



Sea of Junk
By Zach Zarnow & Danielle Hirsch

We find ourselves in a sea of junk. Lots and lots of confusing, useless, unhelpful junk.

In the sea of junk, a lot of people will tell you that they know what they are talking about, but they don't.

In the sea of junk, a lot of sources will claim to be authoritative, but they are not.

In the sea of junk, a lot of documents will look accurate, but they are not.

In the sea of junk, pleadings will seem satisfactory, but they are not.

AI generated pleadings
Robo-signed documents
Untrustworthy suggestions
Factually inaccurate legal information

What a deep, dank sea of junk. How do we know what is accurate? How do we know what source to trust? In the sea of junk, people will grab onto anything that looks like a life raft. Can we blame them?

Oh no!

Let's build a boat to keep us safe.

We need a good solid foundation. Let's build a sturdy hull of accurate and verified legal information, written in plain language, accessible in multiple formats and languages.

But how will people find our helpful content? Let's give people a compass to help them find us through the stormy seas. We can maximize search engine optimization and schema.org so that our website content is easy to find and use.

And we can make those websites better and easier to trust. Let's get big bright beautiful sails with .gov or .com website addresses to show people this is an official vessel, the one they have been looking for in the sea of junk.

And when things get really rough, we can use our anchor of procedural protections and due process, like heightened and enforced pleading requirements, to ensure that we don't get battered or sink into the tumultuous currents.

No one controls the storms and seas. The sea of junk is not new, and it does not stop. It can be relentless and battering.

Only a fool tries to fight the ocean or control the tides.

We must be wise.

We built a good boat. A good boat, with a strong foundation, sturdy sails, an accurate compass, and a solid anchor. We have a well-trained and experienced crew.

And we carry on.

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