

# The Little Smart Squirrel or the Push for Artificial Intelligence in Lithuanian Book Publishing

## Authors:

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## Research Aim & Question

**Aim:** Investigate how Lithuanian book publishers perceive and evaluate AI tools.

**Research question:** *What are publishers' attitudes toward AI in content creation?*

## Background

AI tools are transforming publishing globally (editing, translation, metadata, marketing). Adoption is uneven: in small-language markets like Lithuania, legal uncertainty and cultural attitudes strongly shape implementation.

## Methods

Semi-structured interviews with 9 Lithuanian publishers (fiction, nonfiction, academic, children's).

Reader survey ( $n \approx$  several hundred).

Analysis: Thematic analysis (Naeem et al. 2023, six-step framework), abductive reasoning, Winston's Innovation Diffusion Model.

## Key Findings

Five conceptual themes emerged:

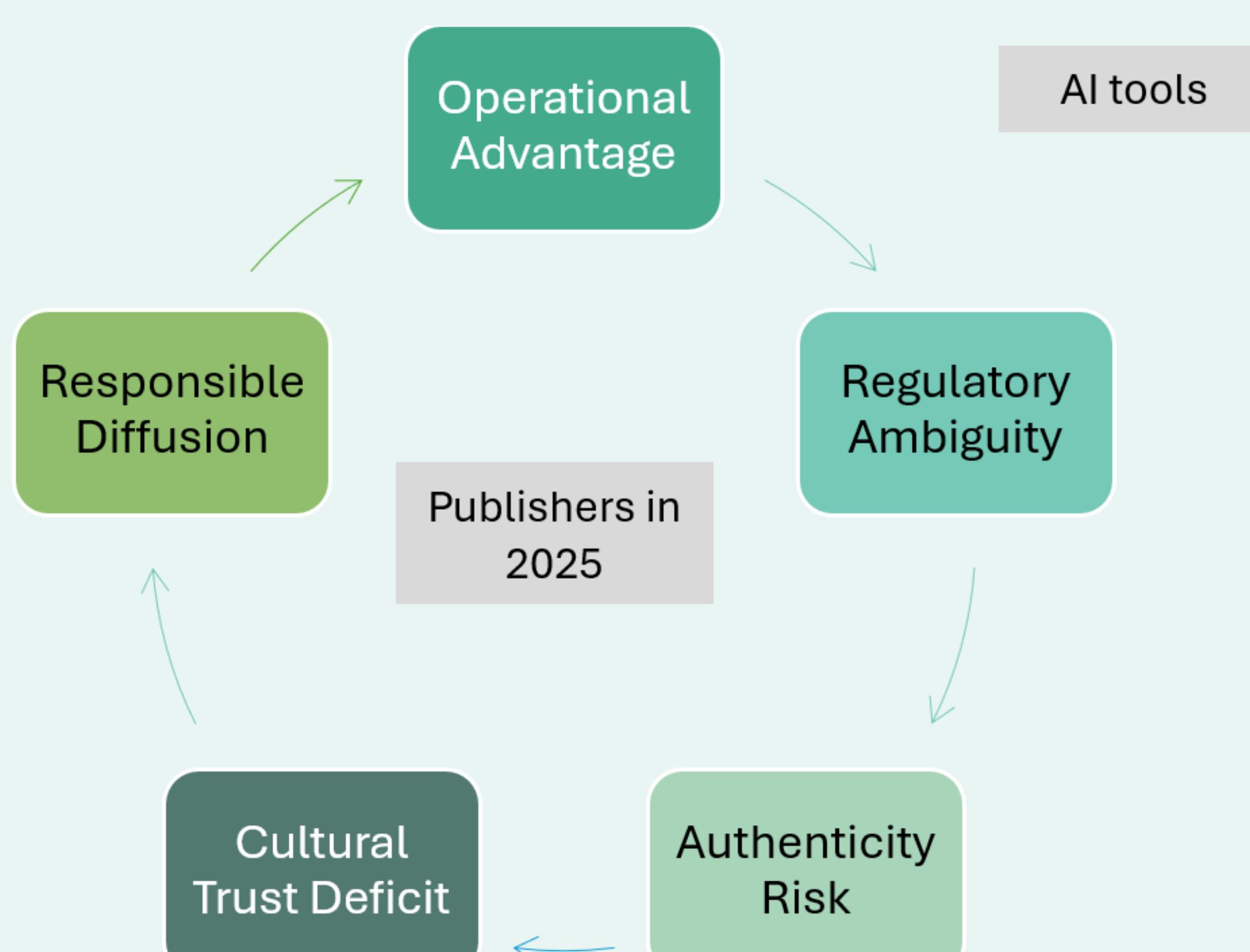
*Operational Advantage* – AI saves time, supports workflow.

*Regulatory Ambiguity* – legal uncertainty slows adoption.

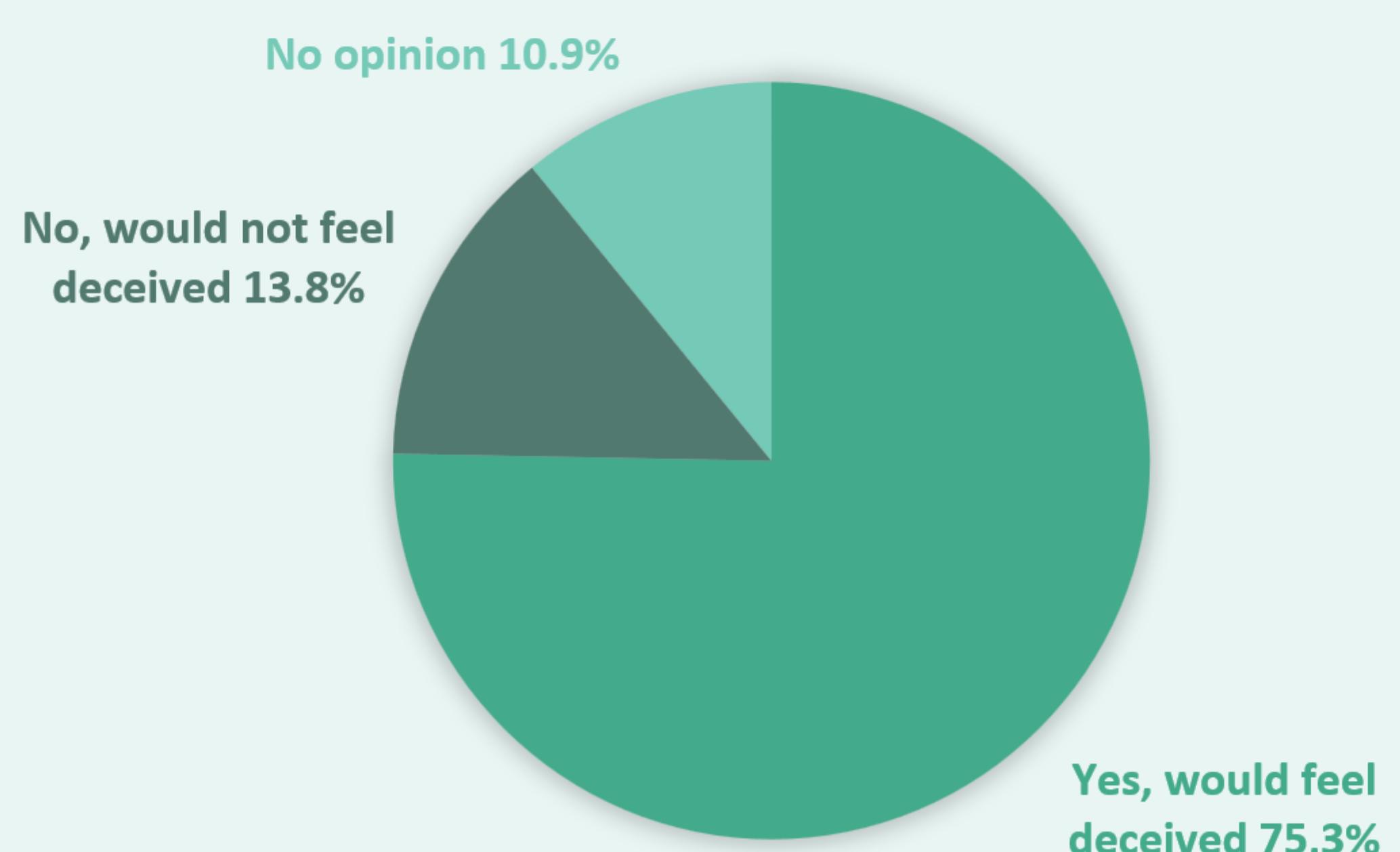
*Authenticity Risk* – fear of diminished creativity and literary quality.

*Cultural Trust Deficit* – scepticism from staff, authors, and readers.

*Responsible Diffusion* – calls for phased use, disclosure norms, and internal policies.



## Would you feel deceived if AI tool use in a book was not disclosed?



## Reader Perspectives

Most readers would *not buy/read a book* if they knew it was AI-generated.

Many would view negatively if their favorite author used AI.

## Implications

AI is seen as a supportive tool, not a replacement.

*Successful adoption requires:*

Clear copyright frameworks,  
Transparent disclosure policies,

Consideration of reader expectations and trust.

## Conclusion

AI's diffusion in publishing is selective, conditional, and culturally negotiated. External studies confirm many of these dynamics, but the Lithuanian case adds specificity—showing how small-language publishers balance global technological trends with local cultural and ethical sensibilities.



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