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News Item

The challenges of global content moderation | Columbia Journalism Review

By Mathew Ingram
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> The difficulty of moderating the ocean of content that gets posted on social networks by billions of users every day was obvious even before former President Donald Trump's trolling forced Facebook and other platforms to block his accounts earlier this year. Differentiating genuine harassment or abuse from friendly banter, identifying harmful images and videos from among the tens of millions uploaded every day, and distinguishing between authentic political messages and professional trolling operations is hard enough just for English-speaking audiences in North America; these challenges are compounded when different languages and cultural norms are involved. What sounds like innocuous phrasing when translated into English could be dangerous hate speech in another language or culture, and automated systems—and even human moderators—are often not good at making those distinctions.
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Source: The challenges of global content moderation – Columbia Journalism Review