



# What is Content Moderation and types of Moderation?



Successful brands all over the world have one thing in common: a thriving online community where the brand's fans and influencers engage in online conversations that contribute high-value social media content, which in turn provides incredible insights into user behavior, preferences, and new business opportunities.

Content moderation is the process through which an online platform screens and monitors user-generated content to determine whether it should be published on the platform or not, based on platform-specific rules and guidelines. To put it another way, when a user submits content to a website, that content will go through a screening procedure (the moderation process) to make sure that the content upholds the regulations of the website, is not illegal, inappropriate, or harassing, etc.

From text-based content, ads, images, profiles, and videos to forums, online communities, social media pages, and websites, the goal of all types of content moderation is to maintain brand credibility and security for businesses and their followers online.

## Types of content moderation

The [content moderation](#) method that you adopt should depend upon your business goals. At least the goal for your application or platform. Understanding the different kinds of content

moderation, along with their strengths and weaknesses, can help you make the right decision that will work best for your brand and its online community.

Let's discuss the different types of content moderation methods being used and then you can decide what is best for you.

## **Pre-moderation**

All user submissions are placed in a queue for moderation before being presented on the platform, as the name implies. Pre-moderation ensures that no personally identifiable information, such as a comment, image, or video, is ever published on a website. However, for online groups that desire fast and unlimited involvement, this can be a barrier. Pre-moderation is best suited to platforms that require the highest levels of protection, like apps for children.

## **Post-moderation**

Post-moderation allows users to publish their submissions immediately but the submissions are also added to a queue for moderation. If any sensitive content is found, it is taken down immediately. This increases the liability of the moderators because ideally there should be no inappropriate content on the platform if all content passes through the approval queue.

## **Reactive moderation**

Platforms with a big community of cybercrime members allow users to flag any content that is offensive or violates community norms. This helps the moderators to concentrate on the content that has been flagged by the most people. However, this can enable for long-term distribution of sensitive content on a platform. It depends upon your business goals how long you can tolerate sensitive content to be on display.

## **Automated moderation**

Automated moderation works by using specific content moderation applications to filter certain offensive words and multimedia content. Detecting inappropriate posts becomes automatic and more seamless. IP addresses of users classified as abusive can also be blocked through the help of automated moderation. Artificial intelligence systems can be used to analyze text, image, and video content. Finally, human moderators may be involved in the automated systems and flag something for their consideration.

## **Distributed moderation**

Distributed moderation is accomplished by providing a rating system that allows the rest of the online community to score or vote on the content that has been uploaded. Although this is an excellent approach to crowdsourcing and ensuring that your community members are productive, it does not provide a high level of security.

Not only is your website exposed to abusive Internet trolls, it also relies on a slow self-moderation process that takes too much time for low-scoring harmful content to be brought to your attention.

## **TagX Content Moderation Services**

At [TagX](#), we strive to create the best possible content moderation solution by striking an optimum balance between your requirements and objectives. We understand that the future of content moderation involves an amalgamation of human judgment and evolving AI/ML capabilities. Our diverse workforce of data specialists, professional annotators, and social media experts come together to moderate a large volume of real-time content with the help of proven operational models.

Our content moderation services are designed to manage large volumes of real-time data in multiple languages while preserving quality, regulatory compliance, and brand reputation.

TagX will build a dedicated team of content moderators who are trained and ready to be your brand advocates.