A Survey Report on Academic Publisher 2025 H

Saya Inomoto, Yuho Koga
Doshisha University
Faculty of Sociology / Department of Sociology
Fujimoto Laboratory

Academic Publisher 2025H has a holding company with three core subsidiaries within the group. One of these, H1, produces print editions and distributes articles digitally. The second company, H2, oversees newspaper sales and marketing, as well as the delivery operations of its sales offices. The third company, H3, operates a large factory equipped with rotary press-machines used to print newspapers—and handles the printing of newspapers and their distribution to various sales outlets. Publisher 2025H is the publishing division within H3 Corporation. It primarily publishes books based on locally sourced proposals and material gathered by newspaper reporters.

Ms. h from Publisher 2025H has been using the paid version of ChatGPT for editorial work for about two years. She primarily uses it to check for typos and errors, and since it's significantly faster than manual checking, she can now allocate that saved time to reviewing content.

However, while tasks delegated to AI, such as checking for typos and omissions, are realistically increasing, it is considered difficult at this stage for AI alone to provide content-related feedback to authors. Therefore, any suggestions made by AI are always carefully reviewed by a responsible staff member, and those deemed inappropriate are not adopted. The system maintains that the final judgment is always made by humans, and operations have not yet reached a point of complete reliance on AI.

On the other hand, the way AI is used has also changed over the past year or two. Beyond simple proofreading for typos and spelling errors, its use is increasing in brainstorming scenarios, such as exploring title ideas and testing out headlines. AI can sometimes present ideas humans wouldn't think of, proving effective as a "sparring partner" during the planning stage. However, its Excel and PowerPoint generation features often fail to produce the desired results, sometimes making it feel faster to just create them manually. The same applies to catchphrase proposals. AI-generated ideas are rarely adopted as-is; they are typically used as reference points, with humans refining them further.

Additionally, generational gaps are evident in the degree of acceptance and understanding of AI. Particularly among those in their 50s and older, there is strong resistance to significantly altering established work methods, with a perception that "the cost of learning how to use AI outweighs its benefits." Only a limited number of members actively utilize AI, and currently, only a few individuals, including Mr. H, consistently use it for tasks like checking for typos and errors. To bridge this generational gap, I feel it is necessary to establish a training program focused on AI utilization.

There remains significant room for expanding the scope of operations where AI can be utilized. Specifically, script creation for publishing events and programs involves many formulaic elements, making it well-suited for AI. While roles requiring on-the-spot, flexible judgment—such as hosting—can only be performed by humans, tasks like writing text and delivering formulaic announcements offer substantial

potential for operational efficiency gains through AI implementation. We maintain a stance of carefully evaluating where AI can be applied while actively introducing it into suitable operational areas.

Ms. h impressed me with her cautious approach to adopting AI in editing tasks, carefully identifying areas where AI could be utilized—such as checking for typos and proofreading errors, or bouncing ideas off AI as a sounding board—as AI technology advances. Furthermore, I sensed the responsibility and depth inherent in publishing work when she emphasized the importance of the editor's own sensibilities in situations requiring human warmth to build relationships with authors. Even when utilizing AI, the final check requires a professional eye, suggesting editors' specialized skills won't disappear. Moving forward, AI-native generation rookie editors will likely be expected to master the same skills as before, becoming fully competent through training and on-the-job experience.

＊The image generated by AI.