Research on the Application of Artificial Intelligence Technology in Book Publishing Processes: Postprint

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Date: 2025-07-09T00:00:00+00:00

Abstract

【Purpose】 This paper aims to enhance the application level of artificial intelligence technology in the book publishing process and promote the intelligent development of book publishing. 【Method】 Through in-depth analysis of the specific applications of artificial intelligence technology in the book publishing process, this study identifies existing application issues and seeks corresponding countermeasures. 【Result】The applications of artificial intelligence technology in the book publishing process are relatively extensive, with challenges manifested as traditional concepts and cognitive limitations, technical updates and application challenges, privacy leakage and algorithmic bias, content homogeneity and copyright issues. 【Conclusion】 To address current application problems of artificial intelligence technology in the book publishing process, measures should be adopted from multiple dimensions: advancing with the times to strengthen the application philosophy of artificial intelligence technology; dynamically adjusting to upgrade application technologies; supervising and reviewing to ensure quality of artificial intelligence technology application; and fostering human-machine collaboration to protect rights and interests of all parties regarding content and copyright.

Full Text

Research on the Application of Artificial Intelligence Technology in Book Publishing Processes

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Abstract

Purpose: This study aims to enhance the application of artificial intelligence technology in book publishing processes and promote the intelligent development of the publishing industry. **Methodology:** Through in-depth analysis of specific AI applications in book publishing workflows, this paper identifies existing problems and seeks corresponding solutions. **Findings:** AI technology is widely applied throughout the book publishing process, yet several challenges persist, including traditional mindset and cognitive limitations, technical update and implementation difficulties, privacy leakage and algorithmic bias, and content homogenization alongside copyright issues. **Conclusion:** To address these challenges, multi-dimensional measures should be adopted: advancing with the times to strengthen AI application concepts; dynamically adjusting to upgrade AI technologies; supervising and reviewing to ensure application quality; and enabling human-machine collaboration to protect content and copyright interests.

Keywords: Information Technology; Artificial Intelligence Technology; Book Publishing Process; Supply Chain Management; Deep Integration

CLC Number: G202 **Document Code:** A **Article ID:** 1671-0134(2025)03-128-04 **DOI:** 10.19483/j.cnki.11-4653/n.2025.03.028

Citation Format: Zhang Hongxue. Research on the Application of Artificial Intelligence Technology in Book Publishing Processes [J]. China Media Technology, 2025, 32(3): 128-131.

In the era of artificial intelligence, AI technology serves as the core driving force, developing rapidly and finding extensive application since its inception. Publishing enterprises are profoundly influenced by AI technology in their book publishing operations, and the integration of publishing workflows with AI represents an inevitable trend. Today, AI technology is permeating and being applied to every aspect of the book publishing process, injecting new vitality into the publishing industry. By leveraging AI technology to achieve automated and precise operations, publishers can improve efficiency and shorten publishing cycles, which greatly benefits the innovation of publishing workflows and enhancement of operational efficiency. Meanwhile, multimodal large models of AI technology enable books to be disseminated in diverse formats, meeting the needs for diversified product dissemination and diversified service presentation, thereby driving the digital transformation and high-quality development of book publishing. Evidently, AI technology is crucial. Understanding its specific applications and emerging problems in the publishing process can better optimize its utilization and enable it to play a greater role. Against this backdrop, research on AI applications in book publishing holds significant promise.

1.1 Big Data Mining Technology in Topic Planning

The primary stage of book publishing is topic selection, where AI technology —specifically big data mining—is applied to determine publication themes and directions through real-time data collection [1]. First, massive market data is mined to gain deep insights into national policies, media information, and hot trends in the book market, thereby understanding overall market development trends. Second, readers' reading interests are uncovered by analyzing reader needs through big data to identify preferences and latent demands, clarifying target reader groups, and planning marketable books based on analytical results. Third, author work data is excavated by applying big data mining to understand different authors' work data, creative styles, and market influence, identifying their areas of expertise to find collaboration opportunities for relevant topics. This precise author identification and selection improves the matching degree between authors and topics. Fourth, similar book publishing data is analyzed, where publishers use big data mining to examine publication quantities, pricing, and sales data of comparable books. By referencing peer publishing activities and comprehensively considering multiple data points, they can develop differentiated marketing strategies, avoid overly narrow topic directions, and reduce market risks arising from blind topic selection, thereby facilitating scientific decision-making in topic planning.

1.2 Natural Language Processing Technology in Content Creation

Content creation is the core of the book publishing process and the most critical link. The application of natural language processing (NLP) technology in AI can yield twice the result with half the effort [2]. Based on advanced neural network models, NLP technology improves content creation efficiency by enabling computers to comprehensively understand textual data, analyze core viewpoints and important content, and automatically generate article drafts according to themes and keywords to assist authors in creative conception. It also enhances content quality by learning from and analyzing large corpora to recommend richer and more accurate vocabulary and contexts, offering authors multiple possibilities for plot development to choose from according to their creative intentions, thereby diversely improving the overall quality of textual content. Additionally, it achieves multi-language automatic translation through cross-language model pre-training and continuous parameter adjustment to ensure translation accuracy, enabling precise automatic translation between different languages. In content creation, automatic translation in different languages can improve translation efficiency, help authors translate their works into multiple languages, and facilitate international book exchange and cooperation.

1.3 Intelligent Proofreading Technology in Editing and Proofreading

To ensure book content accuracy, editing and proofreading check text quality, examine article structure and logic, correct spelling and grammatical errors, and guarantee rigorous logic, standardized language, and elimination of ambiguity,

thereby improving readability. Intelligent proofreading technology is mainly manifested in two aspects. First, it efficiently corrects textual errors. The application of intelligent proofreading technology also involves NLP technology, which primarily utilizes NLP' s ability to "understand" and "generate" natural language. Through rule engines, it performs grammatical checks, vocabulary optimization, and correction of faulty expressions, conducting comprehensive grammar checks and verifying sentence structure correctness. Second, it intelligently checks format specifications. Intelligent proofreading technology can examine paragraph formats, font sizes, line spacing, and other elements to ensure uniform, correct, and standardized book formatting. The intelligent proofreading system includes multiple built-in reference formats and can accurately verify references to avoid common-sense errors. For professional terminology format proofreading, it relies on professional terminology databases to extract and identify professional terms in book content, ensuring textual professionalism [3].

1.4 Automated Typesetting Technology in Layout Design

Automated typesetting technology based on AI can complete various typesetting tasks efficiently and intelligently according to preset specifications and templates by automatically identifying book content information, analyzing text, and adjusting layout [4]. Its application in book layout design is mainly manifested in four aspects. First, rapid text typesetting uses professional typesetting software to format text content with the goal of being correct, rigorous, and clearly laid out, greatly shortening the typesetting cycle. Second, automatic page numbering adds page numbers to each page according to chapter structure and page layout, automatically updating when document content changes to ensure correct sequencing and make book content more orderly. Third, automatic image processing handles large amounts of image data by intelligently identifying image formats, sizes, and resolutions, automatically adjusting and optimizing images to enhance image quality. Fourth, automatic directory generation organizes manuscripts automatically when headings at all levels are set in the book document, quickly generating clear and accurate tables of contents that correspond page-by-page with extracted titles, figure captions, and table captions, thereby improving work efficiency.

1.5 Multimodal Large Model Technology in Marketing and Distribution

Marketing and distribution directly affect a book's economic benefits. The application of multimodal large model technology empowers promotion and publicity, optimizes marketing resource allocation, and injects new momentum into book promotion [5]. Specifically, first, it enables precise marketing push. Multimodal large model technology integrates multiple data types including text, images, and audio to construct extremely accurate reader profiles, achieving personalized and precise marketing push when recommending books. Second, it enables cross-modal content generation. During book publishing, multimodal and all-

media presentation of publications establishes technical associations and connections among multiple heterogeneous modal data from text to images, videos, and 3D models. Through specific technologies and algorithms, it generates new book promotional content that enhances marketing content forms and attractiveness. Third, it enables intelligent marketing expansion. Multimodal large model technology synthesizes multi-source heterogeneous data such as online public opinion, sales data, and industry dynamics. Based on data fluctuations, it provides overall grasp and intelligent judgment of book market trends, actively expands marketing channels, and drives book sales growth. Fourth, it enables real-time effect monitoring. With multimodal large model technology, data from all aspects of marketing activities can be tracked. Through automated reporting systems, it monitors marketing and distribution effects in real time, adjusts marketing strategies based on monitoring results, and improves book promotion effectiveness.

1.6 Machine Learning Technology in Supply Chain Management

Supply chain management is highly integrated, and the application of machine learning technology in book publishing processes is playing an increasingly important role [6]. Specifically, in supply chain management, first, it enables demand forecasting. As the core of AI, machine learning enables computers to learn from research data and statistical information. With its powerful data processing capabilities, it analyzes historical sales data, market trends, and reader behavior data to acquire new knowledge or skills and build prediction models that improve the accuracy of book demand forecasting. Second, it enables inventory management. Machine learning algorithms can dynamically monitor inventory levels, determine optimal inventory thresholds, automatically trigger optimized storage layouts and dynamic replenishment strategies to adjust inventory levels, and avoid overstocking or stockouts, thereby improving inventory management and procurement planning precision. Third, it optimizes distribution. In the logistics distribution segment of book publishing supply chain management, machine learning technology uses decision tree algorithms to optimize logistics path planning, distribution center location and layout, and distribution resource allocation, selecting optimal transportation methods and distribution routes to improve distribution efficiency.

2. Application Problems of AI Technology in Book Publishing Processes

2.1 Traditional Mindset and Cognitive Limitations

Currently, AI technology application represents cutting-edge scientific and technological achievements. However, traditional mindset and cognitive limitations still constrain the book publishing process, preventing proper recognition of AI' s superior capabilities. In practical applications, inertia thinking influences publishers to habitually adopt traditional models for topic planning, editing,

proofreading, and distribution, neglecting AI technology applications. This not only hinders improvements in publishing efficiency and quality but also weakens publishing enterprises' competitiveness in the digital transformation wave, making it difficult to occupy advantageous development positions and causing them to miss numerous opportunities for intelligent innovation and development.

2.2 Technical Update and Application Challenges

In the intelligent era, AI technology updates and iterates rapidly, and the challenges of technical updates and applications persist in book publishing processes. On one hand, rapid AI technology updates place high demands on publishing systems, requiring powerful computing support and data storage management, while data interaction obstacles exist during updates and integration between old and new publishing software. On the other hand, AI technology applications have high technical thresholds; troubleshooting and repairing technical failures require professional personnel, and ordinary users cannot master AI technology in a short time, limiting AI' s application effectiveness in book publishing workflows.

2.3 Privacy Leakage and Algorithmic Bias

The application of AI technology in book publishing processes may bring about privacy leakage and algorithmic bias problems. During AI data collection, incomplete and biased training data coupled with inadequate security measures may lead to personal information leakage—such as names, addresses, reading preferences, and purchase records—posing threats to user privacy. Algorithms that make recommendations based on limited data characteristics may overlook other potentially valuable book categories, affecting AI systems' analytical insights and outputs, subsequently influencing model decision-making processes and providing biased book publishing modification suggestions that restrict readers' reading horizons [7].

2.4 Content Homogenization and Copyright Issues

The current publishing market faces content homogenization and copyright definition dilemmas. In AI technology applications, the content homogenization problem in book publishing is severe, with a widespread lack of distinctive features and originality [8]. This makes the book market appear diverse but actually similar, failing to meet contemporary readers' diverse and personalized reading needs. Meanwhile, regarding copyright definition, the ownership of AI-generated content is relatively complex in terms of copyright. The publishing process involves multiple parties including authors, publishers, and editors, and the ambiguity of copyright definition increases the complexity of copyright management, with the probability of copyright disputes showing an upward trend.

3. Countermeasures for AI Technology Application in Book Publishing Processes

3.1 Advancing with the Times: Strengthening AI Application Concepts

Strengthening AI application concepts by keeping pace with the times is key to AI technology application in book publishing processes. Recognizing the importance of AI technology in publishing workflows from the ideological level and forming conscious awareness of intelligent publishing is crucial. Specifically, first, traditional publishing concepts must be reformed. As a powerful enabling tool, AI technology should be valued in the book publishing process. Publishers should actively embrace new technologies and new media dissemination methods, utilizing AI technology to revolutionize current book publishing workflows [9]. Second, AI technology application should be widely promoted to create publishing products with multi-format integration. During the book publishing process, strengthening AI application concepts as the dominant thinking should guide improvements in book exposure and sales volume, facilitating intelligent and innovative development of publishing workflows and supporting intelligent and efficient book publishing.

3.2 Dynamic Adjustment: Upgrading AI Application Technologies

In book publishing processes, AI technology application has high technical requirements for demand capture and 逐级传递 (hierarchical transmission), making dynamic adjustment the inevitable development trend. To this end, publishers should upgrade AI application technologies by integrating technology fusion with intelligent scheduling and strengthening technical support and talent cultivation systems. Among these, improving technical compatibility is key, while strengthening talent cultivation systems provides assurance [10].

Regarding technical support improvement, the intelligent transformation of book publishing processes requires increased investment in advanced hardware facilities such as high-speed servers, secure servers, and large-capacity storage devices, supported by more efficient algorithms, more secure systems, and more powerful data storage to build stable and efficient network architectures. For book publishing, the latest AI algorithm models should be actively introduced, and specialized model maintenance teams should be established to regularly optimize and update models to adapt to evolving publishing business needs. Simultaneously, publishers should actively seek long-term cooperative relationships with professional technology research and development institutions to obtain cutting-edge technology information and technical assistance in a timely manner, jointly tackling problems that arise during technology application and ensuring smooth and efficient operation of AI technology throughout the entire book publishing process.

Regarding talent cultivation system strengthening, book publishers should carry out deep cooperation with relevant university majors to develop curriculum

systems that meet the AI application needs of the publishing industry, such as setting up specialized directions in intelligent editing, intelligent publishing, and data mining and publishing analysis to ensure that delivered talents possess solid theoretical foundations and can guide book publishing and editing practices with professional AI technology theories. Meanwhile, internal publishing houses should normalize AI technology training and seminars, timely update personnel knowledge structures, invite industry experts and technology elites to share cases and provide practical guidance, empower publishing professionals' growth with cutting-edge AI knowledge, and enhance relevant personnel' s cognition and application capabilities of new technologies.

3.3 Supervision and Review: Ensuring AI Application Quality

As AI technology deeply integrates into book publishing processes, supervision and review play a critical role in ensuring application quality. Quality control should focus on two key aspects: data security and privacy protection, and correcting intelligent algorithmic bias.

Regarding data security and privacy protection, monitoring and evaluation should be conducted on AI technology performance in all aspects of the publishing workflow. Advanced encryption technologies should be applied to the phenomenon of abundant publishing data resources. To ensure data confidentiality during transmission between clients and servers, the SSL/TLS protocol can be adopted to build a robust security defense line for data transmission, protecting user data security and preventing hackers from intercepting data during network transmission. Moreover, regular audits of data usage should be conducted to examine operational stability, further strengthening control over data flow and ensuring smooth publishing operations [11].

Correcting intelligent algorithmic bias is also crucial. In AI technology application in book publishing processes, efforts should be made to collect comprehensive and diverse data as much as possible, incorporate fairness as an important indicator in algorithm design, regularly evaluate algorithm performance and impartiality, and effectively correct deviations by adjusting algorithm weights, supplementing more diverse data samples, and adopting machine learning methods that add fairness constraints. Concurrently, users and stakeholders should be encouraged to provide feedback on algorithmic problems, manual review mechanisms should be introduced to regularly inspect algorithms, and algorithm-recommended content should be randomly sampled and corrected when necessary to ensure that recommended books for readers possess diversity and objectivity, providing readers with trustworthy knowledge sources.

3.4 Human-Machine Collaboration: Protecting Content and Copyright Interests

In the process of AI' s widespread application in book publishing, content should prioritize "content is king" to improve book quality, and detailed investigation

should be conducted into whether AI involves infringement during the creation process. Specifically, human-machine collaboration should be adopted in content creation and copyright interest protection to ensure high-quality content and copyright legitimacy, making it imperative to improve book content quality and ensure copyright compliance. In terms of human-machine collaboration for content protection, AI' s text analysis capabilities can be utilized to quickly parse various text features such as language fluency, logical rigor, and whether themes follow trends or demonstrate originality, rapidly identifying promising manuscripts to provide preliminary screening basis for editorial teams [12]. Simultaneously, book publishing editors should leverage their professional competence and cultural heritage to consider works' humanistic care and ideological depth from deeper levels, ensuring content professionalism, artistry, and originality, and guaranteeing content appeal and market value from the source. Regarding protection of copyright interests for all parties, blockchain can be employed to record detailed copyright-related information, facilitating authorization and tracking copyright circulation processes to make copyright ownership clear and traceable. Professional copyright management departments can use AI algorithms to accurately locate infringement behaviors and preserve evidence. The application of smart contracts makes royalty distribution more scientific and reasonable. Multiple measures jointly build a healthy and orderly publishing ecosystem, thereby protecting the legitimate rights and interests of copyright owners.

In summary, to promote the intelligent transformation of book publishing, AI technology application in publishing processes is essential. For book publishing, practitioners should actively embrace AI, value its application in publishing workflows, and take measures from multiple dimensions including deepening understanding, optimizing technology, strict supervision, and protecting rights and interests. Only in this way can the collaborative development of AI and human wisdom be realized in book publishing processes, leading high-quality book publishing through integrated innovation.

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(Responsible Editor: Li Yansong)

Note: Figure translations are in progress. See original paper for figures.