

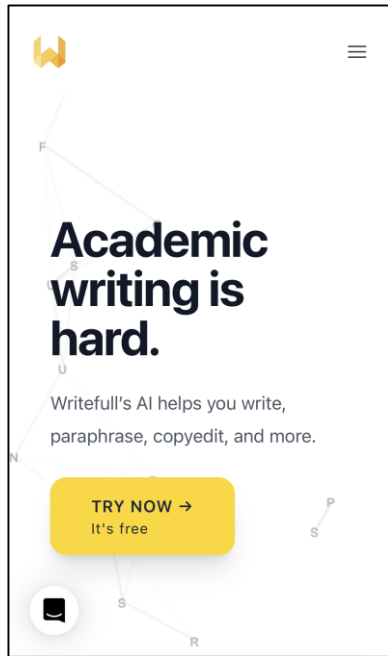


L'impact de l'IA sur la chaîne éditoriale et les produits documentaires

Thomas Parisot

Printemps Couperin – 19 mars 2025

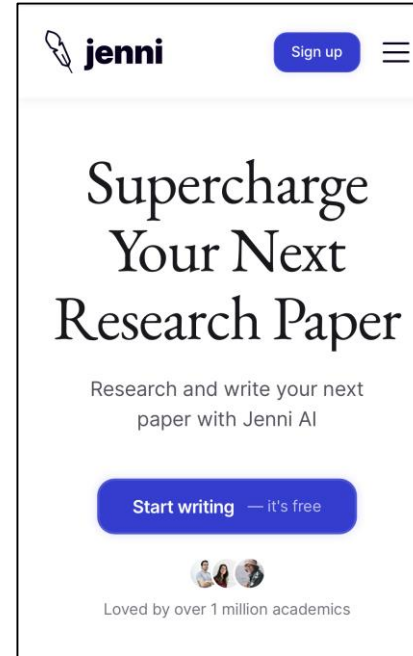
IA & Édition – Écriture assistée



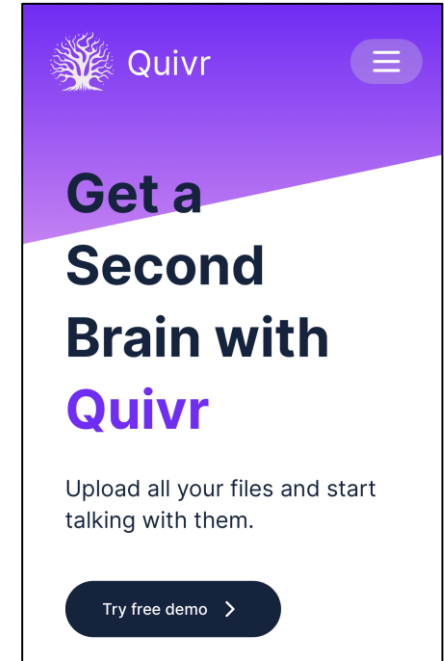
www.writefull.com



<https://paperpal.com/>

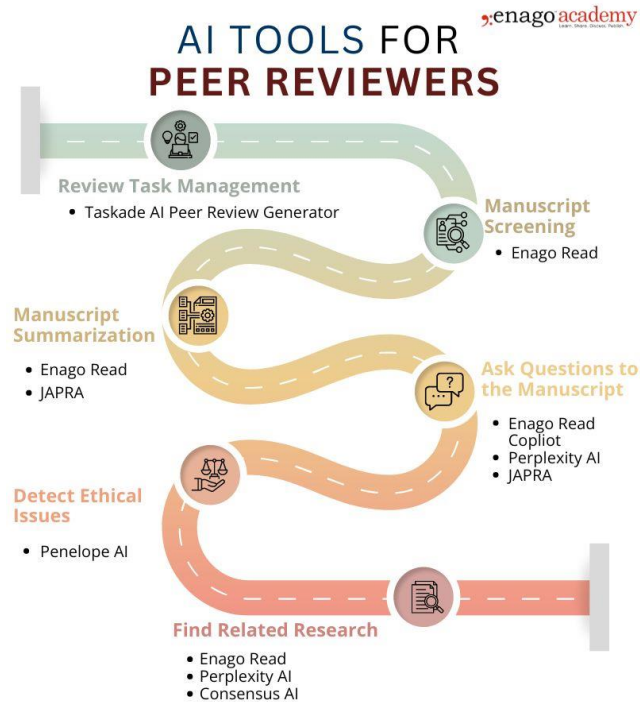


<https://jenni.ai/>



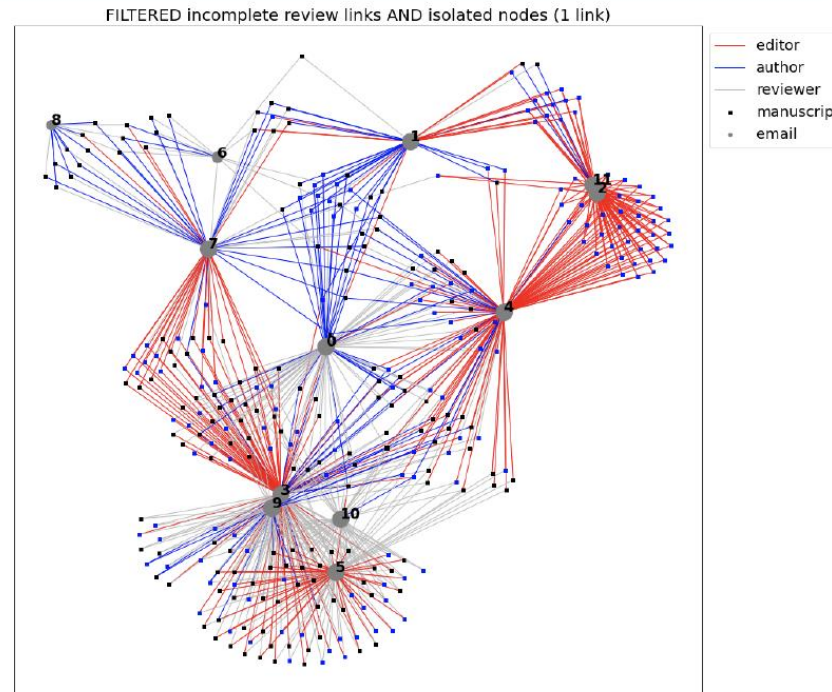
www.quivr.app

IA & Édition – Appui au *peer-review*



Ex. : <https://www.enago.com/academy/6-ai-tools-peer-review-process/>

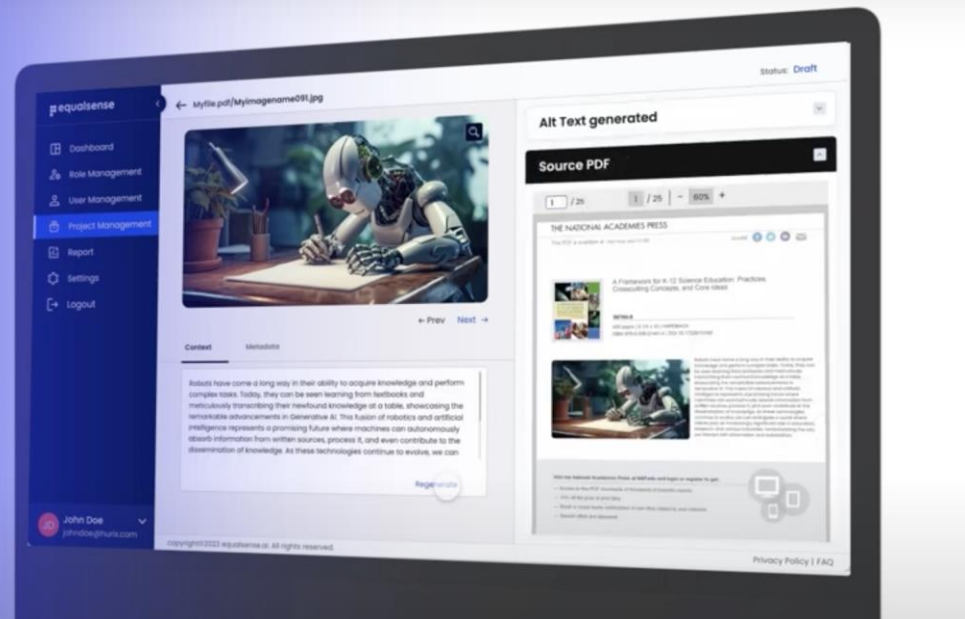
IA & Édition – Détection de fraudes



Ex. : <https://www.springernature.com/fr/editors/research-integrity>

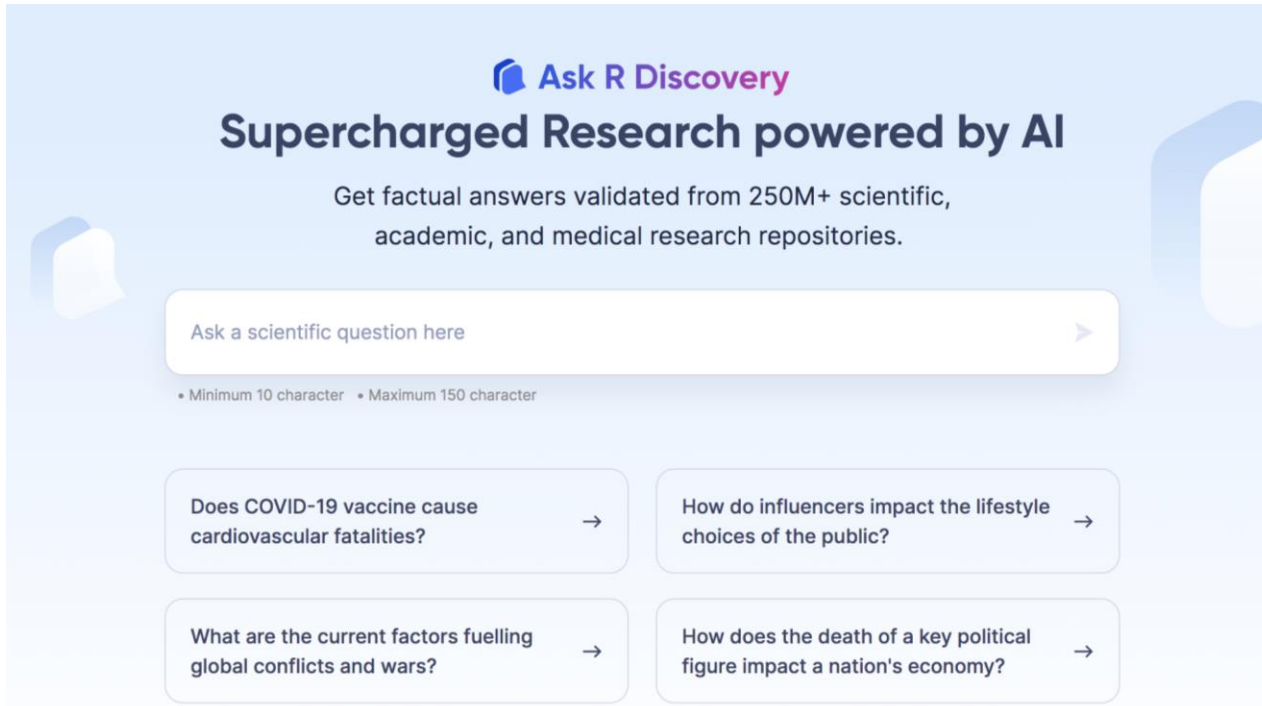
IA & Édition – Enrichissements (semi) automatisés

equalsense:
Revolutionizing
Alt Text Creation
with **AI!**



Ex. : <https://www.equalsense.com/>

IA & Édition – Nouveaux outils de découverte



The screenshot shows the 'Ask R Discovery' website. At the top, the logo 'Ask R Discovery' is displayed in purple and blue. Below it, the headline reads 'Supercharged Research powered by AI'. A sub-headline states 'Get factual answers validated from 250M+ scientific, academic, and medical research repositories.' The main interface features a large white search input field with the placeholder text 'Ask a scientific question here' and a right-pointing arrow. Below the input field, there are two small lines of text: '• Minimum 10 character' and '• Maximum 150 character'. Below the search field, there are four example question buttons, each with a right-pointing arrow: 'Does COVID-19 vaccine cause cardiovascular fatalities?', 'How do influencers impact the lifestyle choices of the public?', 'What are the current factors fuelling global conflicts and wars?', and 'How does the death of a key political figure impact a nation's economy?'.

Ex. : <https://discovery.researcher.life/ask-rdiscovery>

IA & Édition – Nouveaux outils de découverte

The screenshot displays the GenIA-L interface, a tool for legal research. At the top left is the logo for GenIA-L (Generative AI for Legal) and at the top right is the publisher name 'Lefebvre Dalloz'. A search bar contains the query: 'Quelles sont les conditions pour d'un plagiat soit caractérisé ?'. Below the search bar is a dark blue 'Envoyer' button. A navigation menu includes 'Synthèse', 'Autres questions', 'Langage simplifié', 'Fondements juridiques', 'Cas pratiques', and 'Points-clés'. The main content area shows a paragraph explaining the conditions for plagiarism and a numbered list starting with '1. Existence d'une œuvre protégée par le droit d'auteur'. On the right side, a 'Références' section lists three sources: '1 Mémento Droit commercial 2023', '2 Revue de jurisprudence de droit des affaires RJDA 1999', and '3 Revue de jurisprudence de droit des affaires RJDA 1997'.

Ex. : <https://www.lefebvre-sarrut.eu/2023/09/26/lefebvre-sarrut-deploie-genia-l-premiere-solution-europeenne-dia-generative-en-matiere-dedition-juridique/>

IA & Édition – Nouveaux outils de découverte

Ask ScienceDirect AI Beta

Discover insights across publications ⓘ How it works

How can I test the effects of additive manufacturing on the structure, mechanical properties, and crystallinity of polymers?

Get answers

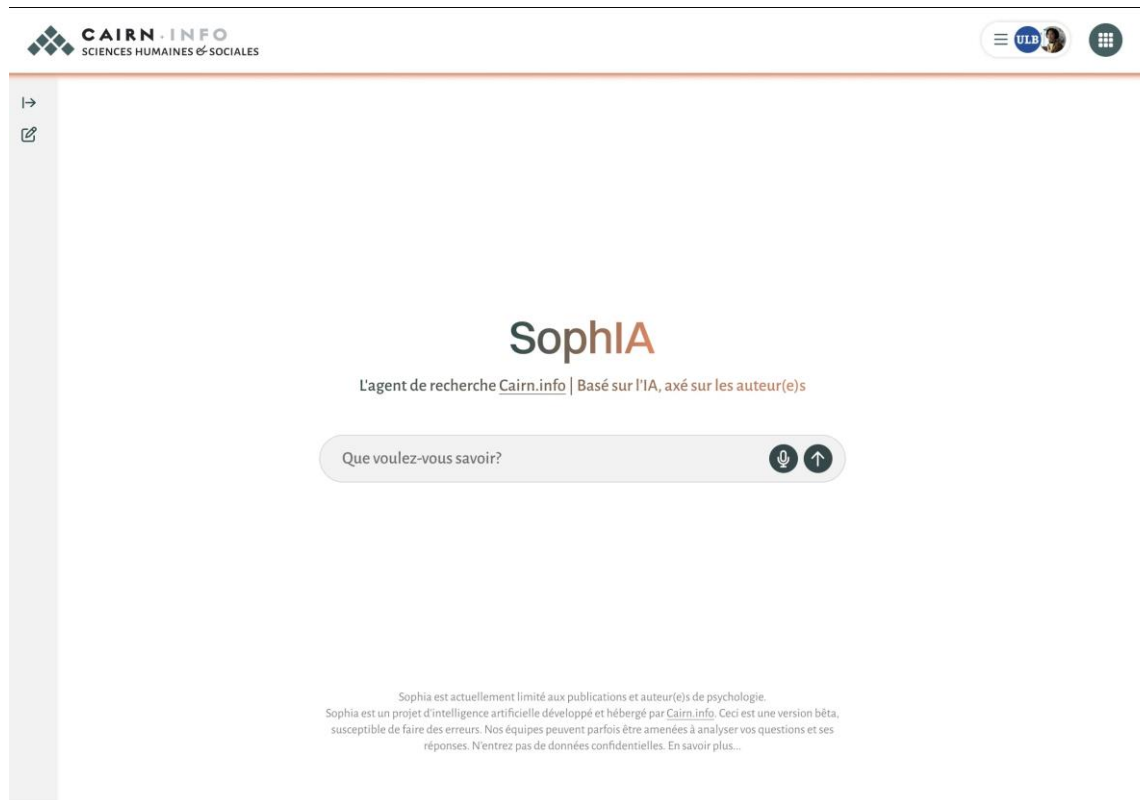
Generating summary...

- ✓ Analyzing and optimizing your question
- ✓ Searching most relevant research for:
"What are the effects of additive manufacturing on the structure, mechanical properties, and crystallinity of polymers?"
- ✓ Searching keywords:
"Additive manufacturing effects on polymers"
- ⚙️ Finalizing summary

AI-generated content may vary in quality. Verify important information. [Learn more](#) ↗

Ex. : <https://www.researchinformation.info/news/elsevier-launches-sciencedirect-ai-to-transform-research/>

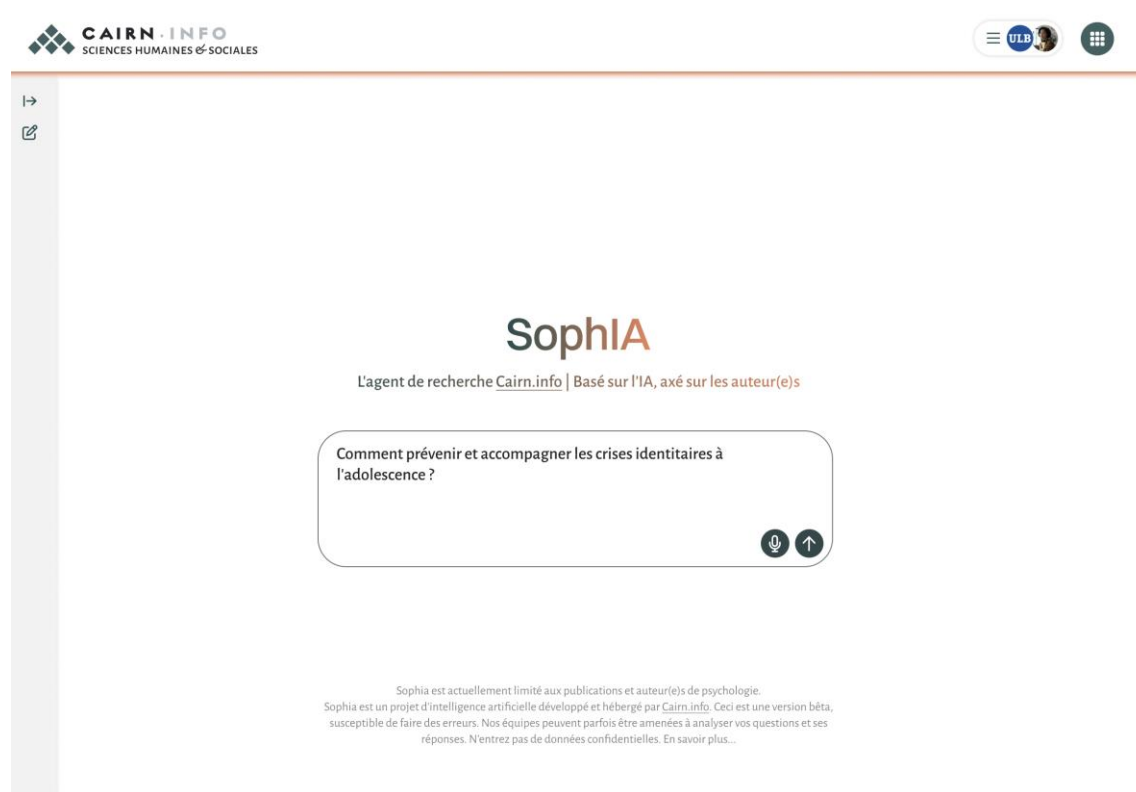
IA & Édition – Nouveaux outils de découverte



The screenshot shows the interface of the Sophia AI research agent. At the top left is the Cairn.info logo with the text "SCIENCES HUMAINES & SOCIALES". At the top right are navigation icons, including a hamburger menu, a user profile icon with "ULB" next to it, and a grid icon. On the left side, there is a vertical sidebar with a home icon and a document icon. The main content area features the title "SophIA" in a large, bold font. Below the title is the subtitle "L'agent de recherche Cairn.info | Basé sur l'IA, axé sur les auteur(e)s". A search input field contains the placeholder text "Que voulez-vous savoir?" and has microphone and send icons on the right. At the bottom, there is a disclaimer in small text: "Sophia est actuellement limité aux publications et auteur(e)s de psychologie. Sophia est un projet d'intelligence artificielle développé et hébergé par Cairn.info. Ceci est une version bêta, susceptible de faire des erreurs. Nos équipes peuvent parfois être amenées à analyser vos questions et ses réponses. N'entrez pas de données confidentielles. En savoir plus..."

Ex. : <https://apropos.cairn.info/fr/mission/ia>

IA & Édition – Nouveaux outils de découverte



The screenshot shows the interface of the Sophia AI research agent. At the top left is the Cairn.info logo with the text "SCIENTES HUMAINES & SOCIALES". At the top right are navigation icons, including a blue circle with "ULB" and a grid icon. On the left side, there is a vertical sidebar with a home icon and a share icon. The main content area features the title "SophIA" in a large, bold font. Below the title is the subtitle "L'agent de recherche Cairn.info | Basé sur l'IA, axé sur les auteur(e)s". A central text box contains the question "Comment prévenir et accompagner les crises identitaires à l'adolescence ?" and has a microphone icon and an upward arrow icon at the bottom right. Below the text box is a disclaimer: "Sophia est actuellement limité aux publications et auteur(e)s de psychologie. Sophia est un projet d'intelligence artificielle développé et hébergé par Cairn.info. Ceci est une version bêta, susceptible de faire des erreurs. Nos équipes peuvent parfois être amenées à analyser vos questions et ses réponses. N'entrez pas de données confidentielles. En savoir plus..."

Ex. : <https://apropos.cairn.info/fr/mission/ia>

IA & Édition – Nouveaux outils de découverte

The screenshot shows the Cairn-Info website interface. At the top left is the logo for 'CAIRN-INFO SCIENCES HUMAINES & SOCIALES'. On the right, there are navigation icons including 'ULB' and a grid icon. A left sidebar menu lists various topics such as 'Accompagner les crises identitaires', 'Séparation précoce et psychisme', 'Jeu et symbolisation', 'Clinique de l'adolescence', 'Lien parental et équilibre psychique', 'Angoisse de séparation', 'Identité de genre et adolescence', and 'Modèles éducatifs et repères'. The main content area is titled 'SophiA' and features two articles. The first article is titled 'Comment prévenir et accompagner les crises identitaires à l'adolescence ?' and discusses the importance of constructing a personal identity during adolescence. It quotes Serge Hefez (2023) and David Le Breton (2020). The second article is partially visible below the first. At the bottom of the article list, there is a button labeled 'Aller plus loin?' with download and share icons.

Ex. : <https://apropos.cairn.info/fr/mission/ia>

IA & Édition – Nouveaux outils de découverte

The screenshot displays the CAIRN-INFO website interface. At the top left is the CAIRN-INFO logo with the text 'SCIENCES HUMAINES & SOCIALES'. At the top right are navigation icons, including a hamburger menu, a profile icon for 'ULB', and a grid icon. A left sidebar menu is visible, listing various topics such as 'Accompagner les crises identitaires', 'Séparation précoce et psychisme', 'Jeu et symbolisation', 'Clinique de l'adolescence', 'Lien parental et équilibre psychique', 'Angoisse de séparation', 'Identité de genre et adolescence', and 'Modèles éducatifs et repères'. The main content area is titled 'Sophia' and features an article titled 'Comment prévenir et accompagner les crises identitaires à l'adolescence ?'. The article text begins with 'L'adolescence est une phase clé du développement où l'individu est confronté à la nécessité de construire une identité propre, tout en intégrant les attentes sociales et familiales.' Below the text, there is a citation for 'Serge Hefez (2023)' with a tooltip that reads: 'Article de revue Traversée du genre, traversée du fantasme Dans Adolescence (2023/2 T.41 n° 2)'. The article also includes a snippet of text: '...sciente du corps telle que les théories sexuelles contours. Si le fantasme est une formation interne ion tire sa substance des relations avec le monde n tire sa substance des relations avec le monde'. At the bottom of the article, there is a 'Aller plus loin?' button and a 'Printemps Couperin' logo.

Ex. : <https://apropos.cairn.info/fr/mission/ia>

IA & Édition – Nouveaux outils de découverte

The screenshot displays the Cairn Info website interface. At the top left is the logo for 'CAIRN · INFO SCIENCES HUMAINES & SOCIALES'. On the right, there are navigation icons for 'UTLB' and a grid icon. A left sidebar contains a navigation menu with categories such as 'Accompagner les crises identitaires', 'Séparation précoce et psychisme', 'Jeu et symbolisation', 'Hier', 'Clinique de l'adolescence', 'Lien parental et équilibre psychique', 'Angoisse de séparation', 'Avant-hier', 'Identité de genre et adolescence', 'Burn-out parental et enfant', and 'Modèles éducatifs et repères'. At the bottom of the sidebar are links for 'Aide', 'Votre profil Sophia', 'Limites d'utilisation', and 'A propos de Sophia'. The main content area shows a search result snippet: 'De son côté, **Philippe Jeammet** (2019) rappelle que les transformations psychiques de l'adolescence impliquent une quête de différenciation qui peut parfois mener à des conduites à risque. « *Quel qu'en soit la nature et la forme, tout échange avec l'adolescent et au-delà avec tout sujet en situation de vulnérabilité narcissique est susceptible de prendre la dimension d'une rencontre et de se charger d'une signification potentielle que son interlocuteur est souvent loin de soupçonner.* ».' Below the snippet are icons for 'Auteur', 'Article', and social sharing options. A 'Références' section lists two articles by 'Serge Hefez' titled 'Traversée du genre, traversée du fantasme'. Below this is an 'Affiner selon périmètre de référence' section with filters for 'Uniquement selon' (listing 'Serge Hefez', 'David Le Breton', 'Marie Rose Moro', 'Philippe Jeanmet') and 'Sur base des publications des' (listing '5 dernières années', '2 dernières années', '12 derniers mois'). There is also a filter for 'Dans des revues et ouvrages d'éditeurs' (listing 'Français', 'Européens', 'Africains'). At the bottom of the main area is a button labeled 'Aller plus loin?' with a microphone icon and an upward arrow icon.

Ex. : <https://apropos.cairn.info/fr/mission/ia>

IA & Édition – Assistance à la lecture

The screenshot displays the Explainpaper web application. On the left, a scientific paper is open, showing a paragraph about APOBEC3G and a section titled "APOBEC3G drives genomic instability and clonal heterogeneity". On the right, a chat window is open, showing an "EXPLANATION" of the text. The explanation states that APOBEC3G was used to cause tumors, and mice with the protein had a higher rate of developing bladder cancer. Below the explanation is a purple callout box stating "C57BL/6J is a strain of mice used in this experiment as a control group. They were exposed to BBN but did not have the protein APOBEC3." At the bottom of the chat window is a text input field with the placeholder "Type your question here".

Explainpaper

My papers Upload a paper L

Downloaded from <https://academic.oup.com/ajph/article/108/11/1580/15808477> by guest on 11 March 2024

C57BL/6J mice, which harbor mouse *ApoBec3*, developed a higher percentage of advanced bladder cancers and had significantly lower survival than the *mA3(-/-)* mice (log-rank $P=0.0008$) but phenocopied the *hA3G(+)* *mA3(-/-)* mice (**Supplementary Fig. S1**). All expired mice had bladder cancer.

APOBEC3G drives genomic instability and clonal heterogeneity

To define the impact of human APOBEC3G on cancer mutagenesis, we performed deep whole-exome sequencing of somatic DNA from bladder cancers (mean 348x) and matched germline DNA from the *hA3G(+)* *mA3(-/-)* and the *mA3(-/-)* mice. The *hA3G(+)* *mA3(-/-)* tumors harbored a significantly higher mutational burden (median 95.7 mutations per Mb) than the *mA3(-/-)* tumors (median 48.5 mutations per Mb, $P=0.04$) (**Fig. 2A**; **Supplementary Table S3**). Because nuclear access is a prerequisite for APOBEC3G-induced mutagenesis, we examined the nuclear localization of APOBEC3G in a bladder cancer organoid established from a *hA3G(+)* *mA3(-/-)* tumor. SDS-PAGE western blotting showed that APOBEC3G was consistently present in the nuclear fraction (**Supplementary Fig. S2A**). The presence of APOBEC3G in the nuclear fraction was also confirmed in two human urothelial bladder cancer cell lines (5637 and BT410) using

EXPLANATION

We wanted to see if a certain protein, APOBEC3, was enough to cause tumors, so we used a chemical called N-butyl-N-(4-hydroxybutyl)nitrosamine (BBN) to start the process. We then compared the survival rates of mice with and without the protein. We found that the mice with the protein had a much higher rate of developing bladder cancer and a shorter survival rate than the mice without the protein. We also included a group of mice that were exposed to BBN but did not have the protein as a control.

C57BL/6J is a strain of mice used in this experiment as a control group. They were exposed to BBN but did not have the protein APOBEC3.

Type your question here

Ex. : <https://www.explainpaper.com/>

IA & Édition – Assistance à la lecture

The screenshot shows the ScienceDirect website interface. The main article is titled "Increased fracture toughness of additively manufactured semi-crystalline thermoplastics via thermal annealing" by Kevin R. Hart, Ryan M. Dunn, and Eric D. Wetzels. The article is from the journal "Polymer", Volume 211, 21 December 2020, 123091. A "Reading Assistant" overlay is visible on the right side, providing AI-generated content summaries and highlights. The assistant text includes: "wetting, but only if the part is rapidly quenched to maintain low crystallinity.", "Slow cooling after annealing results in 25% crystallinity, leading to poor interlayer toughness.", "Rheology and differential scanning calorimetry were used to characterize the polymer's viscoelastic behavior, crystallization kinetics, and degree of crystallinity under different thermal histories.", and "To test the effects of additive manufacturing on polymer structure and properties, the key steps are: Fabricate test specimens using fused filament fabrication (FFF) with controlled print parameters. Perform post-processing via thermal annealing and controlled cooling. Characterize the degree of crystallinity using differential scanning calorimetry. Measure the fracture toughness using single-edge notched bend (SENB) testing. Analyze the fracture surfaces using microscopy to understand failure mechanisms. This approach allows correlating the processing-structure-property relationships for additively manufactured semi-crystalline polymers." The assistant also includes a "Highlights" section with the point: "Inter-layer fracture toughness of an additively manufactured semi-crystalline polymer is highly sensitive to processing."

Ex. : <https://www.researchinformation.info/news/elsevier-launches-sciencedirect-ai-to-transform-research/>

IA & Édition – Appel à la transparence



Source : <https://www.sne.fr/actu/tribune-construisons-des-aujourd'hui-une-intelligence-artificielle-de-rang-mondial-respectueuse-de-la-propriete-litteraire-et-artistique/>

IA & Édition – Mieux maîtriser l'accès aux corpus

Dataset	Quantity (tokens)	Weight in training mix	Epochs elapsed when training for 300B tokens
Common Crawl (filtered)	410 billion	60%	0.44
WebText2	19 billion	22%	2.9
Books1	12 billion	8%	1.9
Books2	55 billion	8%	0.43
Wikipedia	3 billion	3%	3.4

Source : <https://affordance.framasoft.org/2023/01/gpt-3-cest-toi-le-chat/>

IA & Édition – Mieux maîtriser l'accès aux corpus

TDMRep



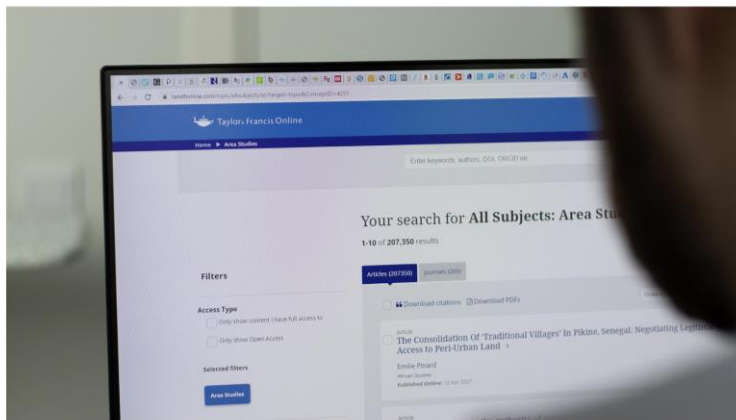
Source : <https://www.w3.org/community/reports/tdmrep/CG-FINAL-tdmrep-20240202/>

IA & Édition – Négociations en cours



Taylor & Francis set to make £58m from AI in 2024 as it reveals second partnership

NEWS JUL 25, 2024 BY MATILDA BATTERSBY



© Shutterstock



Wiley set to earn \$44m from AI rights deals, confirms 'no opt-out' for authors

NEWS AUG 30, 2024 BY MATILDA BATTERSBY



The US publisher is the latest to capitalise on deals to give tech firms access to its authors' content to train their Large Language Models (LLMs).

IA & Édition – Négociations en cours



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Generative AI Licensing Agreement Tracker

In recent months, several publishers have announced that they are licensing their scholarly content for use as training data for LLMs. These deals illuminate how major publishers are grappling with their strategy amid uncertainty. To understand the dynamics around this fast-developing market, Ithaka S+R has launched a tracker of these licensing deals. In it, we catalog (when the information is available), the publisher, the purchaser, the deal type and size, and the impact of and strategy behind the deal. Roger Schonfeld provides more analysis about these deals in his Scholarly Kitchen piece, "[Tracking the Licensing of Scholarly Content to LLMs.](#)"

So far, several major publishers have announced deals. For them, there is a substantial near-term revenue upside. The basic idea behind these deals is to generate revenue for the publishing house in exchange for easy, reliable, and legal access to the content for the LLM. A number of companies are in the hunt for this content, including not only OpenAI and Google but also Apple and more specialized providers.

Thus far a standard set of terms or overall model from which to build these deals has yet to emerge. Pricing of course is at the top of mind for everyone, but there are many other considerations as well. There are technical and reputational questions about how corrections or retractions will propagate through an LLM and whether an author can opt out, and there are business model issues such as whether provenance will be tracked through the output from an LLM such that a citation or link can be provided back into the scholarly record, just to take several straightforward examples.

We will update the tracker periodically. You may also access the tracker as a [Google Sheet](#). If you are aware of other deals that we have not yet documented in this tracker, please contact us using the form below.

Source : <https://sr.ithaka.org/our-work/generative-ai-licensing-agreement-tracker/>

IA & Édition – Procès en cours

Recherche

LesEchos

Le journal Vidéos Mes articles Mes secteurs Newsletters

À la une Idées Économie Politique Entreprises Finance - Marchés Bourse Monde Tech-Médias Start-up Régions Patrimoine Travailler mieux Le Mag W-E

« Le plus gros pillage d'Internet » : le monde du livre attaque Meta en justice sur les droits d'auteur

Le Syndicat national de l'édition, la Société des gens de lettres et le Syndicat national des auteurs et des compositeurs ont conjointement assigné le géant américain devant la troisième chambre du tribunal judiciaire de Paris.

Offrir l'article Ajouter à mes articles Commenter Partager Facebook - Meta Edition

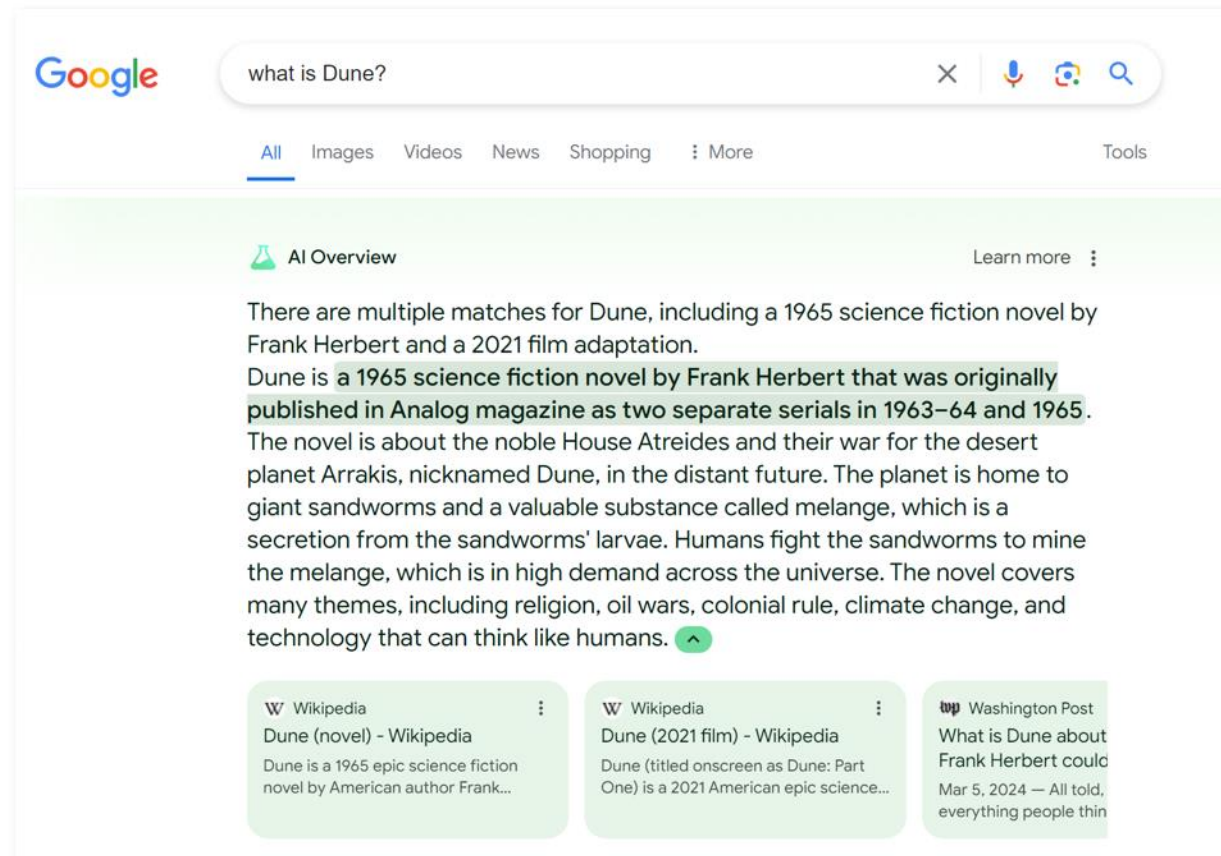


Source : <https://www.lesechos.fr/tech-medias/medias/le-plus-gros-pillage-dinternet-industrie-du-livre-attaque-meta-en-justice-sur-les-droits-dauteur-2153491>

IA & Édition – Transformation de l'architecture de l'information ?



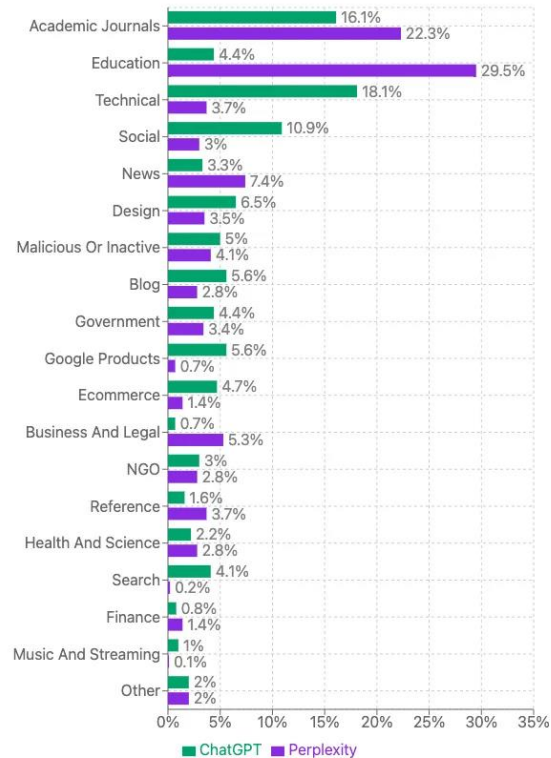
IA & Édition – Transformation de l'architecture de l'information ?



The image shows a Google search interface for the query "what is Dune?". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Shopping", and "More", with "All" selected. The main content area features an "AI Overview" section with a green icon and a "Learn more" link. The AI overview text states: "There are multiple matches for Dune, including a 1965 science fiction novel by Frank Herbert and a 2021 film adaptation. Dune is a 1965 science fiction novel by Frank Herbert that was originally published in Analog magazine as two separate serials in 1963–64 and 1965. The novel is about the noble House Atreides and their war for the desert planet Arrakis, nicknamed Dune, in the distant future. The planet is home to giant sandworms and a valuable substance called melange, which is a secretion from the sandworms' larvae. Humans fight the sandworms to mine the melange, which is in high demand across the universe. The novel covers many themes, including religion, oil wars, colonial rule, climate change, and technology that can think like humans." Below the AI overview are three search result cards. The first card is from Wikipedia, titled "Dune (novel) - Wikipedia", with a snippet: "Dune is a 1965 epic science fiction novel by American author Frank...". The second card is also from Wikipedia, titled "Dune (2021 film) - Wikipedia", with a snippet: "Dune (titled onscreen as Dune: Part One) is a 2021 American epic science...". The third card is from the Washington Post, titled "What is Dune about Frank Herbert could", with a snippet: "Mar 5, 2024 — All told, everything people thin".

IA & Édition – Transformation de l'architecture de l'information ?

Traffic Percentage by Category: ChatGPT vs. Perplexity

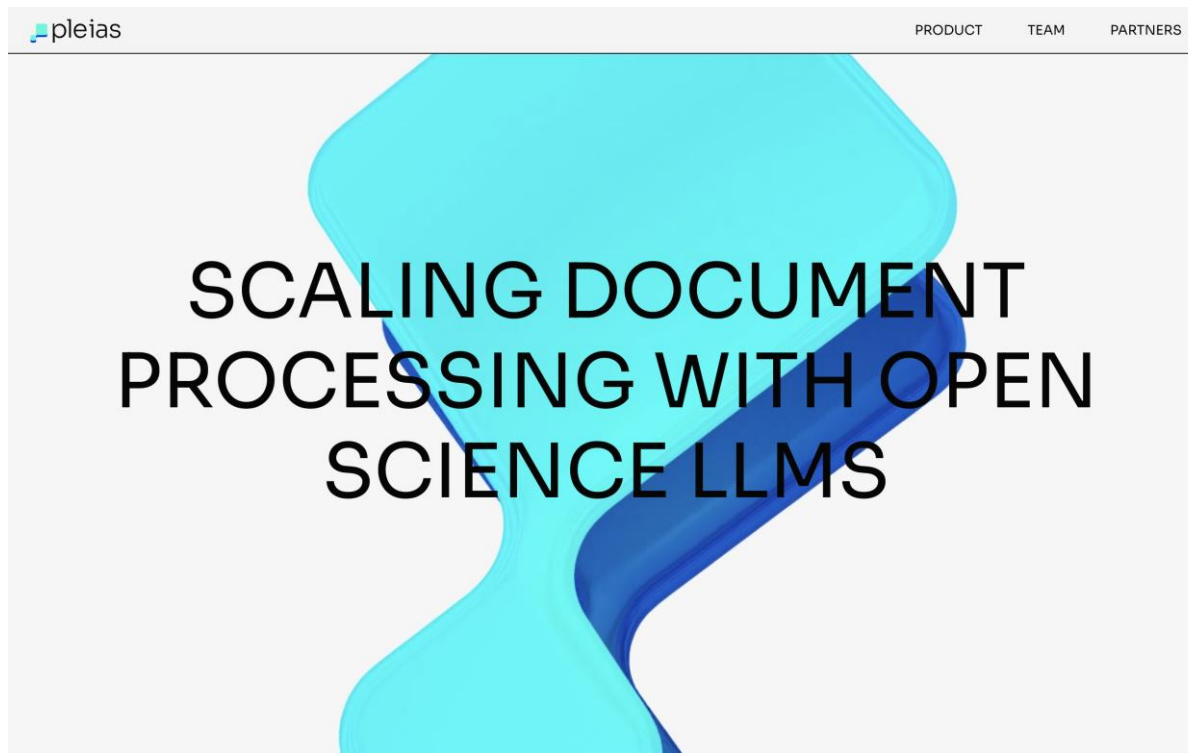


Top Academic Sources Referenced by AI Tools

Perplexity.ai		ChatGPT.com	
Source	Traffic %	Source	Traffic %
nih.gov (PubMed)	4.36%	mdpi.com	1.93%
researchgate.net	3.86%	springer.com	1.72%
semanticscholar.org	3.34%	researchgate.net	1.62%
doi.org	1.22%	oup.com	1.39%
sciencedirect.com	1.03%	nih.gov (PubMed)	1.22%
frontiersin.org	0.72%	doi.org	0.85%
mdpi.com	0.67%	sciencedirect.com	0.58%
nature.com	0.65%	frontiersin.org	0.43%
springer.com	0.57%	ieee.org	0.39%
oup.com	0.50%	scielo.org.mx	0.36%

Source : <https://generative-ai-newsroom.com/genai-as-news-gatekeeper-what-traffic-data-shows-783795ba2103>

IA & Édition – Vers des corpus d’entraînement ouverts ?



Source : <https://pleias.fr/>

IA & Édition – Vers des corpus d'entraînement ouverts ?

La BNF : un réservoir de données pour les IA

Bibliothèque



Un consortium des trois startups de l'IA générative Artefact, Mistral AI et Giskard, en partenariat avec la Bibliothèque nationale de France (BNF) et l'Institut national de l'audiovisuel (INA), a été sélectionné par Bpifrance après un appel à projets nommé « Communs numériques pour l'intelligence artificielle générative ». L'idée est d'utiliser les données du domaine public rassemblées par ces deux institutions pour entraîner les IA de ces entreprises, sans pour autant leur en laisser l'exclusivité, nous explique la bibliothèque.

Source : <https://next.ink/142051/la-bnf-un-reservoir-de-donnees-pour-les-ia/>

IA & Édition – Vers des corpus d’entraînement ouverts ?



IA & Édition – Un débat ouvert !



The poster features a background image of a hand holding a glowing DNA double helix structure against a blue and purple digital backdrop. The text is arranged in a clean, modern layout with various colors and font weights.

INVITATION

Édition scientifique
et intelligence artificielle (IA)
Les rencontres François Gèze

**28 MARS
2025**

Palais du Luxembourg,
15 rue de Vaugirard, 75006 Paris

Organisateurs :
Fnps la presse spécialisée Syndicat national de l'édition

Avec le soutien de :
sofia gf2i

Programme

- 09:15 - Accueil
- 10:00 - Introduction
- 10:30 - **Les prémices d'un écosystème vertueux de l'IA dans l'édition scientifique**
- 11:15 - **Préserver l'intégrité de la science à l'heure de l'IA**
- 12:00 - Conclusion
- 12:30 - Cocktail apéritif

Inscription obligatoire au plus tard le 14 mars, cliquez sur cette invitation

Une pièce d'identité sera exigée pour entrer au Sénat

Ex. : <https://www.fnps.fr/2025/03/28/colloque-edition-ia-2025/>



Merci pour votre attention !

Thomas.parisot@cairn.info