



Containing Content

An ocean of user generated content is being produced every second. Without moderation, we cannot hope to keep the internet safe for communities counting on it for support and information.

What happens in an internet minute

500

hours of video uploaded

69K+

photos/video shared on Instagram

510k

comments posted on FB

21M

snaps created

350M

tweets posted

Zero room for error

Moderators review large volumes of inappropriate posts — either flagged by AI or reported by users — with barely a minute to decide if these meet or violate community standards. This leads to an error rate of 10% in the process. To put that in perspective, for every two million posts per day on any platform, roughly 200,000 errors slip past the moderation net — each with the potential to wreak havoc on a national or global scale.

A SpaceX Dragon capsule is shown in orbit above the Earth's surface. The capsule is white with "SPACEX" written on it and has two large solar panel arrays extended. The Earth's surface is visible below, showing a mix of brown land and blue water. Several curved white lines represent orbital paths or signal coverage areas. The background is a dark blue gradient.

A planet-sized problem

Cultural and regional differences, language nuances, economic priorities, socio-political distinction, and varying ethical standards make moderating content across the globe difficult to do consistently.

Without localized expertise, content moderation will not deliver the intended impact.

Stemming the tide

Human moderators alone cannot keep up with the swell of online content. To work most effectively, they need the support of Artificial Intelligence (AI), Machine Learning (ML), and Automation.

The goal is to reduce the burden of manual oversight without negatively impacting the people publishing legitimate content.

The hybrid approach

Engaging humans and technology is the optimal way to minimize problematic content and the cost of moderation. With a hybrid approach, moderation can easily go from preventing to predicting, and from passive to real-time alerts.

A hybrid approach can enable moderation at scale, optimize results, and lower costs.

Going the distance

To ensure wide-spread change, online platforms need a partner capable of going above and beyond.

The ideal partner —

- Seamlessly integrates technology for a hybrid approach
- Manages content moderation at scale
- Provides localization expertise globally
- Offers a full range of services spanning the moderation gamut

We go deep

Wipro's Trust and Safety Services offer comprehensive support for content moderators, equipping them with the strategies and technologies they need to stay above water. We are a trusted partner to major organizations, including a leading search engine and a popular social media platform.

19,200+

Content moderators

1.1B

Content uploads reviewed annually

15+

Global languages supported

Advanced moderation and support services

Wipro has been at the forefront of IT service capabilities for over four decades. We have leveraged our capabilities to design and enhance our trust and safety solutions and are one of the pioneers in this domain. We are among the top 10 companies in the world which offer robust trust and safety solutions that cater to diverse use cases.

User generated content monitoring services

Moderating content posted in comments, reviews, chats, and public forums.

App review and shopping content management

Monitoring and certifying apps, wallets, and content within marketplace and online stores to ensure quality in-app experience.

Fraud management

Reviewing suspicious transactions, identifying fraud patterns, and maintaining and updating blacklisted users.

Promo and ads quality review

Engaging the online community to protect its user base by moderating feedback and queries.

User account verification

Reviewing suspicious user accounts to perform background verification checks and analyze behavior patterns that helps update moderation rules and policies.

Payments risk

High-risk screening of users to identify potential chargebacks, stolen payment instruments and gift-card fraud, and to validate payments.

Purpose-built applications

Robust content moderation requires the usage of several tools which include a notes manager and a fake news detector.

Wipro has all these tools embedded in a single easy-to-use, purpose-built platform.

Vantage

Wipro's AI-powered content intelligence platform analyzes online content across 125 global languages to extract key insights and metadata. This reduces processing time by as much as 50%, and manual content moderation by 75%. The platform also proactively identifies and stops spread of fake news across social media platforms and messaging apps. As an off-the-shelf cloud-native solution, Wipro Vantage is both easily customizable and fully scalable.

Making waves

Content moderators protect users from the profound psychological impact of harmful and toxic content, as well as against misinformation and fake news. They bring both trust and safety back to the world wide web.

Cracking down on child abuse

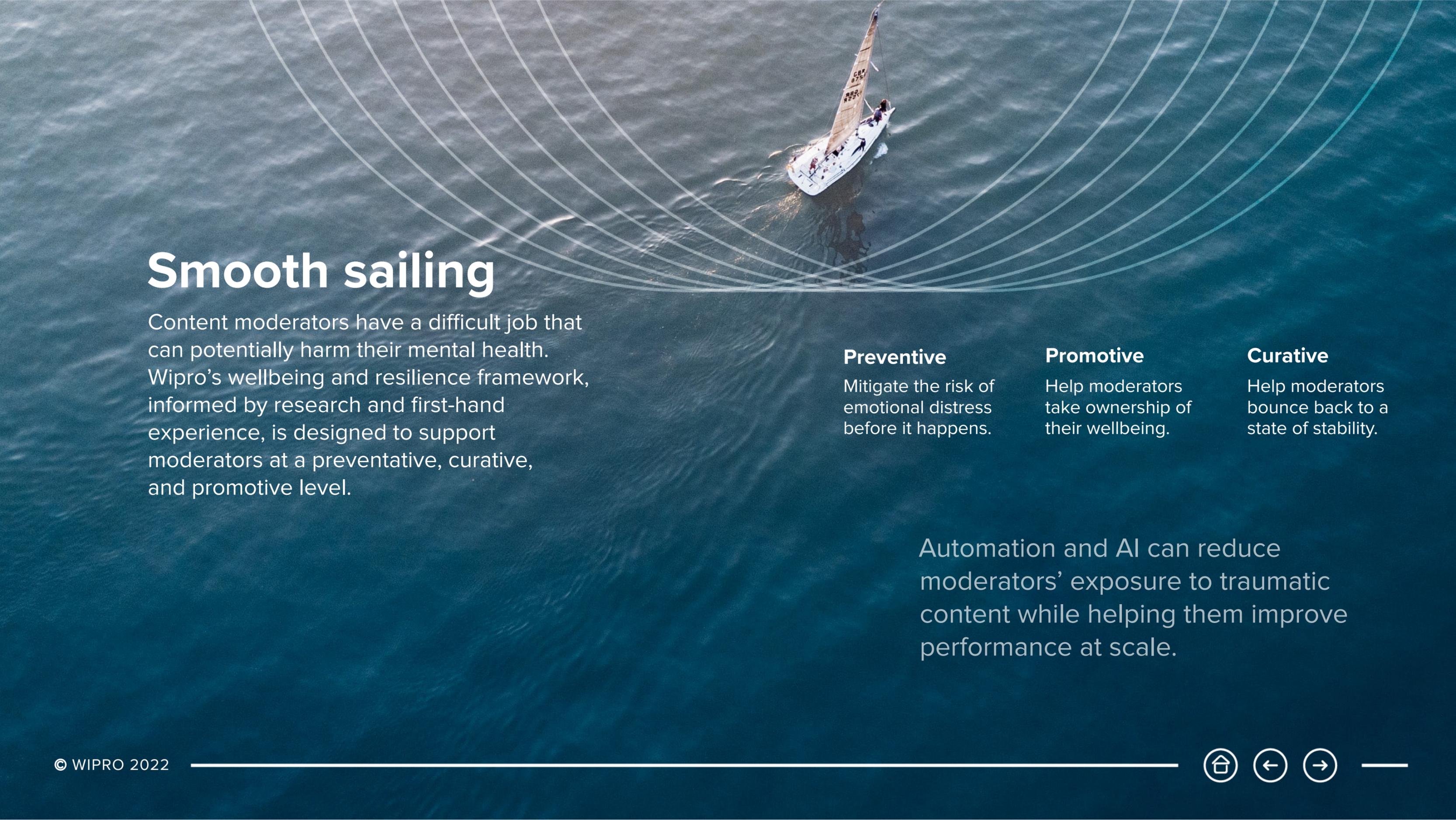
Wipro reviews more than 275 million ads annually, leading to the removal of 45,000 links related to child abuse per year.

Eliminating abusive content

Wipro's data-driven approach, using Machine Learning, increased a social media giant's content labeling quality by 2%, and delivered a significant increase in positive sentiment towards the platform.

Improving user experience

We identified 113 trends and patterns related to disturbing content and scams within the online platforms of two major technology companies. We then used this data to train our automated risk detection algorithm, which significantly improved its accuracy and helped in reducing errors made by moderators.



Smooth sailing

Content moderators have a difficult job that can potentially harm their mental health. Wipro's wellbeing and resilience framework, informed by research and first-hand experience, is designed to support moderators at a preventative, curative, and promotive level.

Preventive

Mitigate the risk of emotional distress before it happens.

Promotive

Help moderators take ownership of their wellbeing.

Curative

Help moderators bounce back to a state of stability.

Automation and AI can reduce moderators' exposure to traumatic content while helping them improve performance at scale.

Calm waters

Content moderators don't have it easy. Being intentional about their wellness has led to a wellbeing and resilience framework that is based on evidence-based research and practical knowledge.

Gear Up

Wipro's Gear Up program is designed to protect our content moderators from exposure to extremely sensitive content. It is a virtual training program for new employees that focuses on resilience and psychological wellbeing.

Amigo Circles

Often, content moderators find it difficult to discuss the trauma experienced from monitoring inappropriate content as societal stigmas around mental health is still prevalent. The Amigo Circles changes that. As a community of moderators consisting of peer mentors trained to help moderators, the program provides therapeutic value of informal peer communities and an ever-strengthening protective shield against emotional distress.

Accelerate Up

Front Line Managers (FLM) are first-time leaders closest to the ground reality of managing and supporting peers who review abusive and disturbing content. Our Accelerate Up program equips FLMS with evidence-based emotional and social intelligence skills that build mental resilience, which in turn has a positive impact on the overall workplace environment and wellbeing of the moderators.

Deep dive



For an in-depth understanding of our Trust and Safety Service, write to **info@wipro.com**

ABOUT WIPRO

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With over 250,000 employees and business partners across 66 countries, we deliver on the promise of helping our customers, colleagues, and communities thrive in an ever-changing world.