

# Content Moderation in a New Era for AI and Automation | Oversight Board

By Oversight Board

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The ways in which social media companies enforce their content rules and curate people's feeds have dramatically evolved over the 20 years since Facebook was launched in 2004. Today, automated classifiers parse through content and decide what should be left up, taken down or sent for human review. Artificial intelligence (AI) systems analyze users' behavior to tailor online experiences by ranking posts.

Meanwhile, the quality of tools used by people around the world to create and alter content has significantly improved. From autocorrect on a phone keypad to face filters, video editing and generative chatbots, tools for user-generated content are remarkably more sophisticated compared to when social media started.

[...]

Source: [Content Moderation in a New Era for AI and Automation | Oversight Board](#)