



When AI goes off script

Tales from the docs pipelines

by

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Booking.com

😊 The good

☹ The bad

😡 The ugly





About me

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

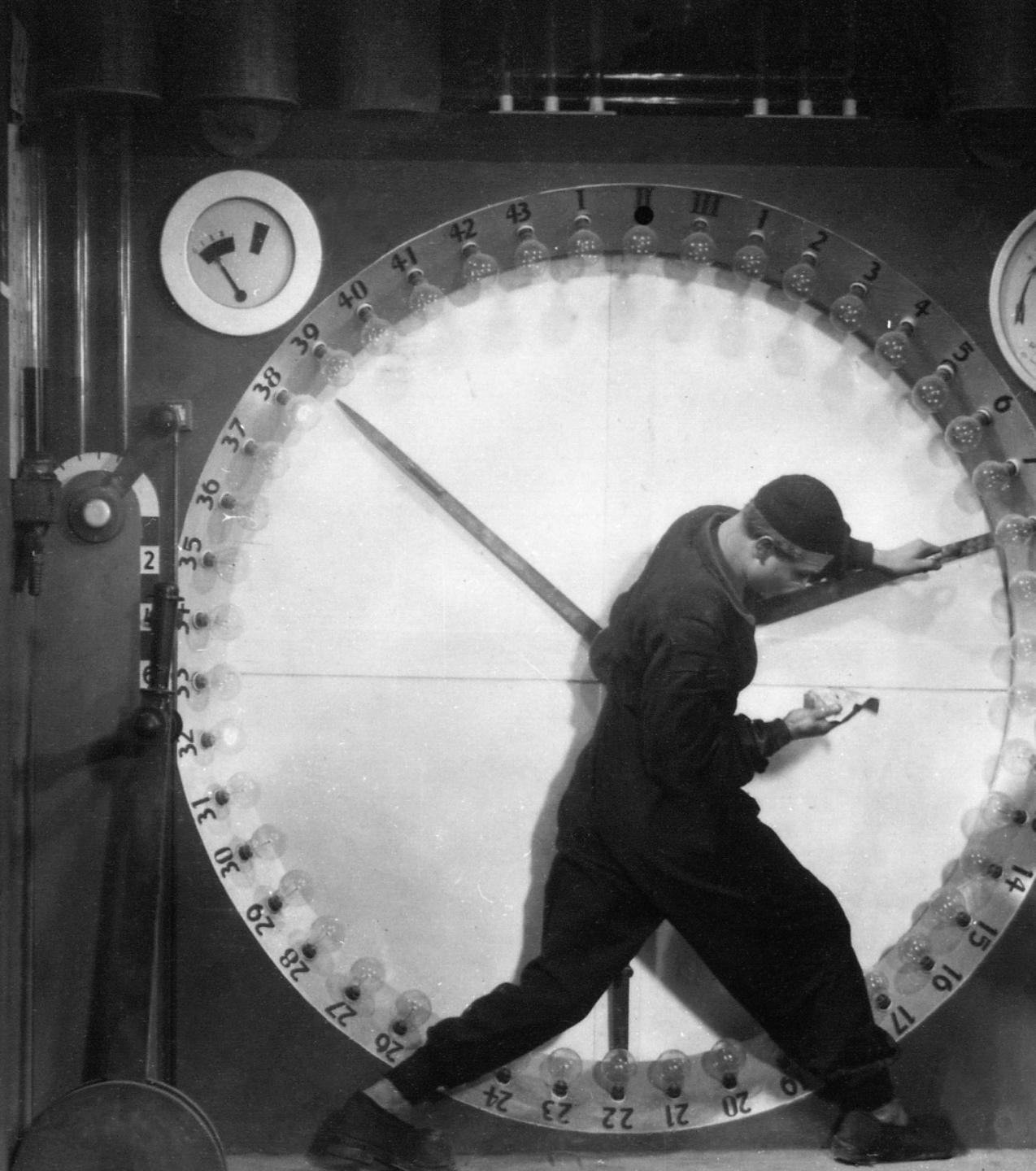
Docs automation

Docs automation ingredients:

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

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

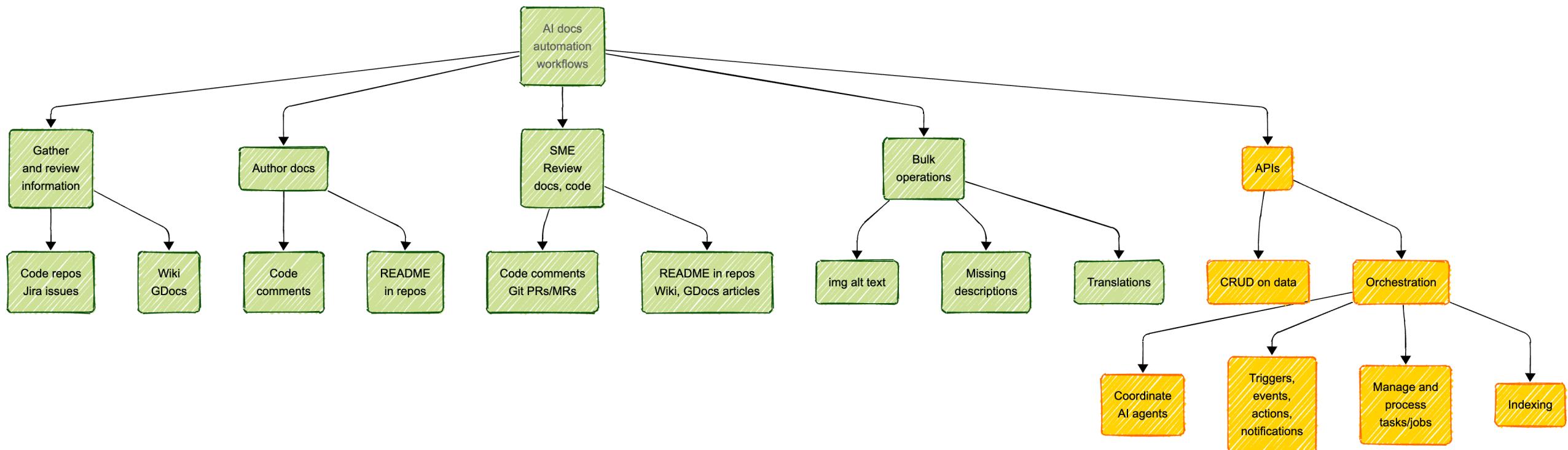




AI-enhanced docs pipelines

AI helps with ancillary tasks:

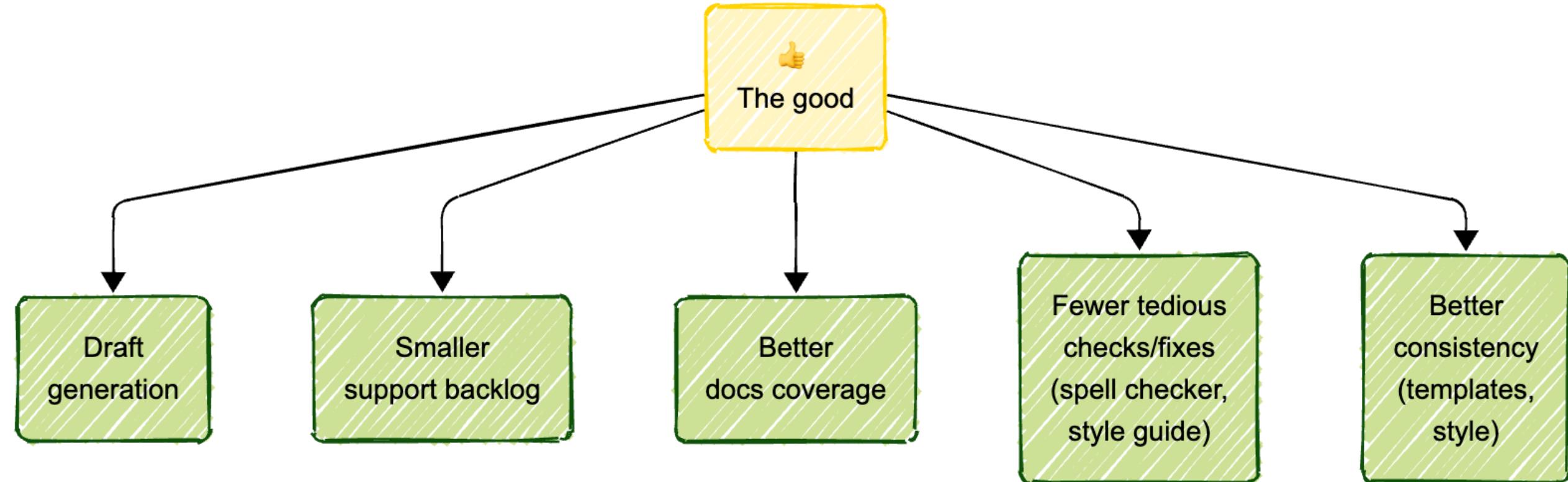
- 😊 Simple
- ⚡ Repetitive
- ⏳ Time-consuming





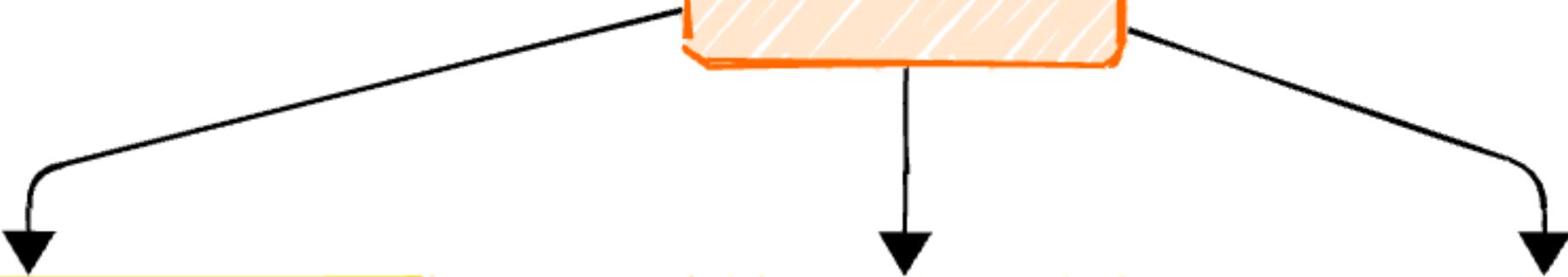
Results so far are a mixed bag:

- Some good 
- Some bad 
- Some ugly 





The bad



Cocktail party conversation

Shallow docs

No focus

💩 The ugly

Makes💩 up

Sycophantic behavior

180 degree turns
when challenged

The value of APIs

Foundational plumbing:

Gofers

Retrieve data

Create new data

Modify existing data

Delete data





Orchestrators

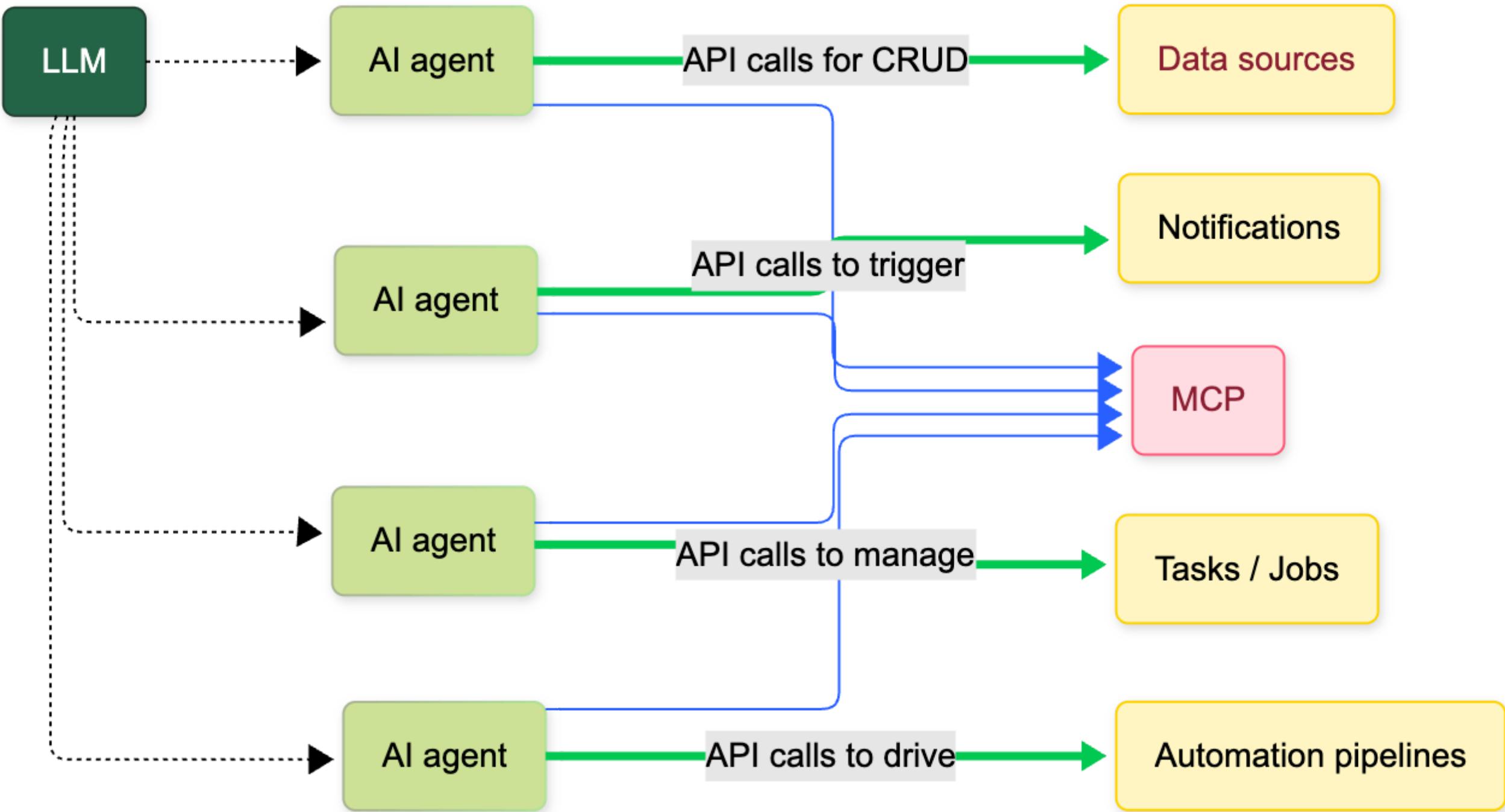
Coordinate AI agents

AI sidekick for MCP interactions
(ex: MCP tools and resources)

Manage tasks/jobs
(queue, run, monitor)

Trigger actions
(ex: webhooks)

Handle notifications



APIs vs AI

Depending on desired outcomes:

APIs	AI
Deterministic	Probabilistic
Predictable	Variable
Consistent	Inconsistent
Accurate	Approximate
Rate limits	Tokens





AI fails 

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

(DevOps 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 and scheming: Claude strategically misled 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

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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! 🎉

