

A Survey Report on Academic Publisher 2025 K

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Prior to this interview, Company K (2025K) had prepared data on internal trends based on a preliminary questionnaire survey. During the interview, Company K explained the results based on this data. In the following section, the first half summarizes the questionnaire results, while the latter half summarizes the main topics discussed during the Q&A session.

Sixteen senior employees responded to the questionnaire. Approximately 80% of them had experience using AI in their work. The most common usage frequency was “a few times per week,” followed by “daily” and “a few times per month,” which were reported at the same rate. The most commonly used AI tool was ChatGPT, while other tools such as Claude, Gemini, and Perplexity were also used. The company does not have an officially designated AI tool, and employees choose AI tools individually. It was inferred that ChatGPT had the largest number of users because of its high level of public recognition. Regarding the tasks in which AI is used, idea generation and title creation were the most common. AI was also used for tasks related to writing, such as drafting article structures and lead paragraphs, as well as preparing press releases, meeting minutes, and materials for interviews. In addition, AI was used for a wide range of tasks including image generation, information gathering, corporate training, and recruitment-related work. As for the changes brought about by AI usage, the most common response was that “it broadened ideas,” followed by “reduction in working time” and “improvement in work quality.” On the other hand, some respondents answered that they had not noticed any particular changes. Regarding attitudes toward AI use, 56% of respondents had a positive attitude, while 25% answered that they were “interested but cautious.” Similar proportions responded that they were “not very interested,” “using it while remaining cautious,” or “willing to use it but not fully utilizing it yet.”

Concerns were also raised regarding information leakage and the accuracy of information. While AI contributes to reducing working time, it sometimes generates fictitious references or authors, which raises reliability issues. Therefore, at Company K, final confirmation is always carried out by humans. In addition, AI currently faces challenges in producing content with a strong human touch in a single attempt. Since AI tends to generate text based on secondary information, the resulting content often fails to resonate with readers. The company emphasized that truly impactful content must be based on primary information obtained directly from on-site observation and firsthand experience. For this reason, AI is not used in situations that involve building trust with authors or interviewees, editorial decisions requiring human sensitivity and experience, or writing related to the company’s internal policies and philosophy. Moreover, as the meaning and role of media, content production, and reporting environments continue to evolve, the development of editors capable of writing effectively and judging the accuracy of information is considered a major challenge. Furthermore, Company K experienced an AI-related incident in which a deepfake video of its founder was

created, which renewed awareness of the risks associated with AI. This incident also highlighted the need to establish internal rules regarding AI use.

Despite these risks, the company recognizes the high potential of AI and believes it is necessary to consider how it should be utilized. In the future, the company hopes to expand AI use in tasks such as proofreading, image generation, and writing support. To achieve this, improvements in AI's information gathering and accuracy verification capabilities are expected. However, the company emphasized that AI alone cannot solve all problems, and expressed hope for further technological development that would enable humans and AI to collaborate in problem solving.

Questions on AI Utilization (Conducted by Company K, 2025)

- Q1. Your age group (optional)
- Q2. Your main job responsibilities (multiple answers allowed)
- Q3. How often do you use AI tools?
- Q4. Which AI tools do you mainly use? (multiple answers allowed)
- Q5. For what tasks do you use AI? (multiple answers allowed)
- Q6. What tasks are difficult for AI to handle or are not suitable for AI use? (multiple answers allowed)
- Q7. What changes have you experienced from using AI? (multiple answers allowed)
- Q8. What are your or your colleagues' attitudes toward AI utilization?
- Q9. What challenges or concerns do you feel regarding AI use? (open-ended, optional)
- Q10. What tasks would you like to try using AI for in the future, or what expectations do you have for AI? (open-ended, optional)



※The thumbnail image for this article was created using generative AI (such as ChatGPT).