

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

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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

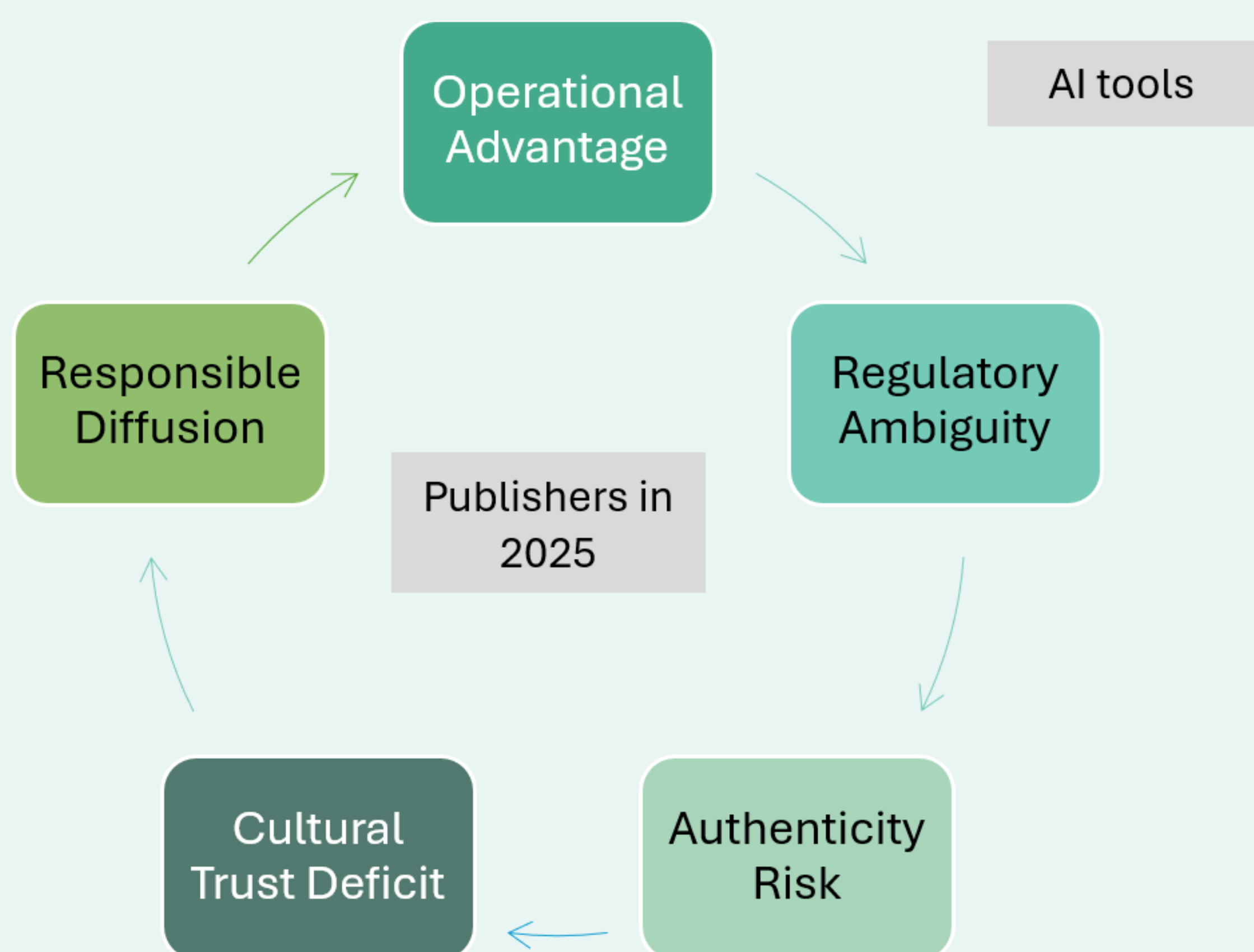
AI tools are transforming publishing globally (editing, translation, metadata, marketing).
Adoption is uneven: in small-language markets like Lithuania, legal uncertainty and cultural attitudes strongly shape implementation.

Methods

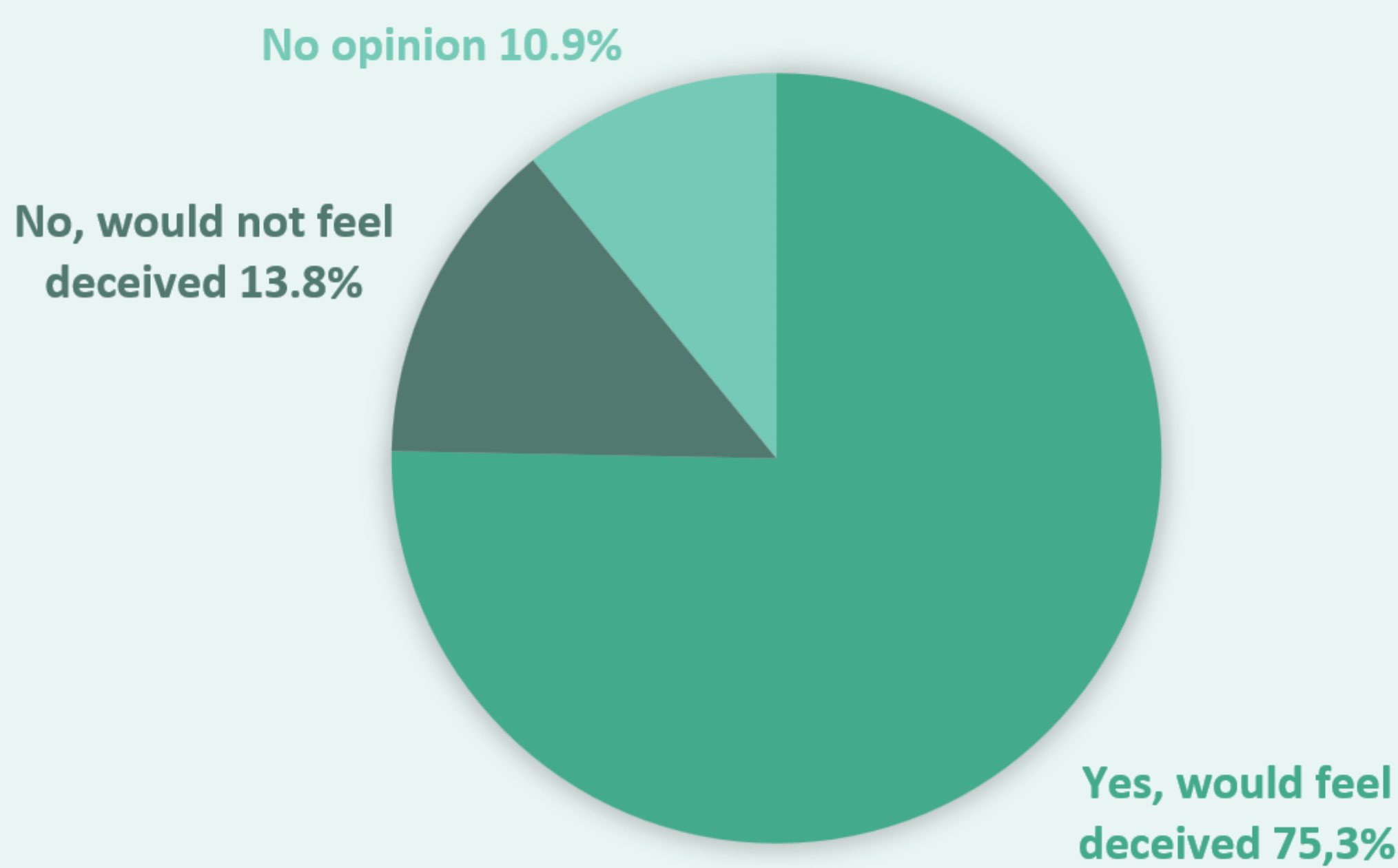
Semi-structured interviews with 9 Lithuanian publishers (fiction, nonfiction, academic, children’s).
Reader survey (n ≈ several hundred).
Analysis: Thematic analysis (Naeem et al. 2023, six-step framework), abductive reasoning, Winston’s Innovation Diffusion Model.

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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