

RAG and **agentic** projects need **content** professionals

Sarah Packowski

AI ContentOps Architect, IBM

Agenda

1. RAG and agentic solutions
2. The role of content professionals
3. Content strategy
4. Evaluating, improving results

Agenda

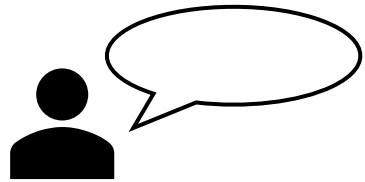
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Retrieval-augmented generation (RAG)

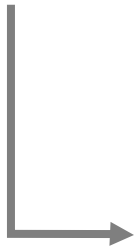


User input
(question)

Retrieval-augmented generation (RAG)

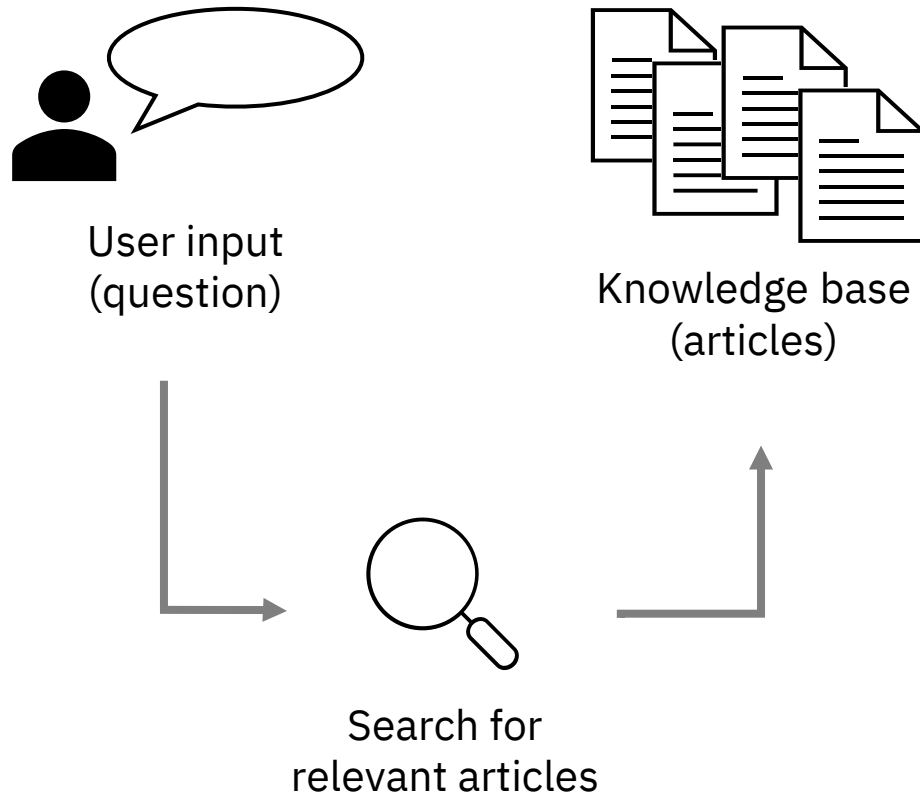


User input
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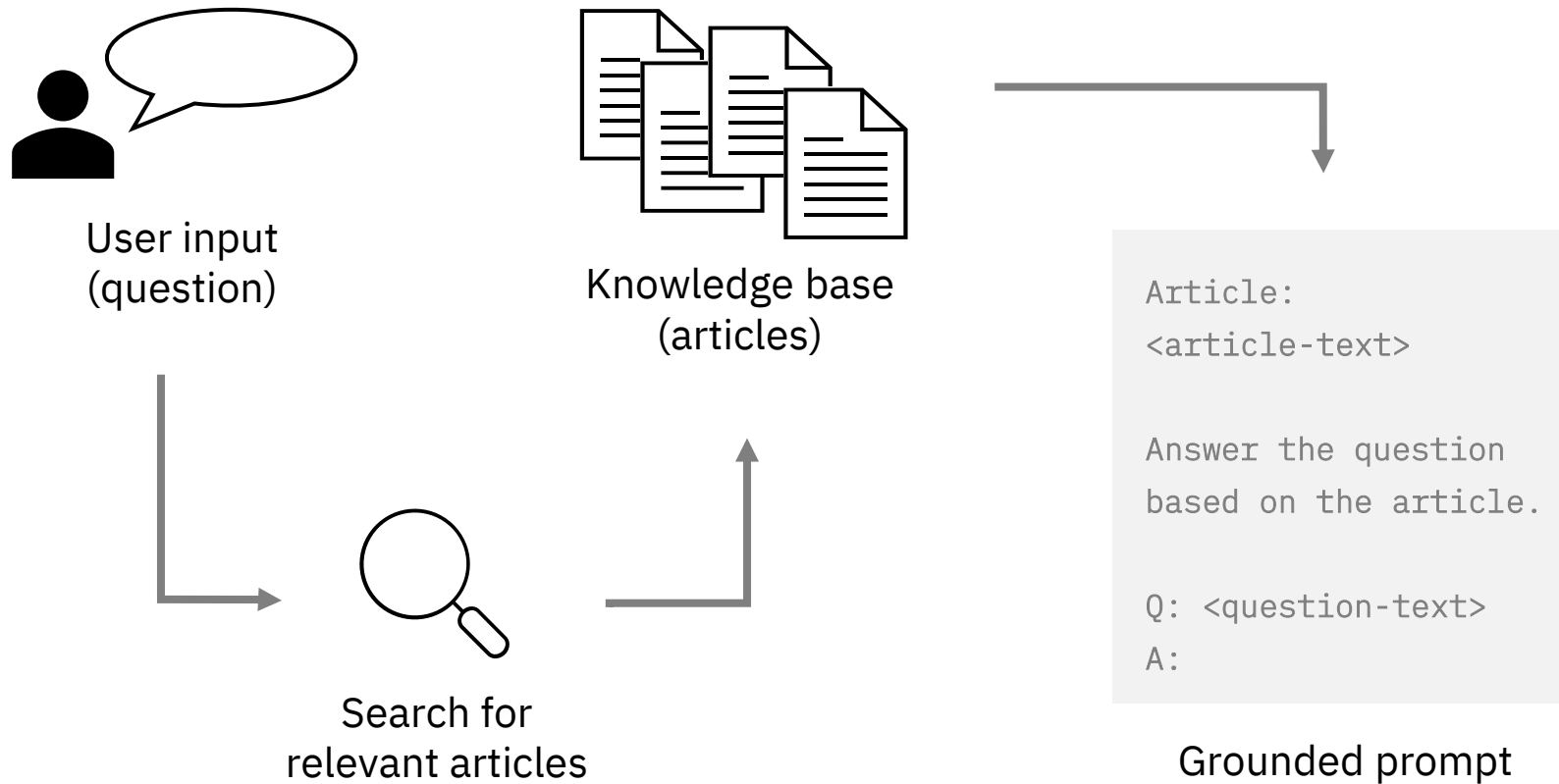


Search for
relevant articles

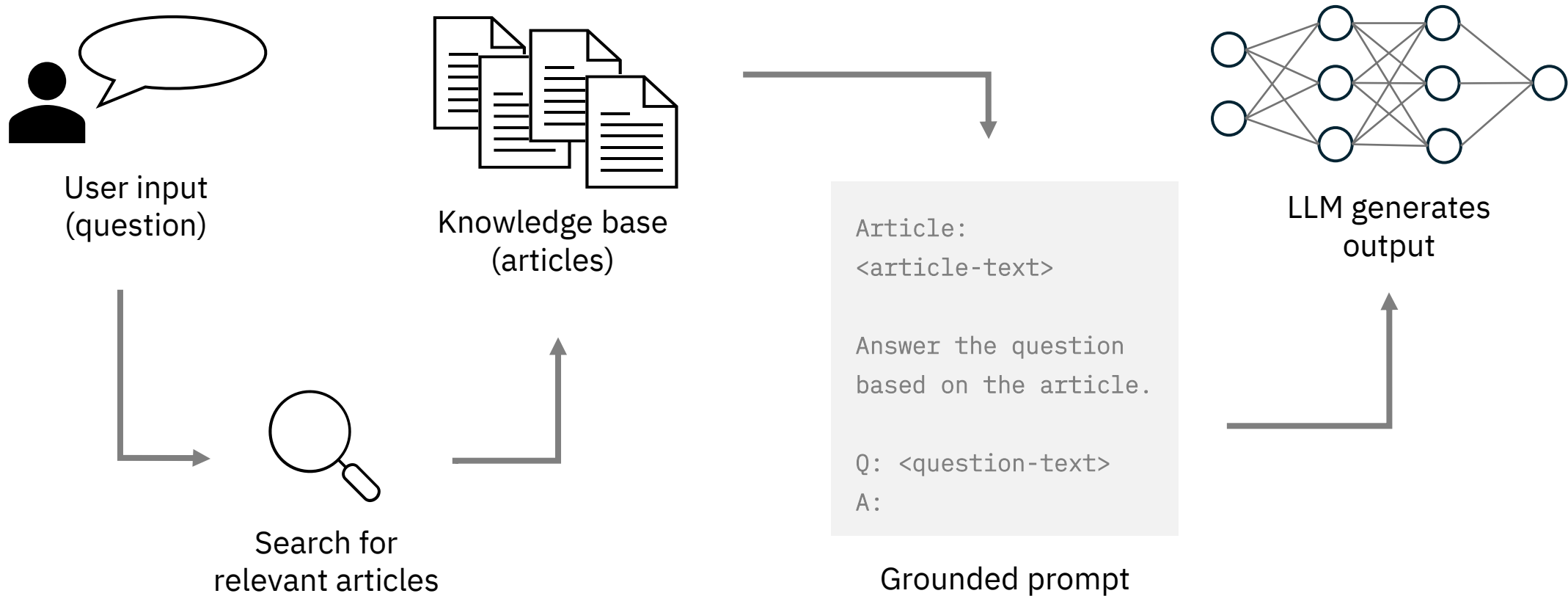
Retrieval-augmented generation (RAG)



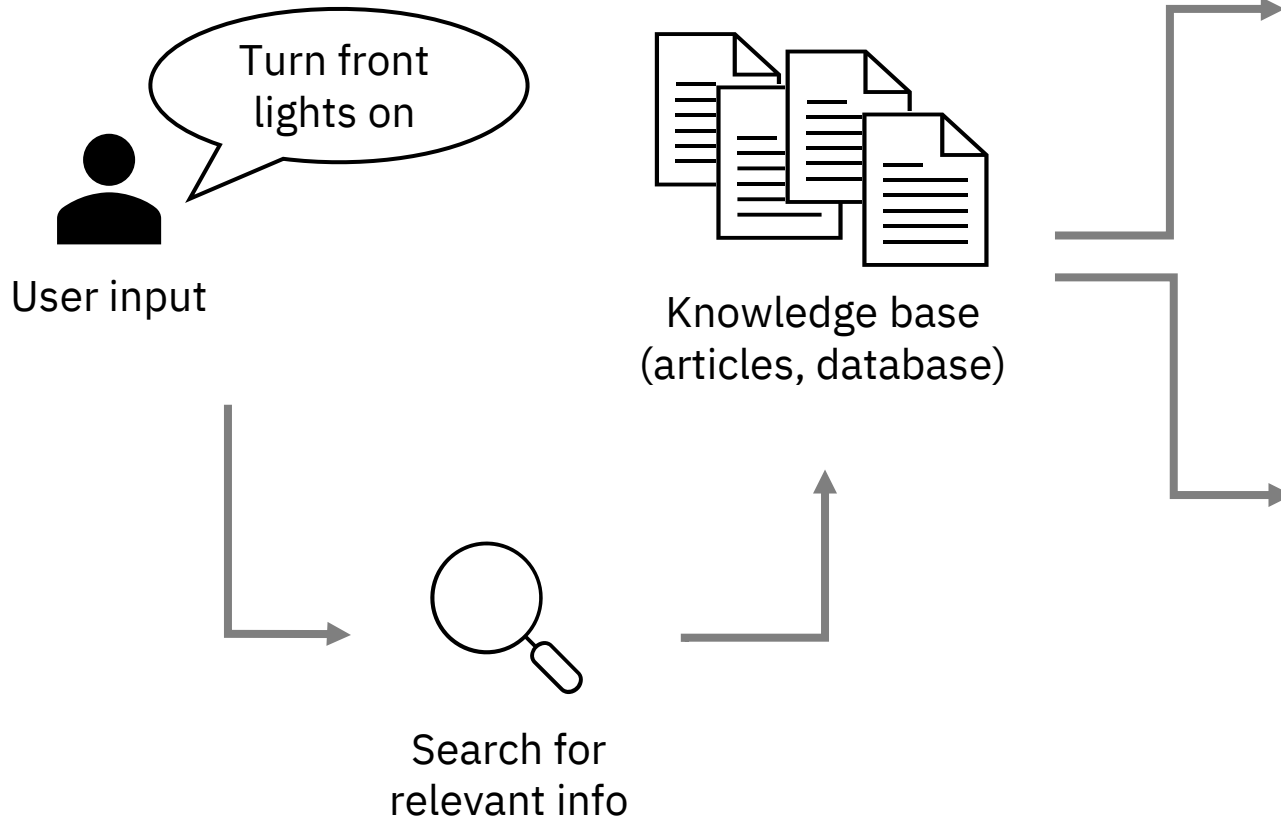
Retrieval-augmented generation (RAG)



Retrieval-augmented generation (RAG)



Agentic solutions



What is the command to achieve the result in the following request?

API reference:

`== Lights`

You can turn enabled lights on or off using the "light" command.

Syntax

`light [light-ID] [on | off]`

Example

Command to turn the bedroom light off:

`light bedroom off`

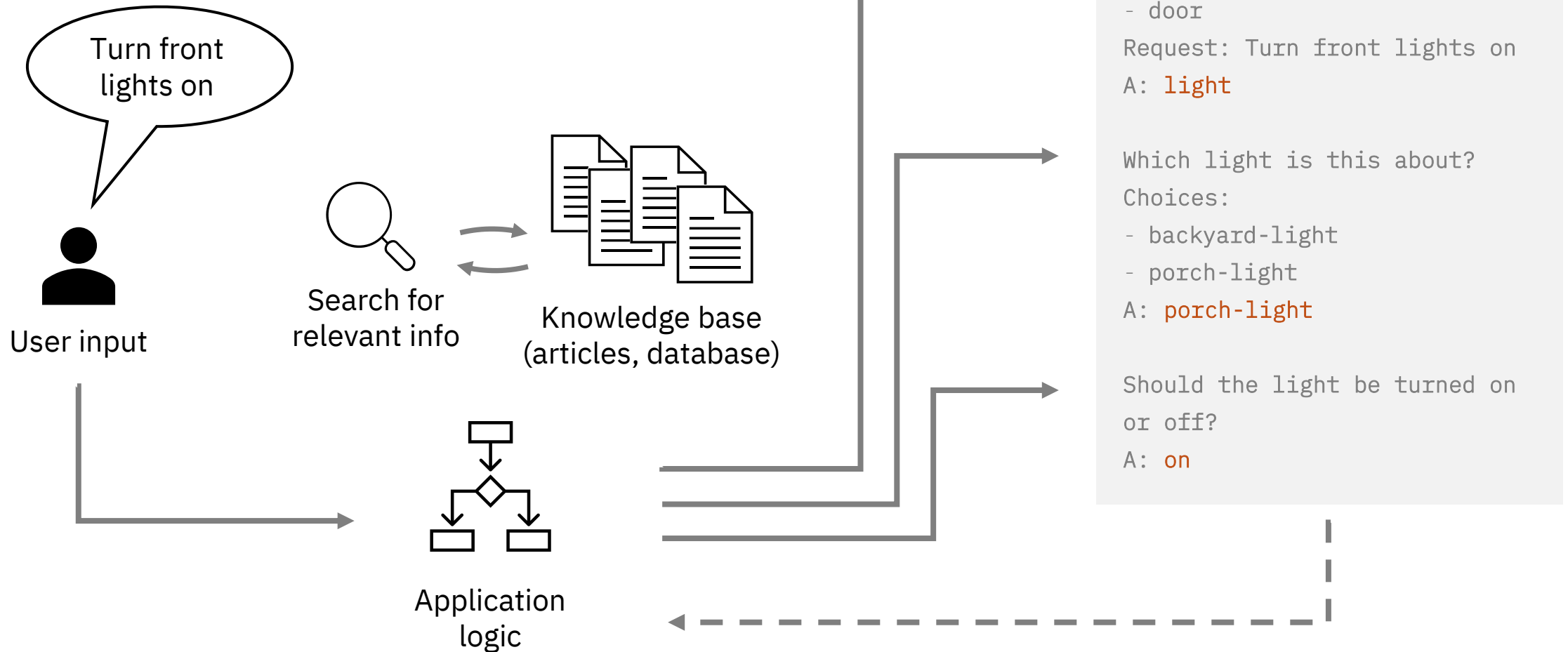
Enabled elements:

- porch-light
- backyard-light
- garage-door
- dog-door

Request: Turn front lights on

A: `light porch-light on`

Agentic solutions



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Content is crucial

Where do these articles
come from???

Writers!

Article:

<article-text>

Answer the question
based on the article.

Q: <question-text>

A:

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Question-driven content development

1. Collect real user questions
2. Test whether your topics answer those questions
3. Test whether RAG solutions can answer those questions using your content as the knowledge base
4. Write new content and rewrite where needed

Automated topic testing

1. Collect real user questions
2. Generate questions for your topics
3. Compare generated questions with real questions

Optimizing knowledge base content for RAG

- Topic-based writing
- SEO
- Meaningful anchor text
- Image descriptions
- Intentional table design
- Consistency
- Concise writing style
- Writing for translation
- Avoid idioms
- Include synonyms
- Consider accessibility
- Use active voice
- Avoid multiple negatives
- Lead-in sentence for lists
- List parallelism
- Simplify complex procedures
- Frame optional, condition steps
- Place modifiers carefully
- Inanimate object possessive
- Computerization
- Avoid user blame
- May vs. might vs. allow
- That vs. which
- With vs. use vs. together
- Nouns vs. names
- Avoid and/or

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Content rewriting experiment

1. Extracted 189 questions from [NQ benchmark](#)
2. Built simple RAG solution
3. Rewrote articles
4. Ran the questions again
5. Compared results

**Just rewriting
articles improved
results to 100%
correct**

Evaluating RAG results

RAG eval

ADMINNERTAGSEVALCHARTS

Total: 110☐ Resolution

[2023-07-07 08:02:46 (UTC)] qa_xFBpKFYJqwnI

What is Decision Optimization?

Custom data:

- lang: fr
- question_class: what-is

Ignore

IBM Decision Optimization gives you access to IBM's industry-leading solution engines for mathematical programming and constraint programming.

- [Decision Optimization](#)
- [Decision Optimization experiments](#)

Valid question ?☒ Yes ☐ No ☐ ?

Correct class ?☒ Yes ☐ No ☐ ?

Article exists ?☒ Yes ☐ No ☐ ?

Search success ?☒ Top ☐ Top 3 ☐ Fail ☐ ?

Good answer ?☒ Yes ☐ Partly ☐ No ☐ ?

[2023-07-07 15:40:13 (UTC)] qa_ZpXhbUn5XcDI

how do I train a LLM?

Custom data:

- lang: en
- question_class: what-is

Ignore

No answer was found in the documentation

- [IBM Db2 for i connection](#)
- [IBM Db2 for z/OS connection](#)
- [IBM Data Virtualization Manager for z/OS connection](#)
- [Operations](#)

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