



AI 2035: The Legal Profession and the Judiciary in the Age of Artificial Intelligence

Jury Consulting: From Mock Trial Avatars to Jury Profiles, Investigations, and Selection in the Age of AI

This session explores how AI is transforming jury consulting, from virtual mock trials and avatar simulations to advanced juror profiling, investigations, and selection strategies. Attendees will gain insight into how these tools are being used to inform trial preparation and enhance decision-making in modern litigation.



Andrea Krebel, Ph.D., Senior Jury Consultant, Magna Legal Services

Andrea Krebel is a jury consultant with a Ph.D. in applied social psychology from Loyola University Chicago. Andrea specializes in juror research, including focus groups, mock trials, and damages evaluation studies. She has more than a decade of experience assisting trial teams across a wide range of complex litigation matters. Andrea also supports witness preparation, jury selection, and post-trial analysis. She is an active member of the American Society of Trial Consultants and frequently presents on litigation strategy.



Daniel Wolfe, Ph.D., Strategic Director of Jury Consulting, Magna Legal Services

Daniel Wolfe is Senior Director of Jury Consulting at Magna Legal Services and an expert in trial strategy and juror behavior. Daniel has more than 30 years of experience and has consulted on over 1,800 cases nationwide. He provides data-driven analysis through mock trials, focus groups, and jury selection. Daniel frequently appears in media and speaks at national legal conferences. He is a past president of the American Society of Trial Consultants.



Moderator: James Campbell, Senior Attorney, The Lanier Law Firm

James Campbell is a senior attorney at The Lanier Law Firm focused on asbestos and mesothelioma litigation. James has successfully represented clients nationwide and secured significant appellate victories. He is active in legal leadership, including service with the Chicago Bar Association. James is also committed to community service and mentorship initiatives.

THE CHICAGO BAR ASSOCIATION PRESENTS:
**AI 2035: The Legal Profession and the
Law in the Age of Artificial Intelligence**

Applications of AI in Jury
Selection
May 13, 2026
10:00 a.m. to 11:30 a.m.



THE
**CHICAGO
BAR
ASSOCIATION**

Speaker Biographies

- Daniel Wolfe, J.D., Ph.D., Strategic Director of Jury Consulting
 - Jury consultant and jury researcher for 40 years
 - Expert in jury decision making, research design, witness preparation, and jury selection
- Andrea Krebel, Ph.D., Senior Jury Consultant
 - Jury consultant and jury researcher for nearly 20 years
 - Expert in jury decision making, statistics, research methodology, and jury selection

Timed Agenda

- Current and Near-Future Applications of AI Across Litigation Domains (5 mins)
- Nationwide AI Survey Results (10 mins)
- Applications of Artificial Intelligence in Litigation Overview (10 mins)
- Applications of Artificial Intelligence in Jury Consulting (5 mins)
- Applications in Jury Selection – Current and Unimagined (10 mins)
- AI Applications and Tools in Jury Selection (25 mins)
- Good Practice Tips When Using AI (15 mins)
- Questions (10 mins)

Current and Near-Future Applications of AI Across Litigation Domains



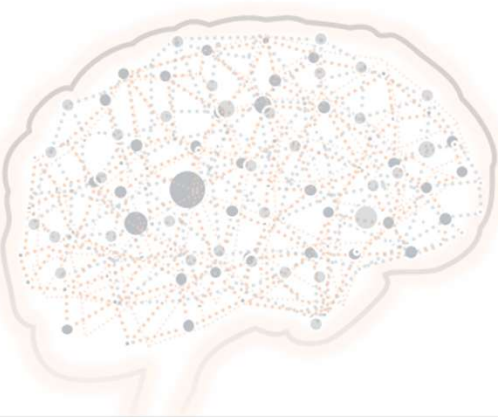
In electronic discovery:

AI enables automated document classification, sentiment detection, and strategic deposition summarization – drastically reducing review time and costs.



For early case assessment:

AI supports risk valuation, fraud detection, and prediction of negotiation outcomes.

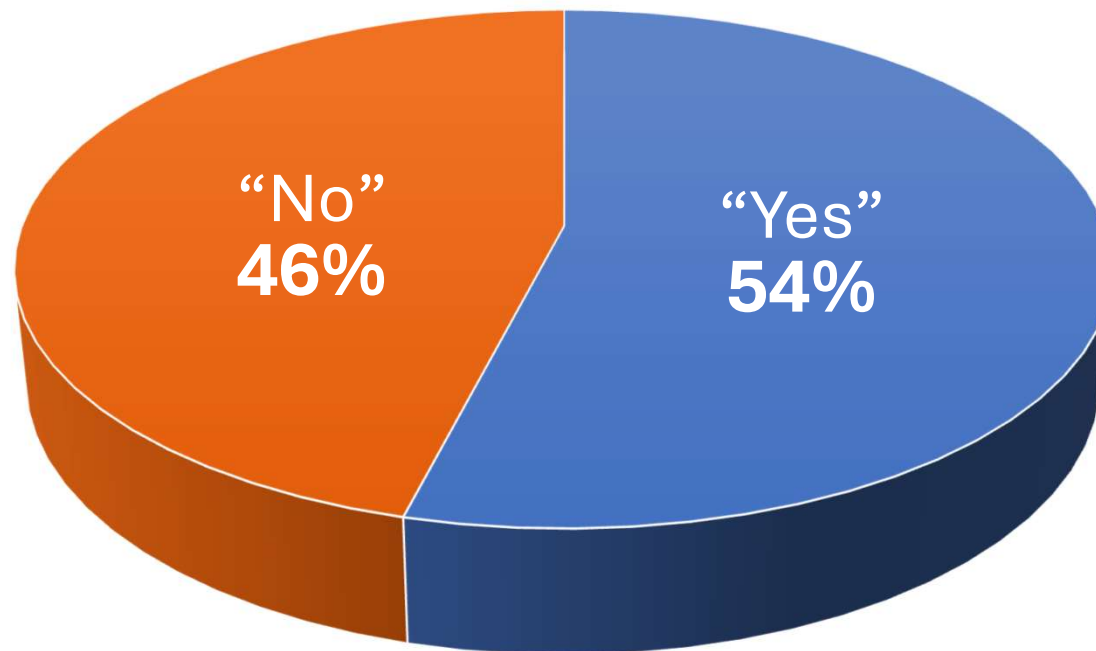


In jury consulting:

AI technologies are leveraged for mock trial sentiment analysis, focus group segmentation, jury selection, and immersive VR trials featuring avatar jurors and real-time persuasion testing.

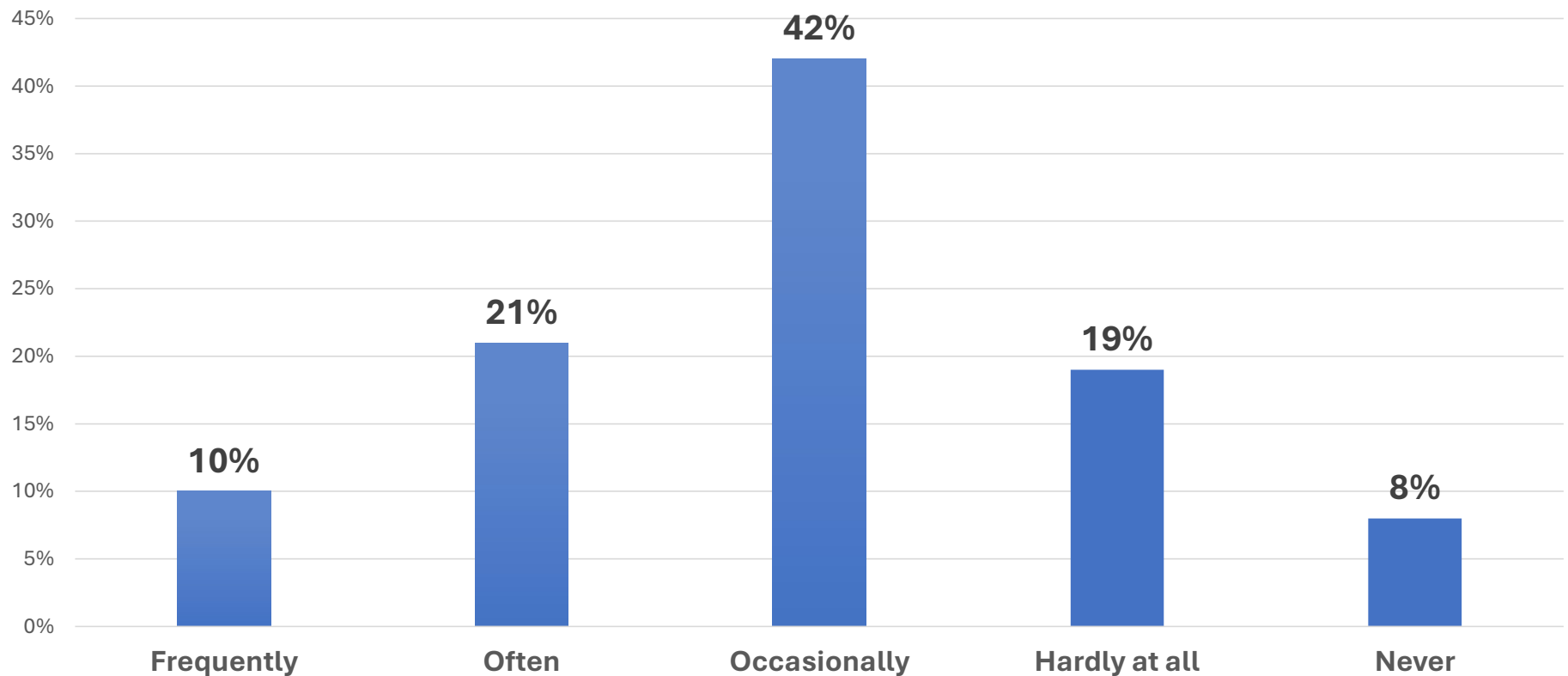
Magna Nationwide AI Survey Results

Q: Do you have experience using artificial intelligence (AI) technologies, including Chat Bots such as ChatGPT, Claude, Proximity, Copilot, etc.?



Magna Nationwide AI Survey Results

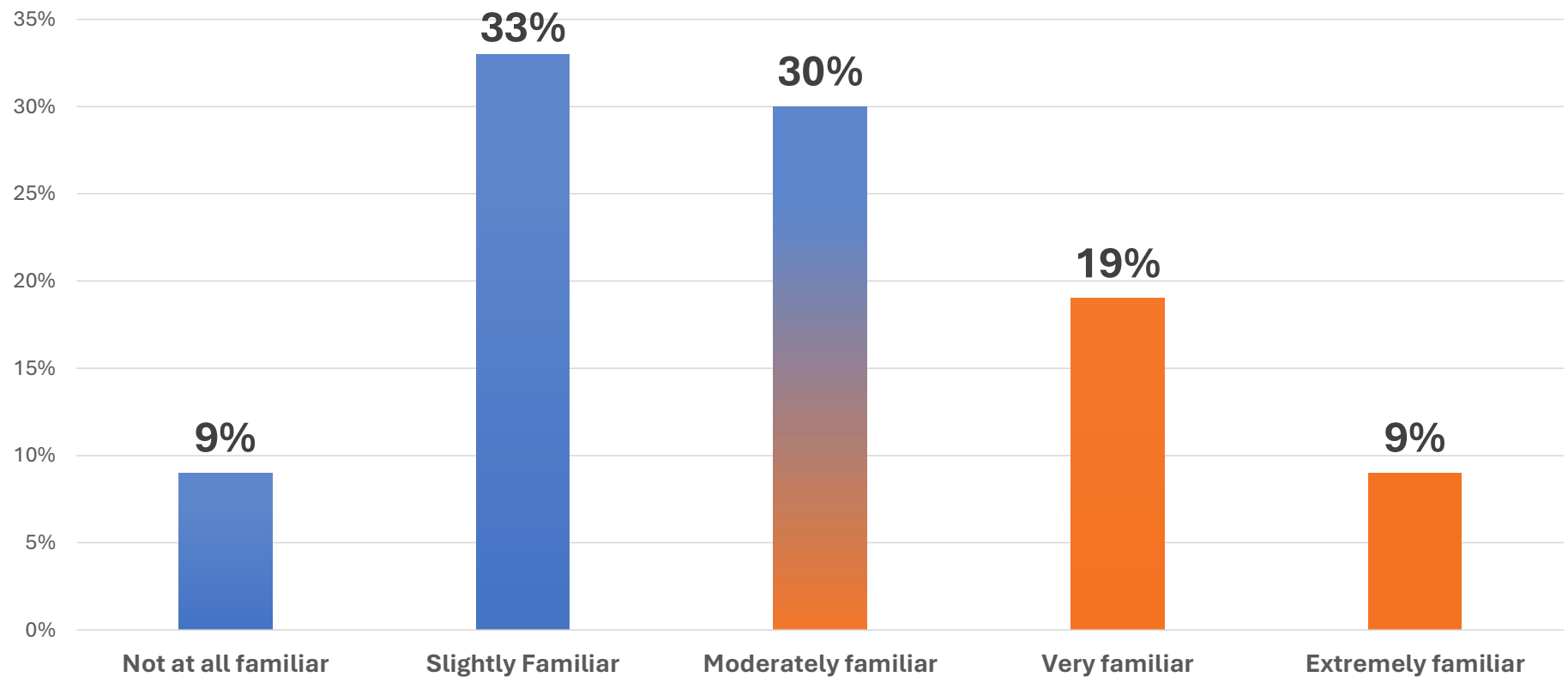
Q: How often, if at all, do you hear about AI technologies and their implications in the media?



Magna Nationwide AI Survey Results



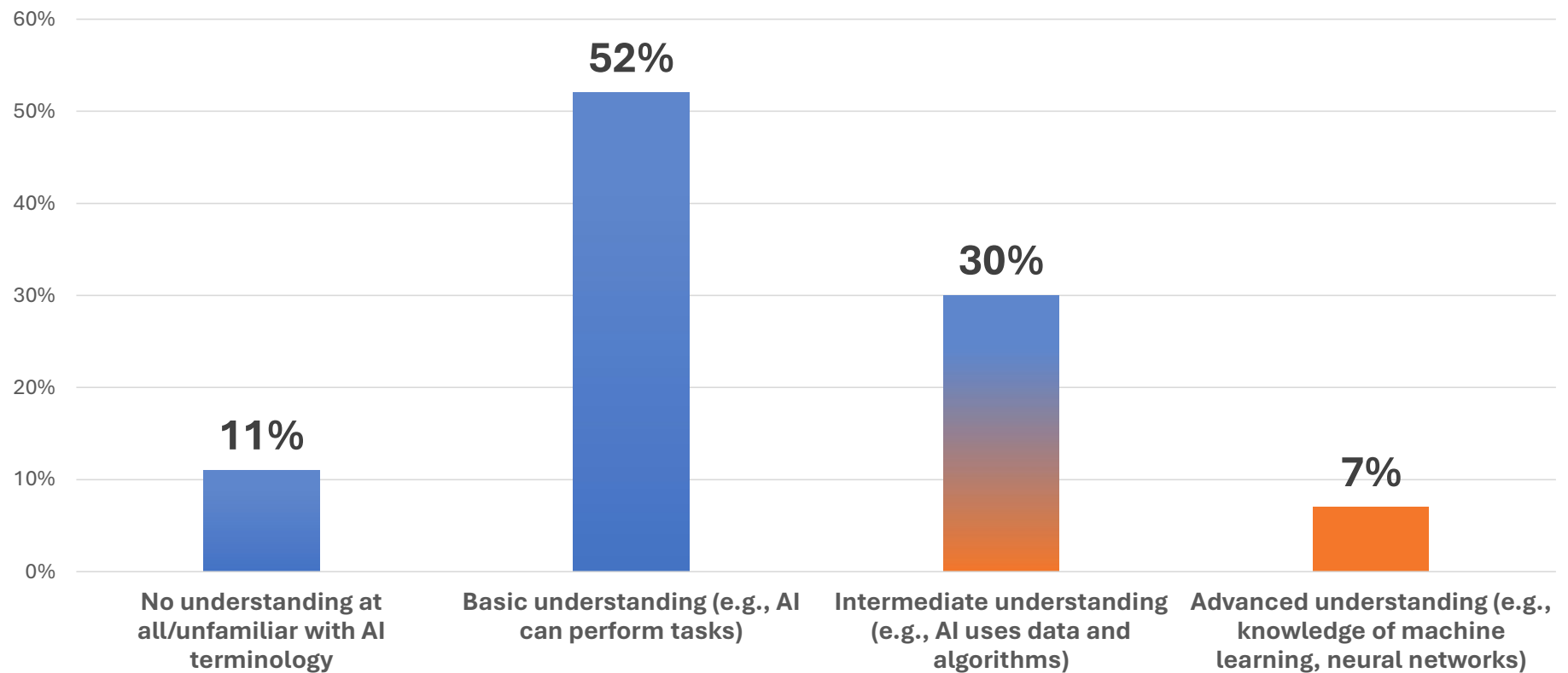
How familiar, if at all, are you with the concept of artificial intelligence (AI)?



Magna Nationwide AI Survey Results



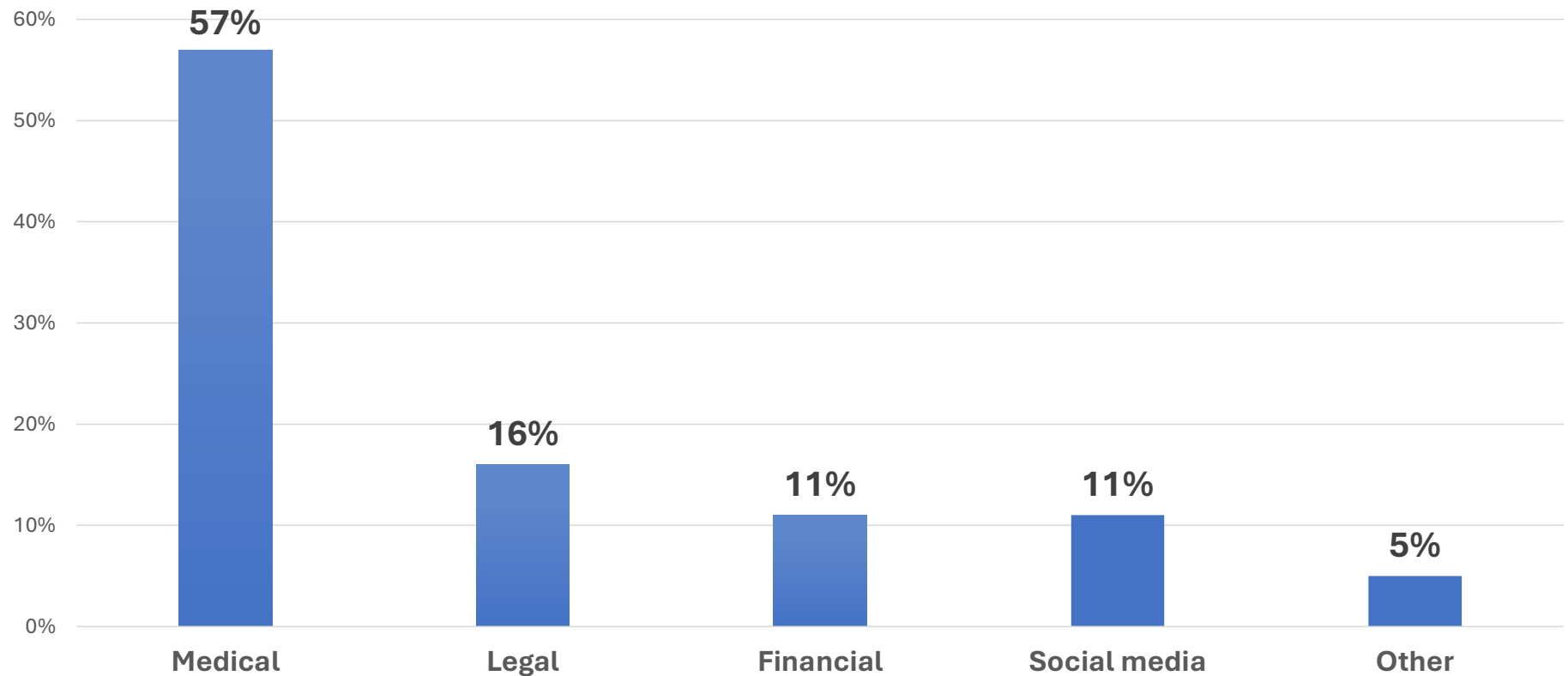
Which of the following best describes your understanding of how AI works?



Magna Nationwide AI Survey Results



In which areas do you feel human oversight of AI is most critical?







Applications of Artificial Intelligence in Litigation

- > What is artificial intelligence? A-I, E-I, Oh!
- > How do you know what you don't know?
- > Are we just opening Pandora's Box? Anticipating the potential uses and abuses
- > Use of proprietary v. public AI tools
- > Evolution v. Revolution
- > The Boogeyman and the Bid Bad Wolf? Is there no greater fear than fear itself?





Applications of Artificial Intelligence in Jury Consulting

- Damages valuation studies based on scalable jury simulations with specific demographics and psychographic profiles (Avatars)
- Sentiment and emotional analysis in mock trials (analysis of facial expressions, speech patterns, and gestures)
- Enhanced focus group insights (identify recurring themes and narratives, segment jurors into groups based on similarities)
- Virtual Reality (VR) mock trials (immersive mock trials to simulate courtroom, AI-generated avatars to test various arguments and presentation styles)



Using Artificial Intelligence With Jury Selection

- Predicting potential biases based on responses during voir dire in real time
- Emoticon personality profiling based on social media background searches
- Assessing facial expressions, speech patterns, and gestures
- Predicting trial outcomes based on empaneled jury profile analyses



- Turn case themes, pleadings and venue concerns into voir dire questions
- Data mining for developing juror profiles
- Coding Supplemental Juror Questionnaires (SJQs)
- Remote jury selection assistance
- Detection of patterns for *Batson* challenges
- Electronic interface programs (e.g., JurorSearch, Go-To-Verdict, etc.)

JurorSearch: List View of All Jurors

The screenshot displays the JurorSearch application interface. The browser address bar shows <https://app.jurorsearch.com>. The page title is "Jury Scout Sample Jury".

Callouts:

- Organized and sortable juror list:** Points to the list of jurors on the left side of the table.
- Strike selections. Ability to move jurors to a separate section to sort out those excused or stricken:** Points to the "Rating" column, which contains colored buttons (green for 5, orange for 4, red for 3, grey for 1) indicating juror status.

Table Data:

Full Name	Number #	Seat #	Rating	Notes	Comments	Employment
Henry McIntyre	1	Edit	5	Name: HENRY SEAN Age: 78		Retired Real Estate
John Klein	2	Edit		Name: John Klein Age: 54		Owner Sportfishing company
Patricia Feeney	3	Edit		Name: PATRICIA FEE Age: 64		Retired - US Air Force
Vanna Tran	4	Edit	4	Name: VANNA MAY Age: 43		
Charles P Schwartz	5	Edit		Name: CHARLES P S Age: 74		
Ronald King				Name: RONALD JOH Age:		
Cindy Rodriguez				Name: Age:		
Emilio Gonzalez				Age: Still w AKA:		
James Scott				Name: Christy L War Age: 35		Optometric Technician at MyEyeDr.
Christy L Warner	10	Edit	3	Name: MARGARET K AKA: MAGGIE SULLI		Senior Associate, Diversity, Equity & Inclusion at OCC
Margaret Sullivan	11	Edit		Name: YOLANDA CA Age: 65		City of Jacksonville Medical Center
Yolanda Carter	12	Edit		Name: JESSICA S M Age: 30		Server at IHOP
Jessica Monroe	13	Edit		Name: Jane Tiggard Age: 34		Onsite Sales Consultant for Texas Insulation
Jane Tiggard	14	Edit	3	Name: Jessica Edwa Age: 35		Elementary Teacher at The Goddard School
Jessica Edwards	15	Edit	1			

Right Sidebar (Red Background):

- Our Peremptory
- Our Cause
- Our Hardship
- Their Peremptory
- Their Cause
- Their Hardship
- Judge Cause
- Judge Hardship
- Other / Left Over
- Empaneled** (Green Background)
- Delete** (Red Background)

JurorSearch: List View of All Jurors

JS Jury Scout Sample Jury

Filter by rating Search

Full Name	Number #	Seat #	Rating	Notes	Comments	Employment	Reports	Strike
Henry McIntyre	1	Edit	5	Name: HENRY SEAN Age: 78		Retired Real Estate		×
John Klein	2	Edit		Name: John Klein Age: 54		Owner Sportfishing company		×
Patricia Feeney	3	Edit		Name: PATRICIA FEE Age: 64		Retired - US Air Force		×
Vanna Tran	4	Edit	4	Name: VANNA MAY Age: 43		Customer Experience Manager at L Brands		×
Charles P Schwartz	5	Edit		Name: CHARLES P S Age: 74		Accountant at LA Talent		×
Ronald King	6	Edit		Name: RONALD JOH Age: 30		Self-employed		×
Cindy Rodriguez	7	Edit		Name: CINDY RODRI Age: 49		Self-employed Cleaning by Cindy		×
Emilio Gonzalez	8	Edit	5	Name: Emilio Gonzal Age: 45		General Manager at Sony		×
James Scott	9	Edit	1	Still working on this AKA: Phil Scott		Worked @ BBQ Heaven [Food Truck]		×
Christy L Warner	10	Edit	3	Name: Christy L War Age: 35		Optometric Technician at MyEyeDr.		×
Margaret Sullivan	11	Edit		Name: MARGARET K AKA: MAGGIE SULLI		Senior Associate, Diversity, Equity & Inclusion at OCC		×
Yolanda Carter	12	Edit		Name: YOLANDA CA Age: 65		City of Jacksonville Medical Center		×
Jessica Monroe	13	Edit		Name: JESSICA S M Age: 30		Server at IHOP		×
Jane Tiggard	14	Edit	3	Name: Jane Tiggard Age: 34		Onsite Sales Consultant for Texas Insulation		×
Jessica Edwards	15	Edit	1	Name: Jessica Edwa Age: 35		Elementary Teacher at The Goddard School		×

Rows per page: All 1-15 of 15

JurorSearch: Individual Juror Profiles

The screenshot displays the JurorSearch application interface for an individual juror profile. The browser address bar shows the URL <https://app.jurorsearch.com>. The profile is for a juror named James Scott, identified by a small profile picture and the name "James Scott" with a "#9" tag. The interface is divided into several sections:

- Sticky Notes:** A section on the left with a "Sticky Notes" header and an "Edit" button. It contains handwritten-style text: "Still working on this one", "AKA: Phil Scott", "Age: 64", "Marital Status: Married to Carla Seaman Scott who is a Nurse Practitioner", "Employment: Worked @ BBQ Heaven [Food Truck] (Permanently closed 2 years ago)", "Public Record Highlight", "LKA: 726", "Political Affiliation: No party affiliation", "Professional Licenses: None Specified", "Past and Current Property Records: None Specified", "Bankruptcies: Ch 7 in 2003 and 2019", "Judgements: \$1,309 (Capital One) in 2000", "Fictitious Businesses: None Specified", "Education: None Specified", "Criminal: None Specified", "Social Media Highlights", "Facebook:", "Studied at Ivy Tech Community College", "Went to Clinton High School, Clinton, Indiana", "Donated to a fundraiser for Children's Cancer Research Fund and to the American Cancer Society with the words 'in memory of mom'.", "Had an open-heart surgery in 2011 - 'Well the heart cath [his 8th catheter] went well.... the results were not the greatest one artery blocked, and 3 50% blocked.... I just had open heart surgery 19 months ago... I am hoping they don't have to open me up again.... All in all I am doing fine, thank you for your prayers and well wishes'."
- Juror Fields:** A section on the right with a "Search Fields" search bar and a list of fields: "Home Value", "Juror Questionnaire - Any medical training", "Juror Questionnaire - Felony Convictions", "Juror Questionnaire - Know anyone injured in a traffic collision".
- Personal Details:** A section at the bottom with fields for "Age" (64), "Sex" (Male), "Education" (Not provided), "Employment" (Worked @ BBQ Heaven [Food Truck]), "Race/Ethnicity" (White), and a "Juror Comments" section with an "Add Juror Comments" button.

Callout boxes highlight specific features:

- Customizable Juror Fields to keep track of important details:** Points to the "Juror Fields" section.
- Various note and comment features and text boxes:** Points to the "Sticky Notes" section.
- Personal Details:** Points to the "Personal Details" section.

JurorSearch: Seating Chart

The screenshot displays the JurorSearch Seating Chart interface. At the top, a browser address bar shows the URL <https://app.jurorsearch.com>. Below the address bar, a search bar is visible. The main content area features a list of juror profiles on the left and a seating arrangement grid on the right. The juror profiles are:

- Patricia Feeney**: Name: PATRICIA FEENEY, Age: 64, Marital Status: Married, 4 adult children, Employment: Retired - US Air.
- Yolanda Carter**: Name: YOLANDA CARTER, Age: 65, Marital Status: Married, Employment: City of Jacksonville Medical Center.
- Jessica Edwards**: Name: Jessica Edwards, Age: 35, Marital Status: Married to Joseph Edwards - Mechanical Engineer at.
- James Scott**: Still working on this one, AKA: Phil Scott, Age: 64, Marital Status: Married to Carla Seaman Scott who is a.

Each profile has a red '1' next to it, indicating a selection. Below the profiles, there are two buttons: "Select from the list" and "Add new juror". The seating arrangement grid consists of several empty boxes, each containing a person icon. A callout box points to the grid with the text: "Point and click to add jurors from the juror list into the appropriate seating arrangement". Another callout box points to the juror profiles with the text: "Ability to create customizable seating chart which interacts with the individual juror profiles".

JurorSearch: Strike List

The screenshot shows the JurorSearch Strike List interface. The browser address bar displays <https://app.jurorsearch.com>. The page title is "Jury Scout Sample Jury". The interface includes a sidebar with navigation icons, a main content area with a table of jurors, and a top navigation bar with filters and search options.

Filter settings for lengthy lists

Note field for strike reason

Strikes causes / hardship reasoning

Track of strikes

Juror Name	Juror #	Reason For Strike	Strike	Race/ethnicity	Restore
Jessica Edwards			Judge Cause	White	
Jessica Monroe			Their Peremptory	White	
Vanna Tran			Our Cause	Asian	

Rows per page: All 1-3 of 3

JurorSearch: Empaneled List

The screenshot displays the 'JurorSearch: Empaneled List' interface. The browser address bar shows 'https://app.jurorsearch.com'. The page title is 'Jury Scout Sample Jury - Empaneled'. A 'Download Empaneled Jurors' button is visible. The table lists 12 jurors, with columns for Full Name, Number #, Seat #, Rating, Notes, Comments, Employment, Reports, and Strike. A callout box points to the table with the text 'Empaneled list to keep track of selected Jurors'.

Full Name	Number #	Seat #	Rating	Notes	Comments	Employment	Reports	Strike
Henry McIntyre	1	Edit	5	Name: HENRY SEAN Age: 78	1	Retired Real Estate	1	X
John Klein	2	Edit		Name: John Klein Age: 54		Owner Sportfishing company		X
Charles P Schwartz	5	Edit		Name: CHARLES P S Age: 74		Accountant at LA Talent		X
Cindy Rodriguez	7	Edit		Name: CINDY RODRI Age: 49		Self-employed Cleaning by Cindy		X
Emilio Gonzalez	8	Edit	5	Name: Emilio Gonzal Age: 45		General Manager at Sony	1	X
Christy L Warner	10	Edit	3	Name: Christy L War Age: 35	2	Optometric Technician at MyEyeDr.	1	X
Margaret Sullivan	11	Edit		Name: MARGARET K AKA: MAGGIE SULLI	1	Senior Associate, Diversity, Equity & Inclusion at OCC		X
Yolanda Carter	12	Edit		Name: YOLANDA CA Age: 65		City of Jacksonville Medical Center		X

Rows per page: All 1-8 of 8

1 -- select -- 2 -- select -- 3 -- select -- 4 -- select -- 5 -- select -- 6 -- select -- 7 -- select -- 8 -- select -- 9 -- select -- 10 -- select -- 11 -- select -- 12 -- select -- 13 -- select -- 14 -- select --

Launch Meeting - Zoom x BigTime x JurorSearch - JurorSearch x

https://app.jurorsearch.com/trial-view/Jury_Scout_Sample_Jury_?workflow=workflow-juror_pool

Jury Confirm Mail - Daniel Wolfe, TripActions Sharepoint CrushFTP WebInterf... BigTime Login BigTime Calendar Awareness Training Calendly Empower Retirement Other favorites

Criminal: None Located
Possible Employers: None Located

Social Media Highlights
Facebook
 Currently lives in Canoga Park
 From Glenview, Illinois
 Work: Works at LA Talent
 College: Studied at Louisiana State University, Baton Rouge (2/12 years)
 High school: Went to Senn High School
 Multiple family members listed
 Favorite quotes: It's amazing the things I learn, just when I think I know it all.
 No Likes available
 Sample of posts on profile:



Race/Ethnicity
 White

Juror Comments [Add Juror Comments](#)

Inclination:
 Moderately inclined to favor the Defendants, but could be swayed by the evidence.

Reasoning:
Age and Personal Background:
 At 74 years old, Charles is close in age to Mr. M and might have some understanding of the challenges that come with aging, such as dealing with chronic health conditions and navigating healthcare systems. However, being an accountant suggests he may have a more analytical and detail-oriented approach to assessing the facts of the case. This could make him attentive to technical arguments regarding the standard of care and whether the hospital staff followed proper procedures.

Employment and Professional Experience:
 Working as an accountant at LA Talent indicates a background in logic, precision, and a structured approach to problem-solving. This could make him more inclined to carefully consider the Defendants' arguments about judgment calls made in a medical setting. He might be less likely to take an emotional approach and more focused on the technical aspects of whether the medical staff acted reasonably given the circumstances.

Political Affiliation:
 With no declared political affiliation, Charles may not have strong ideological leanings that would predispose him to side with either patients or institutions in legal cases. This could mean that he would focus more on the specifics of the evidence and testimonies presented, making him a potentially fair-minded juror.

Social Media Presence:
 Charles' social media activity and his favorite quote—"It's amazing the things I learn, just



Good Practice Tips When Using Artificial Intelligence

- Trust but verify
- Provide a roadmap and a compass
- Provide context, goals, and objectives in prompts
- Ask it to verify output
- Ask it to critique output and implement changes
- Ask AI to assist you in prompt engineering



- > Use secure workspaces
- > Separate public juror research from privileged strategy
- > Never ask AI to rank jurors by race, sex, religion, or other protected proxy variables
- > Treat public social media review as passive observation only (anonymous accounts)
- > Train lawyers and staff together
- > Pilot low-risk, high-volume tasks first



QUESTIONS?

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Applications of AI in Jury Selection

AI 2035: The Legal Profession and the Law in the Age of Artificial Intelligence (CBA, May 13, 2026)

*Daniel Wolfe, J.D., Ph.D. & Andrea Krebel, Ph.D.
Magna Legal Services*

Executive Summary

The most defensible message is that AI is already useful in jury selection as a workflow accelerator, not as an autonomous decision-maker. The winning use cases today are first-draft voir dire questions, supplemental juror questionnaire coding, lawful public-information review, meeting and debrief summaries, strike-reason documentation, and courtroom-team collaboration. Those uses align with what current enterprise tools actually do well: summarize, classify, extract themes, generate drafts, and organize information across teams. They do not justify blind reliance on opaque “juror risk scores,” facial-expression claims, or protected-class proxies in strike decisions.

Illinois law and ethics rules make the governance point straightforward. Illinois Rule of Professional Conduct 1.1 requires technological competence; Rule 1.6 requires reasonable efforts to prevent unauthorized disclosure of client information; Rules 5.1 and 5.3 require supervising lawyers to implement systems and oversight for lawyers and nonlawyer assistants; and Rule 3.5 bars improper influence or ex parte communication with jurors and prospective jurors. In civil cases, Illinois Supreme Court Rule 234 places voir dire under court control and forbids questions that directly or indirectly concern matters of law or instructions; Rule 242 permits remote civil jury selection by video conference with consent or, in compelling circumstances, without it.

The national ethics baseline is also favorable to responsible adoption. The ABA’s 2024 Formal Opinion 512 states that existing rules on competence, confidentiality, communication, fees, and supervisory obligations apply to lawyers’ use of generative AI tools. Separately, ABA Formal Opinion 466 allows lawyers to passively review a juror’s public internet presence, but not to “friend,” connect with, or otherwise seek access to nonpublic information; even notification-generating platform behavior should be treated cautiously.

The strongest support for the use of AI in jury selection is practical time savings. For example, using Zoom AI Companion or Otter.ai for meeting/debrief summaries may conservatively save 20–45 minutes per one-hour meeting; using ChatGPT Business/Enterprise for first-draft voir dire question banks may save 1–3 hours per matter; AI-assisted coding of 75–100 juror questionnaires can often save 2–3 hours on the initial review pass; and AI-assisted synthesis of mock-jury or focus-group transcripts can save 2.5–5 hours per session, provided a lawyer or consultant verifies the output before it is used.

The immediate “low-hanging fruit” is therefore not speculative predictive AI. It is a secure, governed stack built around existing or low-friction tools: e.g., Zoom AI Companion for summaries and follow-up; ChatGPT Business or Enterprise for drafts, coding rubrics, and synthesis; Otter.ai where cross-platform note-taking is helpful; and a juror operations platform such as JurorSearch for centralized note capture, collaboration, and race-neutral strike documentation. That combination is easier to defend ethically, easier to train, and easier to measure.

Background

Artificial intelligence is now relevant to jury selection not because machines have suddenly learned how to “read jurors,” but because modern AI systems are good at a narrower and more useful set of tasks: turning speech into text, summarizing long discussions, extracting themes from large volumes of open-ended text, generating structured first drafts, and helping teams organize information quickly. That capability map matters for legal professionals. It suggests that the most responsible jury-selection use cases are documented, auditable, and workflow-oriented, rather than pseudo-scientific claims about hidden sentiment or deterministic juror prediction. The ABA’s formal guidance takes exactly that approach: lawyers may use generative AI, but the ordinary rules of competence, confidentiality, communication, supervision, and fees still apply. Illinois follows the same logic through its own rules on technology competence, confidentiality, and supervision.

For jury selection specifically, Illinois’ procedural framework is a good anchor. Rule 234 confirms that in civil matters the court does the following: conducts voir dire, accepts party-submitted questions, and may permit supplemental direct inquiry for a reasonable time, while forbidding questions that directly or indirectly concern matters of law or instructions. That means AI-generated voir dire content is best used as a starting point for attorney refinement, not as a canned product. In addition, Illinois Rule 242 expressly permits remote civil jury selection by video conference with party consent and allows it without consent in compelling circumstances, provided constitutional rights and public access are preserved. In real terms, that makes AI-assisted notetaking, summarization, and team coordination more—not less—useful in hybrid or remote jury-selection settings.

The other foundational point is that jury selection remains constitutionally constrained. Batson prohibits race-based peremptory discrimination, and J.E.B. extends the same equal-protection logic to gender. Any AI workflow that uses protected characteristics, or obvious proxies for them, to drive strike recommendations creates unnecessary constitutional and reputational risk. The practical rule for CLE attendees is simple: AI may help identify topics to ask about, summarize what a juror said, or organize documented reasons for concern, but it should not be asked to produce a black-box conclusion that a lawyer cannot explain in neutral, case-specific terms.

Specific Jury Selection Use Cases With Practical Examples

The first and most immediately useful application is voir dire drafting. A secure LLM workspace can take a short case summary, a list of elements or defenses, venue concerns, and a jurisdiction-specific instruction such as “do not ask legal-instruction questions under Rule 234” and produce a first-pass question bank organized by issue. The lawyer can then cut, re-sequence, and tailor those questions to the judge’s style and the case posture. In practice, that does not eliminate attorney judgment; it speeds the blank-page problem. A conservative estimate is that a matter that previously required 2–4 hours to outline and draft may be reduced to 45–90 minutes for a first pass plus review, producing a working savings of 1–3 hours. That estimate is a workflow inference, but it is grounded in the documented ability of enterprise LLM tools to generate structured drafts and the ethical requirement that lawyers verify and adapt the result.

The second use case is supplemental juror questionnaire analysis. When a pool contains dozens of open-ended answers, the manual burden is not only reading time; it is the repetitive work of extracting patterns, assigning consistent labels, and deciding which answers warrant follow-up. AI can help by summarizing each questionnaire into a common format, tagging issues such as prior litigation experience, institutional distrust, hardship narratives, exposure to the case or subject matter, and areas for follow-up. The gain is greatest when the team already has a rubric and output template. For a pool of 75–100 questionnaires, an initial pass that might take 3–5 hours manually can often be compressed to 1–2 hours of AI-assisted review and validation. Used correctly, AI is not making the strike decision; it is standardizing the first pass so lawyers and consultants can spend more time on the outliers and less time on clerical extraction.

A third use case is public juror research. Here the legal ethics line matters as much as the technology. ABA Formal Opinion 466 permits passive review of a juror’s public internet presence, but not attempts to obtain nonpublic access, and not conduct that would constitute prohibited communication. Illinois Rule 3.5 similarly bars ex parte communications with jurors and prospective jurors during a proceeding. Within that boundary, AI can still add value by turning lawful public findings into short, neutral issue memos: for example, not “Juror X is anti-corporate,” but “Publicly viewable posts show repeated negative comments about medical billing and large institutions; verify during voir dire whether those views affect impartiality.” Because the review universe is narrow, time savings are more modest than in transcript summarization, but even a targeted list of 20–30 priority jurors can often be reduced from 2–4 hours of inconsistent manual review to 1–2 hours of structured review and validation. The main gain is consistency and memo quality, not sheer speed.

A fourth use case is real-time team coordination during jury selection. Juror platforms such as JurorSearch market features that map closely to the needs of a trial team: rating and ranking jurors, organizing written and oral responses, capturing notes, and enabling collaboration among courtroom and remote team members. JurorSearch also publicly emphasizes real-time sharing of juror insights, social-media research, and strike recommendations, and it advertises automatic documentation of race-neutral strike reasons for Batson compliance use cases. That is significant for ROI purposes

because selection work is often slowed not by analysis alone but by communication friction—parallel notes, missed recesses, conflicting labels, and stale strike lists. The productivity story here is less about flashy AI and more about reducing coordination failure: cleaner handoffs, less duplication, and better documentation in the moment.

A fifth use case is meeting, debrief, and mock-jury synthesis. For example, Zoom AI Companion can summarize meetings, chats, documents, and calls; Otter.ai offers live transcription, speaker identification, AI chat within and across meetings, and enterprise features such as SSO and broader administrative controls in higher tiers. For jury consultants and litigators, that means client strategy calls, post-voir-dire debriefs, mock-jury deliberations, and witness-prep sessions can be converted into searchable text and then into issue summaries much faster than with manual notes alone. A realistic framing is that a one-hour meeting no longer has to generate an additional 30–60-minute note-cleanup burden; the manual task becomes a 10–15-minute review and correction step. For longer mock-jury or focus-group sessions, the savings are larger because theme extraction and transcript review are otherwise labor-intensive.

Legal, Ethical, and Privacy Considerations

A rigorous jury-selection AI program should begin with five Illinois rules. First, Rule 1.1 requires competence, and its comments expressly say lawyers should keep abreast of the benefits and risks associated with relevant technology. Second, Rule 1.6 requires reasonable efforts to prevent unauthorized disclosure of or access to client information. Third and fourth, Rules 5.1 and 5.3 require firms and supervising lawyers to put systems and policies in place for lawyers and nonlawyer assistants, including outside services. Fifth, Rule 3.5 prohibits improper influence or ex parte juror contact. Together, those rules support AI use, but only if the tools are governed, the data flows are understood, and the outputs are supervised.

The ABA’s 2024 guidance is fully consistent with that framework. Formal Opinion 512 explains that lawyers using generative AI remain responsible for confidentiality, informed communication with clients where appropriate, competent verification of outputs, proper supervision, and reasonable billing practices. For a CLE audience, the practical implication is that “using AI” is never an excuse for lower-quality lawyering; it is only defensible when the firm can show that the human professional remained in charge. That principle is especially important in jury selection, where recommendations are often fast-moving, partly judgment-based, and vulnerable to hindsight criticism.

Public juror research requires a separate ethics overlay. Formal Opinion 466 allows passive review of publicly available internet content, but not access requests or covert efforts to obtain restricted content. Lawyers should be particularly cautious with platforms that automatically notify profile owners when a page is viewed. Although the ABA opinion notes that a juror’s awareness of such a review does not itself constitute a prohibited communication in the opinion’s framing, a practical best practice for litigators is still to minimize even arguable contact effects and to comply with any case-specific court orders or local practices. The 2014 Federal Judicial Center report on jurors and social media also shows that judges often do not know whether attorneys are researching jurors online and often do not address the practice directly, which makes internal policy discipline even more important.

Privacy law enters at two levels. At the professional-responsibility level, client and work-product confidentiality already matter. At the consumer-data level, statutes can also matter when a firm or vendor is processing personal information at scale. For example, California's CCPA, as amended by CPRA, gives California consumers rights that include knowing what personal information is collected, deleting data, correcting inaccurate information, limiting certain uses of sensitive personal information, and freedom from discrimination for exercising those rights. The GDPR similarly emphasizes lawful processing, transparency, data minimization, storage limits, and rights relating to profiling and automated decision-making. In ordinary Chicago jury-selection work, GDPR may be peripheral; in cross-border matters, vendor-hosting decisions, or broader research datasets, it can become more relevant. The safest advice is to assume that juror-related data should be minimized, retained only as needed, and stored in tools with clear administrative controls and contractual protections.

Vendor settings matter because the privacy protections is not the same across tools. OpenAI's enterprise privacy commitments state that business data is not used to train models by default, that customers own and control their data, and that enterprise offerings provide administrative and retention controls. For example, Zoom's current AI Companion privacy white paper states that Zoom does not use customer audio, video, chat, screen sharing, attachments, or similar communications content to train Zoom's or third-party AI models, while also describing feature-specific retention settings. Otter.ai emphasizes that users control conversations, that recording starts only when a user or participant records or invites Otter, and that higher tiers add enterprise-grade security and administrative controls. Those are the kinds of specifics a legal department should verify before approving tools for live matter use.

Risk Mitigation

The best risk-mitigation framework is to distinguish between assistive outputs and determinative outputs. Assistive outputs include summaries, draft questions, issue tags, topic clusters, and neutral memos. Determinative outputs include final strike calls, protected-class inferences, or unsupported predictions about a juror's bias or verdict behavior. The former are easier to defend because they are observable and reviewable; the latter are harder to defend because they can conceal bad assumptions and are more likely to implicate Batson, J.E.B., or professional-responsibility concerns. A mature policy should therefore require human sign-off before any output affects a strike decision, should ban prompts that seek protected-class ranking or proxy labeling, and should preserve a record of source material and reviewer.

For most law firms, a practical stack has four layers. The communications layer is something like Zoom AI Companion, especially where the organization already has paid Zoom licenses and can activate AI features without a major procurement cycle. The drafting and synthesis layer is ChatGPT Business or Enterprise, used for first drafts, coding rubrics, theme extraction, and structured summaries inside an admin-controlled workspace. The transcription layer can be Zoom itself or Otter.ai, depending on how often the team needs cross-platform capture and searchable meeting archives. The jury operations layer is a dedicated platform such as JurorSearch, which is built around juror tracking, collaboration, and strike documentation rather than generic office productivity.

The lowest-risk pilots are the ones where the tool is replacing clerical or first-pass drafting work rather than substituting for legal judgment. Four pilots stand out. First, enable AI summaries for internal strategy meetings, trial-prep meetings, and post-hearing debriefs, then measure follow-up speed and note quality. Second, create a secure prompt library for first-draft voir dire questions and judge-specific or venue-specific refinements. Third, run a structured pilot on juror questionnaire coding using a common rubric and double-review process. Fourth, use a centralized juror platform to standardize note fields and real-time strike-reason logging. Each of those pilots is visible to lawyers, easy to train, and measurable without requiring speculative claims about machine prediction.

Implementation Roadmap

Implementation should be assigned, not assumed. The executive sponsor should be a practice leader or litigation operations leader who can approve scope and metrics. A supervising lawyer should own substantive quality control and ethical escalation. IT or information security should review retention, SSO, vendor terms, and sharing defaults. A knowledge-management owner should maintain prompt libraries, approved use cases, and “red flag” examples. Pilot users should include one or two lawyers and one or two consultants or litigation-support professionals who can compare AI-assisted and manual workflows side by side. That role allocation directly tracks Illinois Rules 5.1 and 5.3, which require firms and supervisors to create systems and oversight, rather than leaving responsibility to individual users at trial time.

Training should be practical, short, and scenario-based. Lawyers need to know how to prompt for structure and neutrality, how to spot hallucinations, when client consent or additional explanation may be appropriate, and why protected-class or proxy-based ranking is prohibited. Staff and consultants need instruction on public-versus-confidential inputs, passive social-media review boundaries, retention expectations, and escalation rules when outputs appear wrong or ethically sensitive. The policy should fit on a few pages, be paired with approved prompt templates, and be refreshed periodically as vendors change settings or as courts issue new guidance. Illinois Rule 1.1’s technology-competence language makes that refresh cycle an affirmative professional obligation, not an optional project-management nicety.

Budgeting can be described in buckets, not exact totals. Existing Zoom customers may be able to pilot AI Companion with little or no incremental AI spend because key features are included with eligible paid plans, while standalone and custom-add-on options are available where needed. Otter.ai has public per-user pricing for lower tiers and quote-based enterprise options. OpenAI’s current business offering is a per-user subscription, but exact pricing can vary by region and contract structure, so the better recommendation is to budget by level of service and approved use on a case-by-case basis. JurorSearch, for example, is sold as a subscription-based litigation product.

Below are sample prompt patterns that keep the lawyer in charge and reduce ambiguity:

Prompt for first-draft voir dire questions

You are assisting trial counsel in an Illinois civil matter. Draft 20 neutral voir dire questions organized by theme: prior similar experiences, attitudes toward corporations, views on damages, expert trust, and hardship. Do not ask questions that state legal rules or jury instructions. For each question, add one sentence explaining the issue it is designed to surface and one follow-up question if the juror answers “yes.”

This format is useful because it forces the model to produce both the question and the rationale, which makes verification easier under Rule 234 and under the ABA’s competence framework.

Prompt for supplemental juror questionnaire coding

Review these 80 juror questionnaire answers and produce a table with columns for juror number, one-sentence summary, potential concern areas, potential strengths, follow-up questions, and confidence level. Do not infer race, sex, religion, or political affiliation unless the juror expressly states it, and do not recommend a strike. Flag any answer that should be read in full by a lawyer.

That structure sharply limits the model’s mandate and keeps the output assistive rather than determinative, which is the safer posture under Batson, J.E.B., and the lawyer-supervision rules.

Prompt for public juror research memo

Based only on the public-source material provided below, draft a neutral research memo identifying topics that may warrant follow-up in voir dire. Quote or paraphrase only what appears in the supplied material. Do not speculate about nonpublic facts. Do not contact the individual or suggest any contact. Note any ambiguity or reliability concerns.

This explicitly aligns the workflow with Formal Opinion 466 and Rule 3.5.

Prompt for strike-reason quality check

Review these proposed strike reasons for clarity, neutrality, and constitutional risk. Identify any reason that could be read as relying on race, sex, religion, or a proxy for a protected characteristic. Rewrite each reason so that it is tied to the juror’s own statements, demeanor observations documented by counsel, or case-specific concerns.

This is one of the few high-value uses of AI near the final decision point: not deciding the strike, but testing whether the written rationale is specific, neutral, and explainable.

Limitations

Court-specific orders, local practice, and platform behaviors can narrow what is prudent even when a general ethics opinion permits it. That is especially true for juror

internet research, notification-generating profile views, and remote/hybrid selection logistics. As a reminder, it is always prudent and a good business practice to check judge-specific standing orders, local rules, and the firm's own AI and privacy policy before trial.

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