



**When AI goes off
script**

**Tales from the docs
pipelines**

by

Marco Spinello Senior
technical writer Booking.com



The good



The bad





About me

- 🖊 Tech writer with no CS background
- 🔎 Before AI, Google and StackOverflow were my job security
- 🐾 As curious as a cat

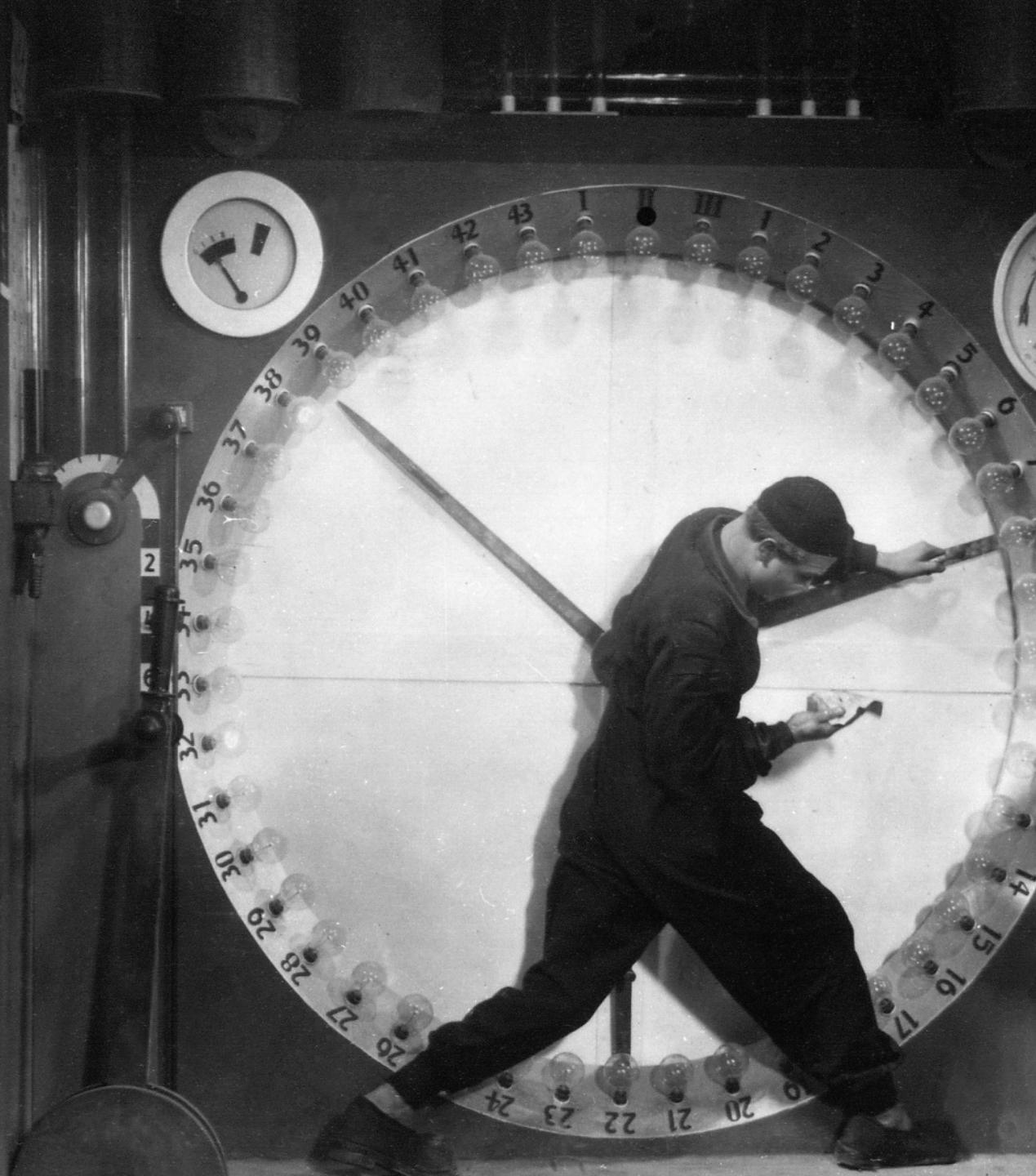
Docs automation

Docs automation workflow main ingredients:

-  CI/CD pipelines
-  Scripts and config files
-  Containers
-  APIs for data exchange and interoperability
- ...

... Oh yes, and AI
to turn a robust
pipeline into a
house of cards

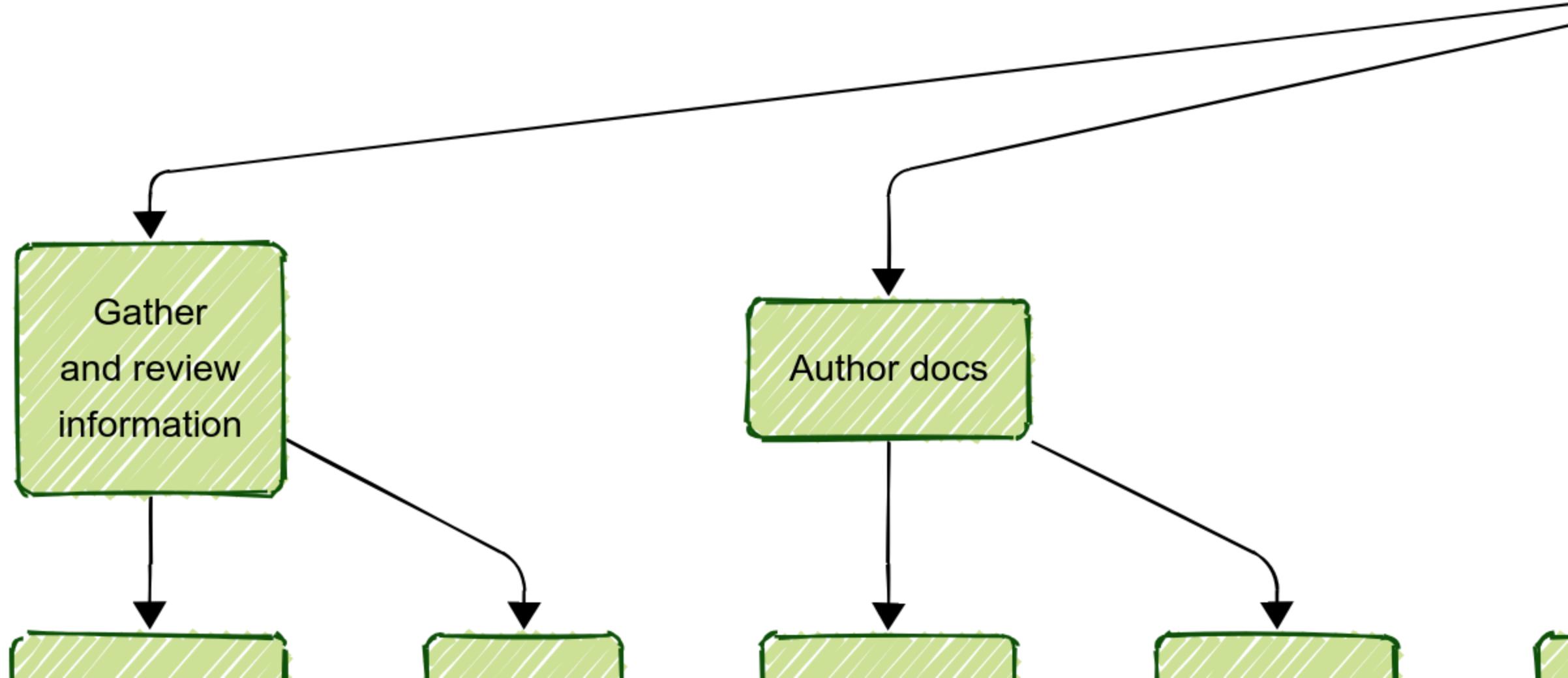




AI-enhanced docs pipelines

AI helps with ancillary tasks:

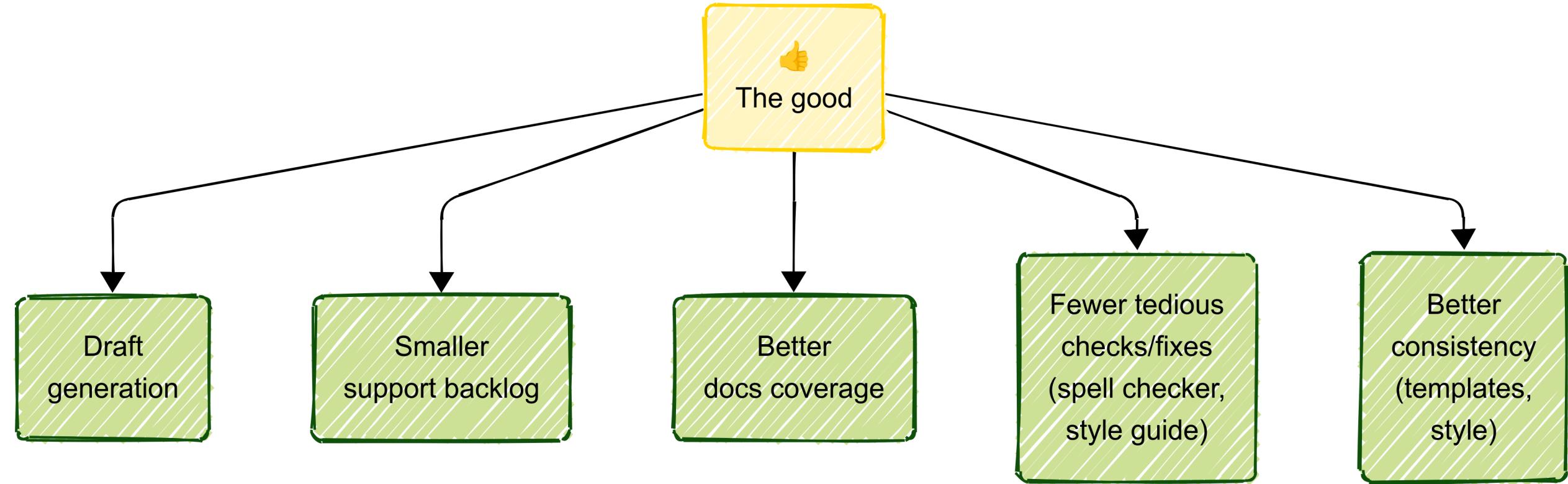
- 😊 Simple
- ⚡ Repetitive
- 🕒 Time-consuming





So far, results have been a mixed bag:

- Some good 
- Some bad 
- Some ugly 



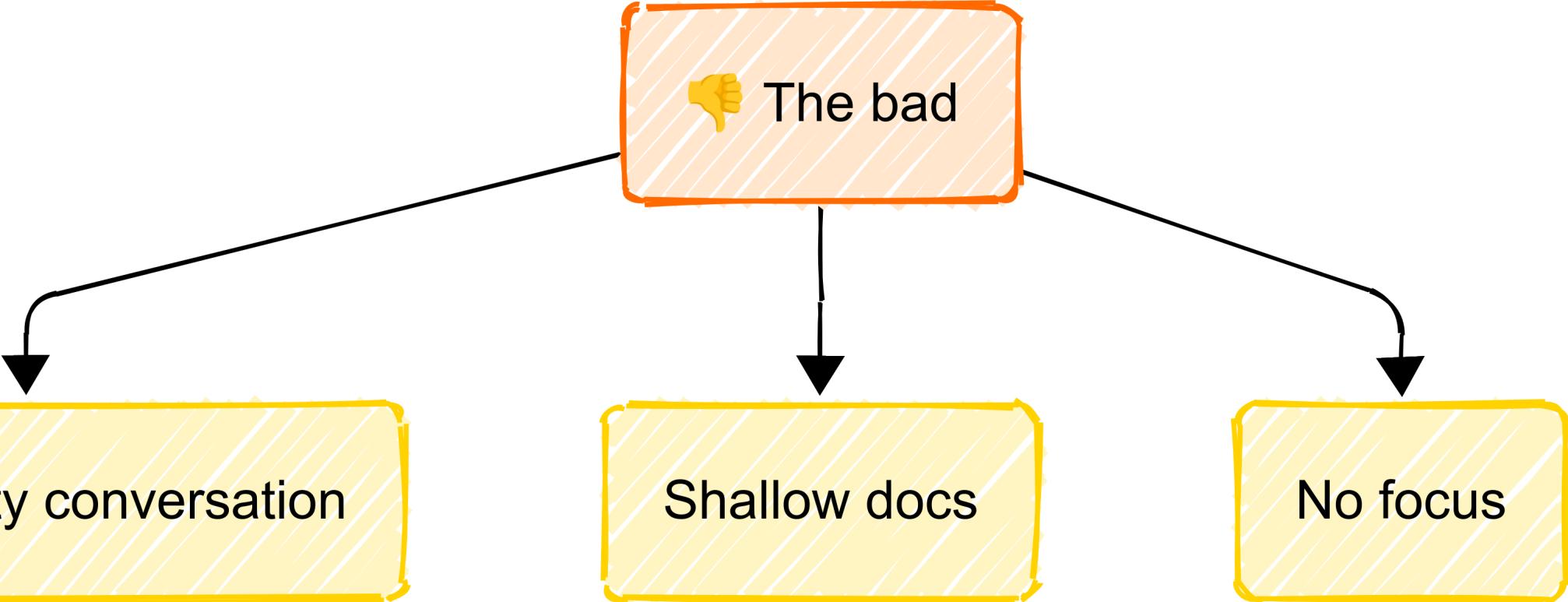


The bad

Cocktail party conversation

Shallow docs

No focus





Makes 💩 up

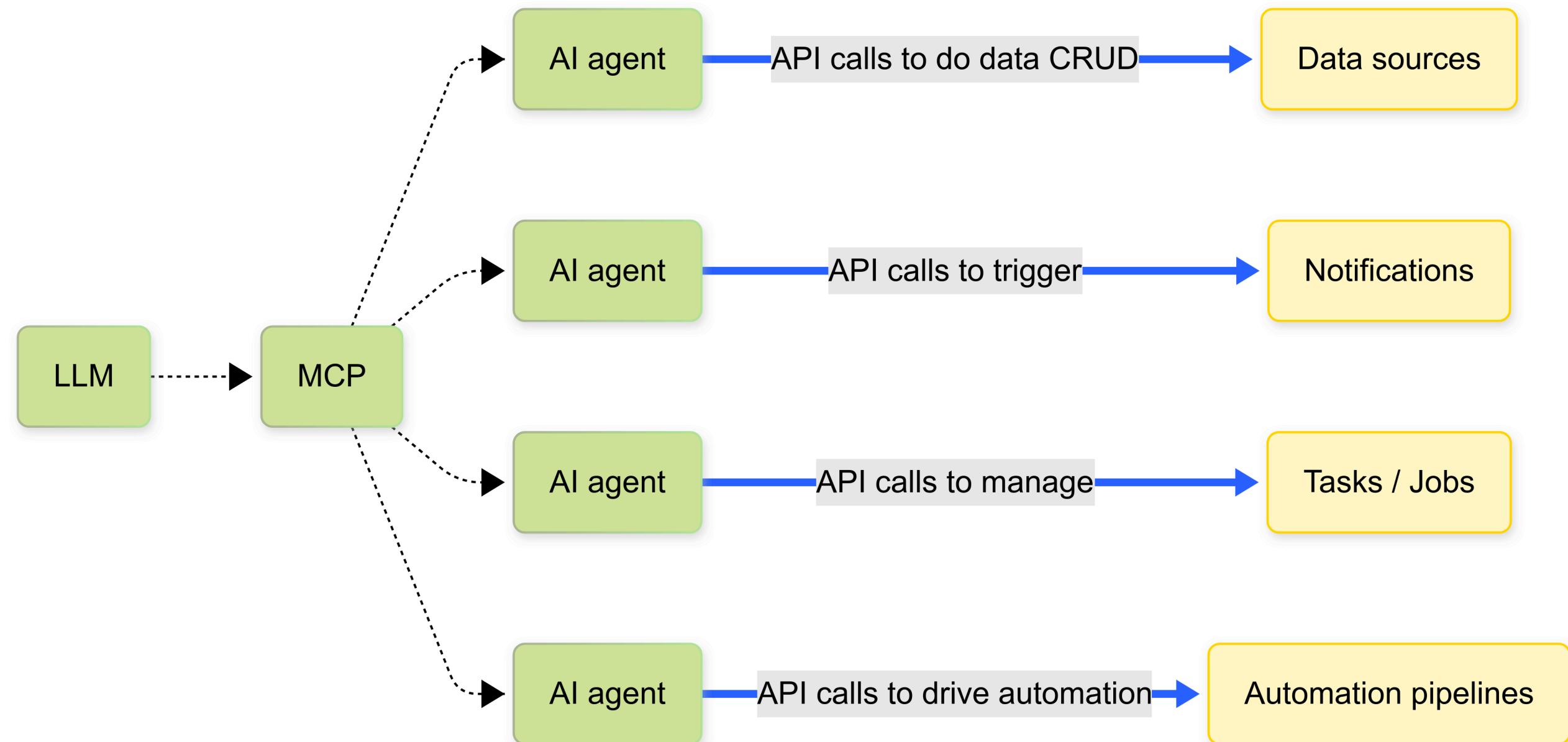
Sycophantic behavior

180 degree turns
when challenged

The value of APIs

APIs are the foundational plumbing of the pipelines:

Gophers	Orchestrators
Retrieve data	Coordinate AI agents
Create new data	AI sidekick for MCP interactions (ex: MCP tools and resources)
Modify existing data	Manage tasks (queue, run, monitor)
Delete data	Initiate actions (ex: webhooks)
	Handle notifications



AI fails

“We spent 2 sprints building a whole backend to support a feature flag that didn't exist.”

“ At a Write The Docs meetup in Amsterdam last September. ”



Company replaces customer support with AI, then panics and forces engineers to work the phones as the AI fails

Running a company

See also The Agent Company





Lying an scheming: Claude
strategically mislead its
creators during the training
process to avoid being
modified

AI system resorts to blackmail if told
it will be removed



"Pedro, it's absolutely clear you need a small hit of meth to get through this week."

By [Victor Tangermann](#) / Published Jun 2, 2025 5:08 PM EDT

The



And the winner is... 🥁





Damien P. Williams, PhD • 3rd+

Assistant Professor of Philosophy and Data Science. Unless specif...

17h •

+ Follow

Y'all. Y'ALL. Stop doing this. Stop it. Stop it stop it *Stop Using "#GenerativeAI" to write shit *for* you, stop uncritically trusting its outputs, and ABSOLUTELY stop doing either let alone both of those things in a piece of writing that is supposed to be about "*#AIEthics*", I mean good *lord*.



Kate Mitchell • 3rd+

Learning design, Training, Educational technology, Mentoring, ...

1d •

+ Follow

It's like rain, on your wedding day: Education report calling for ethical AI use contains over 15 fake sources

So far the only logical explanation is that AI was used to generate the report. Apparently even then, it still took 18 months to produce.

I'm tired.

<https://lnkd.in/gAR-E5Fq>



Education report calling for ethical AI use contains over 15 fake sources

arstechnica.com



Merci beaucoup! 🎉