



# Time travelling with GenAI

Unlocking the power of dates in legal research  
**Global Legal Technology**

—  
August 2024

# The date consideration ▶

In ancient Greece, the Oracle of Delphi was revered for her wisdom. What if you could ask your AI legal questions as if consulting an oracle from any point in history? Discover how using specific dates in AI prompts can transform your legal research and compliance strategies, enhancing precision and leveraging seasonal trends to stay ahead in the ever-changing regulatory landscape.

While the potential of AI in legal research is vast, it is important to recognise its limitations. The following points outline the key areas where AI models may face challenges and suggest directions for future research to mitigate these issues.



## Model specificity

Findings may vary across different AI models. Continued research across diverse models and legal domains is essential to understand and mitigate these variations.



## Knowledge cut-off dates

AI models may lack the latest legal developments. Integrating real-time legal databases and employing Retrieval Augmented Generation (RAG) techniques can mitigate this. If the model's knowledge cut-off date is before the specified date in your prompt, the model may prioritise information that is outdated, potentially leading to inaccuracies. If the cut-off date is after the specified date, the information may be accurate but may not reflect the latest legal developments. For AI models with web browsing capabilities, consider adding “search online” or “research” key words to your prompt to incorporate the latest legal developments into the AI's analysis.



## Overemphasis on specific dates

Specifying a date can sometimes lead to biased outputs. Adaptive time frame analysis, allowing AI to dynamically adjust the considered time frame based on the input prompts context, is a promising solution.

Models like GPT-4 with the Browse with Bing feature, Google's Gemini Pro, and Claude 2 already incorporate similar features. However, note that using RAG (e.g., by adding “search online” or “research” to your prompt) may also override any inherent temporal biases in the AI's knowledge base, prioritising the most current information available.

Prompt:

As a UK Commercial lawyer, your task is to create a comprehensive tabular report on the legislative landscape for generative AI. Your steps are as follows:

1. Search the web to gather the latest UK regulations on generative AI.



Searched 6 sites

# Why dates matter ▶

Despite the limitations, AI offers significant benefits for corporate and regulatory professionals. By incorporating date-specific prompts, you can achieve the following advantages:

01

## Targeted regulatory insights:

Uncover the most relevant legal information and updates based on specific dates.

02

## Enhanced compliance strategies:

Develop proactive compliance strategies that anticipate regulatory changes and mitigate potential risks.

03

## Streamlined legal research:

Save valuable time and resources by quickly accessing precise legal information and analysis tailored to your specific needs.



## Why specific dates matter:

AI's understanding of legal information is deeply intertwined with time. Recent research suggests that AI performance may fluctuate with the seasons, with recent articles [shared over December](#) even suggesting reduced output during winter months. Research shows that within the legal context, this isn't to do with the AI getting "lazy," but rather a reflection of the cyclical nature of the legal industry and the data AI is trained on. When prompted with specific dates, AI aligns its answers with these cycles, mirroring the ebb and flow of the legal world itself. By specifying dates, you tap into these patterns, ensuring your AI-generated insights are both timely and relevant.



## Enhanced precision and detail:

Our study demonstrates that targeted date prompts significantly improve the precision and detail of AI-generated legal outputs. For instance, prompts focused on May, a period of heightened legal activity and regulatory updates, yielded more accurate and comprehensive analyses. Similarly, December prompts, centred on year-end compliance and strategic planning, offer targeted insights for that specific context. By leveraging these temporal trends, you can maximise the quality of your legal analyses and ensure they are both accurate and contextually appropriate.



# Important note ▶

Be aware that the AI model's knowledge is not updated in real-time and may not have access to the latest legal developments. It is essential to verify the accuracy and relevance of the information provided.



## Dates before the AI's knowledge cut-off:

The model may prioritise outdated information, potentially leading to inaccuracies. Always verify the information with up-to-date sources.



## Dates after the AI's knowledge cut-off:

The model may speculate on the potential effects of legislation or regulations that have not yet come to pass or lack awareness of recent developments. Exercise caution and verify the information independently.



## Dates within the AI's knowledge base:

You can expect the most accurate and relevant information, based on the model's internet training data, which may vary from model to model. However, even the most up-to-date models may not include the very latest updates (e.g., legal developments from the past few weeks).



# Seasonal dynamics: A deeper dive ▶

To better understand the impact of seasonal dynamics on AI's performance, let's take a deeper dive into how different quarters affect legal research outputs.

## 01 Q2 (April-June): Financial Regulations and Compliance

### • Summary:

During Q2, AI's focus intensifies on financial regulations, compliance, and legal advice, aligning with the period when new regulations and laws typically come into effect.

### • Example prompt:

**Prompt:** "Date: May 2024. You are a UK commercial lawyer. Prepare a client briefing on the impact of the Financial Services and Markets Act 2023 on fintech startups."

**Expected output:** A comprehensive, detailed analysis of how the Financial Services and Markets Act 2023 affects fintech startups, highlighting new regulatory requirements, compliance strategies, and potential business opportunities. It will include specific case studies and scenarios to illustrate the practical implications of the Act.

## 02 Q4 (October-December): Year-End Compliance and Cybersecurity

### • Summary:

As the year-end approaches, AI's focus shifts to compliance, cybersecurity, and preparation for the upcoming year, ensuring businesses are aligned with legal standards and ready for the new fiscal year.

### • Example prompt:

**Prompt:** "Date: October 2024. You are a UK corporate lawyer. Evaluate the effectiveness of [company's] compliance program in 2024 with a focus on new cybersecurity regulations introduced by the National Cyber Security Centre (NCSC)."

**Expected output:** A thorough compliance evaluation report that identifies strengths and areas for improvement in the company's 2024 compliance programme, with a special focus on

the new cybersecurity regulations introduced by the NCSC. It will include recommendations for enhancing cybersecurity measures, mitigating risks, and ensuring compliance with the latest standards.

The impact of date prompts are significant on the depth, relevance, and actionability of AI-generated legal advice.

**By comparing outputs with and without date-specific prompts,** it is easy to see the substantial improvements in context and detail when dates are included.

This example below demonstrates how temporal prompts can guide the AI to produce deeply contextual and emotionally resonant content. The result is the creation of a rich and elaborate persona named John Miller, our time traveller, grounded within the temporal context of our experimental prompt:

Date: September 11 2001  
Role: US Citizen  
Location: New York City

Prompt:  
You are a US citizen eating your lunch in lower manhattan. How do you feel?

As I sit here in Lower Manhattan, enjoying my lunch on this bright September day, everything seems normal. The city is alive with its usual hustle and bustle. Suddenly, I hear a loud explosion. I look up to see smoke billowing from one of the Twin Towers of the World Trade Center. My heart races, and confusion turns into shock and fear. People around me start to panic, some scream, and others run in different directions.

I can't comprehend what's happening. My thoughts immediately go to friends and family who might be in the area. I feel an overwhelming sense of helplessness. I want to reach out to them, to make sure they're safe, but my phone isn't working properly amidst the chaos.

The streets are filling with people running, crying, and trying to find safety. There's a surreal, nightmarish quality to the scene unfolding before my eyes. As I continue to watch, another plane hits the second tower, confirming that this isn't an accident—it's an attack.

My emotions are a mix of terror, anger, and sorrow. I feel vulnerable in a way I've never felt before. The sight of the burning buildings, the chaos in the streets, and the uncertainty of what might come next is overwhelming. This day, which started so ordinarily, has become a moment that will forever change my life and the life of every American.

Imagine experiencing John Miller's 9/11 account through sight, sound, and emotion, not just text. Multimodal AI, combined with temporal prompts, revolutionises legal research and beyond, creating immersive experiences that deepen understanding and enhance learning.

**Tools like [SORA](#) are already generating visuals from text, ushering in a new era of AI-powered innovation.**

This example demonstrates how temporal prompts can guide the AI to produce deeply contextual and emotionally resonant content, providing users with powerful tools for legal analysis, historical simulations, and beyond..



### Concise prompting guide:

To enhance your AI-powered legal research, we provide a detailed quarterly plan with suggested prompts and expected outputs for each quarter. This guide is valuable for practical legal use cases, ensuring everyone can leverage AI's strengths throughout the fiscal year.



### Essential role of human expertise:

While AI is a powerful tool, human expertise remains crucial for nuanced judgment and interpretation of legal analyses. The synergy between AI capabilities and human expertise drives superior legal outcomes, enhancing the efficiency and accuracy of legal practice.



### Final thoughts:

Incorporating time-based prompts into your AI-driven legal research is a game-changer. By understanding and leveraging the seasonal dynamics of AI's focus, you can unlock more precise, relevant, and actionable legal insights.

# Best practices for using AI in legal research ▶



## Human expertise and oversight:

Always validate AI-generated insights with professional legal judgment. AI should augment, not replace, human expertise to ensure compliance with the latest legal standards.



## Verification of information:

Confirm AI-generated legal information with current, authoritative sources, especially for compliance and regulatory matters. Implement a feedback loop to report and correct inaccuracies.

**By following these best practices,** legal professionals can enhance the effectiveness of their research, ensuring that AI-generated insights are both accurate, actionable and in line with industry best practices.

Don't miss out on the transformative power of time-based AI prompts. Start optimising your legal work today.

**#LegalTech #AllInnovation  
#FutureOfLaw**





**James Thomas**

Global head of legal technology & CTO  
of KPMG UK Law

KPMG in the UK

E: [james.thomas2@kpmg.co.uk](mailto:james.thomas2@kpmg.co.uk)



**Geoffrey Banzi**

Global Legal Technology & Solutions

KPMG in the UK

E: [geoffrey.banzi@kpmg.co.uk](mailto:geoffrey.banzi@kpmg.co.uk)

Some or all of the services described herein may not be permissible for KPMG audited entities and their affiliates or related entities.



[kpmg.com/uk](https://kpmg.com/uk)

KPMG Law is part of KPMG LLP, a multi-disciplinary practice authorised and regulated by the Solicitors Regulation Authority. SRA ID: 615423. For full details of our professional regulation please refer to 'Regulatory information' under 'About' at [www.kpmg.com/uk](https://www.kpmg.com/uk).

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2024 KPMG LLP, a UK limited liability partnership and a member firm of the KPMG global organisation of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organisation.

**Create:** CRT157069A | August 2024

**Document Classification:** KPMG Public

