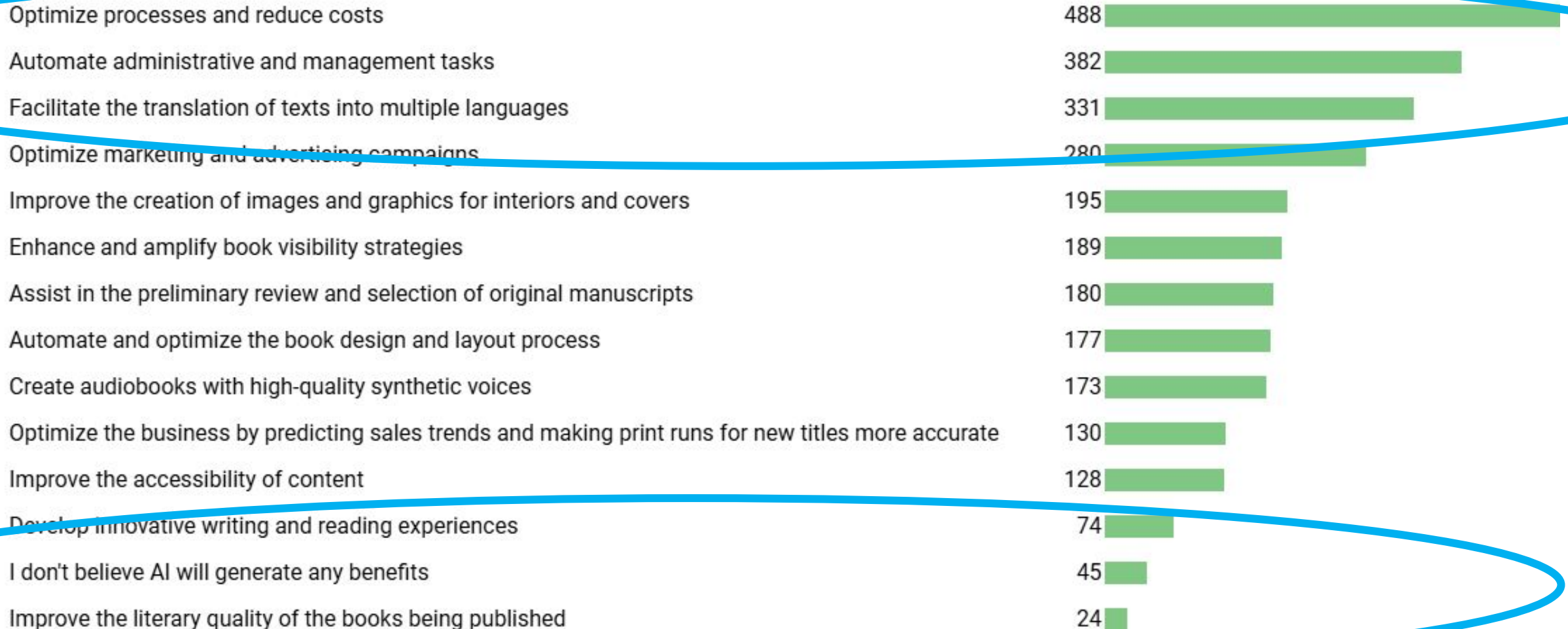
In your opinion, what are the most promising benefits of implementing AI in the book industry?

In the following question, we aimed to assess a series of potential benefits. Each respondent could select up to 5 benefits or indicate that there were no benefits to implementing AI in the book industry.



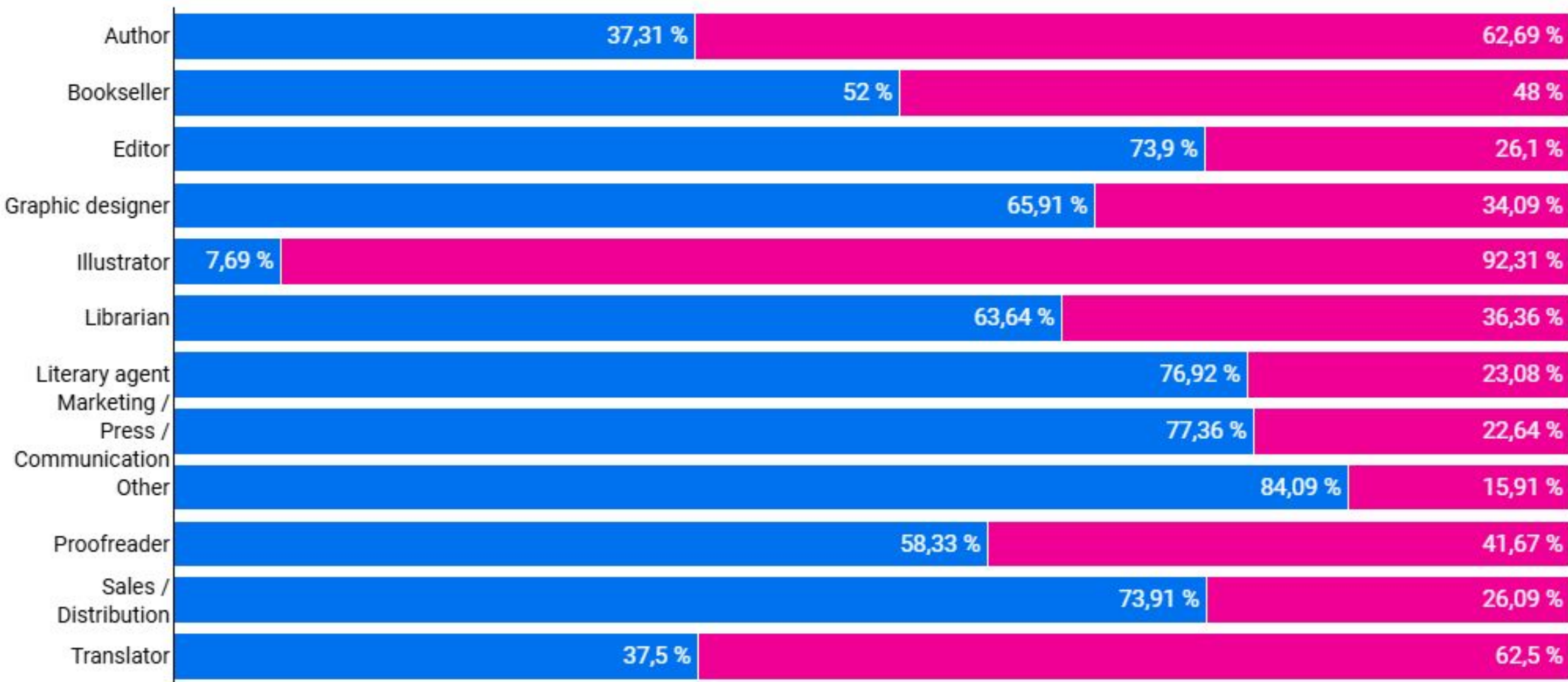
In your opinion, what are the most promising benefits of implementing AI in the book industry?

The top three benefits identified by respondents are **process optimization and cost reduction**, **automation of administrative tasks**, and **easier translation into multiple languages**. There is significantly less agreement on AI's potential to **enhance literary quality** or **foster new reading experiences**.



"Optimizing processes and reducing costs" as a benefit

Agreement Disagreement

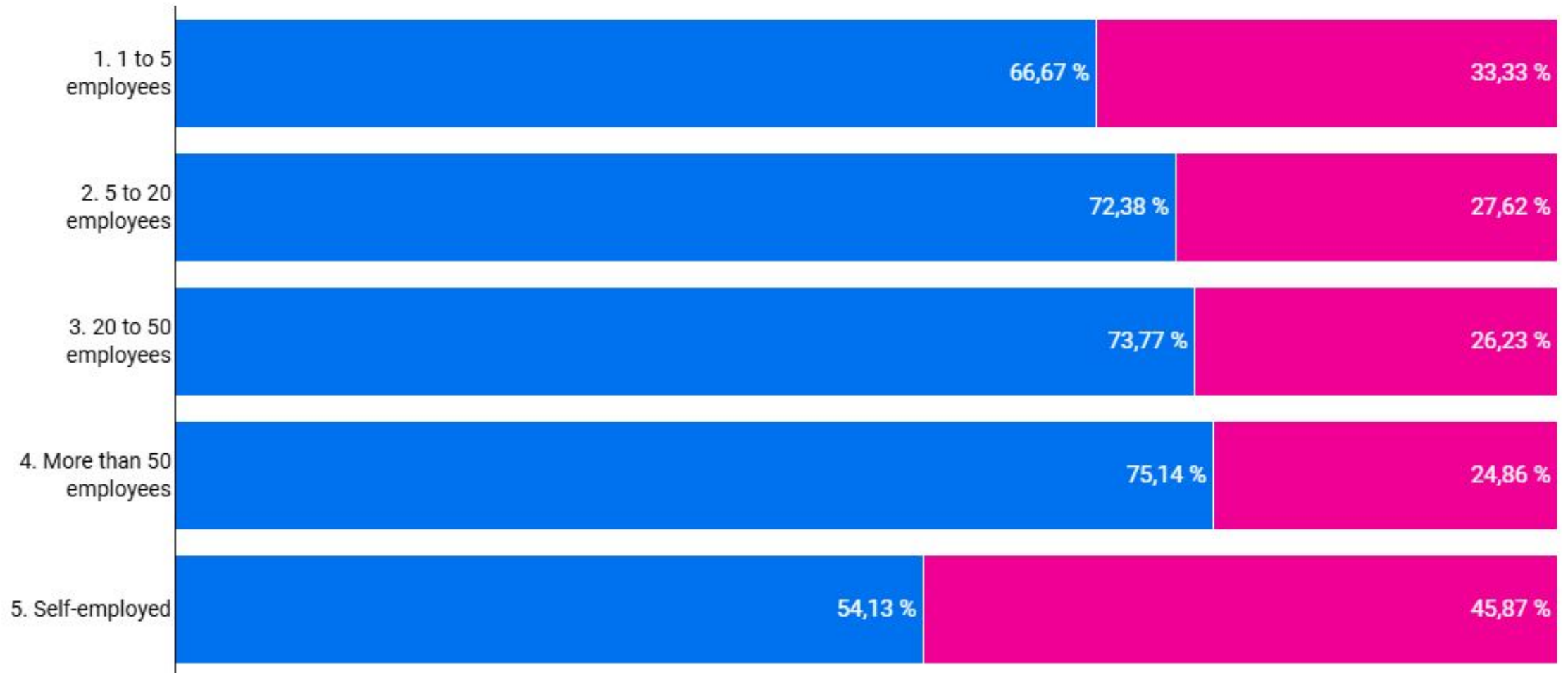


Illustrators strongly disagree—and **translators** disagree to a lesser extent—that optimizing processes and reducing costs is a significant benefit of AI.

"Optimizing processes and reducing costs" as a benefit

■ Agreement ■ Disagreement

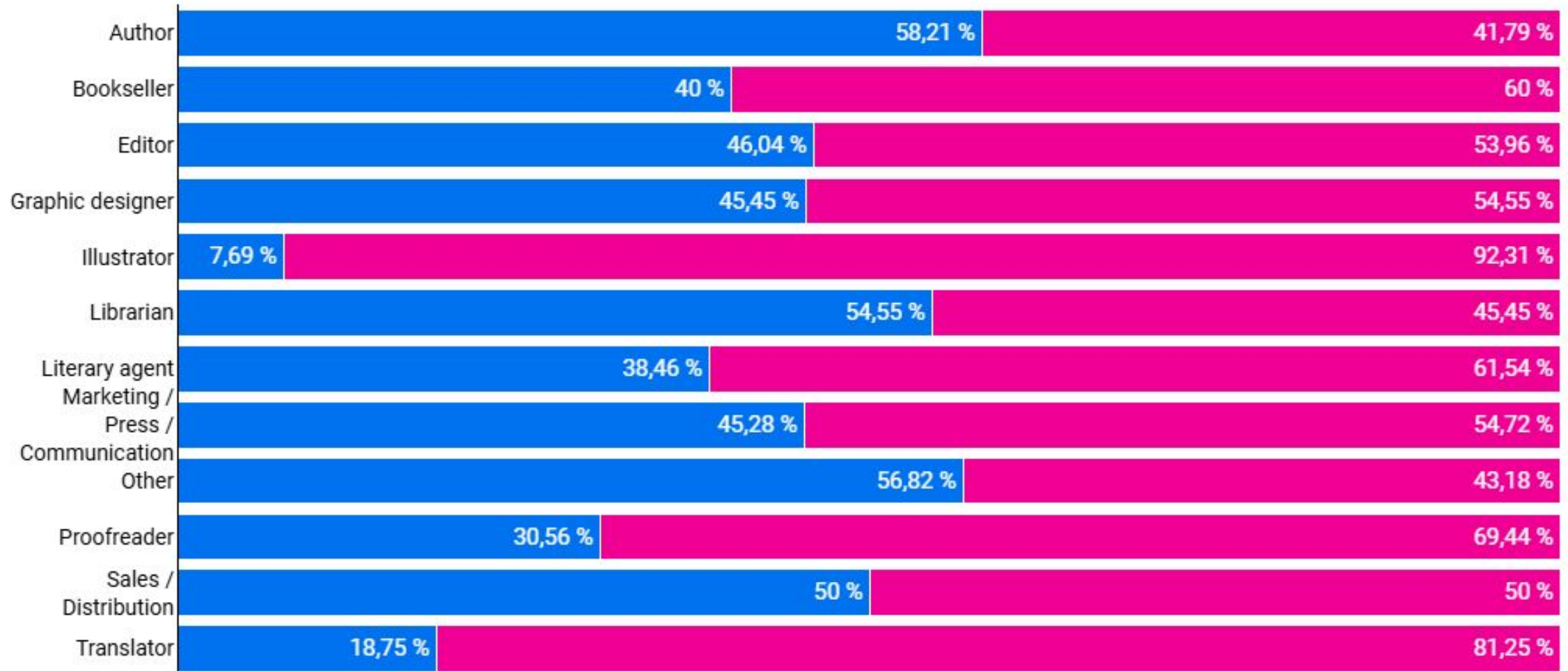
This benefit is perceived more strongly by professionals in medium and large organizations, whereas self-employed individuals show significantly less agreement.



"Facilitating translation" as a benefit

Agreement Disagreement

Translators predominantly disagree that 'facilitating translation' is a key benefit of AI. Conversely, authors, librarians, and editors perceive it positively.



Some notable quotes shared in response to this question:

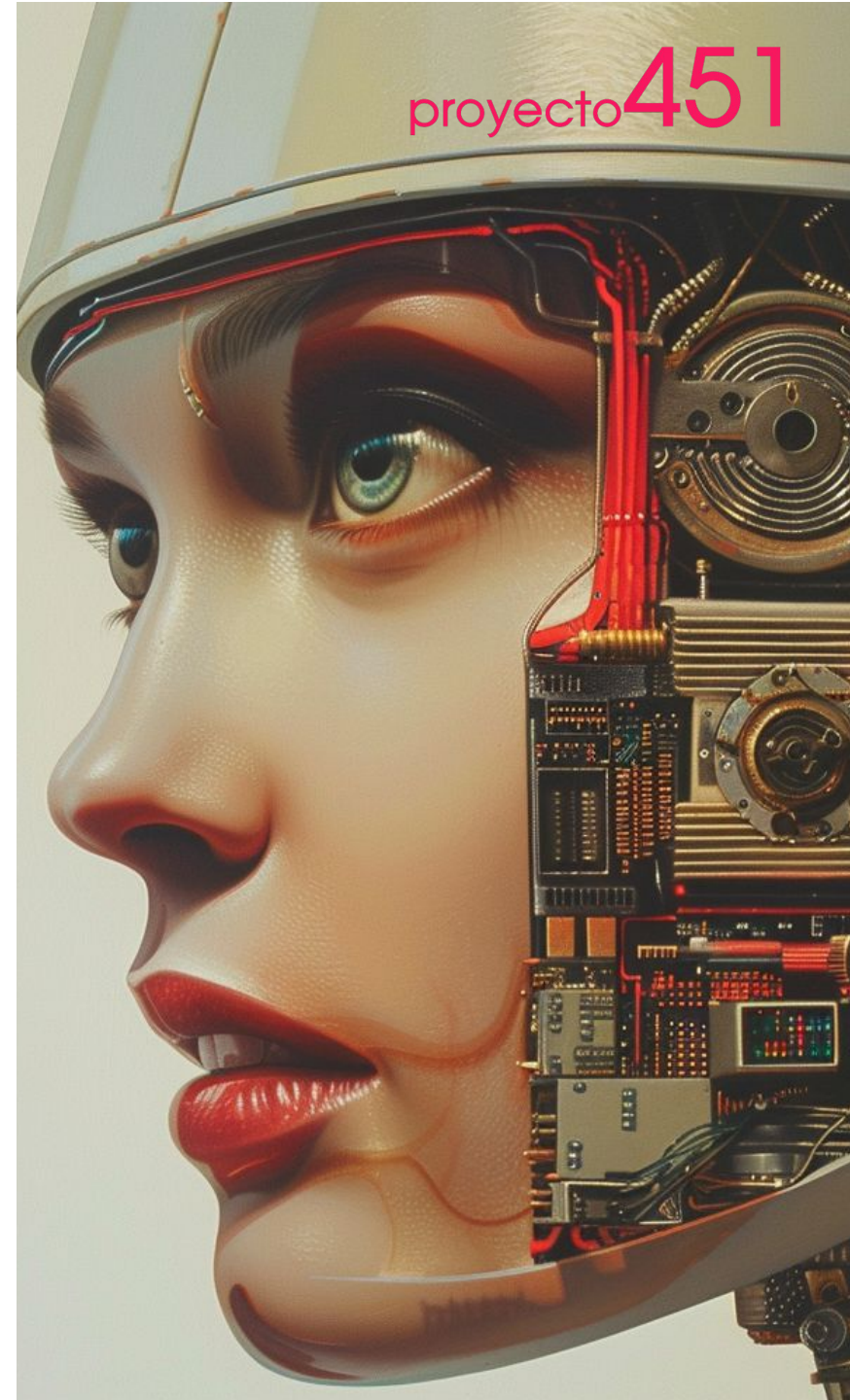
- ✓ *"It will **reduce costs**, but at the same time, it will lead to **a lot of unemployment** and job precarization".*
- ✓ *"The potential benefits cease to be so when they come at **the expense of the quality of work** and the rights of workers in the sector".*
- ✓ *"From what I've seen, **the texts generated by AI tend to be of rather poor quality**. I don't know how it will be used for other aspects of the publishing industry, but I don't understand why so much faith is placed in something that, on one hand, **improves through the use and abuse of protected material**, and on the other, **doesn't even provide completely reliable responses** (which I have verified myself). It's not intelligence; it's pure algorithmic prediction".*



Preliminary conclusions

Based on this question, we can define that:

- ✓ A significant number of professionals believe **that cost optimization or task automation will be the greatest benefit of AI.**
- ✓ **Few professionals consider that it will not generate benefits** (only 45 out of more than 700 responses).
- ✓ Only a small proportion of professionals believe AI will positively impact **creating new reading experiences or improving the literary quality of works.**
- ✓ Despite a nearly unanimous agreement (488 responses out of 735), cost optimization and task automation **are not seen as benefits by those professionals who may experience a detriment to their work** through the use of AI tools.
- ✓ There is a **clear concern about the potential labor impact** that these tools may have, leading to unemployment or job precarization.



Question 4

In what tasks are you currently using or planning to use AI?

In the following question, we sought to understand the extent to which AI is currently being used, for what tasks, and in which tasks it is planned to be used in the short term. Respondents were required to answer for each task.



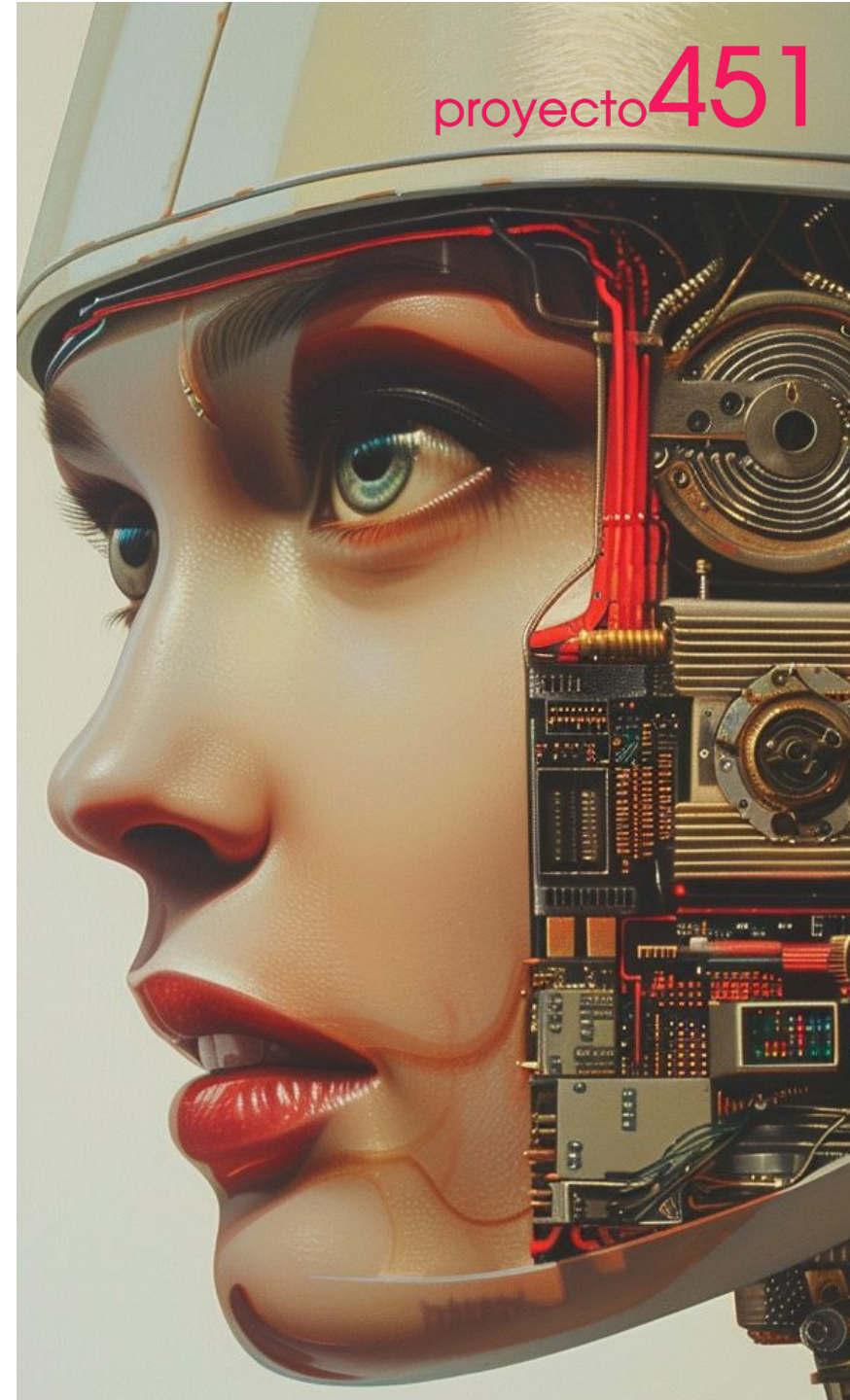
In what tasks are you currently using or planning to use AI?

Use	1. I'm using AI in this process	2. I plan to use it in the future	3. I don't plan to use AI
Translation	240	254	241
Spelling, style, and grammar correction	215	255	265
Brainstorming	211	269	255
Data and information analysis	176	389	170
Assistance for marketing and communication campaigns	163	383	189
Generation of images for illustrating interiors or covers	152	247	336
Generation of new content	146	186	403
Editing and proofreading	113	243	379
Generation of metadata	98	452	185
Review of original manuscripts	90	244	401
Development of chatbots for customer support and assistance	68	368	299
Creation of audiobooks with synthetic voices	60	312	363
Adaptation of books to multiple formats	42	421	272
Book layout design	26	310	399

In what tasks are you currently using or planning to use AI?

Some conclusions that arise from the previous table:

- ✓ Currently, AI is being used for tasks such as **style correction, translation, brainstorming, information analysis**, and the **development of marketing/communication campaigns**. Those who do not currently use AI for these tasks plan to do so in the future.
- ✓ AI is less frequently employed for tasks such as **creating/managing metadata, adapting books to multiple formats**, or **audiobook production**.
- ✓ A substantial portion of respondents indicated no intention to implement AI in **manuscript evaluation, book layout**, or **editing and proofreading processes**.
- ✓ Opinions **regarding image generation** through AI are divided: slightly over half of respondents either currently use or plan to use AI for this task, whereas the rest expressed no intention of doing so.



Question 5

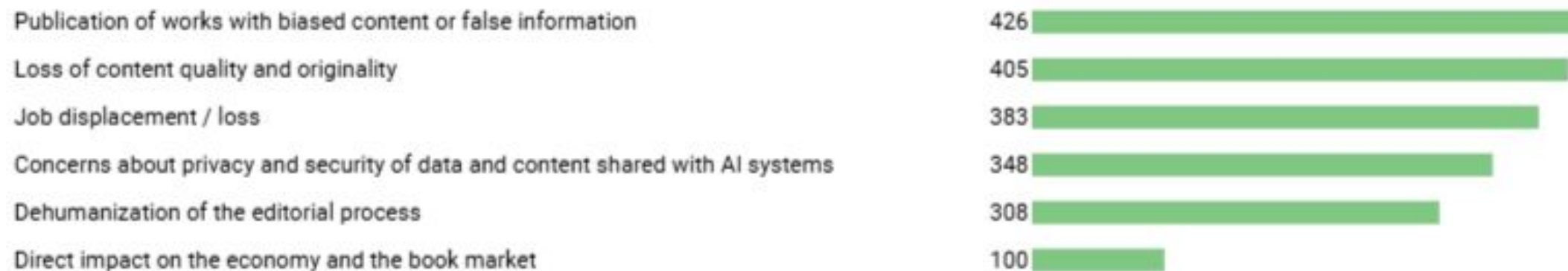
What do you consider to be the main challenges or concerns regarding the implementation of AI in the book industry?

In this question, we aim to delve into the biggest concerns raised by the development of AI, based on a set of possibilities that are often present in industry conversations on the topic.



What are the biggest challenges or concerns?

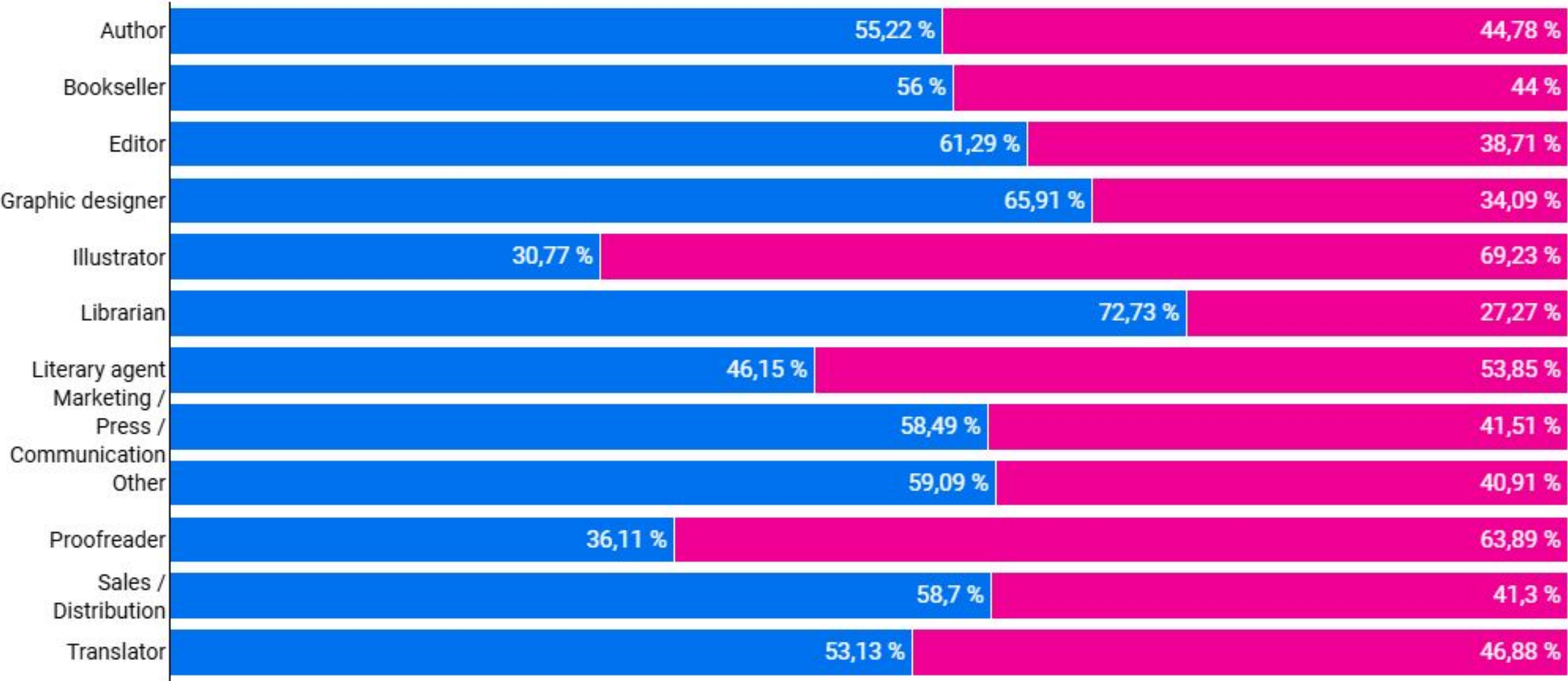
The **publication of works with biased content or false information**, along with the **loss of quality and originality**, are among the main concerns of professionals in the sector.



"Publication of works with biased content or false information"

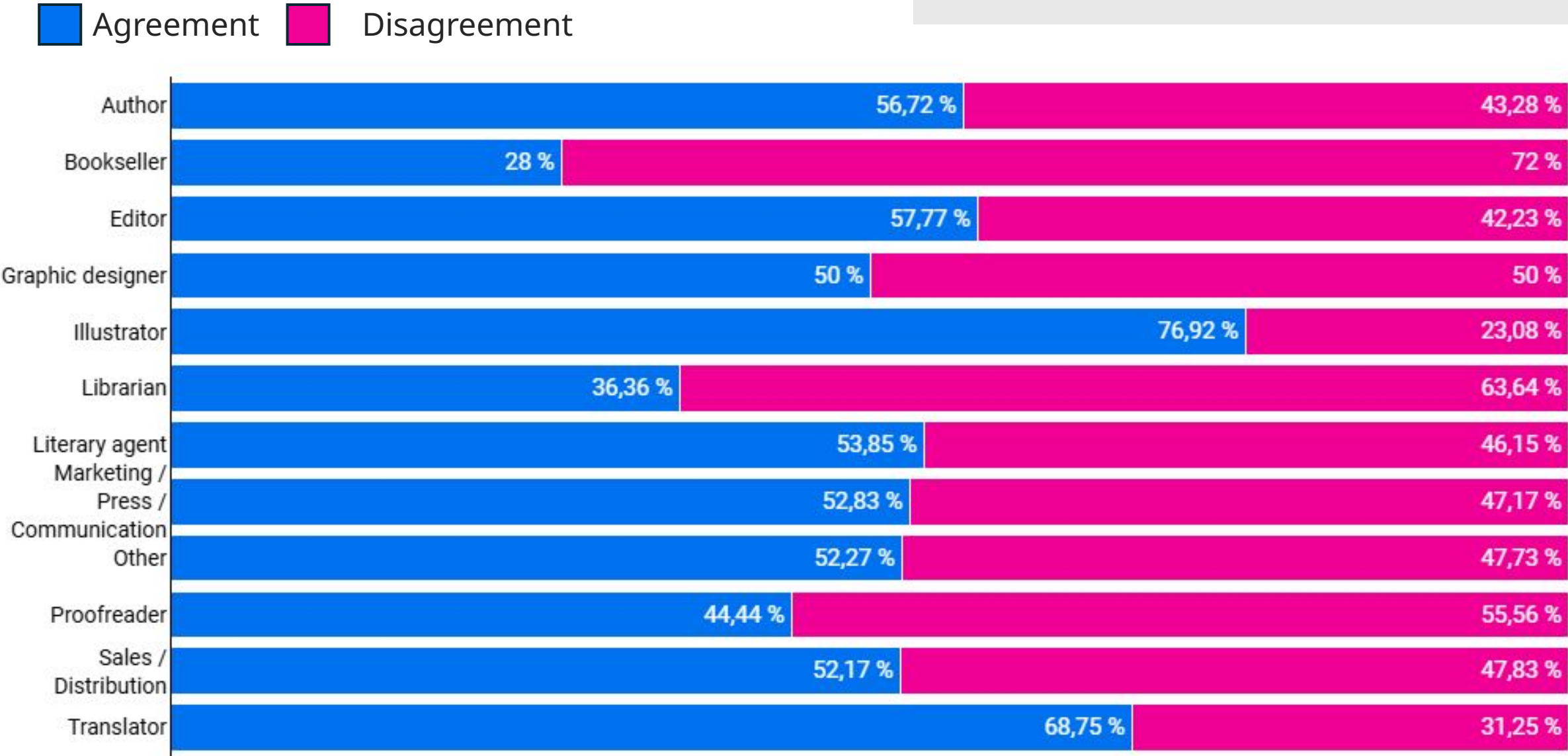
Agreement Disagreement

The importance of this concern varies notably depending on the professional role. **Librarians** and **editors** primarily see the publication of biased or false content as a major issue, whereas proofreaders and illustrators are less concerned about it.



"Loss of quality and originality of content"

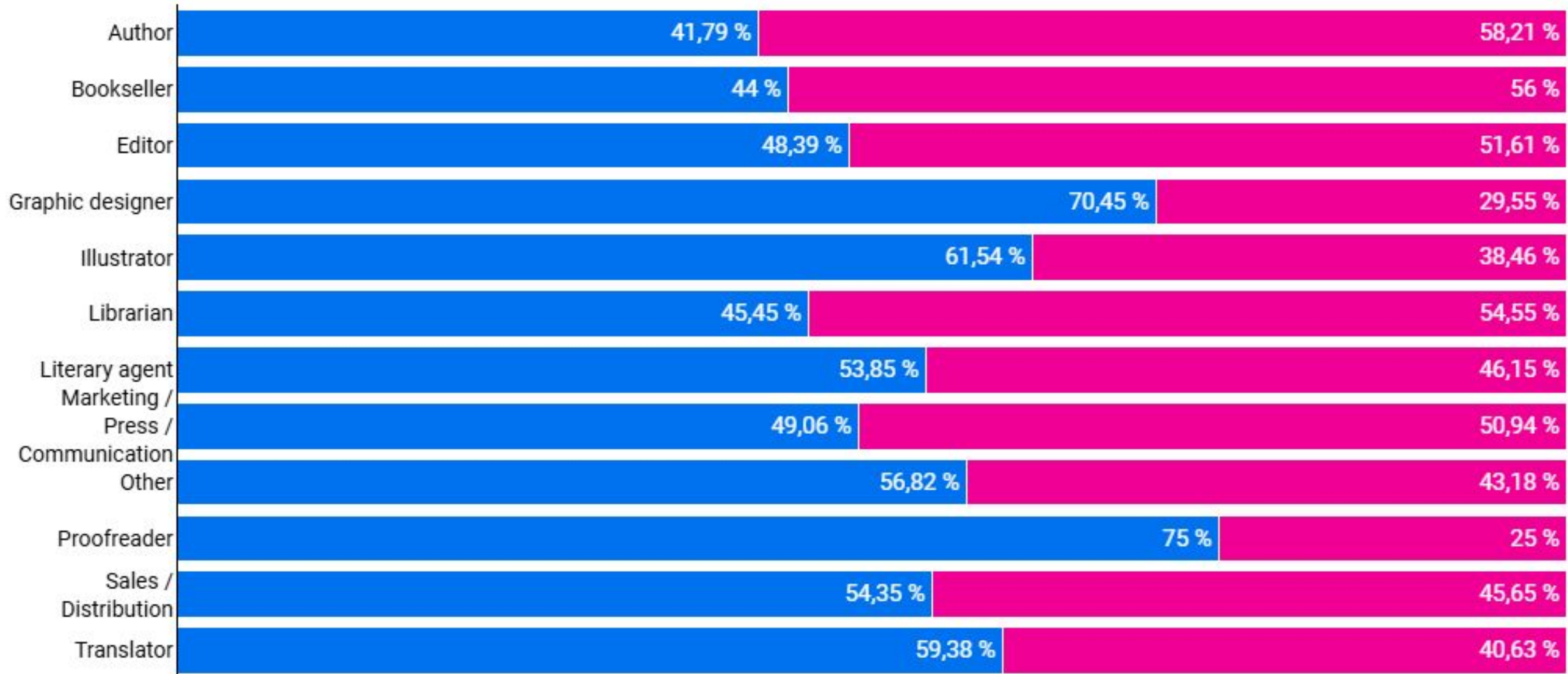
Conversely, declining quality and originality of content is a major concern for **illustrators** and **translators**, but much less so for **librarians** and **booksellers**.



“Displacement / Loss of jobs”

■ Agreement ■ Disagreement

Concern about job displacement is particularly high among **proofreaders, graphic designers, illustrators, and translators.**



Some notable quotes shared in response to this question:

*"I'm concerned about the loss of variety in a possible scenario where AI consistently **recommends a narrow range of books to readers, or a restricted selection of popular topics to editors.**"*

*"I believe that there could be **a disinterest in reading among some people**, due to the disappointment of encountering certain publications of poor quality written by AI".*

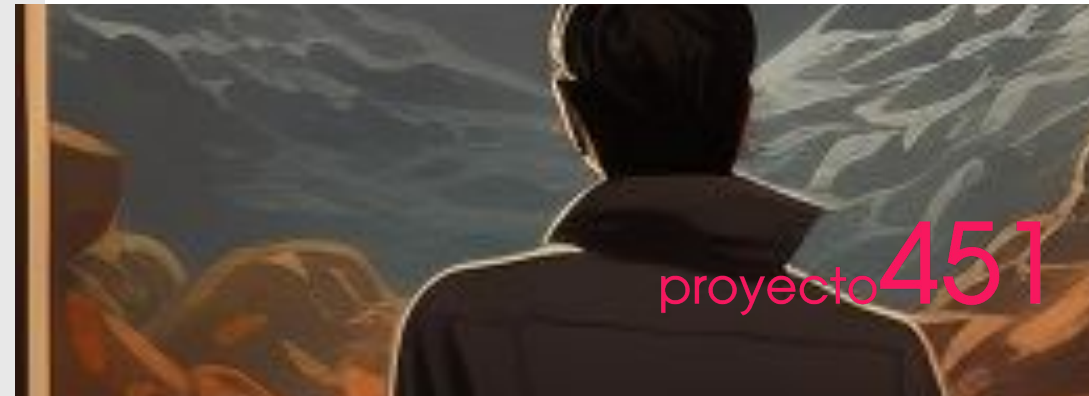


Question 6

Are there any restrictions or limitations that prevent you from using AI in your daily work?



For the most part, **there seem to be no significant restrictions to using AI**. However, company policies, internal regulations, and contractual agreements with authors remain among the least frequent barriers to employing AI in book production and marketing processes.



Question 7

Indicate your level of agreement or disagreement with the following statements

Finally, respondents were presented with 10 statements to evaluate their level of agreement or disagreement, aiming to better understand how professionals perceive AI within the sector.



Statements evaluated in the survey:

1. *"AI is capable of generating original and novel content".*
2. *"AI tools can significantly improve efficiency at all stages of the book value chain".*
3. *"The adoption of AI in the book industry is inevitable".*
4. *"Advances in AI will primarily benefit large publishing houses rather than small ones".*
5. *"AI technologies can facilitate automatic translation at the same level as that performed by a human".*

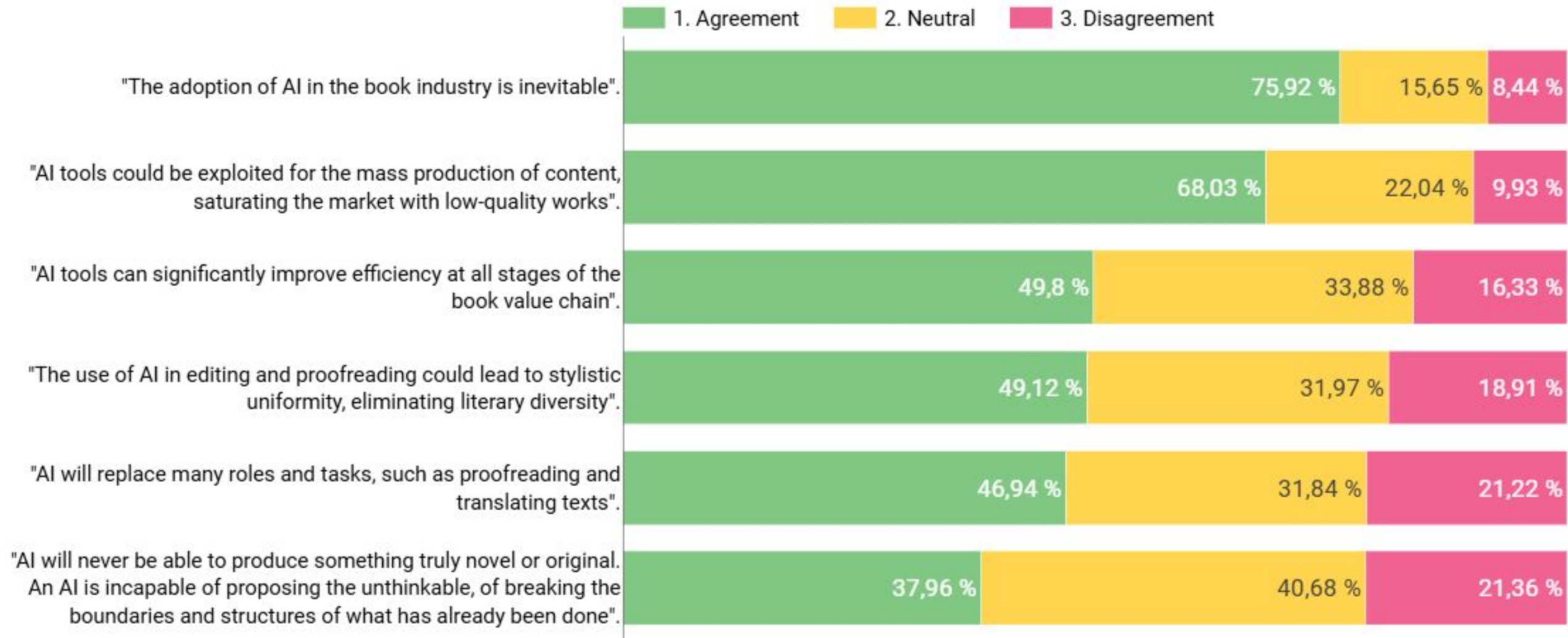


Statements evaluated in the survey:

- 6. *"The use of AI in editing and proofreading could lead to stylistic uniformity, eliminating literary diversity".*
- 7. *"AI tools could be exploited for the mass production of content, saturating the market with low-quality works".*
- 6. *"AI will replace many roles and tasks, such as proofreading and translating texts".*
- 7. *"AI will never be able to produce something truly novel or original. An AI is incapable of proposing the unthinkable, of breaking the boundaries and structures of what has already been done".*
- 6. *"AI will enhance literary quality and uniquely explore new territories, genres, and formats. It will make us humans more creative".*

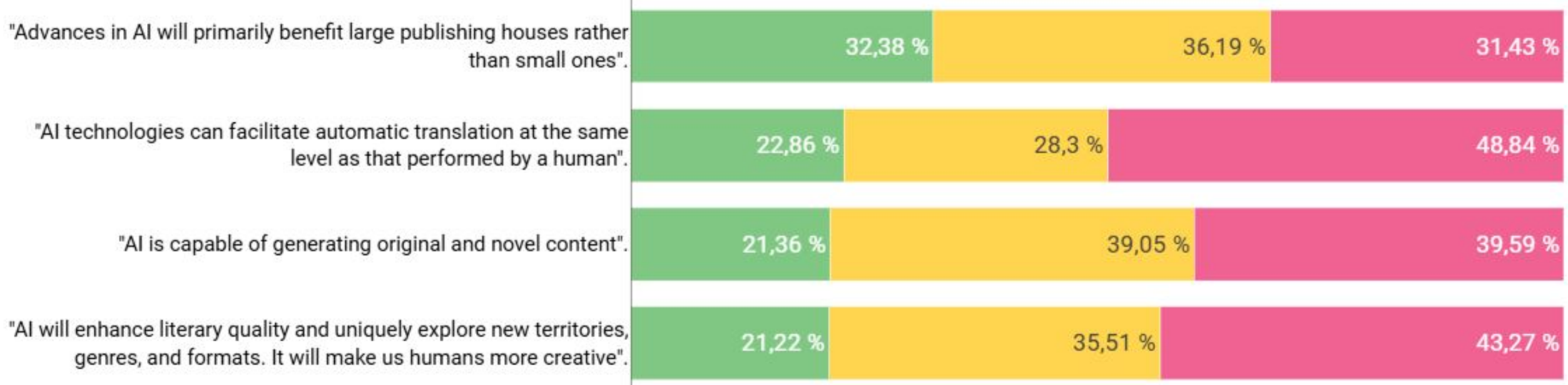


Statements with the highest level of agreement:



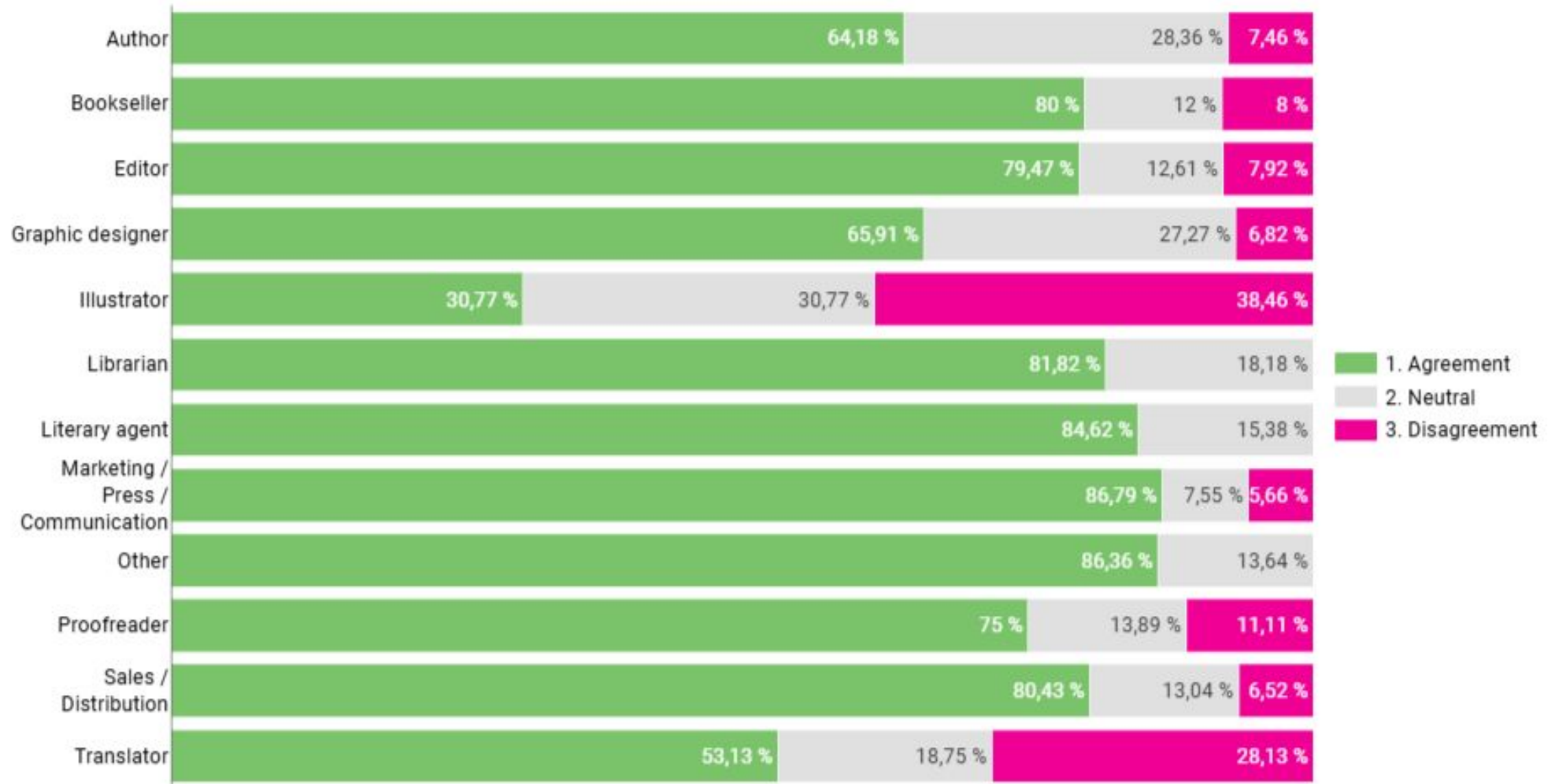
Statements with the highest level of disagreement:

1. Agreement 2. Neutral 3. Disagreement



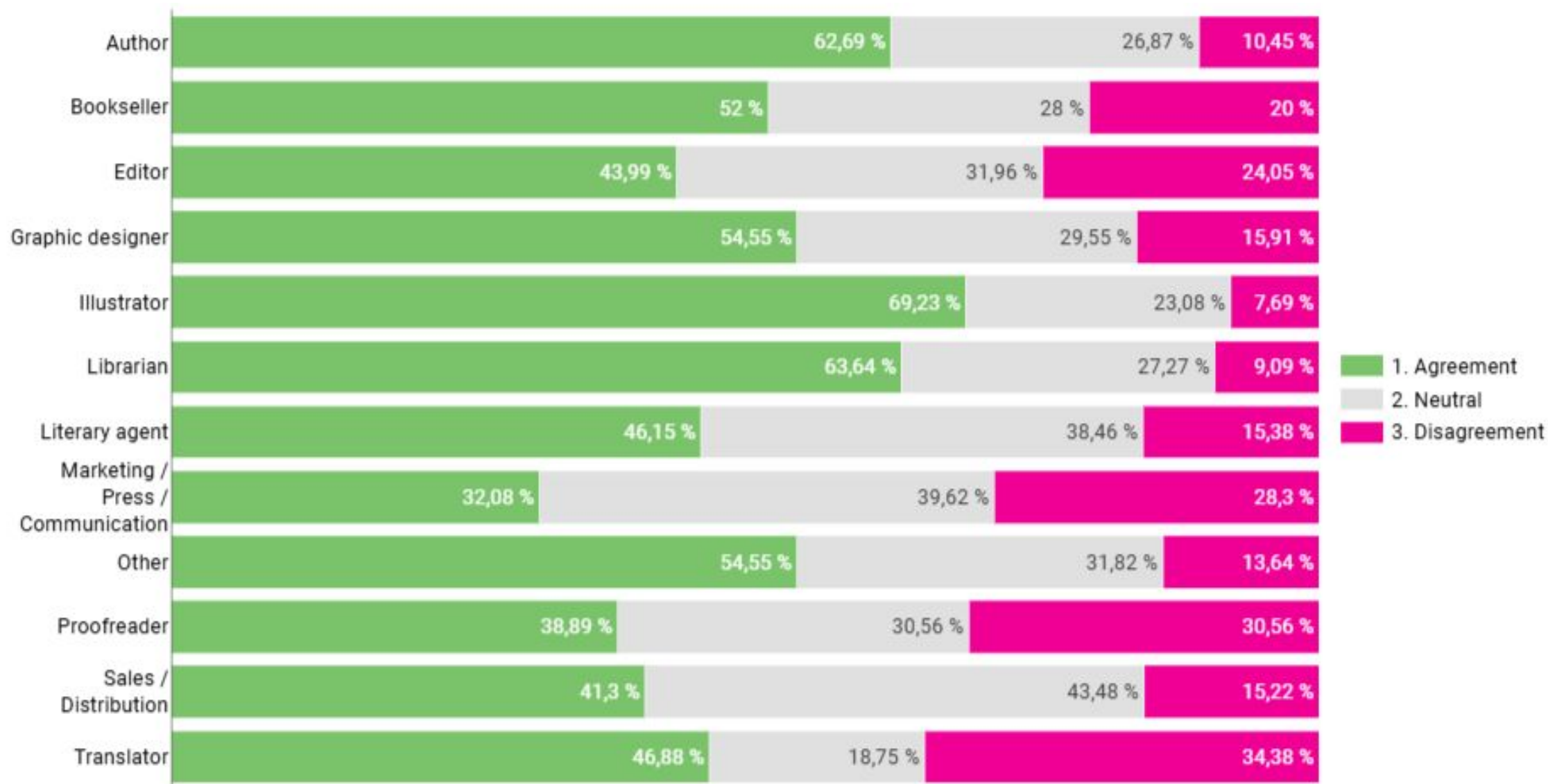
"The adoption of AI in the book industry is inevitable".

Most professionals view AI adoption as inevitable, but **illustrators** and **translators** disagree.



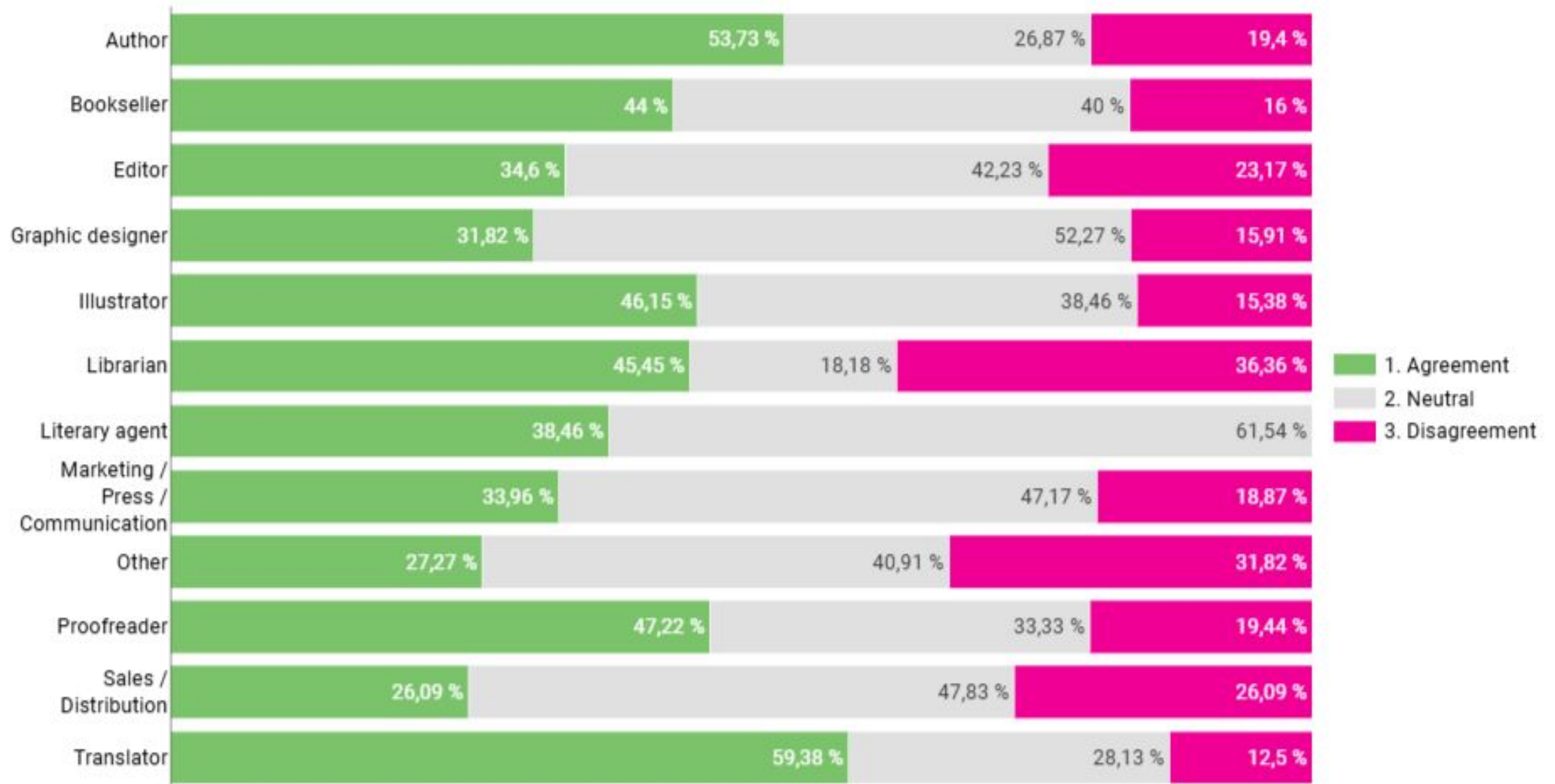
"AI will replace many roles and tasks, such as proofreading and translating texts".

The majority believes AI **will replace many professional roles and tasks.**



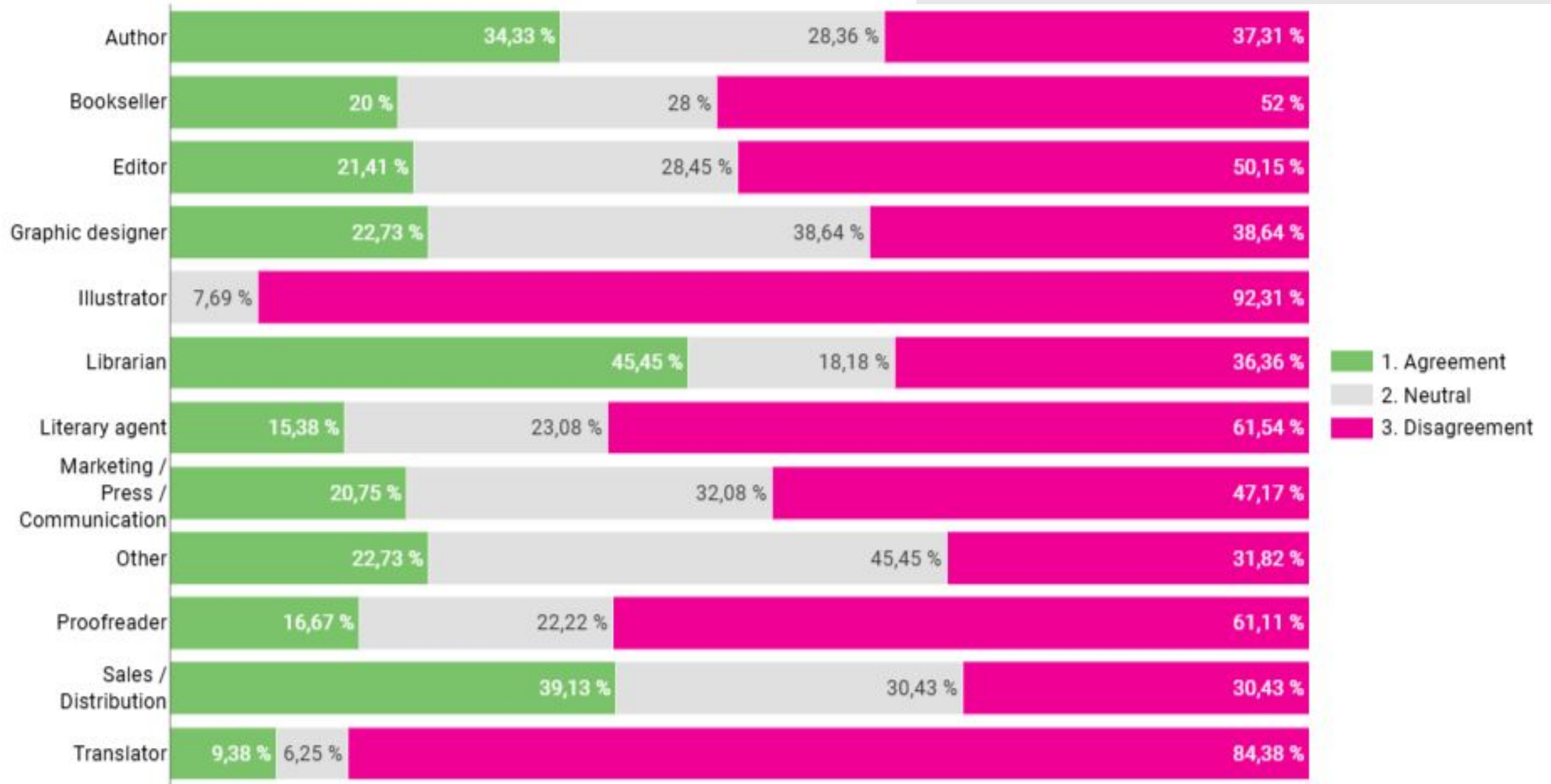
"AI will never be able to produce anything truly novel or original. An AI is incapable of proposing the unthinkable".

Most respondents agree that AI is unable **to create genuinely original or innovative content.**



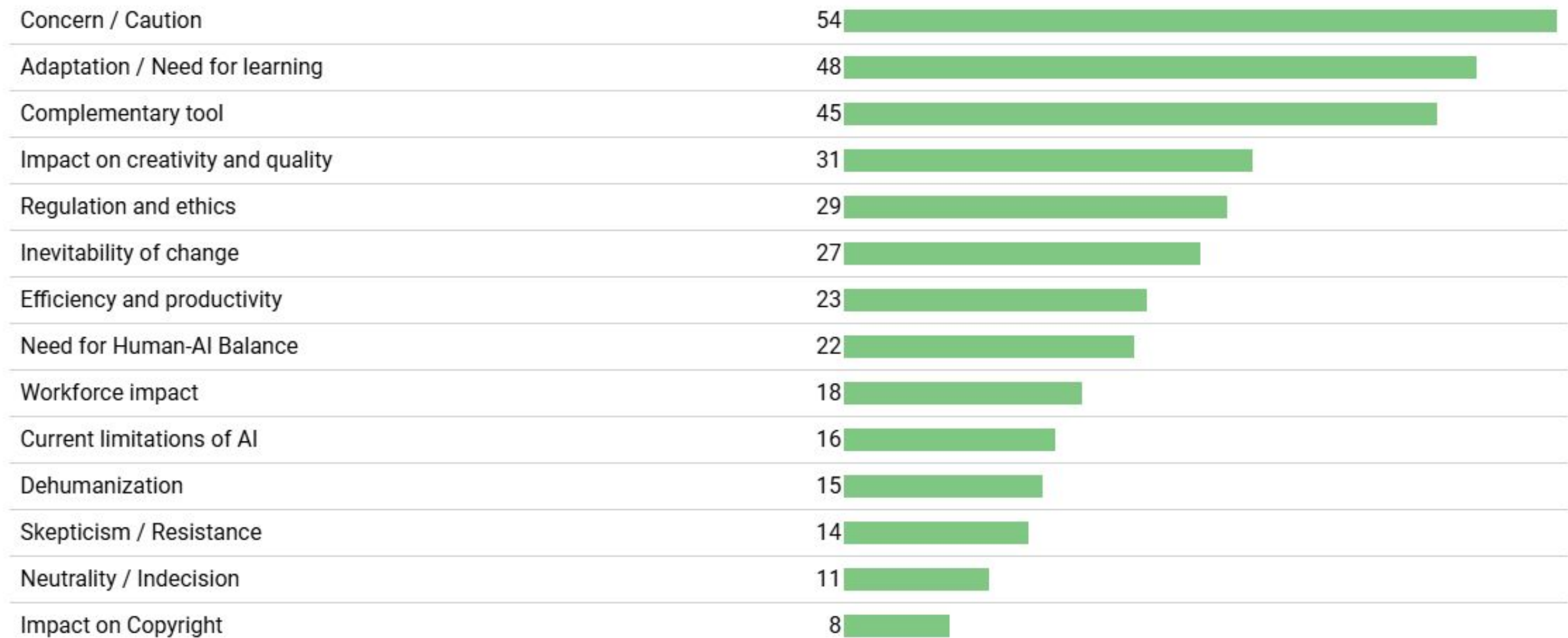
"AI technologies can facilitate automatic translation at a level comparable to that performed by a human".

There is considerable disagreement, particularly among translators, about **AI's ability to match human-level translation quality.**



Over 400 categorized comments

The survey received over 400 comments, **reflecting diverse perspectives**, which have been grouped into the categories below.



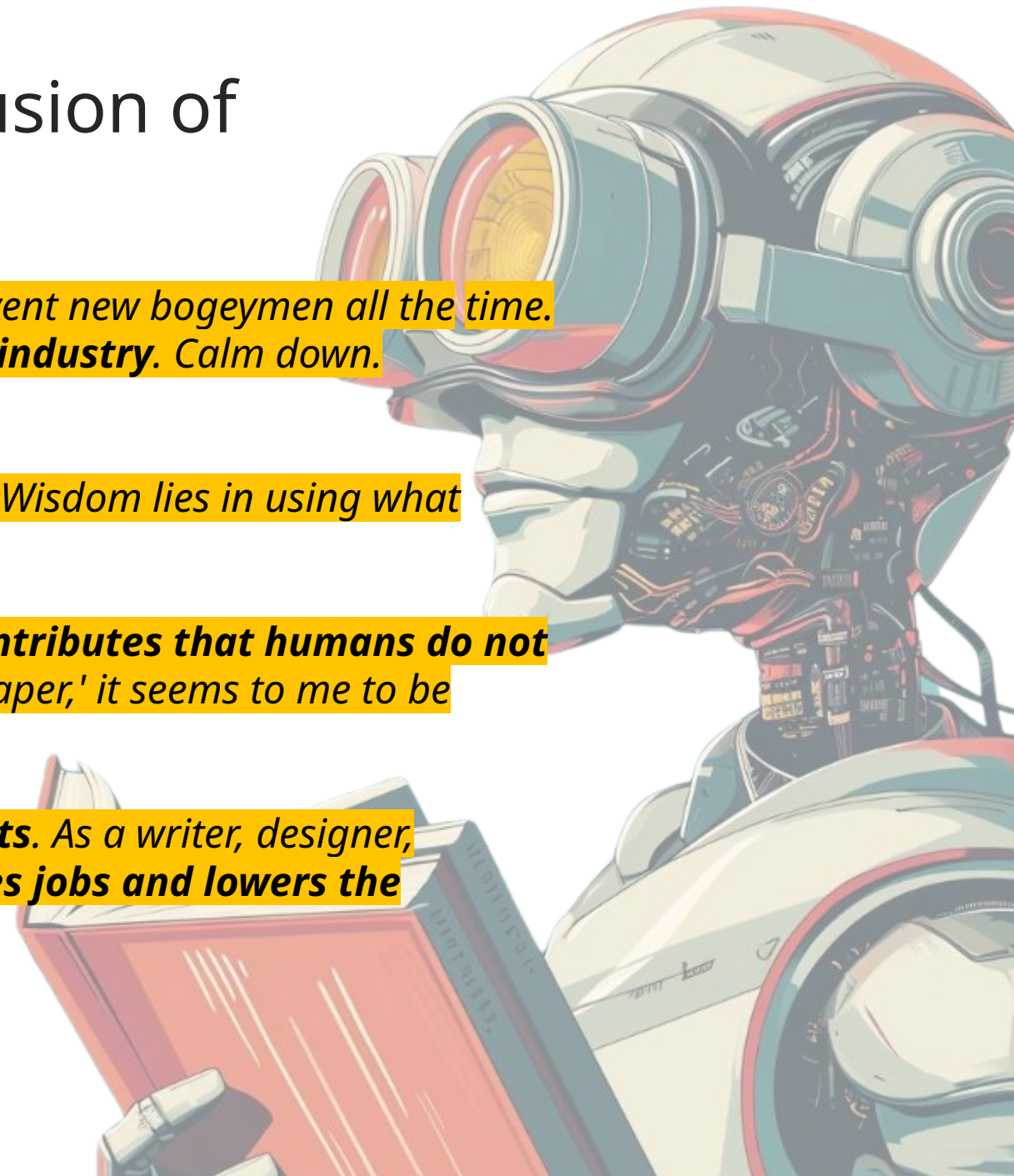
Comments shared at the conclusion of the survey:

*"Humans enjoy being apocalyptic and dramatic; they invent new bogeymen all the time. **AI doesn't represent the end of humanity or the book industry.** Calm down. Breathe".*

*"**To battle against the inevitable is to fight windmills.** Wisdom lies in using what advances and liberates us for purely creative progress".*

*"One must ask **what the use of AI in the book chain contributes that humans do not already provide.** Where the answer is 'the same, but cheaper,' it seems to me to be grave and sad news for the future of creative industries".*

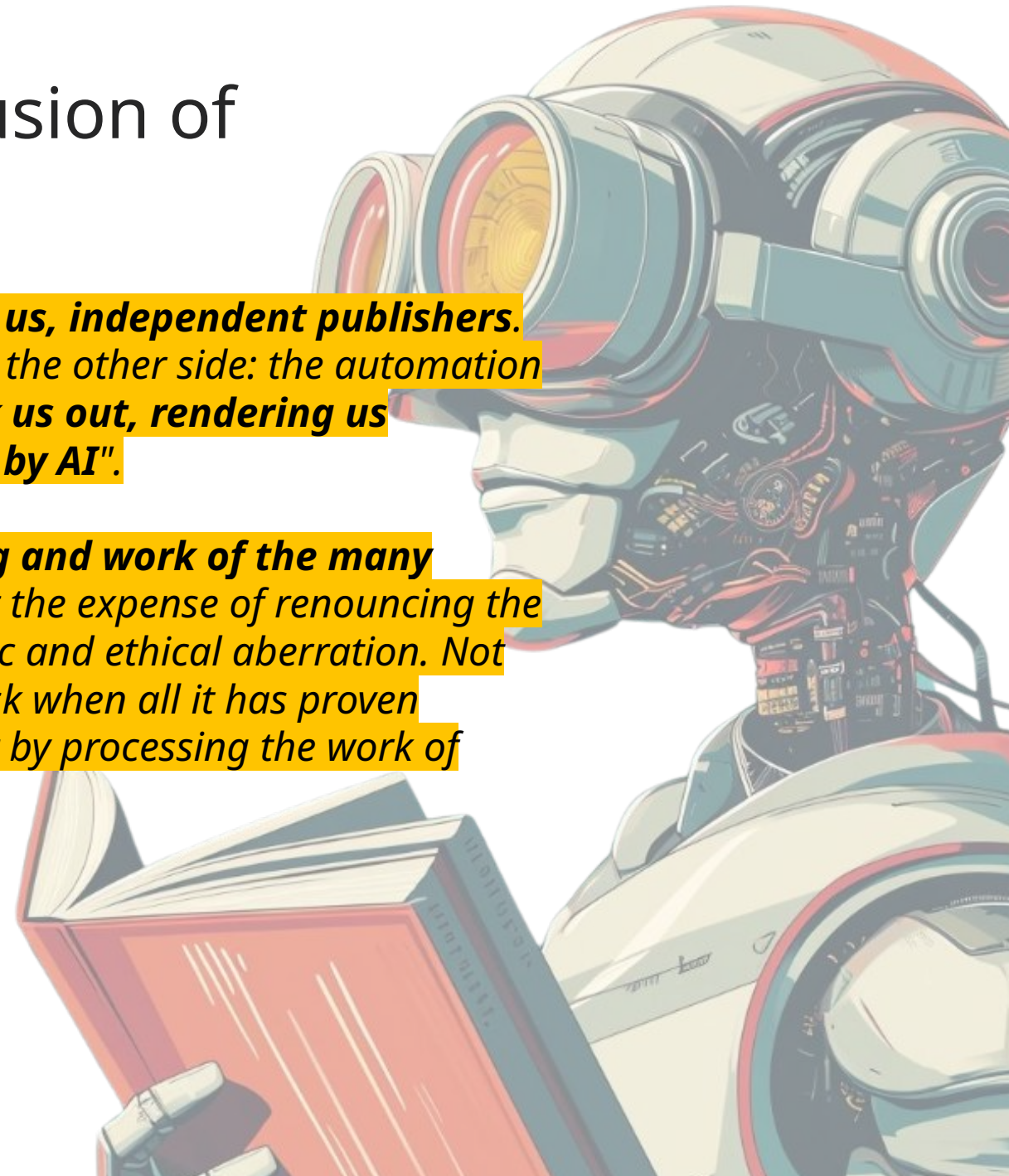
*"As an editor, it's beneficial because **it helps me save costs.** As a writer, designer, translator, and proofreader, it's a calamity that **eliminates jobs and lowers the quality/originality of works**".*



Comments shared at the conclusion of the survey:

"I'm quite concerned about the impact it may have on us, independent publishers. Although it may facilitate our work as a tool, there is also the other side: the automation that could lead independent authors to no longer seek us out, rendering us obsolete in the face of the 'ease' of automatic editing by AI".

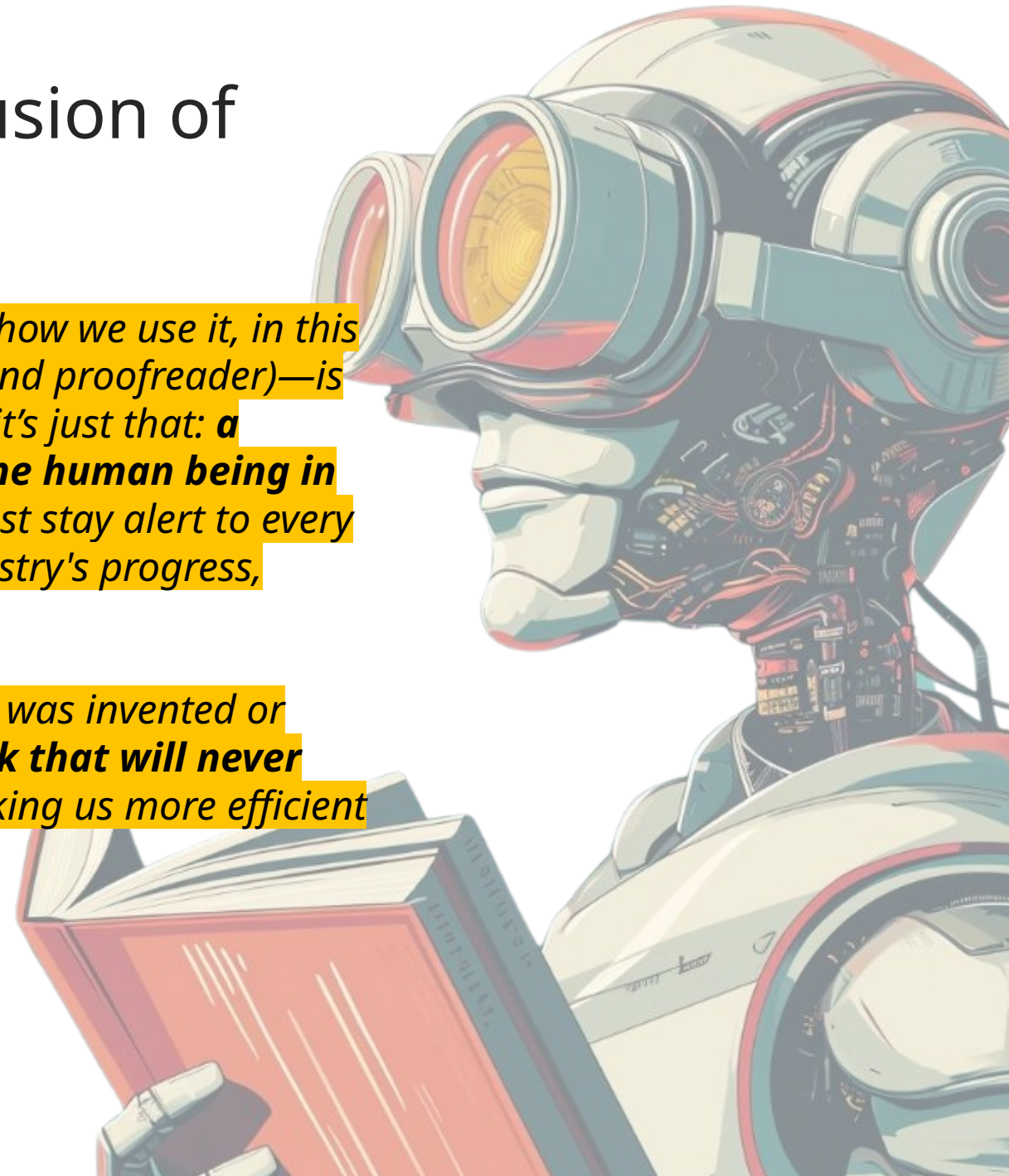
"I believe that the use of AI is an offense to the training and work of the many professionals in the book chain. Wanting to cut costs at the expense of renouncing the quality offered by human work is a mistake and an artistic and ethical aberration. Not to mention the monstrous idea that AI can 'perform' a task when all it has proven capable of doing is copying and replicating human talent by processing the work of others without their consent".



Comments shared at the conclusion of the survey:

*"I believe that the appropriation and use of technology—how we use it, in this case as part of the book chain (specifically, as an editor and proofreader)—is really the core of the issue. I think it's a valuable aid, but it's just that: **a supportive tool that will never COMPLETELY replace the human being in their multidimensionality.** However, it's true that we must stay alert to every new development in AI to avoid falling behind in the industry's progress, because 'either we move with it or it literally MOVES us'".*

*"I think we're in a similar situation to when the calculator was invented or when the internet emerged. **It's another tool in our work that will never replace human capabilities,** but it will benefit us by making us more efficient in certain tasks".*

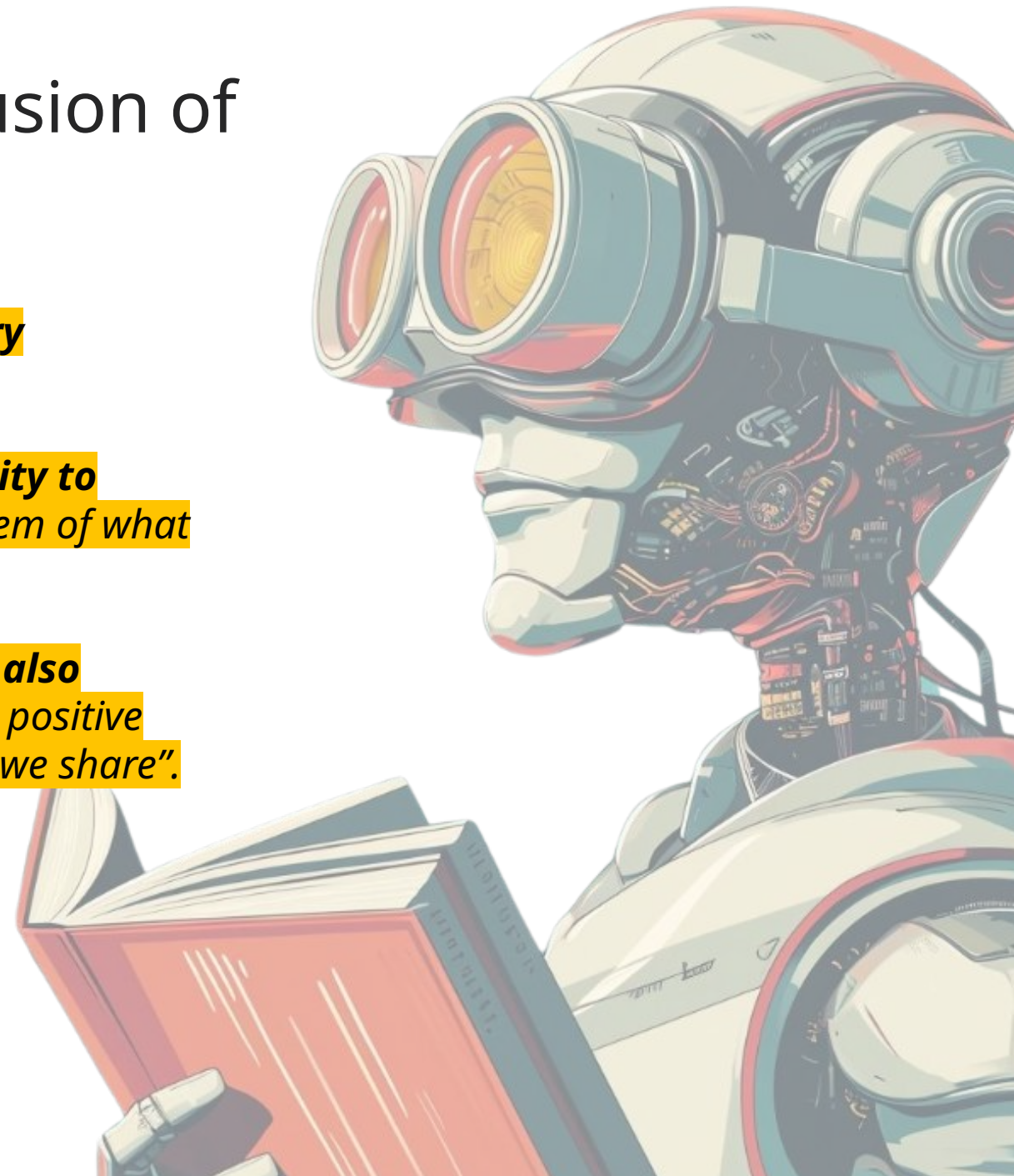


Comments shared at the conclusion of the survey:

*"After the wheel and writing, **AI is the most revolutionary invention in the history of humanity**".*

*"The emergence of AI **represents a wonderful opportunity to reinvent the publishing industry** and the entire ecosystem of what we still call 'books'".*

*"AI not only **helps us to be better at what we do, but it also challenges us to be better at who we are**, promoting a positive evolution that can benefit all of humanity and the planet we share".*



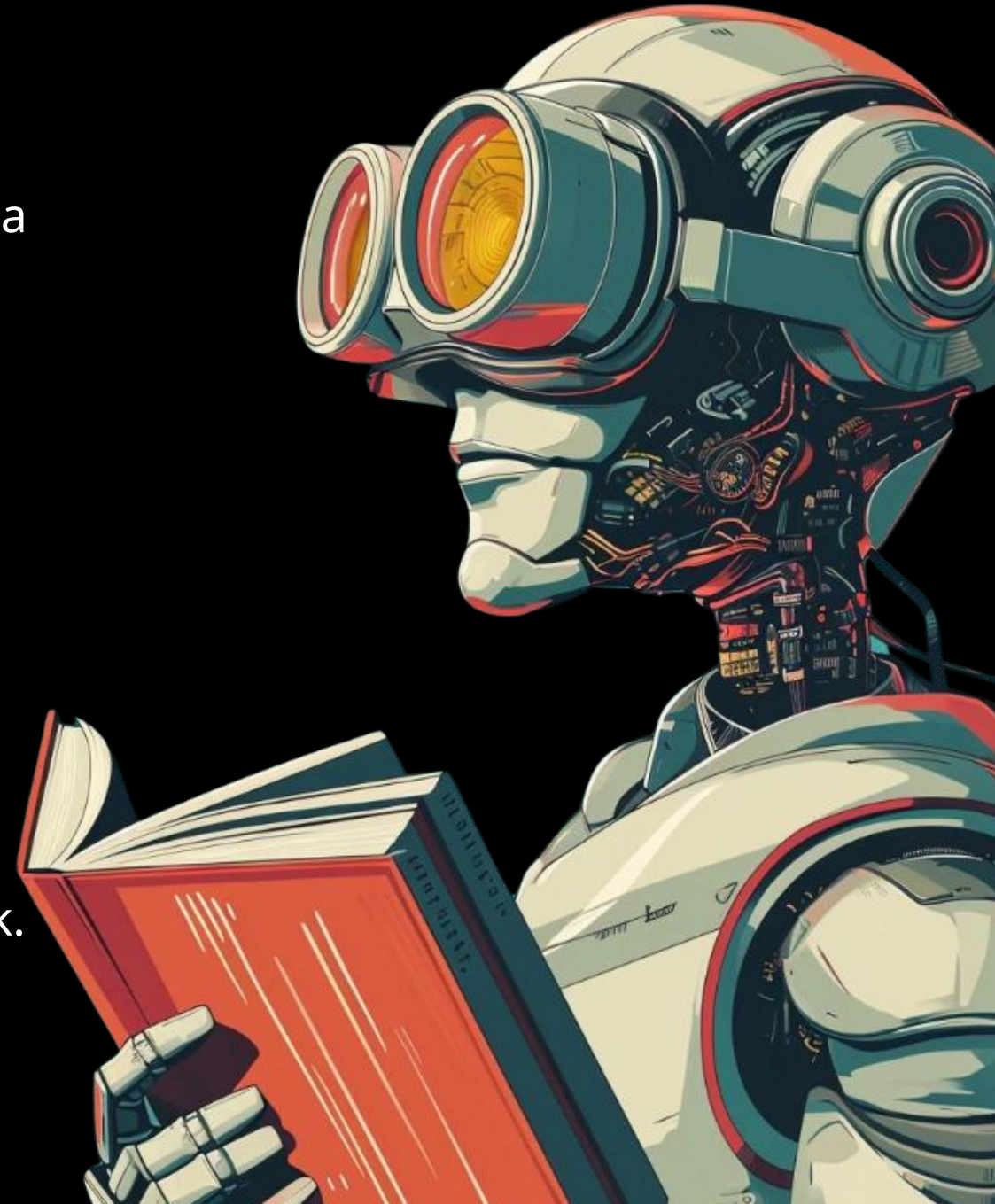
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Part 3. Conclusions



Final conclusions

1. Professionals in the book industry generally have a positive outlook on the impact of AI. **Only 20% perceive its impact negatively.** This positive perspective tends to increase among those with greater industry experience.
2. There is also significant uncertainty among professionals, with **around 30% of respondents not having taken a clear stance** on this issue.
3. The perception of AI is **particularly negative among self-employed professionals**, especially illustrators and translators, possibly due to concerns about the potential impact on their work.



Final conclusions

4. There is broad consensus that the impact of **AI on the industry will be profound and will lead to substantial changes**. Only 16.9% of respondents disagree with this view.
5. Many professionals **consider cost optimization and task automation to be the greatest benefits** of AI. Very few professionals believe AI will offer no benefits.
6. Few professionals think AI will positively impact the creation of **new reading experiences or enhance the literary quality** of published works.



Final conclusions

7. Despite general optimism regarding cost optimization and automation (488 responses out of 735), professionals whose work could be negatively affected by AI tools—especially translators and illustrators—**express significant concern about their impact.**
8. There is **significant concern regarding the potential impact** these tools may have on employment, possibly leading to job losses or worsening working conditions.



Final conclusions

9. Currently, AI is primarily being used for tasks such as style correction, translation, brainstorming, information analysis, and the development of marketing and communication campaigns. Professionals who are not yet utilizing AI for these purposes **largely intend to adopt it in the near future.**
10. AI is currently **not widely employed for creating or managing metadata, adapting books to various formats, or producing audiobooks.** Nevertheless, a considerable majority of respondents indicated their intention to begin using AI in these areas soon.
11. A substantial proportion of respondents indicated that they do not plan to implement AI **for manuscript evaluation, book layout, or editing and proofreading processes.**



Final conclusions

12. Regarding **image generation**, opinions are divided: slightly more than half of the respondents indicated they are currently using AI or plan to do so, while the remaining respondents stated that they do not intend to use it.
13. The **publication of works containing biased content or false information**, as well as the potential loss of quality and originality, are among the primary concerns of professionals in the sector.
14. There appears to be little concern regarding the **impact on the book industry's economy**. It is widely believed that no significant changes will occur in this area.



Final conclusions

15. For the most part, **there seem to be few significant restrictions on the use of AI.** Although some professionals mention limitations imposed by company policies, regulations, or contracts with authors, these cases are not widespread.
16. There is broad consensus that the impact of AI is **inevitable.** Additionally, there is a widespread belief that AI **will replace numerous professional roles and tasks.**
17. Additionally, there is widespread agreement that AI **cannot generate truly original content** nor translate at a human-level quality.



Final conclusions

Finally, the uncertainty generated by such a significant technological disruption leads to polarized perspectives. After analyzing more than 400 comments shared by professionals, we find two primary viewpoints: those who believe that AI challenges us to improve as individuals, promoting a positive evolution beneficial to humanity, and those who argue that AI undermines the skills, training, and efforts of professionals across the publishing industry.



iThank you!

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