

Lithium Content Discovery

Automated Monitoring & Moderation for User-Generated Content



Manage Brand Presence

The ubiquitous global presence of social media and its viral impact provides great opportunities for brands to expand their reach. With Lithium's Social CRM Suite, companies empower customers to create and share content that is rich in ideas, promotes corporate brands, and supports other peers. Yet, without proper safeguards, companies risk losing brand equity because of inappropriate content associated with their brands. Keibi provides an industry-leading, scalable solution to classify and moderate user-generated content (UGC). With the Keibi solution, companies can rest assured that their brands are protected against online threats such as obscenity, violence, racism, and spam.

How it Works

Keibi quickly processes and grades large volumes of UGC – images, text, and video – both online and on remotely-hosted sites. The criteria used to evaluate each piece of content include the individual item score, the account it came from, and any past history of violations. Potentially inappropriate items and accounts are prioritized for thorough moderator analysis, while previously classified content is machine processed for optimized efficiency. A unique user interface designed for high throughput processing allows moderators to simultaneously review items from multiple accounts, efficiently evaluate the location and source of questionable material, and quickly pinpoint where problem content is most likely to appear.

Self-Learning Improves Efficiency

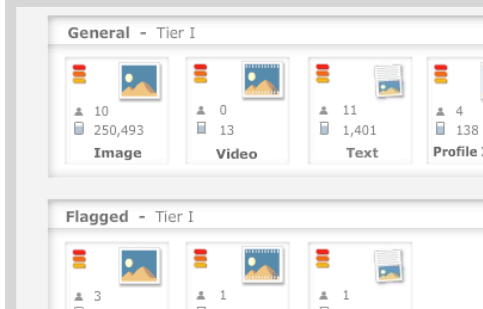
The Keibi solution also builds intelligence over time, extrapolating from content that was previously marked as inappropriate and learning to identify chronic abusers of terms of use. By incorporating past decisions in future assessments, the Keibi solution continually improves grading performance over time, which leads to ever-improving moderation efforts.

A Solution for Moderation Teams

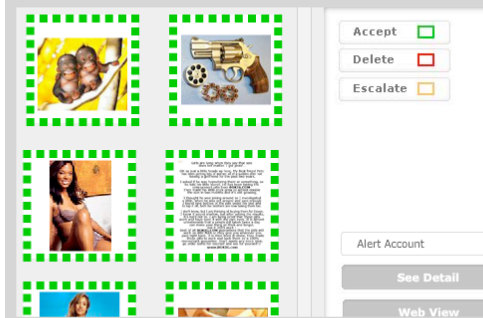
Working in the highly optimized Keibi console, moderators quickly toggle through decision states as they choose to accept, delete, or escalate each item. They can also provide their rationale for deleting a text item by characterizing content as obscene, racist, violent, or abusive. An alert system allows moderators to forewarn others working in a large community of their decision regarding an individual item. Managers can view the activity level of individual moderators, conduct quality assurance testing to ensure terms of use are uniformly enforced, and leverage business intelligence reports to assess the overall risk of inappropriate content on the site.

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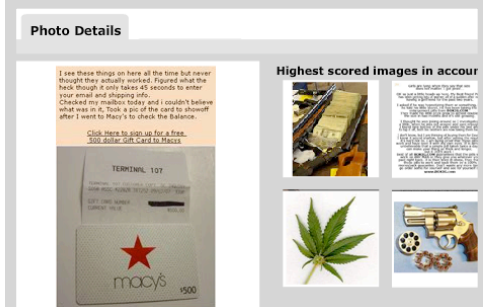
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Select work based on point and queue severity



Toggle through decision states: Accept, Delete, Escalate



Display details in a section, including other images and past user violations.

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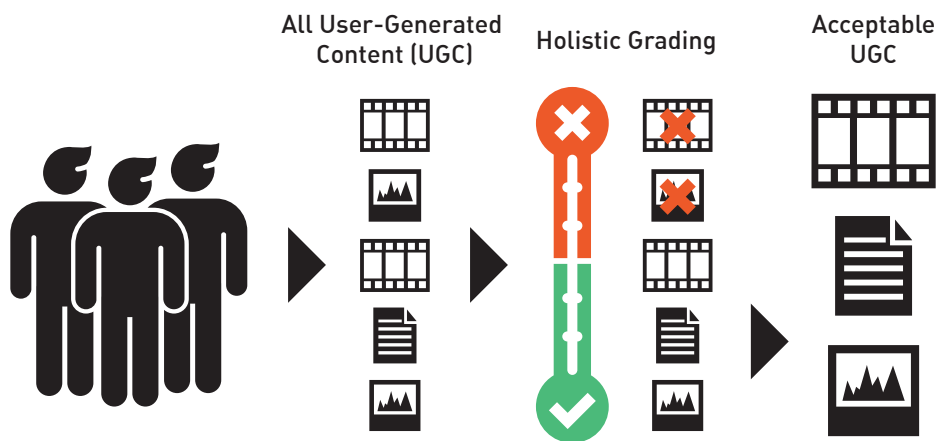


Key Features

- Automatically apply decisions and classification based on previous moderation decisions.
- Combine images, animations, text, and video item scores, as well as account history, for a holistic assessment of UGC.
- Provide text classification against obscenity, violence, abuse of terms of use (bullying or illegal activity), and spam.
- Automatically collect hosted and linked content for thorough coverage.
- Easily access all items in multiple user accounts via a single web-based interface.
- Adopt the systems as a turnkey service.
- Provides quality controls and reporting that allows managers to measure moderation efforts and assess the risk of problem content across the site.

Content Discovery Process Overview

- An API automatically collects hosted and linked content
- Black and White listing avoids repeat reviews
- Items and accounts are prioritized from bad to good for human moderation
- Decisions are fed back into the holistic grading system to refine future performance
- Allows for automatic removal of deleted content and accounts.



Since it started using Keibi, Piczo now reviews more than 200 times the images it used to while spending 70 percent less on related overhead. I know those numbers are hard to believe, but that's how much Keibi has improved the efficiency of our moderation process. The technology is truly amazing.



Keith Crowell,
Director, Member Services
& Safety
Piczo

To Learn More

For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit www.lithium.com.

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