Artificial Intelligence Trends to Watch in the Legal Industry

**Question:** How does incorporation of artificial intelligence and similar technologies change the practice of law? What future changes can we expect to see?

**While no one has a crystal ball on how artificial intelligence (AI) will impact the legal industry, there are a few intriguing trends that we are likely to see gain traction over the next few years. One is using technology to enhance the information experience.**

AI technology allows for more than the “push button” descriptive analytics that many vendors currently offer. Pattern recognition, semantic search, and other technologies are being used to enhance and tailor what vendors provide and make information products more personalized. They are also augmenting the information-gathering and analytics process, giving human experts more time to focus on less repetitive work. Bots allow information products to be automatically assembled and delivered on a timely and continuous basis—which is particularly important when...
serving a global market. These trends have a significant impact on the roles and skill sets of all information professionals, requiring content and business experts, technologists, analysts, and storytellers to now come together as a team and provide the best information delivery experience.

Though it may seem counterintuitive, AI technologies bring together communities of interest. We see this in social media use, and it is now impacting the legal realm. Workstorm, Neudesic, and other products offer internal Slack-like channels to connect those with aligned interests for cross-selling and instantaneous communication. Regression analytics can assist in suggesting communities. In a global, 24/7 environment, this focused connectivity can be a deciding factor in building relationships and business. Additionally, while legal professionals can offer the system framework and support, the legal experts are the owners in developing their own opportunities.

Stand-alone AI technology has been around for a while, and a natural trajectory is to have platforms work together to improve information delivery and deliverables. Structured Query Language (SQL) programs can make systems work together and more readily produce information products. Legal information vendors now allow clients and partners access to raw data and APIs (application programming interfaces) to create more automated and even entirely new kinds of mashup products. Some vendors, such as Docket Alarm, offer an Analytics Workbench, where you can use their data, yours, or both to experiment with data analytics and other solutions.

Of course, AI is exciting because it offers so many opportunities. AI projects that stick will showcase improved products that are business-forward and client-first, with enhanced accessibility and delivery capabilities.