

## Did you just bullshit me?

Published: January 13, 2026, 3:22 pm

---

I was amused [to note this in the FT](#) this morning, given my observation [on the accuracy of ChatGPT yesterday](#):

*Big Four accountancy firms are racing to create a new type of audit that verifies the effectiveness of artificial intelligence tools as they seek to profit from clients' demand for proof that their AI systems work and are safe.*

*Deloitte, EY and PwC told the Financial Times that they were preparing to launch AI assurance services as they hope to use reputations gained in financial audits to win work assessing whether AI systems, such as those in self-driving cars and cancer-detecting programmes, perform as intended.*

Perhaps they'd like to start with working out why ChatGPT is happy just making stuff up? I should think these firms could make a fortune out of that. The cash registers must be rolling, almost out of control in their HQs at the prospect of this market, unless, of course, the makers of AI tools realise that this is a form of assurance that they cannot provide because it would be too embarrassing to do so.

In case it helps, this is the question they need to ask the AI search engine:

*Did you just bullshit me?*

I think that should do.