



AIL leaders

SCENARIO EXERCISE

- Content Moderation Decisions



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• 01 Abstract



Type of OER

Scenario Exercise

Goal/Purpose

Puts students in the shoes of a social media company manager and shows the complexity of content-moderation decisions and how these affect the performance of the company using two videogames (Trust & Safety Tycoon and Moderator Mayhem).

Expected Learning Outcomes:

The student will be able to **analyse** the impact of content moderation and ethical decision-making on user experience and business performance.

Keywords:

- Content Moderation
- Stakeholder Engagement
- Fundamental Rights
- Ethical Management
- Tech Companies
- Business Performance

Suggested Methodological Approach:

Problem-Based Learning.

• 02 Introduction



01

This **scenario exercise** uses two **freely accessible videogames** to explore the complicated choices and trade-offs of content moderation decisions at a tech company from two points of view.

02

The first **puts the student in the shoes of a content moderator**, illustrating how difficult these decisions can be and how they affect people's lives.

03

The second **puts the student in the shoes of a trust and safety manager** and explores how these decisions affect the company and relationships with stakeholders

• 03 Tools Presentation



01

Moderator Mayhem is a videogame that will help students explore the difficult choices and trade-offs involved in content moderation activities by letting them experience the activity first-hand.

02

Trust and Safety Tycoon, puts the students in the shoes of a Trust and Safety Team Manager and from this point of view, explores the trade-offs and complex decisions made by a tech company that must moderate user activity.

03

Both games developed by Mike Masnick, Randy Lubin and Leigh Beadon at Copia and Leveraged Play. **Please read and accept terms of use**

• 04 Hands-on Activities



Activity 1

<https://moderatormayhem.engine.is/> and just play the game! Play at least **two rounds of Moderator Mayhem** until you either beat the game or lose



Activity 1

<https://trustandsafety.fun/> and just play the game! Play at least **one round of Trust and Safety Tycoon** until you either beat the game or lose



• 05 Conclusion



By playing **Moderator Mayhem**, you now have a good idea of what content moderation is, what types of decisions need to be made and how difficult it is to make them, even if you have help from AI tools.

You should also become familiar with how these decisions impact people's lives and affect their fundamental rights. By playing **Trusty and Safety Tycoon**, you now understand why having a defined vision for your tech company and the public you serve is very important. You also understand how variables such as user growth, ad revenue, and the content moderation activity itself have an impact

on the health of your company and product. You should also have an idea of how difficult is to keep stakeholders (including your CEO) happy and how their needs and expectations do not always align and make it tough to decide what is actually the right management decision within the context of your text company.

• 06 References



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• 07 Complementary Material



Guidelines for instructors:

01

Using this scenario exercises in class should allow you to have rich discussions about topics related to ethical management within the context of a tech company that uses human and AI-enable content moderation.

02

We encourage you to direct the conversation to cover any syllabus topics you think would benefit from using these exercises. Your students will have a little bit of fun but also have opportunities to reflect on the experience.

The readings found in the **reference section** introduces several concepts relevant to the exercise. You can make them **into required readings** to prepare for the class, or they may help you prepare an introduction for students before playing the games.

There are several **prompts** you can use to take the discussion in several directions. These prompts could be useful for **Moderator Mayhem**.

Have students explain what content moderation is and reflect upon their experience:

01

Why do we think **content moderation** is important?

02

How does it **affect the lives of their users**?

03

What do they think of the **job itself**? Share how it felt to be in the shoes of a moderator.

04

What **role** should AI play and what **potential** and **challenges** exist in deploying **automated tools** to do these tasks?

05

How can we **make the right decisions**?

There are several **prompts** you can use to take the discussion in several directions. These prompts could be useful for **Trust and Safety Tycoon**.

Have students share their experience managing trust and safety team and reflect upon how the decisions they made affect the health of the company:

01

How did their decisions affect **user growth, revenues, the nature of the online experience and the public perception** of the company or **their employees**? How can they prioritize needs? Which needs are more important?

02

How can they decide **what is the right course of action**?

03

What takes priority, **shareholders** or other **stakeholders**?

04

How can you balance **your bottom line** versus **societal needs**?

05

What does it take to **get things right**?

Students should be able to **connect the dots between both experiences**. You may want to prepare a **wrap up** where students **formalise their conclusions**.

For this, we suggest that you ask them to have another discussion in **smaller groups** and then **write up a list of three or four conclusions** they derived from their experiences and the class discussion **and to read them aloud to the whole class**. This should leave them with some **food for thought**.

Final Note:

*If your course is at all related to the law, this is a great scenario exercise to introduce the importance of the **Digital Services Act** from both a legal and ethical point of view.*



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