Predictive Coding
Best Practices

Use a “control-first” approach
Think about your control set as the gold standard that will allow you to assess how reliable your predictive coding system is. Make sure to create the control set prior to training and use it as an objective, concrete measure of the training process.

Prioritize simplicity
Predictive coding can be highly technical and overly complex. Opt for tools that prioritize ease-of-use while leveraging powerful technology to apply AI to doc review.

Use experts to train the algorithm
For the best long-term results, make sure your most-seasoned reviewers are the ones training the machine on making the review decisions. Just like yourself, the machine needs a stellar mentor to thrive. Ensure unbiased training by having multiple senior attorneys feed the algorithm.

Assess relevance
Most predictive coding systems generate a relevance score for each document, which you can take as a reference point to determine which documents will go through eyes-on review after the machine coding is complete (e.g. any documents labeled 8 or higher on a 0-10 scale.)

Validate machine-generated results
In any AI-assisted process, quality assurance is key. For every doc review, make sure you manually check a number of documents labeled as non-responsive or rated under your relevance threshold to understand how accurate your algorithm is and retrain if necessary.

Double-check productions
When you’re ready to produce documents to share with opposing parties after a technology-assisted review process, make sure to manually review the production set for a final quality check.

Know the technology inside out
To avoid leaving relevant documents behind, make sure you have a good grasp of how your predictive coding technology works. Is the algorithm constantly learning from your decisions or do you have to keep adding samples? Does it use automatic or manual training? Ideally, use technologies that are simple enough to use that you can quickly get an overall understanding of how it works and start using them right away.

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