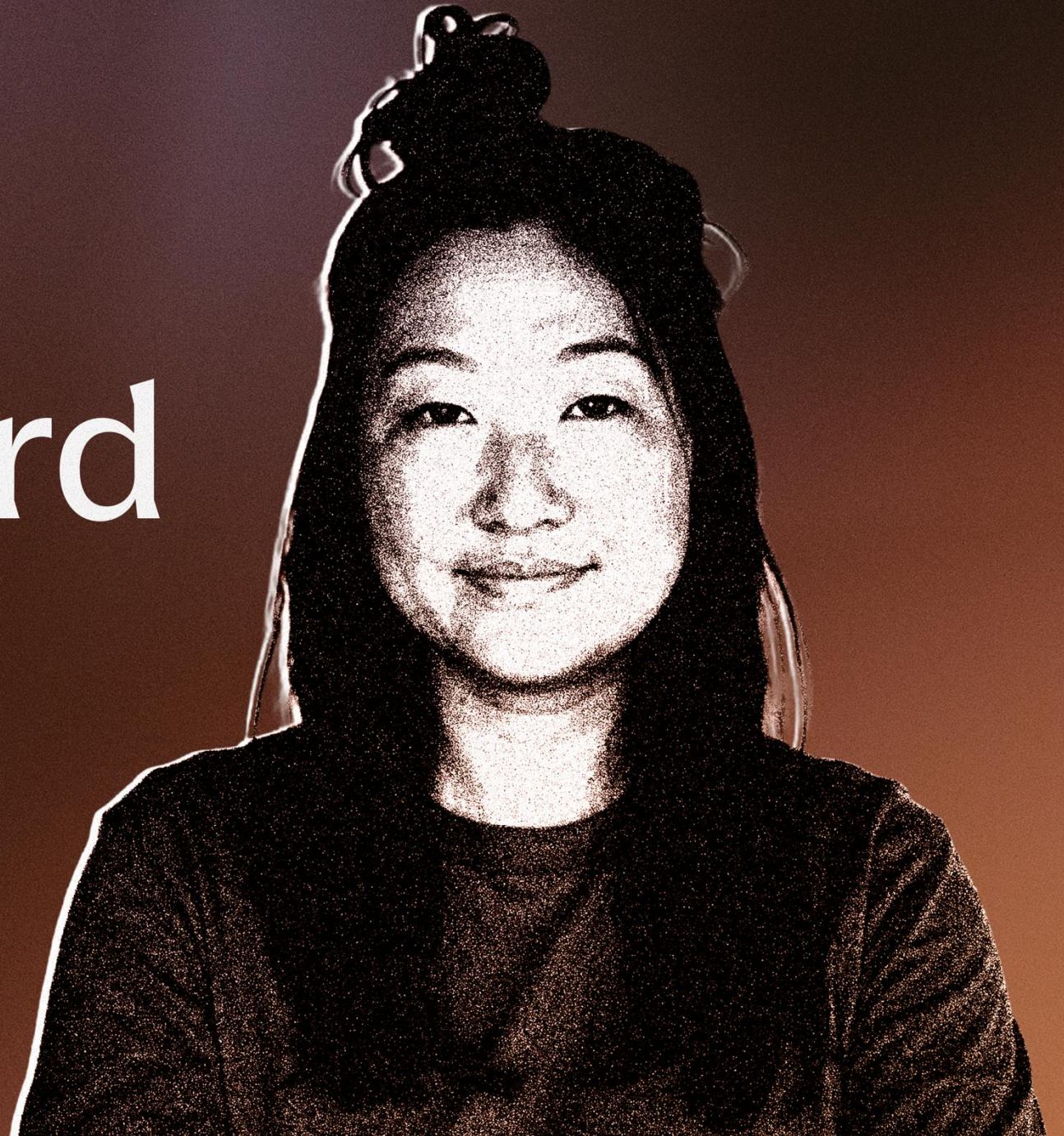


Min Shepherd

◆
DIRECTOR, CONTENT STRATEGY

one north
A TEKsystems Company



one north

A TEKsystems Company

The Integrity of Input:

Why Truth Needs Human Stewards
in an Automated World

Min Shepherd

DIRECTOR, CONTENT STRATEGY



If we remove human judgment from content systems, we don't gain efficiency. We create risk.



Whether it's to you or
about you— AI doesn't
know when it's lying.





AI is everywhere.
But trust is hard
to come by.

67%

use AI to
conduct searches

MERCOR

76%

of those users
question accuracy

MERCOR



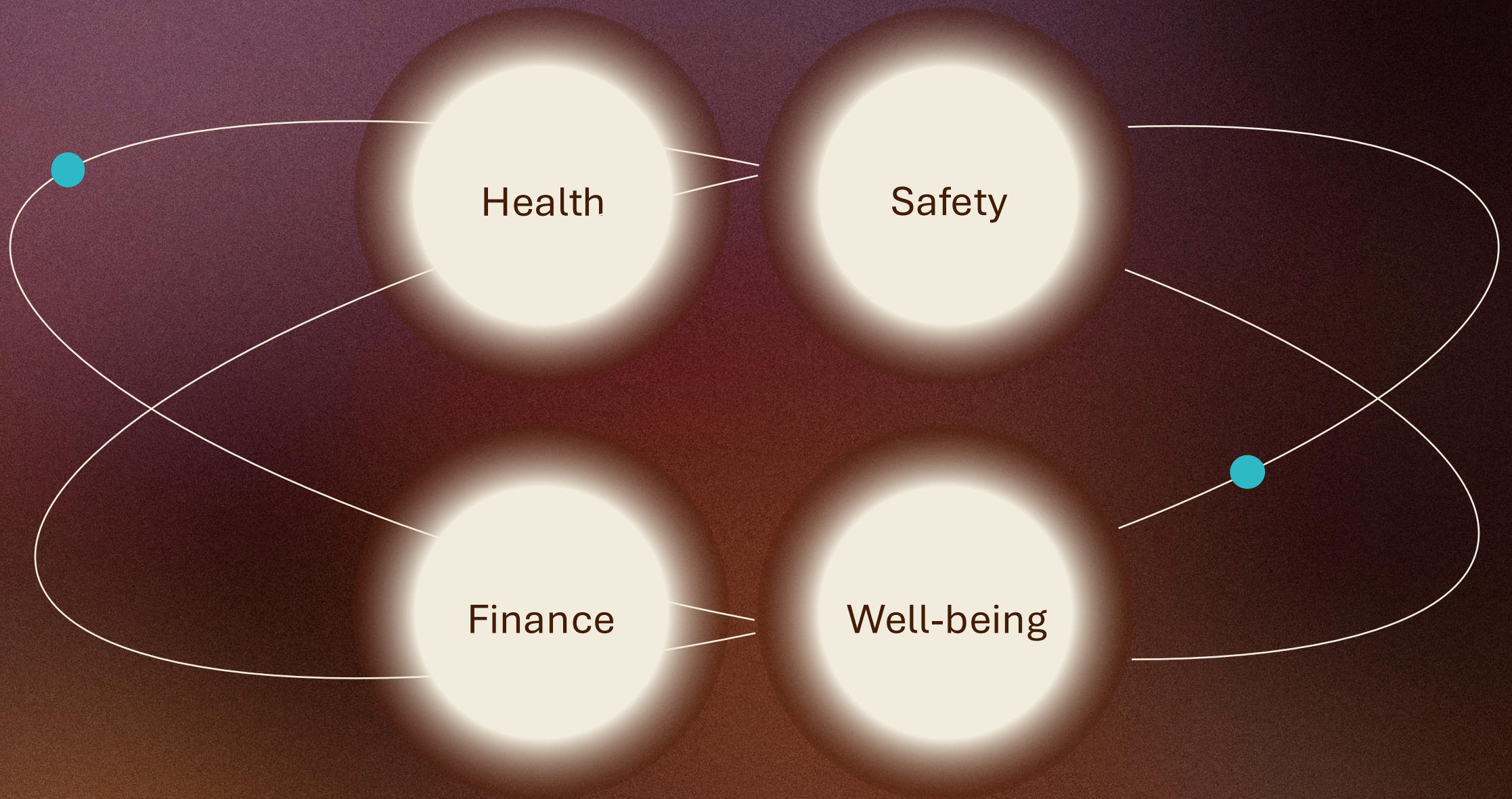
AI is powerful—but *indiscriminate*.

-
- ◆ It can find information and crawl content.
-
- ◆ It can regurgitate, synthesize, and summarize it.
-
- ◆ But it can't call bullshit.
-

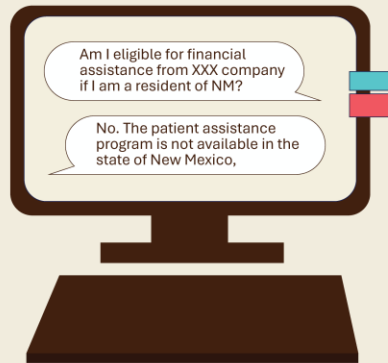




CUT MY LIFE INTO
PIZZAS
THIS IS MY
PLASTIC FORK

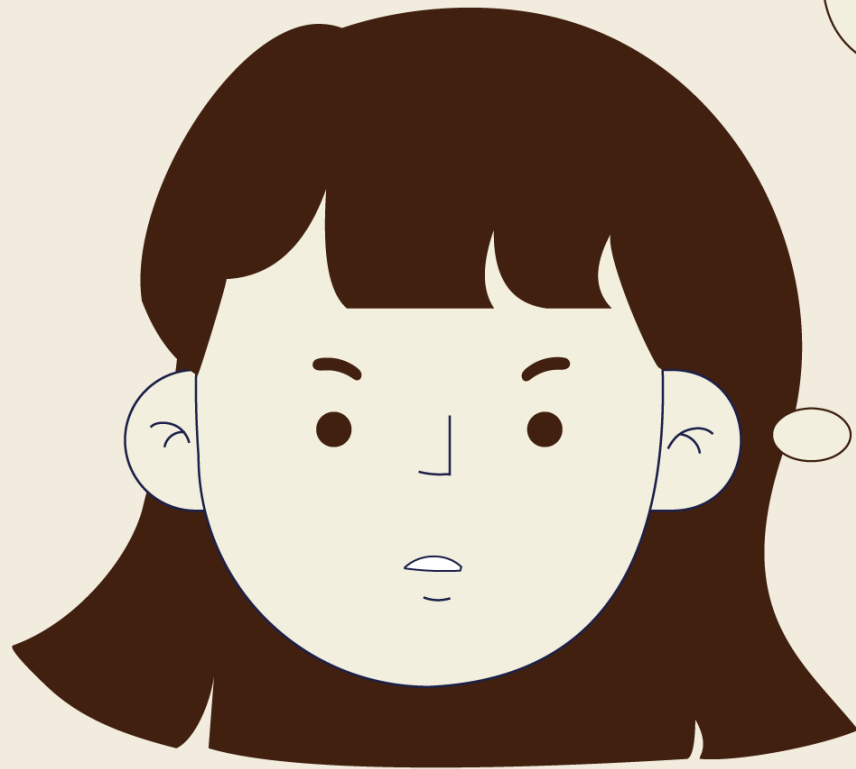


Your Money *and* Your Life





*I can't believe
how much this
medicine is going
to cost me.*

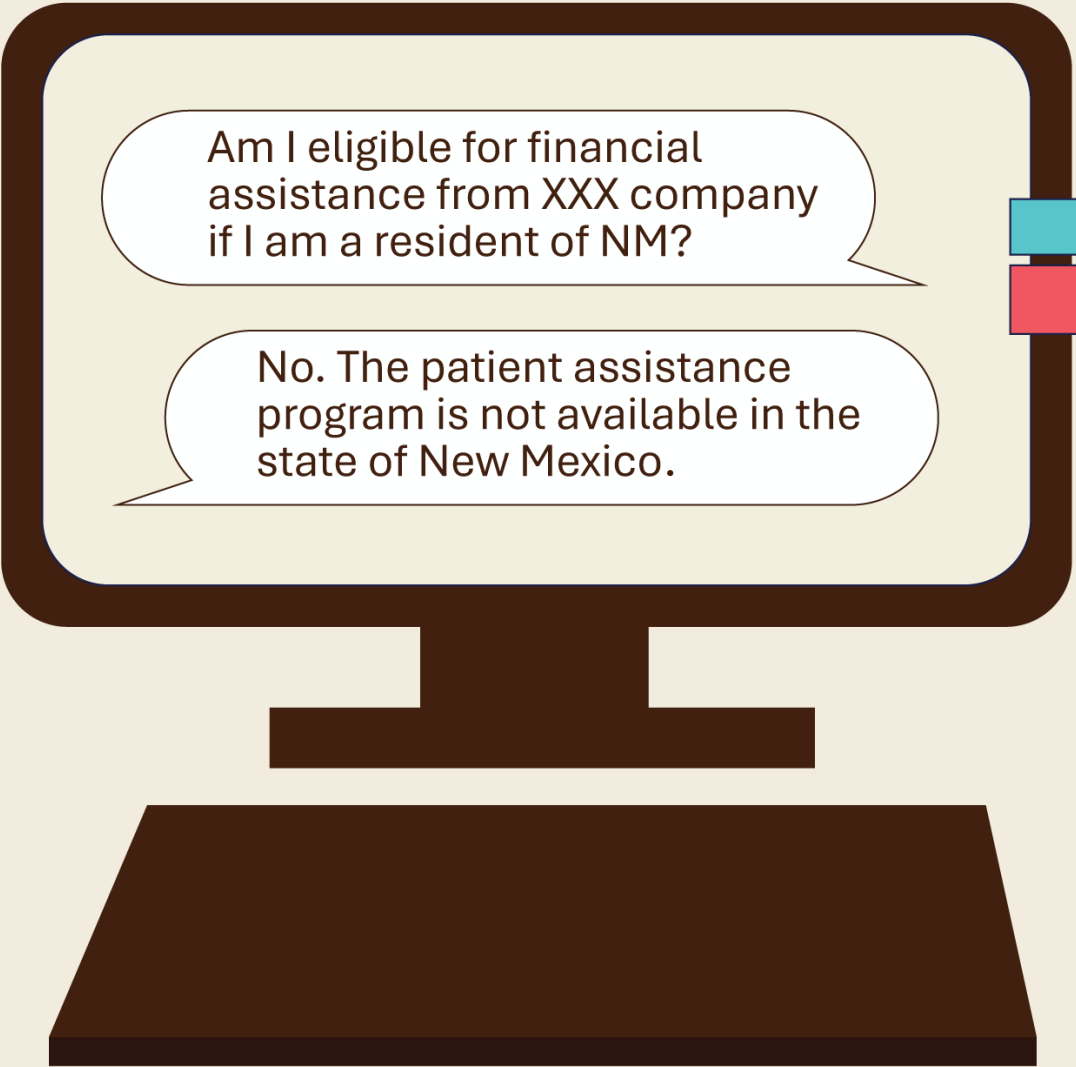


*I hope I'm eligible
for financial aid
through the drug
manufacturer.*

How can I help you today?

Am I eligible for financial assistance from XXX company if I am a resident of NM?





Am I eligible for financial assistance from XXX company if I am a resident of NM?

No. The patient assistance program is not available in the state of New Mexico.



Last Updated:
13:08 5/21/2018



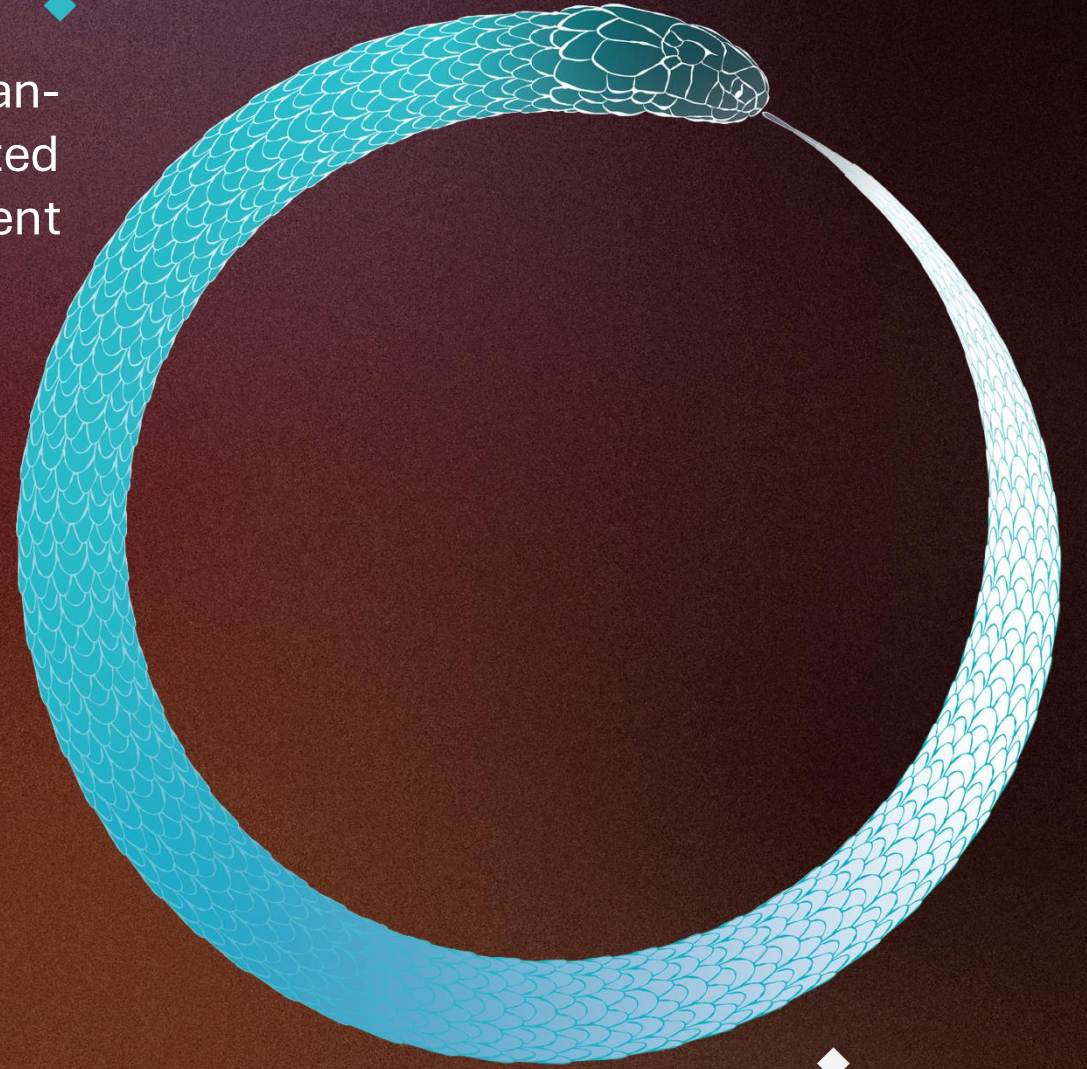


*Looks like I
have some tough
decisions
to make.*

Truth Requires Maintenance

We're the front line in combatting knowledge decay. When we're removed, accuracy degrades and validation disappears.

◆
Human-Validated Content



◆
AI-Generated Slop

“Content professionals
are the human firewall”

Michael Iantosca

CONTENT PLATFORM AND KNOWLEDGE ENGINEER (FORMERLY IBM)

We Maintain Truth By:

- ◆ Establishing clear ownership for high-risk and high-impact content.
- ◆ Defining standards for accuracy, sourcing, and timeliness.
- ◆ Building systems that make context visible—not optional.



Content professionals don't just create & publish content—we sustain trust.

- ◆ Regular audits of human-developed and AI-generated content
- ◆ Defining clear lifecycle policies around content review, updates, and retirement
- ◆ Leveraging real-world experience and change to validate outputs
- ◆ Escalating uncertainty rather than smoothing it over



Keep the human layer intact.

When organizations remove the human layer, they don't gain efficiency—they create risk.



Only Humans Can

-
- ◆ Detect when something *feels* wrong.
-
- ◆ Understand nuance, intent, and consequence.
-
- ◆ Be accountable when trust is broken.
-



“We are building machines that learn from us,
then firing the humans who know and validate
how the world actually works.”

Michael Iantosca

CONTENT PLATFORM AND KNOWLEDGE ENGINEER (FORMERLY IBM)

Factual Truth, Emotional Truth

- ◆ AI has absolutely no stake in emotional truth—the importance of which might even transcend factual truth.
- ◆ Effective brand storytelling is built on that emotional truth through authenticity, integrity, and transparency.
- ◆ Do you really want to risk AI telling *your* story inaccurately?



“If you’re not proactively shaping your brand experience, the machines will do it for you—and you may not like what they say.”

Kathy Binkley

DIRECTOR, BRAND STRATEGY, ONE NORTH

Thank you.

One North is a digital experience agency that combines curiosity, scale, and agility to shape the future.

As part of TEKsystems, a leading provider of business and technology services, we offer boutique solutions to solve complex problems. Our multidisciplinary teams of strategists, designers, and technologists excel in research and discovery, experience strategy, design, experience management, and technology implementation. Whether clients are establishing a vision for an experience or optimizing an existing one, we help businesses understand their audiences, design experiences, maximize technology, and bring their digital ideas to life. The world's most successful companies rely on us to forge the future through electrifying work that sparks innovation and drives results.

one north A TEKsystems Company