A.I. & PUBLISHING
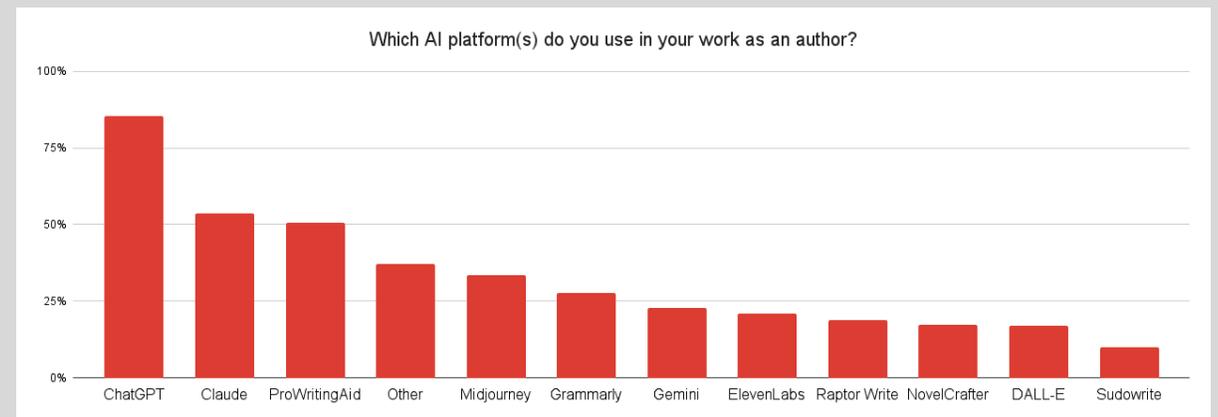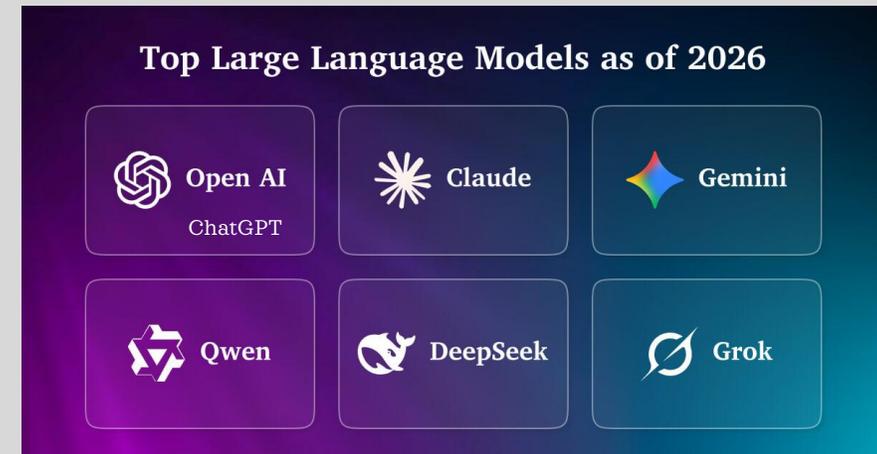
Exploring AI's impact on writing and the publishing industry

What is A.I.?

Artificial Intelligence/Large Language Models (LLMs)

- A computer model capable of learning without being given explicit instructions

- It has a set of instruction and algorithms for how to operate

- The model builds itself over time – makes predictions given a large amount of raw data

- ChatGPT is the most commonly used by authors

Top Large Language Models as of 2026

Open AI — ChatGPT
Claude
Gemini
Qwen
DeepSeek
Grok

Which AI platform(s) do you use in your work as an author?

Two Ways of Using A.I.

Public LLMS - Free

◦ Runs on the LLM's system

◦ The system takes anything it is fed and uses it for future learning

◦ If you input your writing, it becomes part of the LLM's data set

◦ Highest capability for processing data

Managed Environment - Paid

◦ Runs in a closed system

◦ Added security and privacy

◦ The user can choose whether data that is fed into the system can be used for future learning

◦ Can be trained to use a specific style/voice for writing by being fed writing samples

◦ Less complex/capable

WRITING & A.I.

How is A.I. impacting writing?

A.I. has impacted writing in the areas of:
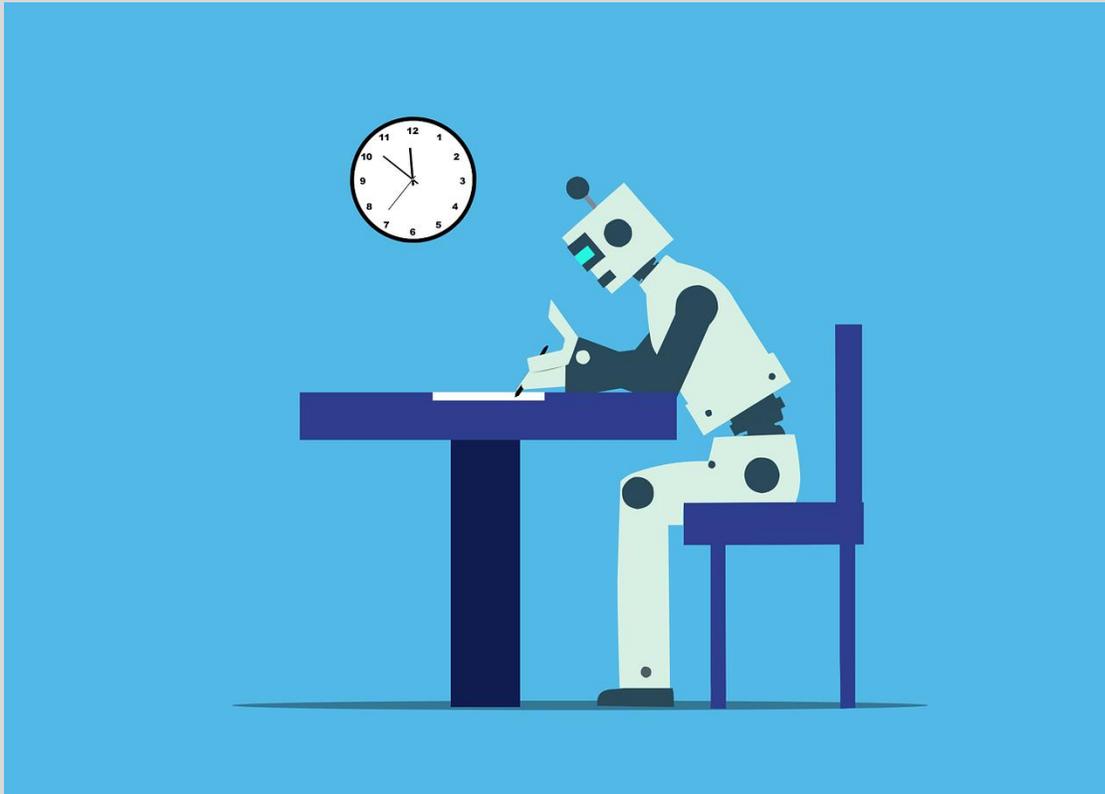
1. Copyright
2. Ethics
3. Creative Uses
4. Noncreative Uses

A.I. & Copyright

Definition & Legal Consideration

○ In the U.S., a work is copyrighted when "original works of authorship fixed in any tangible medium of expression"

BUT

○ To sue for damages caused by infringement creator must have a public record or exclusive copyright (registration made within 3 months of publication or prior to) to sue for more than actual damages (attorney fees, statutory damages)
  ○ A claim may be thrown out if not registered
    ○ (reference: Anthropic settlement)

Work is copyrightable if it is:

1. Original (the author's own conception & it possesses at least a "minimal degree of creativity")

2. Fixed in a tangible medium of expression (recorded/written down in some form that allows it to be perceived, reproduced, or communicated over time)

3. The product of human authorship

Recent Rulings on A.I. & Copyright

Courts have determined that:

- AI material is NOT copyrightable (whole or part, in any form)

- Authors must <u>disclaim</u> AI-produced sections when apply for copyright

- Human prompting does not provide copyright protection

**Lawsuits are ongoing and laws regarding A.I. may change

Courts have also determined it is "fair use" for LLMs to use books for training purposes if:

- It is purchased legally

- It does not create direct competition to the original product

- It does not cause lost revenue to the original creator

- It does not restrict licensing opportunities for the original creator
  - (Created by Humans A.I. rights negotiation)

A.I. & Ethics

Ethical Arguments Against its Use:

- Devalues art and artists

- Harmful to the environment

- Reduces critical thinking and creativity

- Reduces employment opportunities for translators, editors, narrators, artists, etc.

Ethical Arguments For its Use:

- Failure to adapt to its use disrupts authors' careers

- Streamlines non-writing processes to allow for more writing/creativity

- Improves business operation and log-term success

A.I. & Ethics

Author's Guild's guide to Ethical use of A.I.:

- AI should be a tool, not a replacement for creativity
- Final work should always be in the writer's voice, no copy/paste
- Always disclose use incorporated into creative works (Copyright office and readers)
- Follow retailer/platform guidelines about disclosure/use
- Respect rights of others when using AI – do not use to mimic others
- Always review/fact check
- If inputting original works, do so in a closed AI system (usually requires paid account)
- Be aware/mindful of impact of use on others/environment
- Protect/assert rights against AI infringement

A.I. Use for Creative Purposes

- Research
  - Always fact check

- Outlining/Plotting
  - Organization of ideas
  - Checking for inconsistencies, plot holes
  - Structure development

- Writing
  - Tool for accessibility, not replacing writing
  - Idea generation when stuck
  - A.I. produced writing is noncopyrightable

- Cover Art
  - Idea generation – prep to work with a designer
  - Full design – noncopyrightable

- Brainstorming
  - Can help with narrowing ideas (what doesn't work) more so that creating new ideas

Commercial Products:

- Plottr
  - Virtual beta reader service
  - Planning software

- Grammarly
  - Editing, writing improvement

- ProWritingAid
  - Editing, writing improvement

- SudoWrite
  - Story organization, story bibles, idea generation, etc.

A.I. Use for Noncreative Purposes

- Editing/Proofreading
  - Already part of every word processing software
  - Not always correct

- Jacket/cover copy writing
  - Useful for genre trend structure and optimizing for SEO/GEO

- Narration
  - Potential copyright issues
  - Potential issues with user dissatisfaction
  - Not accepted in all forms on all retailers

- Translation
  - Potential copyright issues
  - Lacks cultural nuance and poor results with humor
  - Not accepted in all forms on all retailers
  - Many translators were already using AI but not disclosing it

Retailer Adoption:

- Amazon:
  - Recent addition of AI translation in some languages, options for AI narration
  - Ask This Book feature
  - Story Recaps
  - Asks authors to disclose AI use

- Audible:
  - Recently approved AI narration, but only their in-house production

- Other retailers:
  - Most accept some form of AI audio narration, but require it be disclosed

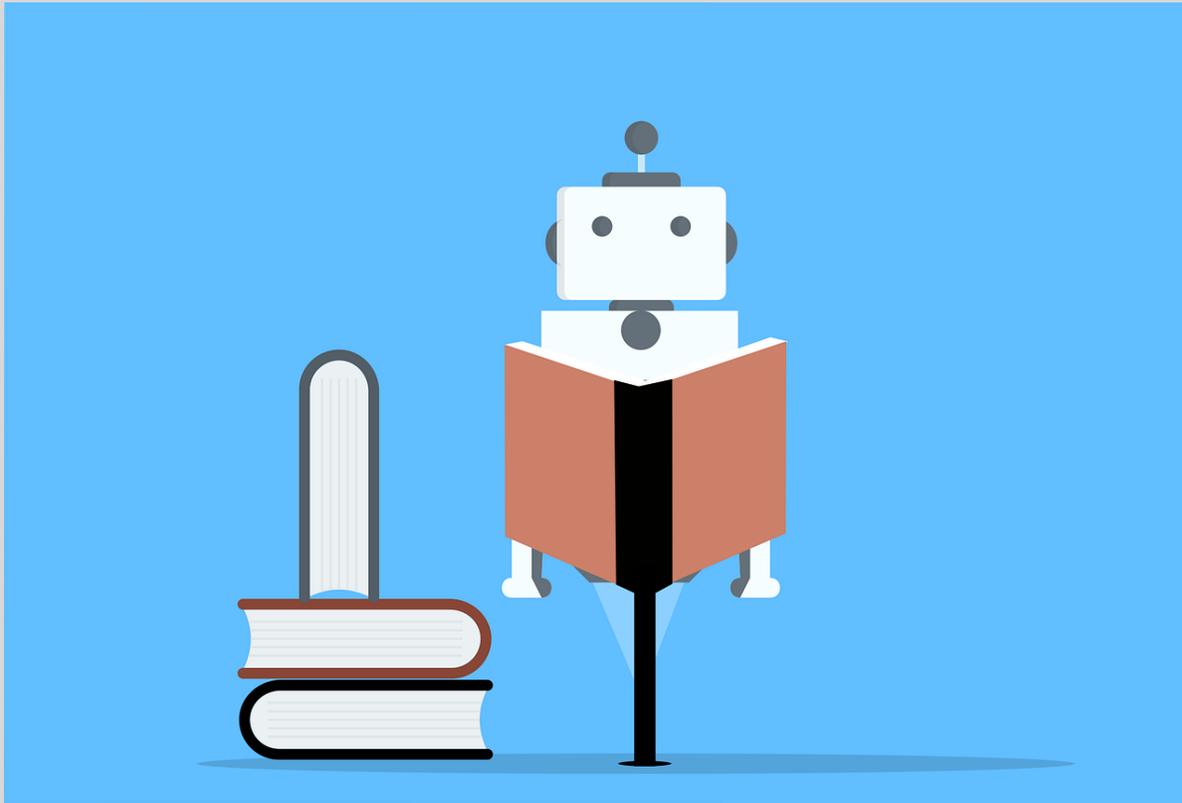How often do you use generative AI to assist with the following?
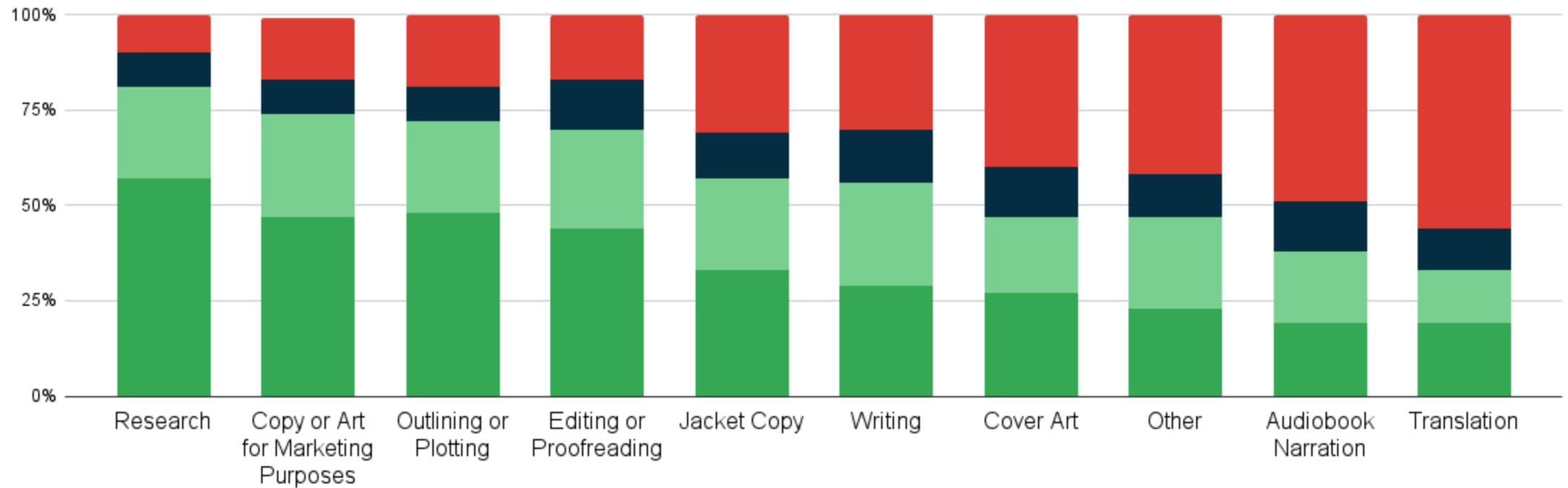
A.I. & THE PUBLISHING PROCESS

Where has A.I. impacting the overall publishing process?

A.I. impacts of publishing include:

1. Transparency Concerns
2. Marketing
3. Data Analysis
4. SEO/GEO

A.I. Transparency Concerns

- Readers are becoming more accepting, but want transparency
  - Surveys show readers feel lied to if A.I. use is not disclosed upfront
  - Can lead to boycotts, outrage
- Readers are most accepting of quality A.I. narration
  - Poor narration quality loses readers quickly
- Reader acceptance of A.I. translation varies depending on quality
  - Humor does not translate well
  - Regional/cultural nuance is lacking with A.I.

Author Backlash:

- Lena McDonald receive heavy backlash last year after an AI prompt was accidentally left in the book manuscript, *Darkhollow Academy: Year 2,* when published
- Outrage was particularly fierce because the prompt exposed that she was trying to mimic another writer's style
- Many reader's social media responses showed instant rejection of future works by the author
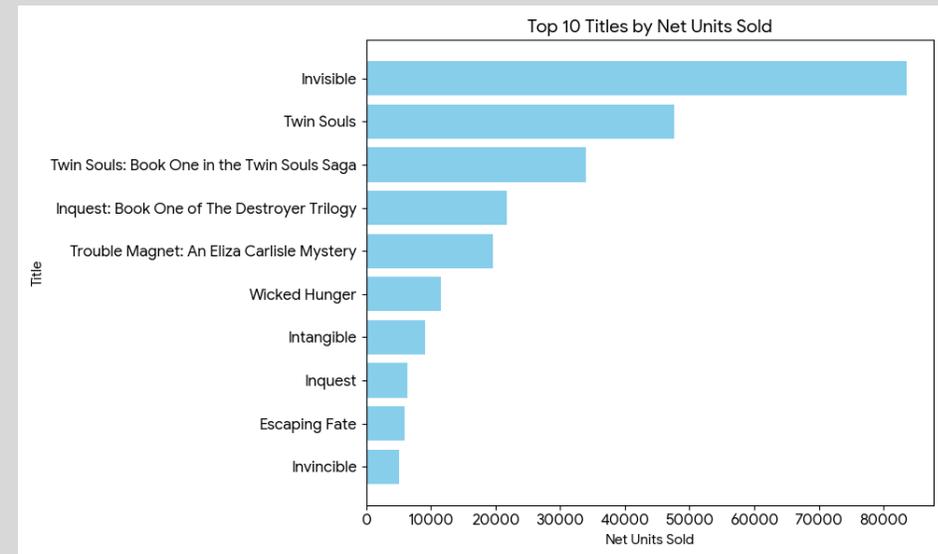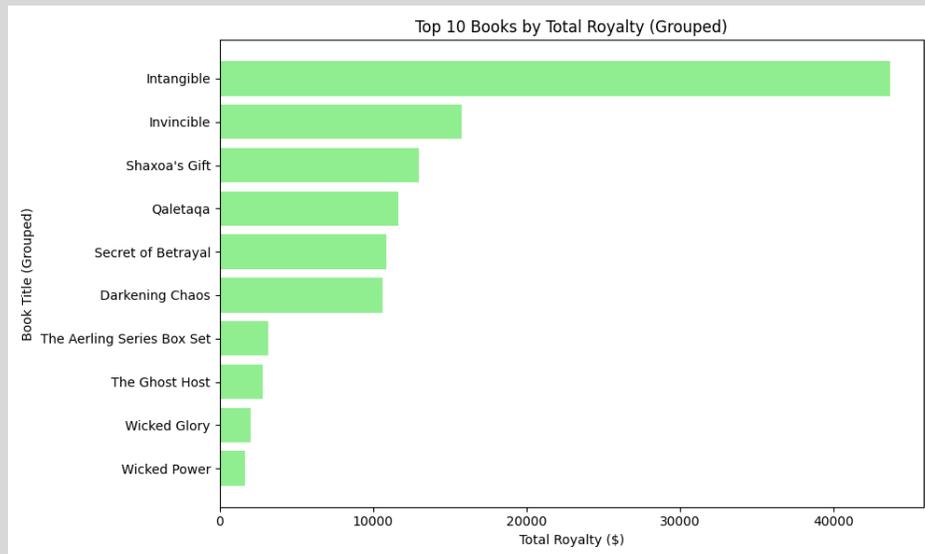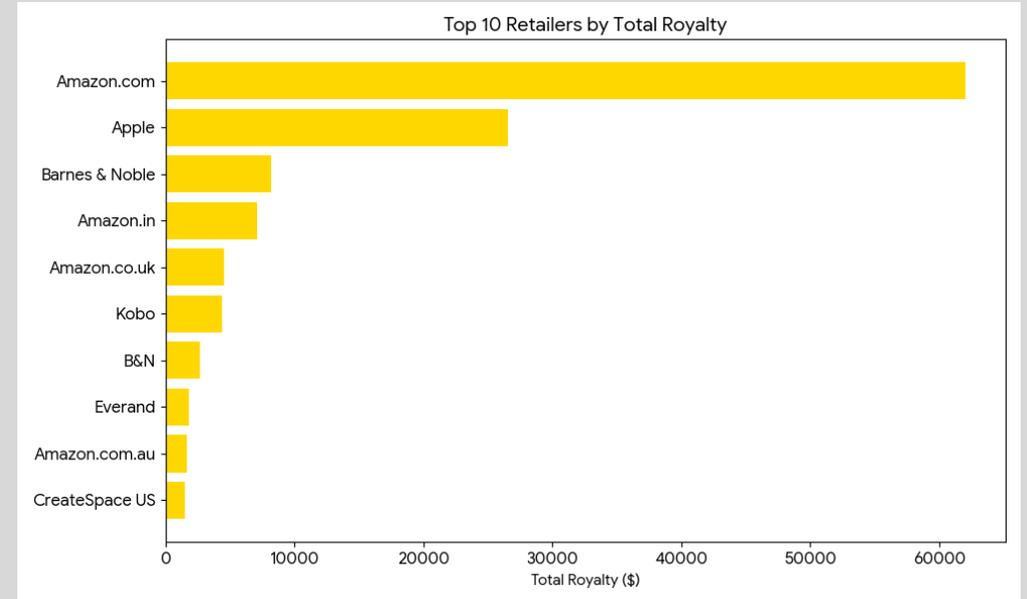
A.I. Use in Marketing

Adoption:

- Ad copy generation (matching genre trends, optimizing wording)

- A/B testing options

- Image generation (not book covers)

- Strategy development (should be customized by the author)

- Finding comps

- Social media post/content generation (based on specific prompts and goals)

Considerations:

- Customization is key
  - Anything generated by A.I. is inherently generic
  - Good starting point, but must be customized to a particular audience, goal, etc.

- Limits on recency
  - Suggestions may be out of date due to knowledge cutoffs and paywall restrictions
  - Follow up suggestions with your own research
  - Fact check success of suggestions or strataegies

A.I. Use in Data Analysis

- Sales data
- Ads effectiveness
- Budget evaluation
- Forecasting
- Inform planning and suggest strategies based off specific data

Top 10 Retailers by Total Royalty

Top 10 Books by Total Royalty (Grouped)

Top 10 Titles by Net Units Sold

A.I. and Search Optimization

SEO vs. GEO

- SEO: search engine optimization (regular Google search)
  - Limited to keywords/phrases
  - Lacks in ability to search multiple factors at once
- GEO: generative engine optimization (search by conversation with AI)
  - Highly capable of searching multiple factors at once – better, more specific results
  - Being used more frequently for product/travel recommendations and all type of research

Cross-Platform Source Comparison
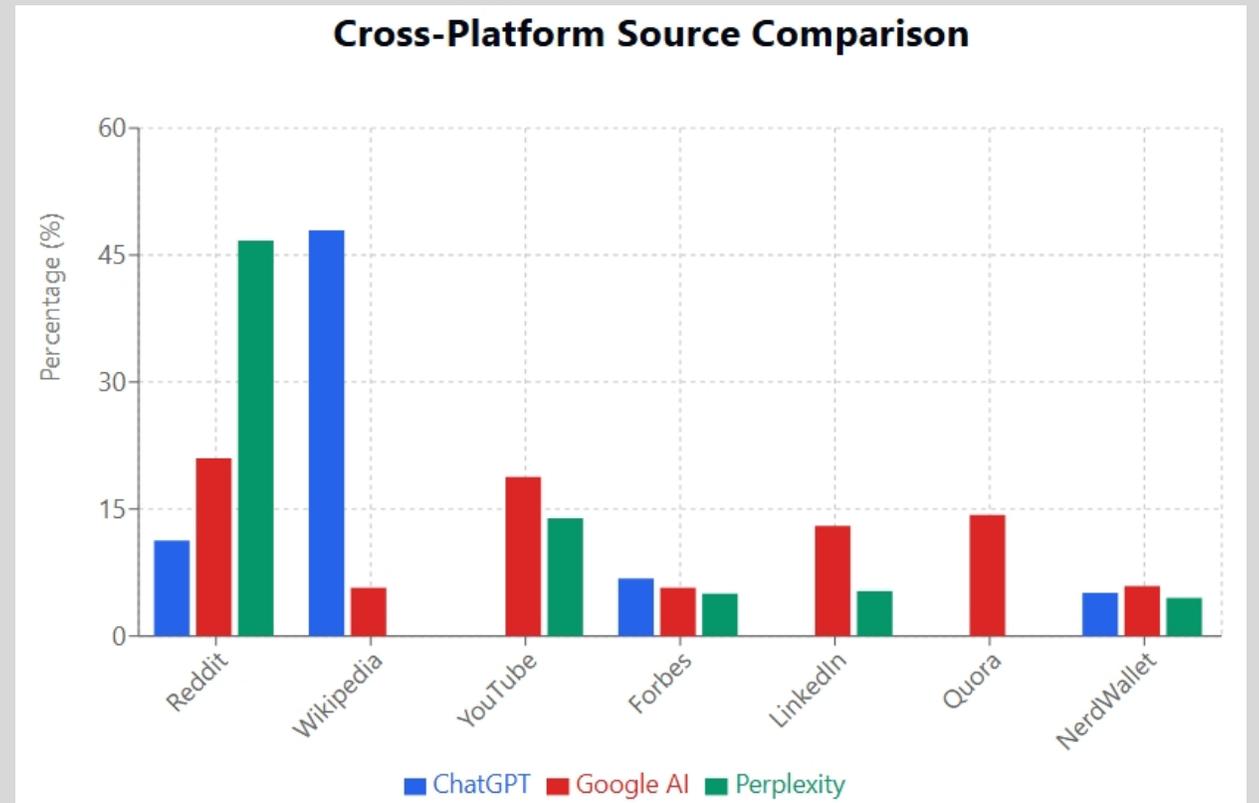
A.I. and Search Optimization

GEO Considerations:

○ A.I. scrapes data to find frequency of mentions, citations, reviews, etc.

    ○ Older products benefit – newer products may take longer to be included in results

    ○ May make blogs/social media tours more relevant

    ○ Creates a need to focus on links back to the book or content being marketed

    ○ Amazon discourages AI scraping – disadvantage for authors exclusive to Amazon

    ○ AI does scrape Goodreads – encouraging reviews may improve GEO

    ○ Google Books is heavily cited – you can create Google Books catalogue page without publishing there

    ○ Instagram is NOT indexable (though some comments are), neither are BookBub profiles – will not improve GEO

Resources

- https://insights.bookbub.com/how-authors-are-thinking-about-ai-survey/?epik=dj0yJnU9Z0hSbHVkeE1iV0NRMzJEeHp1T0pQYTZKeDhoUUJrYjkmcD0wJm49aHc2eENSSjZzRDFlbzBZSW1kVnhHUSZ0PUFBQUFBR2xXekF

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