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Human Judgement vs AI

AI has accelerated output, not judgement.

This creates the **“false confidence” risk**: *confident outputs without the expert knowledge backing them.*

The danger doesn't lie in using AI, but in mistaking fluency for accuracy.

The 7 Principles for Sound AI Insights



1. Never ask AI a question you don't already know the answer to.



2. Know your ingoing data inside out.



3. Summarise, don't generate.



4. Give it maximum context and accept it still won't have all of it.



5. Demand transparency – use tools that explain how they work.



6. Remember AI is trained on incomplete data and won't reflect everyone's experience.



7. Use it to support decisions, never outsource them.

Insight has never been cheaper to produce. And the **value of human judgement has never been higher.**

Need a partner who keeps insights human? Reach out to:



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