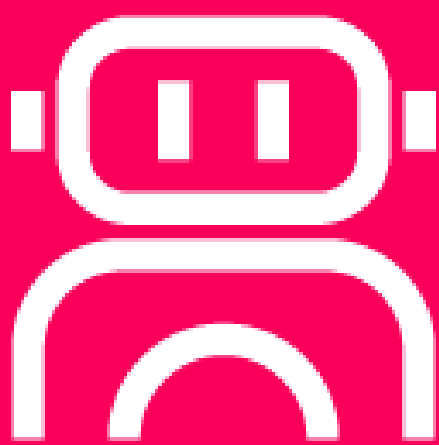


Top 5 features in-house content moderation tools are (often) missing.



After working with content moderation for 2 decades, here are 5 important moderation features we often see in-house tools lacking.



AI refusal reason

1

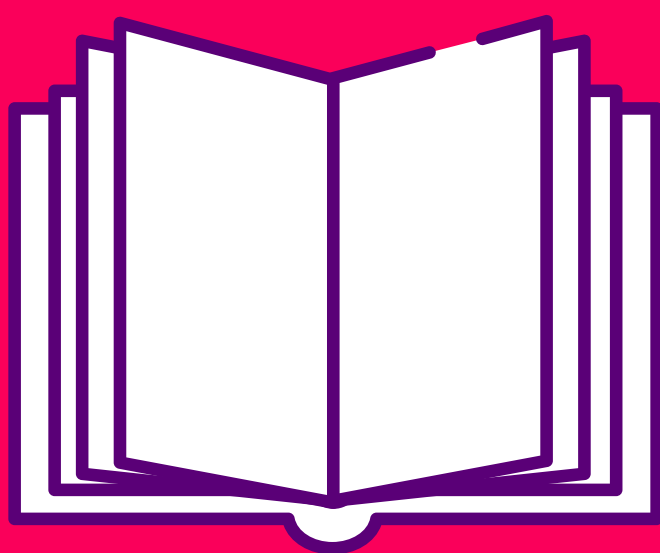
AI is often described as a black box because the reason for a decision isn't communicated by the AI. This makes it hard to quantify what your content challenges are when a majority of content is handled by AI. An output with the reason for an ad being refused is helpful for a more data driven approach to moderation, and it makes it easier for your customer support team to handle disputes.





End-user notification mails

When your moderators or automatic moderation systems change anything on a listing it's often useful to communicate this to the user who posted it. Whether it's a category change a rejection or a simple edit, informing the user with a mail ensures that they can act and feel empowered and informed.



Revision history

Being able to see previous versions of an add helps moderators catch when users change the price and images of an already submitted ad. This can expose abusive users trying to circumvent filters. It also helps ensure that decisions are made based on the most recent update to the ad while still having access to its history.



Fraudulent contact warning

One of the main goals of content moderation is to protect users from scammers. Having your content moderation tool send out automatic messages to people who have been in contact with a fraudulent account can prevent them from being scammed and increase trust in your platform.



Multilevel moderation notes

If knowledge is power, then accessibility is fuel. Having great moderation notes, doesn't help if they're buried multiple clicks away. Being able to add notes and access notes in the exact view where they're needed helps speed up moderation and content review immensely.

Over the past 2 decades, we've seen a ton of in-house tools created to support content moderators in the important task to keep users safe.

While these tools have mostly been created by very talented developers, it has also often been evident that the team behind them has not been able to put the time and resources into creating optimized moderation solutions. Likely because they've made the smart business decision to prioritize developing new features or polish for their core product. The platform their users use.

The problem is that the trade-off comes back to impact end-users at some point. Ineffective moderation processes (caused by unwieldy tools) will ultimately mean users get a worse user experience and substandard service.

Obviously, in-house tools vary wildly in features, capacity, and user-friendliness, but over the years we've regularly seen the 5 features missing from in-house tools.

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