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THE PHENOMENON OF TECHNOPHOBIA IN THE CONTEXT OF AI-TECHNOLOGIES IMPLEMENTING IN PUBLISHING PROCESSES

ЯВИЩЕ ТЕХНОФОБІЇ В КОНТЕКСТІ ВПРОВАДЖЕННЯ ТЕХНОЛОГІЙ ШІ У ВИДАВНИЧІ ПРОЦЕСИ

The article examines the phenomenon of technophobia in implementing artificial intelligence technologies into publishing processes. The author focuses on the global challenges the publishing industry faces in the digital transformation era and analyses the causes of technophobia among industry employees. While introducing new technologies opens up new opportunities for increasing efficiency and innovation in publishing, many employees still fear artificial intelligence (AI), which may negatively impact industry development.

A significant part of the article is devoted to the psychological and social aspects of technophobia, which often stems from the fear of losing one's job, a lack of understanding of the principles of AI, and ethical concerns about using AI in the creative process. The article also analyses the impact of the negative media narrative about AI on the formation of prejudices in society. The peculiarities of technophobia among publishing industry employees are also considered. The study confirms that technophobia is a significant barrier to the innovative development of the publishing industry and a decrease in its competitiveness.

The practical value of the article lies in the systematisation of scientific knowledge about technophobia in the publishing industry and the analysis of the practical experience of several publishing houses. The article uses the methods of scientific literature analysis, quantitative research analytics, and content analysis of interviews with industry professionals, which allows it to reveal the main factors of technophobia and determine its consequences for publishing processes.

The author concludes that it is necessary to develop comprehensive strategies for overcoming technophobia in the process of further implementation of AI technologies in publishing processes to increase labor productivity and competitiveness of publishing in the context of global digitalisation

Keywords: artificial intelligence, AI, technophobia, publishing, media, innovations.

У статті досліджено феномен технофобії під час впровадження технологій штучного інтелекту в процеси видавничої діяльності. Автор зосереджується на глобальних викликах, з якими стикається видавнича індустрія в епоху цифрової трансформації, та аналізує причини технофобії серед працівників галузі. Попри те, що впровадження нових технологій відкриває нові можливості для підвищення ефективності й інноваційності у видавництві, багато співробітників все ще відчувають страх перед штучним інтелектом (ШІ), що може негативно впливати на розвиток галузі.

Значну частину статті присвячено психологічним і соціальним аспектам технофобії, яка часто виникає через страх втратити роботу, нерозуміння принципів роботи ШІ та етичні питання, пов'язані з його використанням у творчих процесах. У статті також аналізується вплив негативного медійного наративу про ШІ на формування упереджень у суспільстві. Розглянуто особливості технофобії серед працівників видавничої галузі. Дослідження підтверджує, що технофобія є значним бар'єром для інноваційного розвитку видавничої індустрії та зниження її конкурентоспроможності.

Практична цінність статті полягає у систематизації наукових знань про технофобію у видавничій галузі та аналізі практичного досвіду кількох видавництв. У статті використовуються методи аналізу наукової літератури, кількісної дослідницької аналітики та контент-аналізу інтерв'ю з професіоналами галузі, що дозволяє виявити основні чинники технофобії та визначити її наслідки для видавничих процесів.

Автор робить висновок про необхідність розробки комплексних стратегій подолання технофобії в процесі подальшого впровадження технологій ШІ у видавничі процеси, щоб підвищити продуктивність праці та конкурентоспроможність видавництва в умовах глобальної цифровізації

Ключові слова: штучний інтелект, ШІ, технофобія, видавництво, медіа, інновації.

In the modern, dynamic era of technological progress, the publishing industry, like many other industries, faces global digital transformation challenges. Implementing artificial intelligence (AI) into creative and production processes opens up new opportunities for optimisation, efficiency, technological advancement, and innovation in the industry.

P. Florida, in his book The Rise of the Creative Class [4], emphasises the importance of innovation and technology for developing creative industries,

which include, in particular, the publishing industry. However, as practice shows, many publishers are reluctant to implement AI technologies in their production and creative processes. For example, a survey conducted by Publishers Weekly in 2022 [12] showed that only 23 % of publishers actively use AI technologies in their work, while in Ukraine, the figure is almost the same at 22 % [7].

In their article 'Generative AI: Opportunity or Threat to Publishers?' [16], the editors of the Xenoss portal analyse the potential of using AI technologies and tools in publishing, including editorial automation, content personalisation, and sales forecasting. The authors state that many publishers at the beginning of the massive introduction into the publishing industry perceived these opportunities as a threat rather than a tool to improve their work and productivity. However, today, despite the initial skeptical reaction of publishers to generative AI, the media are gradually finding ways to use AI tools for writing, editing, and automating the production process [16].

Professor M. Zhenchenko, a researcher of the publishing industry in Ukraine, in her scientific monograph 'Digital Transformations of the Publishing Industry' [17], having studied the results of multi-vector transformation processes in the global and all-Ukrainian dimensions, stated that the modern publishing industry is rapidly changing under the influence of digitalisation and convergence. The researcher draws attention to the need for theoretical understanding and systematisation of a variety of innovative publishing practices that allow enriching the modern theory of publishing with several new conceptual provisions, classifications, models, and designing ways to develop the Ukrainian publishing industry in the context of integration into the globalised publishing space.

In addition, there are several related studies in the Ukrainian scientific space, in particular on approaches to introducing the latest technologies into the publishing industry in terms of communication strategies [3], studying the problems of introducing AI in modern media and media technologies [15].

Despite researchers' theoretical justification of the potential for introducing AI into workflows, the publishing industry is experiencing a rise in technophobia — fear or rejection of new technologies, including AI platforms and advanced tools. This trend can be a severe obstacle to the development and competitiveness of the publishing industry in the digital age. Such circumstances determine the relevance of studying the

phenomenon of technophobia in the publishing field, particularly the causes and possible consequences of this phenomenon, in order to further develop recommendations for its prevention or overcoming.

Many scholars in various fields have studied the problem of technophobia in the context of introducing new technologies. However, the peculiarities of technophobia in the publishing industry, especially concerning the introduction of AI tools, still need to be better understood and systematised.

The purpose of the article is to reveal the phenomenon of technophobia in the context of the implementation of AI platforms and technologies in the publishing industry, which involves solving the following tasks

- to consider the interpretation of the concept of 'technophobia';
- to identify trends in the development of technophobia in publishing;
- to find out the main reasons for the emergence of technophobia in the context of the introduction of AI in publishing processes and to determine the potential consequences of this phenomenon for the publishing house's work.

The study's practical significance is to systematise scientific knowledge about the phenomenon of technophobia in the publishing field. The study results can be used to develop strategies for the productive implementation of AI technologies in publishing processes, in particular, to prevent or eliminate the phenomenon of technophobia among publishing employees at various functional levels.

Research methodology. To achieve the research goal and solve the identified tasks, we used a set of methods, including analysis of scientific literature: the study of comprehensive, fundamental works on the topic and a systematic review of publications in the Scopus and Web of Science databases using the keywords 'AI in publishing', 'technophobia', 'digital transformation in publishing': processing of surveys of publishing industry professionals from different countries to assess the level of technophobia and attitudes towards the introduction of AI, conducted by well-known sociological companies and published in the media; qualitative research: analysis of published problem-oriented interviews with publishing executives, editors, designers and IT professionals to identify the causes of technophobia among publishing employees.

Summary of the primary material. Modern researchers interpret the concept of technophobia as a fear or dislike of advanced technologies or the latest mechanical or electronic devices, as well as a fear of technological

progress in general. However, they note that technophobia is not related to phobias in the medical sense [8]. For example, in his fundamental work 'Technophobia: The psychological impact of information technology' [2], based on the analysis of social and cognitive factors of technophobia, generalised into a psychological model, considers the problem of the impact of technology on the psychology of professional activity and its effectiveness. The author describes technophobia as 'anxiety about current or future interactions with computers or related technologies' [2]. This definition can be extrapolated to using AI technologies in the modern publishing industry. For example, according to Brosnan, an editor who refuses to use an AI-based program to check grammar or punctuation, arguing that 'a machine cannot understand the nuances of language', demonstrates classic signs of technophobia.

One of the essential reasons for the intensification of scientific discussions on AI technologies in the publishing industry is the publication of publications partially or fully generated by AI platforms. For example, in 2019, the well-known German publishing house Springer Nature published the first scientific book titled 'Lithium-Ion Batteries: A Machine-Generated Summary of Current Research' [14], partially written (generated) with the help of AI. It sparked a lively debate in the academic community about the role of AI tools in scientific publishing and led to a wave of technophobic criticism, although AI was deliberately used only to process a large amount of information, not to create new information. The book analyses over 150 scientific articles published from 2016 to 2018 by this publisher and provides an informative and concise overview of the latest research on a particular topic. With the help of the developed AI tools, these materials were analysed, and the summary and conclusions of the results of the relevant studies were generated for more convenient analysis in the biochemical field. Of course, this work could have been done by a qualified person, spending dozens of hours of working time on it. At the same time, the same person received the result in just a few hours thanks to the AI-based toolkit he or she had developed, and his or her professional skills were used to check and evaluate the quality of the work performed rather than to perform machine-like, low-intelligence work.

In 2021, another wave of technophobia and criticism of AI was triggered by The New York Times report on using tools based on AI platforms to create short news reports about companies' financial results. It caused concern among the journalistic community about the future

of their profession (job losses). The statement of the famous American inventor and futurist R. Kurzweil in his book The Singularity Is Near [6] may also be engaging in this regard: he predicts that AI will reach the level of human intelligence by 2029, which will have a revolutionary impact on all industries, including publishing. Kurzweil's predictions interest the scientific community, as he is an inventor who has created numerous systems for speech recognition and digital texts. As a futurist, he is known for scientific and technological forecasts that predict the emergence of AI and means of radically extending human life.

The Ukrainian media segment was also stirred up by the technophobic news story about the publication of the children's book I Want to Go to Mars by Ranok Publishing House [10]. According to the publisher's representatives, the book was entirely generated by AI tools. However, analysing the published information and interviews with the author and designer of this publication, it can be argued that AI technologies were used only to implement the visualisation of the author's intentions, so the book is not a full-fledged work (product) of AI. This work should be considered an author's, compiled by M. Horyanska and designed by O. Kovalevsky. After all, they formed the prompts and requests for AI tools, which only became a virtual cybernetic 'pen' and 'brush' in the hands of people and generated content per the ideas and concepts of the author's team. In terms of technology and execution, this publication is undoubtedly a product of AI. However, the editor and designer controlled its quality and content, so it would never have been published without human involvement.

Thus, even a superficial review of research and practice shows the growing interest and relevance of the problem of technophobia in the context of the introduction of the latest AI technologies in publishing and allows us to state that there is a need for a deeper study of the specifics of this phenomenon in the industry and the development of strategies to overcome it.

Analysis of the current state of technophobia in the publishing industry. The results of quantitative research by some analytical agencies (Publishers Association, RELX) [13] and their scientific interpretation have shown that the average level of technophobia towards the introduction of AI technologies, in particular in publishing, is relatively high. 62% of the surveyed media and publishing industry employees expressed concern about using AI technologies. At the same time, the technophobia level correlates with the respondents' age and position: among employees

under 35, the level of technophobia is about 43%; among employees aged 35–50 — 65%; and among respondents over 50–76%. This trend indicates that young professionals are more flexible in adopting new technologies and more adaptive to innovative realities in the industry. At the same time, the older generation is much more conservative in its attitude to technological progress. For example, proofreading and editing texts printed on paper still occurs in several modern publishing houses and editorial offices.

A similar trend can be observed in terms of positions and professions. Employees of technical and narrow publishing specialties (typesetters, copywriters, proofreaders, editors, SMM specialists) are more concerned about introducing AI than those in leadership or management positions. The former sees the introduction of AI as a complete replacement of their position with its tools, which makes it impossible for them to be competitive in terms of the speed of task completion and financial costs of the company. At the same time, executives and managers of publishing departments see significant advantages in AI tools, namely a significant increase in labor productivity and reduction in work costs, which in turn makes it possible to increase the competitiveness of their products in the publishing market.

A qualitative analysis of problem-based interviews [5], [1] made it possible to summarise the main factors that cause technophobia in publishing and group them into primary semantic cores:

Fear of job loss due to process automation. A fairly global narrative is that AI will deprive people of their profession, position, work, ways of earning money, and social status. This fear is especially reinforced by various media publications with headlines such as 'According to the latest data, AI may replace 85 million jobs by 2025' [11] or that GPT will destroy the professions of journalist, copywriter, author, editor, and Midjourney will level and devalue the work of an artist, illustrator or designer. Unfortunately, the superficial narrative of such publications affects the readers' vision and generates technophobic views. However, during the first interaction with AI in professional activities, most specialists changed their attitude, seeing the latest technologies as a significant facilitation of their activities and a significant increase in their production performance.

Insufficient understanding of the principles of AI platforms and their limitations. In this context, the critical point is the need for more awareness of the principles of operation and the ultimate capabilities of AI

technologies among ordinary people, their misunderstanding of the goals and purpose of specific AI-based tools, and their biased attitude towards everything new. In addition, this factor has been strongly influenced by the science fiction film industry, which, in order to create an emotional effect, has formed a damaging, false image of 'AI' as a robotic system that seeks to destroy or enslave humanity (e.g., Terminator, The Matrix, The Creator, AI, Superintelligence). The corresponding narrative shapes the psychological rejection of the latest technologies and hinders the perception of AI technologies as the next stage in the evolution of the latest professional tools.

Concerns about the quality of content created or edited using AI tools. AI automatically generates text or images based on trained models. While learning from available data, it does not always understand cultural, social, mental, or ethical contexts as a human does and may reproduce errors, biases, or cultural contexts without always understanding them adequately, as the data sets on which AI 'learns' are rarely pre-verified. AI is rarely pre-tested. It is also challenging to ensure the universality of the content, as AI can be too specific or general in its work. For these and several other reasons, human oversight remains necessary to ensure the content's quality, accuracy, and ethics.

Ethical concerns about the use of AI in the creative process. There is a risk of creating content that may be ethically controversial or harmful. AI can generate offensive or hateful content using biased data or unverified information, contributing to disinformation or fomenting social tensions. Without proper control, such materials can spread and cause harm to society. It is important to note that the reason is the databases and information sets on which the AI is based, not its 'personal' malicious intent. Although in the 'manual' mode, AI algorithms try to limit certain narratives or topics, such as the war between Russia and Ukraine, or answers to personal psychological questions, it is impossible to consider all problematic and sensitive topics. The use of AI in creative fields may affect the value of human labor and creativity. There are concerns that automation of creative processes may devalue copyrights and reduce opportunities for artists to express themselves. In addition, there is the question of fair compensation and authorship recognition if AI creates or edits works. In this context, ensuring transparency in using AI in creative processes and maintaining a balance between innovation and ethical responsibility is essential.

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Lack of skills in working with new technologies can lead to decreased employee motivation, resistance to change, and loss of competitiveness. Technophobia, caused by fear of automation and new tools, can reduce morale, cause anxiety about possible job loss, and limit opportunities for creativity and innovation, as employees who cannot adapt risk losing their jobs to those with the necessary skills. It can also impair customer experience and make adapting to current market demands harder.

Negative media narrative about AI. The media's emphasis on potential threats, such as job losses, the devaluation of copyrighted, 'human' work, privacy violations, and ethical issues, causes fear and distrust of AI in society. It, in turn, reduces people's willingness to adopt new technologies in their daily lives and business activities. As a result, investors and businesses may perceive investing in AI as a risk, which slows down the development and implementation of innovative solutions. Reduced research and technological development funding may limit progress in essential areas such as medicine, education, manufacturing, and the environment. In addition, governments may adopt overly restrictive AI laws and regulations under the influence of negative public opinion. Exaggerated media coverage of AI threats or capabilities may lead to unreasonable expectations or fears, leading to disappointment when technology does not live up to these exaggerations.

Absent or unclear legal and regulatory frameworks for AI. The absence of a legal and regulatory framework for AI can lead to unregulated rules and standards for the use of technology. It can create legal uncertainty, make it difficult to determine liability for AI actions, and cause distrust of new technologies, hindering innovation and investment. On the other hand, an overly restrictive legal framework can also hinder the development of AI by increasing development costs and limiting incentives for investment. It can lead to a loss of competitive advantage in the international market and make it challenging to address ethical and legal issues related to the introduction of AI. Balanced regulation that ensures safety without restricting innovation is critical for the productive development of technology.

The above problems can be attributed to *the global causes of technophobia*, but it is also advisable to identify more *glocal factors* specific to the publishing sector. The main ones are as follows:

Fear of losing control. Professionals in the publishing industry may fear losing control over the creative process or the results of their work

if AI becomes the primary tool for generating and editing content. At a particular stage, publishers may lose vigilance over the quality of the generated content.

Uncertainty in financial costs. The introduction of new technologies often involves high upfront costs. Uncertainty about whether the cost of investing in AI will pay off can cause fear and resistance to new technologies.

Lack of long-term perspectives. The outlook for the long-term impact of AI on the publishing industry may still be determined. Professionals may feel apprehensive about how technology will change the industry.

Cultural and organisational barriers. Publishing companies may have established cultural and organisational barriers that impede the adoption of new technologies. Particularly among academic journals, there is a widespread prejudice that the use of AI is unacceptable from the point of view of professional activity and academic integrity. Resistance to innovative changes in work processes and traditional approaches can lead to technophobia.

Cybersecurity risks. AI may be vulnerable to cyberattacks or misuse, creating additional data security and privacy risks. It can cause fear of potential threats and concerns about information protection. Some respondents expressed that AI creates and registers a database of users' queries, which can eventually be used against them. This statement once again visualises technophobic factors due to a need for more awareness of the principles and algorithms of AI technology.

Standardisation and impact on creativity. Publishers fear using AI will lead to the standardisation of content and reduce the diversity of creative approaches, making materials less unique and individual. Experts can identify graphic, audiovisual, or textual content generated by AI, among other things, by identifying basic language structures, architectonics, algorithms for its construction, or visual flaws.

However, experts believe that automated tools will deprive the content creation process of its creative component, which may reduce the creative potential [9]. By learning from existing data and models, AI algorithms cannot generate something fundamentally new; they can only compile the existing, which will lead to a halt in progress.

Economic inequality. Introducing AI may create competitive advantages for large publishing companies with the resources to invest in these technologies, while smaller companies may need more resources to catch

up. However, in the modern AI field, most tools can be found in affordable analogs of the corresponding platforms.

Information overload. AI tools that generate or process large amounts of data can lead to information overload, making it difficult to process and make decisions. It can create an additional burden on employees.

Changes in professional roles. Concerns that AI will change or displace traditional roles and tasks in publishing. AI can automate routine processes such as proofreading, formatting, or generating standardised content, which may reduce the need for human resources to perform these tasks. It creates fears among employees that their traditional roles may be displaced by technology and triggers the need to adapt to new requirements and skills. In addition, changes in professional roles may require employees to learn new technologies and adapt their skills to work with AI, which can be stressful and require significant effort, which may be perceived as additional pressure. On the other hand, new roles and specialisations related to AI may initiate competition in the labor market, where those with the necessary skills will have an advantage.

Conclusions. The study proves that technophobia is a significant barrier to the innovative development of the publishing industry in the era of AI. An analysis of the trends in the development of technophobia in publishing has revealed that it is caused by various factors, including fear of losing one's job, misunderstanding of the principles of AI, concerns about the quality of content, and ethical concerns. It is determined that the negative impact of the media narrative on AI increases fears and creates a biased attitude toward innovation. The absence of clear legal and regulatory frameworks that ensure data protection and security also contributes to the development of technophobia.

The potential consequences of technophobia for the development of the publishing industry include a decrease in the competitiveness of companies that refuse or are slow to adopt new technologies. It can lead to losing market position, reduced innovation potential, and decreased efficiency. In the long run, employee technophobia can lead to the loss of skilled personnel who may move to other areas of activity where technology is more openly accepted.

The identified causes and possible consequences of technophobia prove the importance of developing comprehensive strategies to overcome technophobia in the publishing industry. Further research could be aimed at developing recommendations for introducing AI

technologies into production processes, considering the need to eliminate possible technophobia among employees and increase publishing house productivity.

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