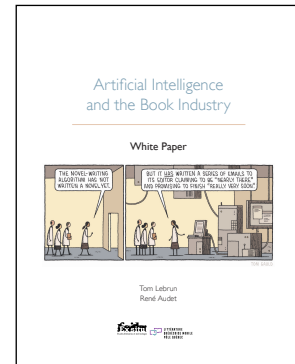


Artificial Intelligence and the Book Industry

White Paper

Quebec City and Montreal, September 21, 2020 - Artificial intelligence (AI) in the book world is a reality. Indeed, it is not reserved for sales platforms or medical applications. AI can assist writing, accompany editorial work or help the bookseller. It can respond to crying needs; despite its obvious limitations, it can be used to consider new applications in the book chain, which are the subject of specific recommendations here. This white paper, written by two specialists in the field of books and artificial intelligence, aims to identify ways to put AI at the service of the many links in the book world.

“Planning for this cultural niche’s immediate future must be done and specific actions must be undertaken in order to establish new methods and models. This white paper will outline a possible course of action: the idea of a concerted effort by book industry actors in the use of AI.”



This consultation is called for by a number of experts, who testify in this White Paper of the stakes specific to the current cultural context threatened by the giants of commerce : “Although use of AI calls for constant vigilance, it seems important that actors in the book industry pay close attention to these technological advances, as much to the potential disruptions as to the possible benefits they could entail.” (Virginie Clayssen, Éditis / Digital committee of the French Publishers Association)

Thus, “the key to introducing AI, *thought as augmented intelligence*, to different links in the book chain is undoubtedly exploitation of data that is already available and that the competition does not possess”.

A French and an English version are available for download.

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Authors :

Tom Lebrun, lawyer and PhD candidate, Université Laval
René Audet, full professor, Université Laval

Contact :

Charlotte Biron
Coordinator, LQM at Université Laval
lqm.quebec@gmail.com

About the project “Littérature québécoise mobile”

Funded by the Social Sciences and Humanities Research Council of Canada (SSHRC), the partnership research project “Littérature québécoise mobile” is directed by Bertrand Gervais (UQAM), and its pole at Université Laval is under the responsibility of René Audet. This project aims to bring together the various agents in the literary community in order to deepen their know-how and take charge of digital tools. It responds to the urgency of the Quebec milieu to mobilize around new platforms and adopt the digital shift.