

# Moderation of Political Content on Youtube during the 2024 US Election



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# Platforms constantly **curate** and **moderate** (political) content

## Visibility

Curation  
Shadowbanning  
Ranking  
Recommending

## Labeling

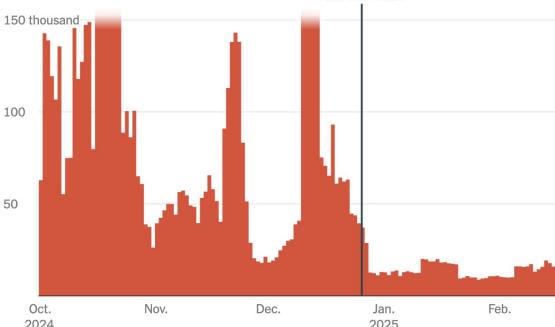
Misinformation  
AI-generated  
Account type

## Removing

(Temporarily) Suspensions

### *They Criticized Musk on X. Then Their Reach Collapsed.*

Owen Shroyer  
Average daily views on X



By Stuart A. Thompson April 23, 2025

The New York Times



### DEPLATFORM ANDREW TATE

Andrew Tate is one of the world's biggest social media stars, but his violently misogynist, racist and homophobic content poses a genuine threat to young people. TikTok needs to remove his content now.

@CobraTateG

### Account suspended

Twitter suspends accounts that violate the Twitter Rules. [Learn more](#)

Many are concerned about **biases** in curation and moderation

(Geo)Political

Algorithmic

Cultural

### *TikTok's Pro-China Tilt*

A bill that will force the app's Chinese owners to sell will soon become law.

The New York Times

**X and TikTok algorithms push pro-AfD content to non-partisan German users: New analysis**

 Global Witness

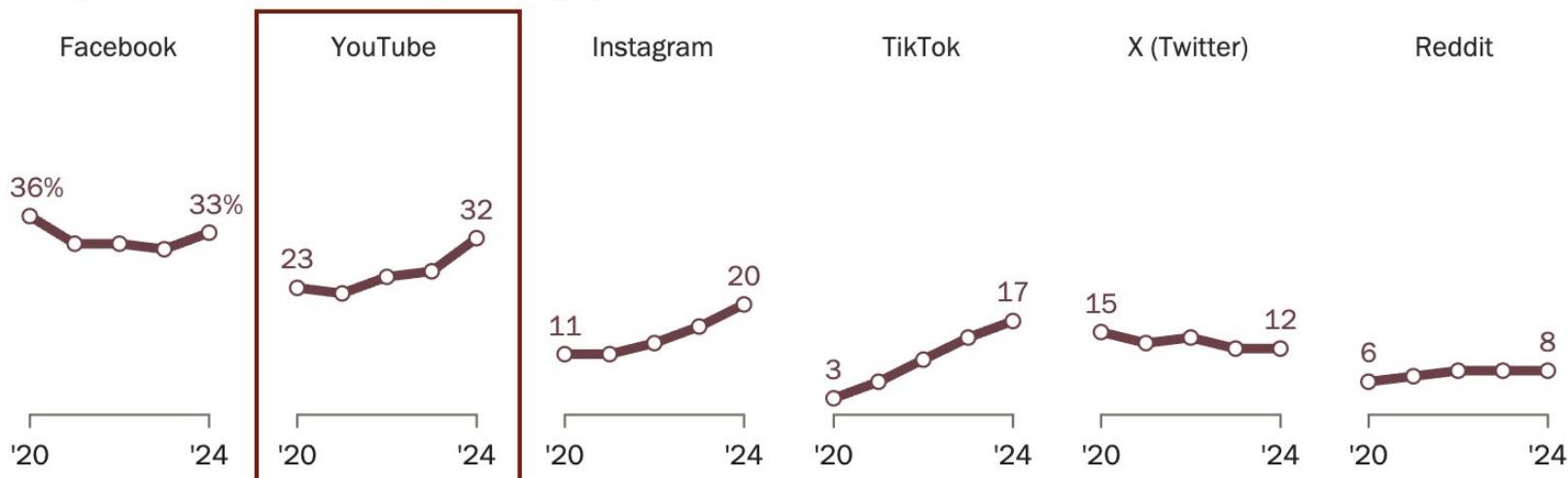
Experiences of censorship on TikTok across marginalised identities



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## News consumption by social media site

*% of U.S. adults who **regularly** get news on each social media site*



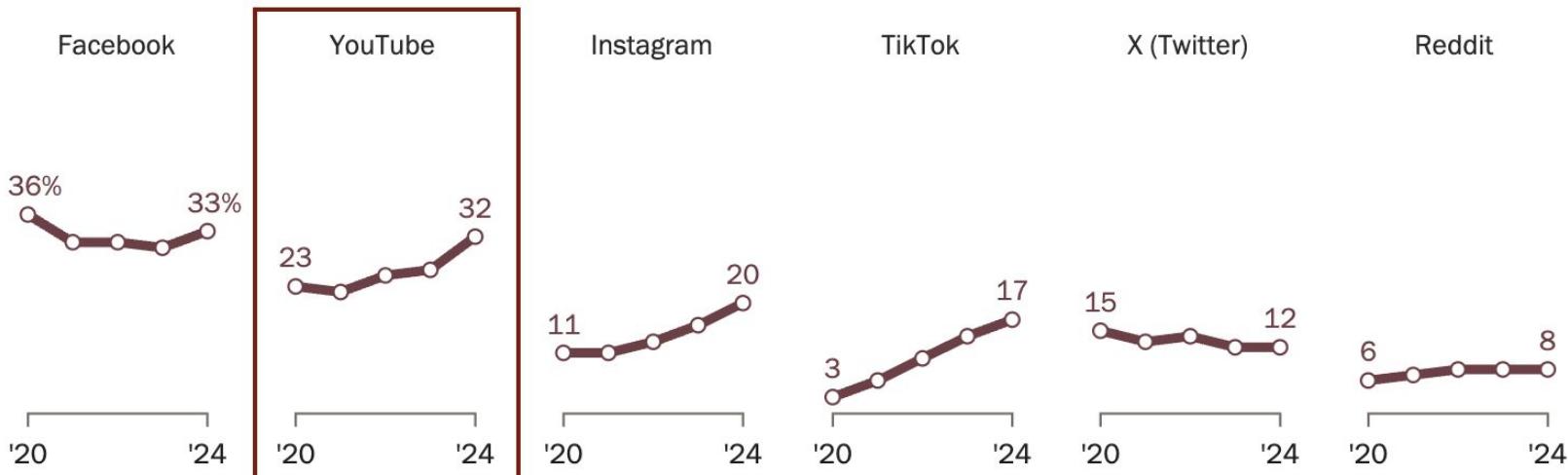
Source: Pew Research Center (2024)

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Ideological/Political differences?

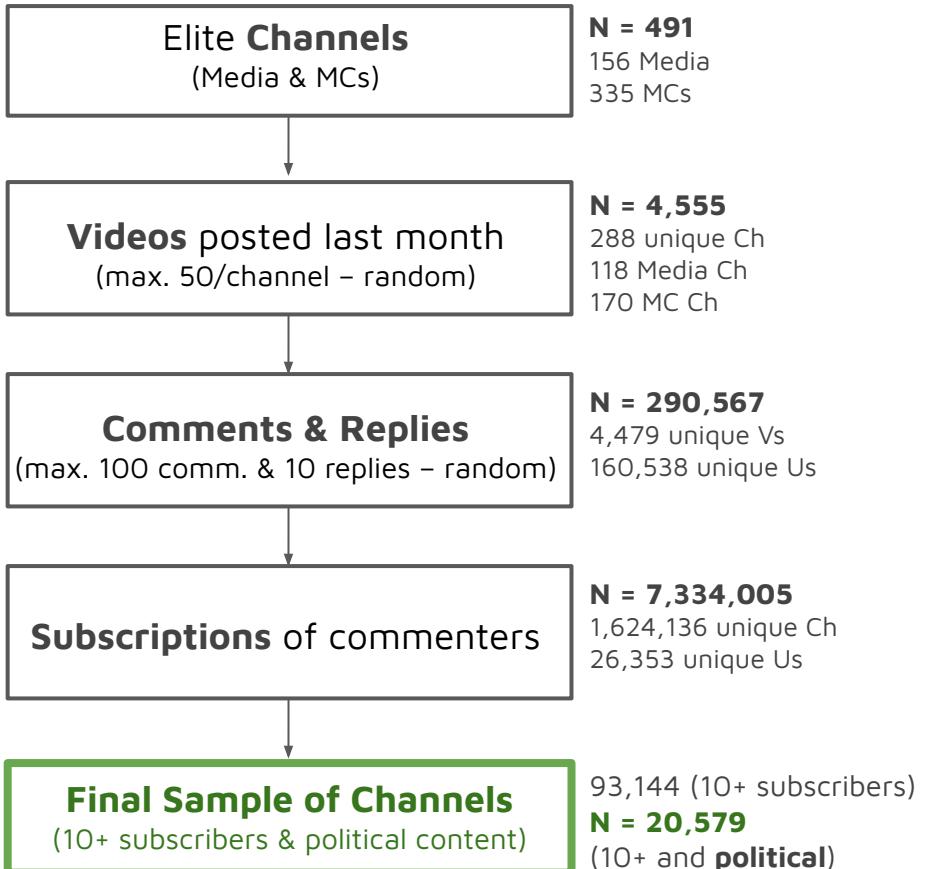
## News consumption by social media site

% of U.S. adults who **regularly** get news on each social media site

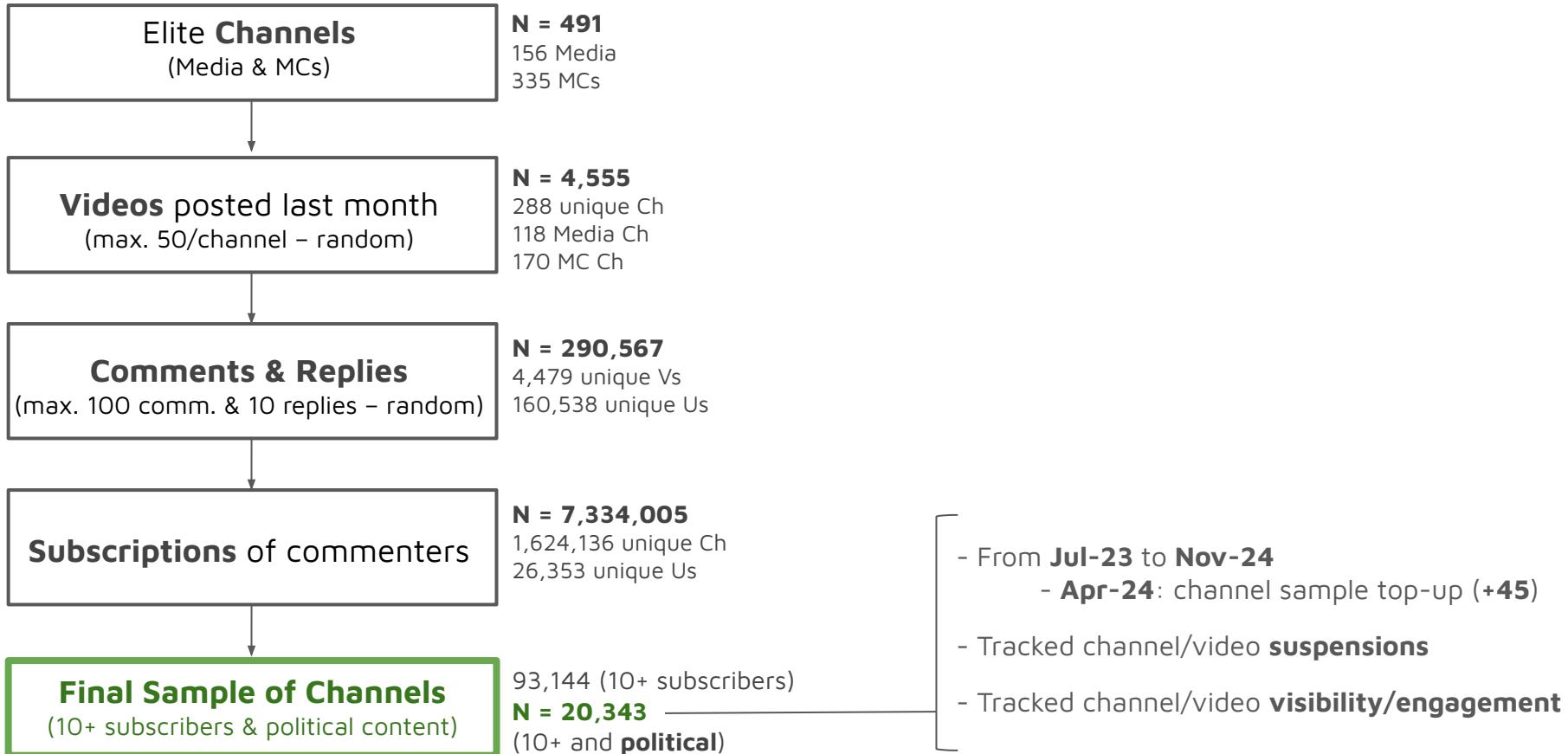


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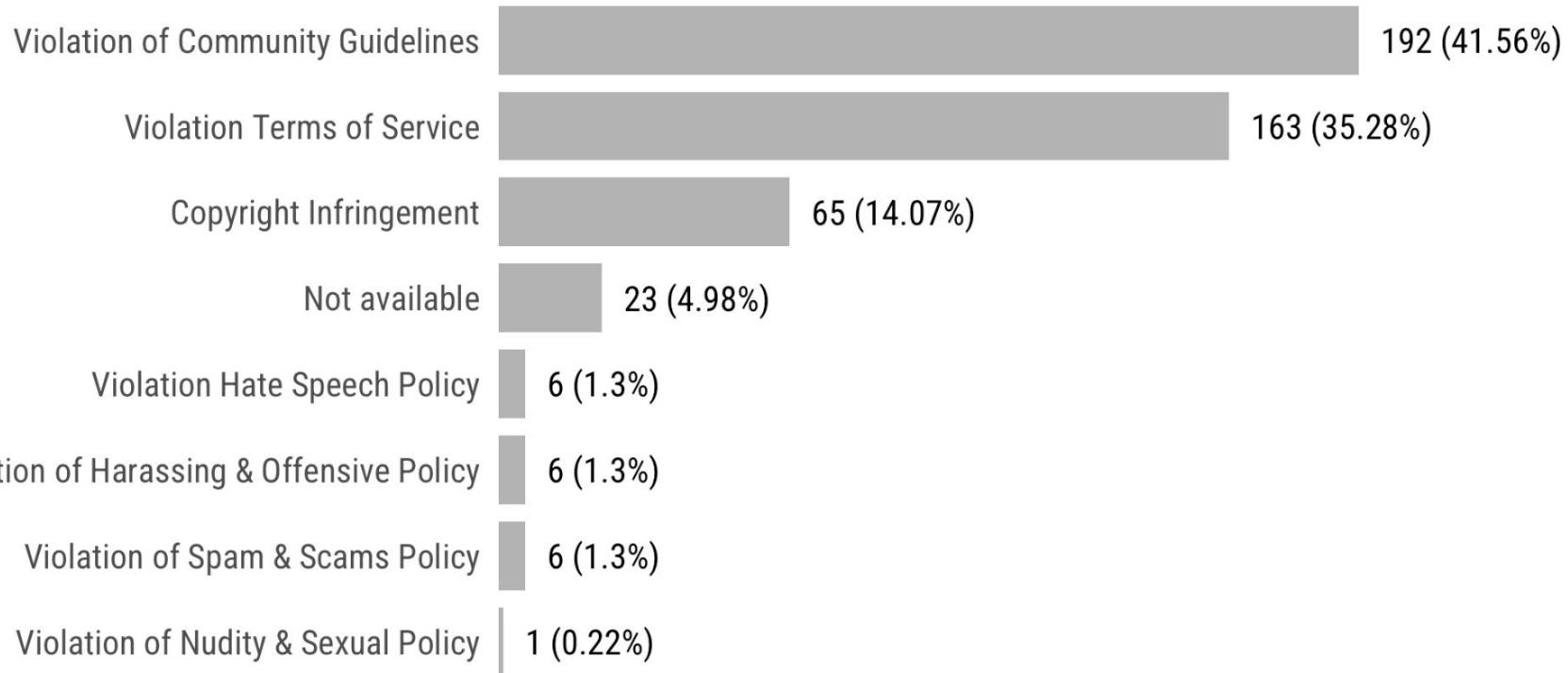


# Today

- patterns of **channel suspensions**  
(Jul-2023 – Nov-2024)
- patterns of **video suspensions & engagement (views/likes/comments)**  
(Sep-Oct-Nov 2024)

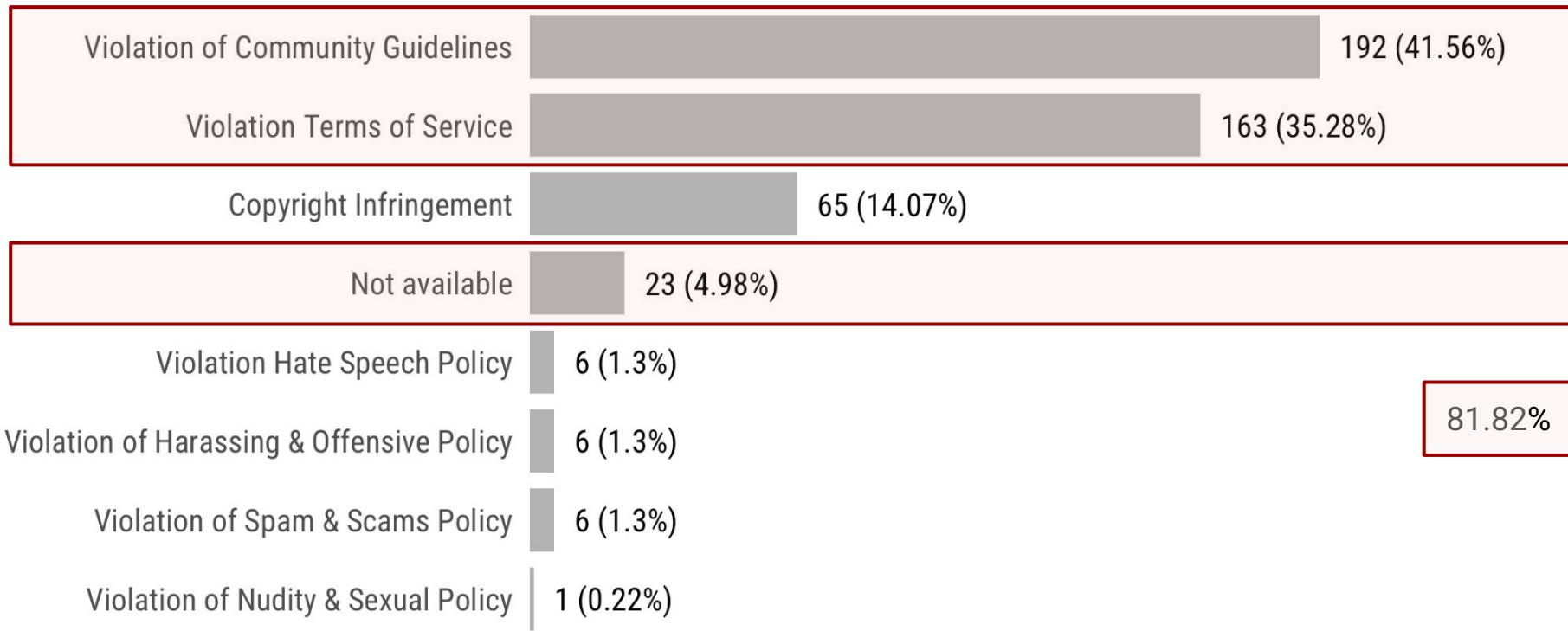
# Channel Removal (N = 462) → 2.17%

CHANNELS: N (%) removed by REASON



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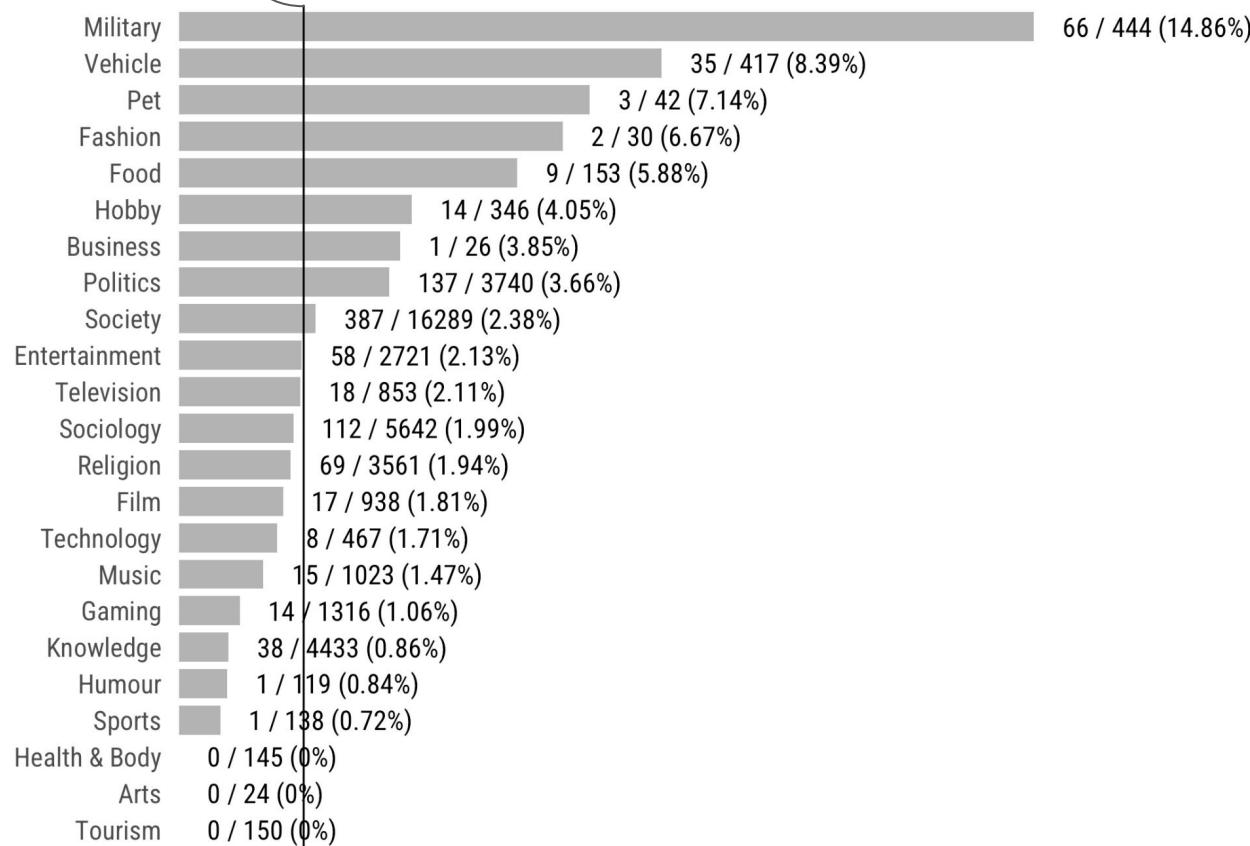
CHANNELS: N (%) removed by REASON



# Channel Removal (N = 462) → 2.17%

Removal avg. 2.17%

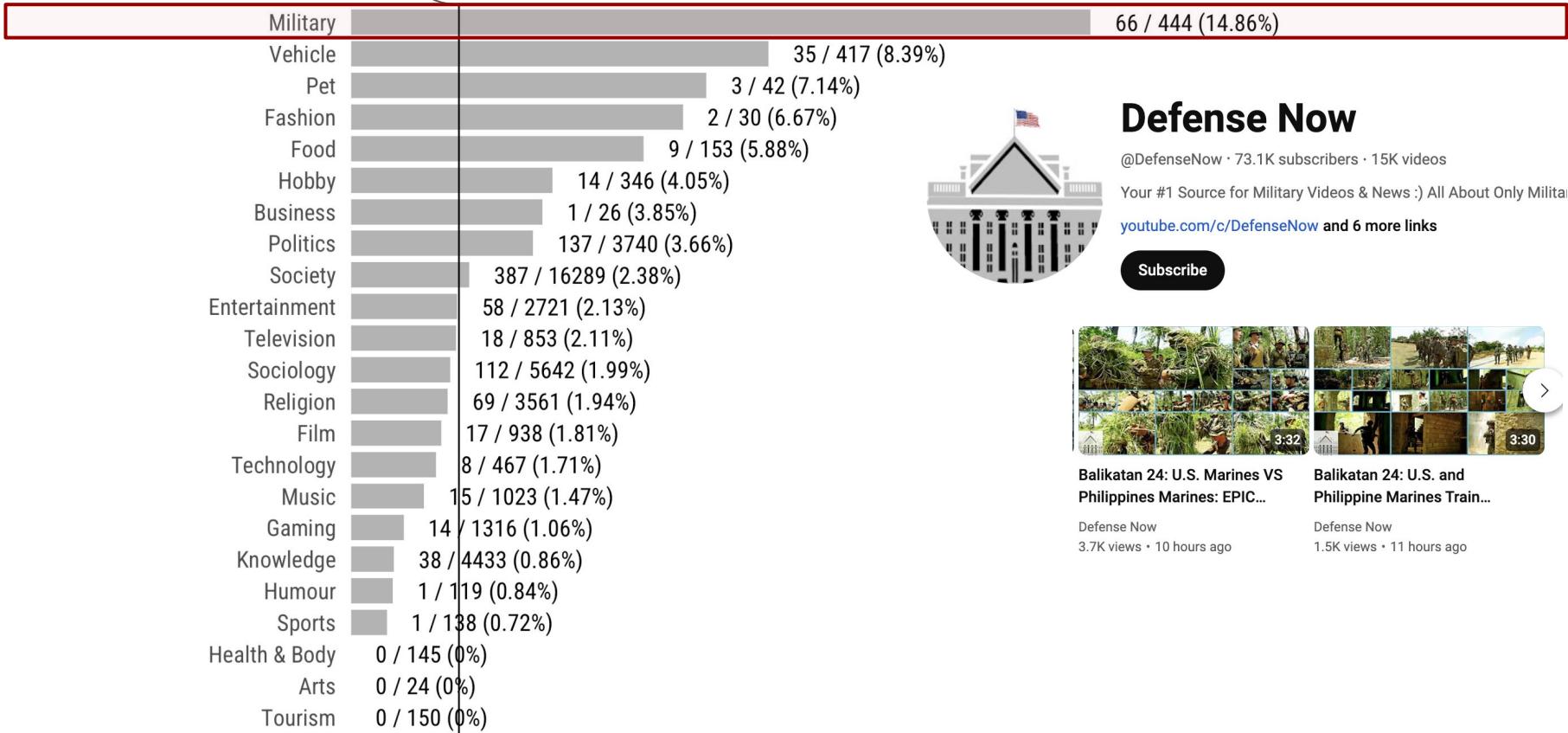
CHANNELS: N (%) removed by TOPIC label



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Removal avg. 2.17%

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## Defense Now

@DefenseNow · 73.1K subscribers · 15K videos

Your #1 Source for Military Videos & News :) All About Only Military  
[youtube.com/c/DefenseNow](https://youtube.com/c/DefenseNow) and 6 more links

Subscribe



Balikatan 24: U.S. Marines VS  
Philippines Marines: EPIC...

Defense Now  
3.7K views • 10 hours ago

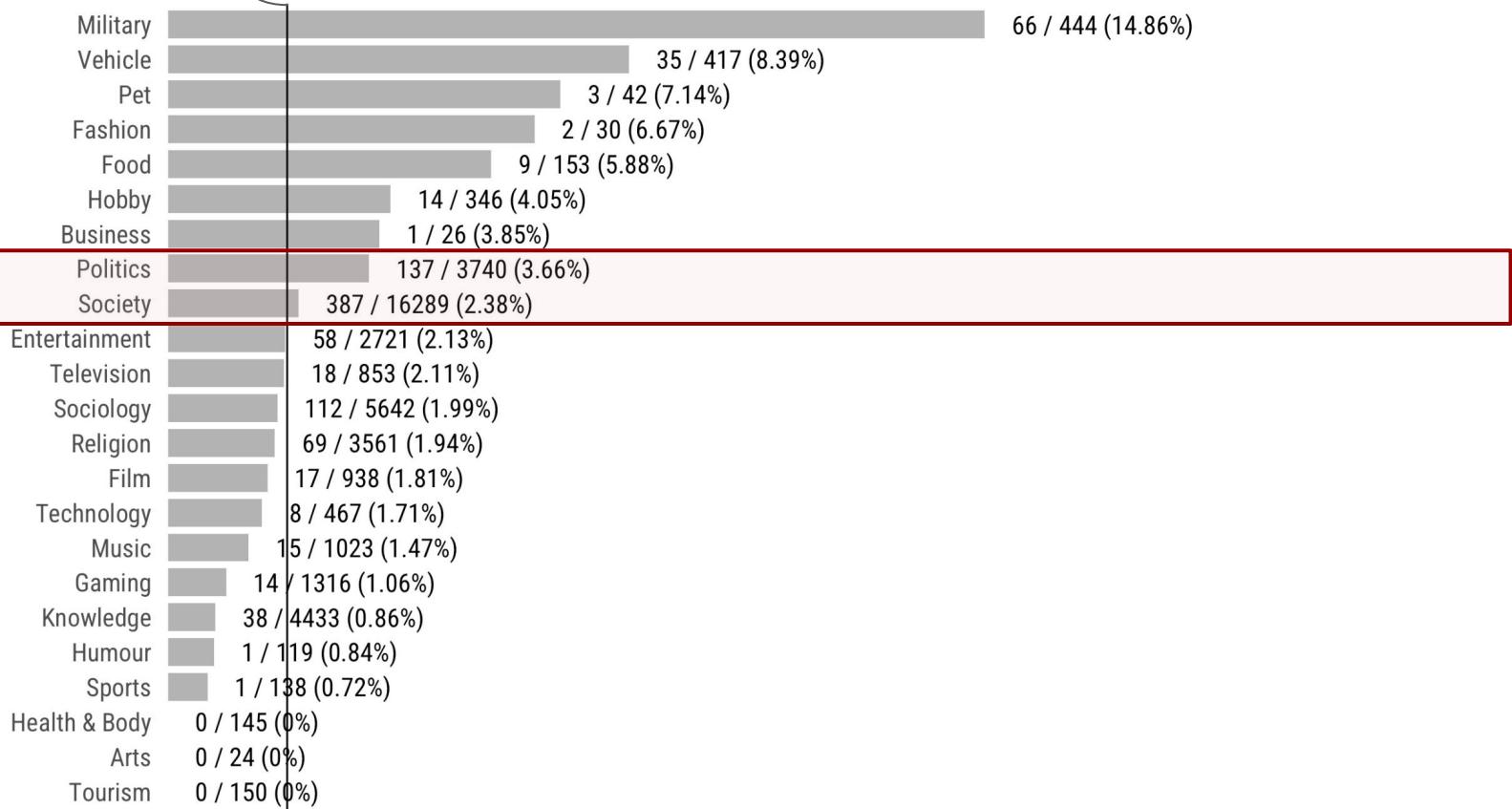
Balikatan 24: U.S. and  
Philippine Marines Train...

Defense Now  
1.5K views • 11 hours ago

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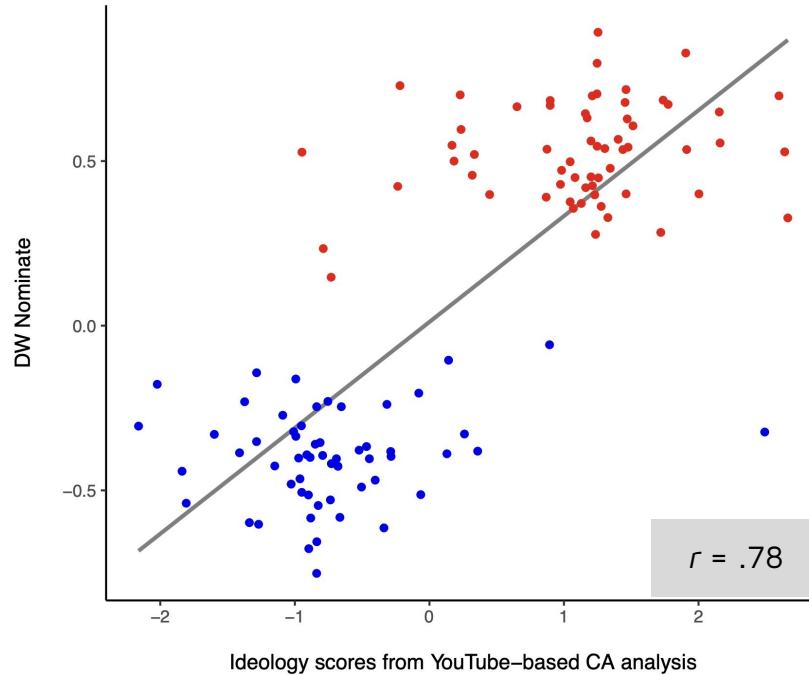


# Correspondence Analysis to estimate channel Ideology

289 elite channels  
(media & politicians)

Sampled 8,548 subscribers  
(3+ elite channels)

	E1	E2	E3	E4	...	E224
U1	1	0	0	0	0	1
U2	1	0	0	0	0	0
U3	1	1	0	1	0	0
U4	0	0	0	1	0	0
U5	0	0	0	1	1	1
U6	0	0	0	0	0	1
U7	0	0	0	0	1	0
...						
U7965	1	1	1	0	0	0

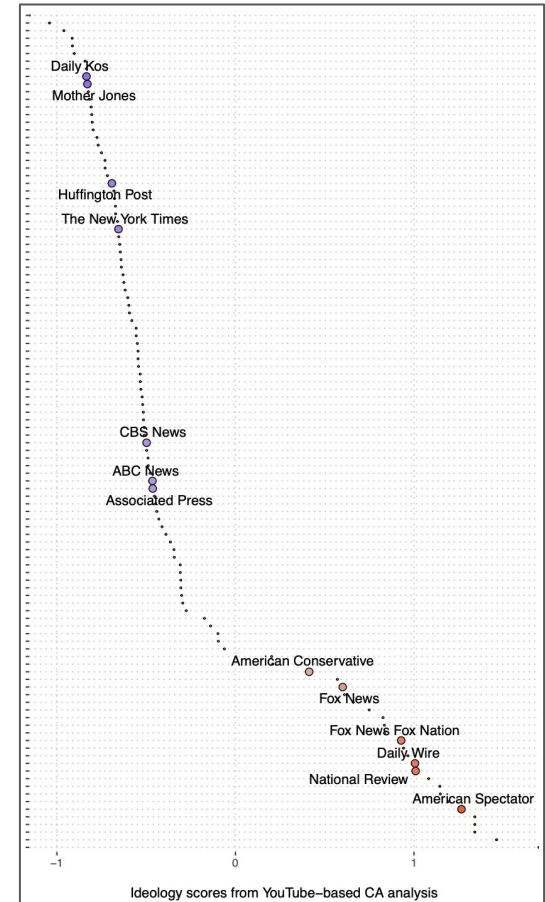
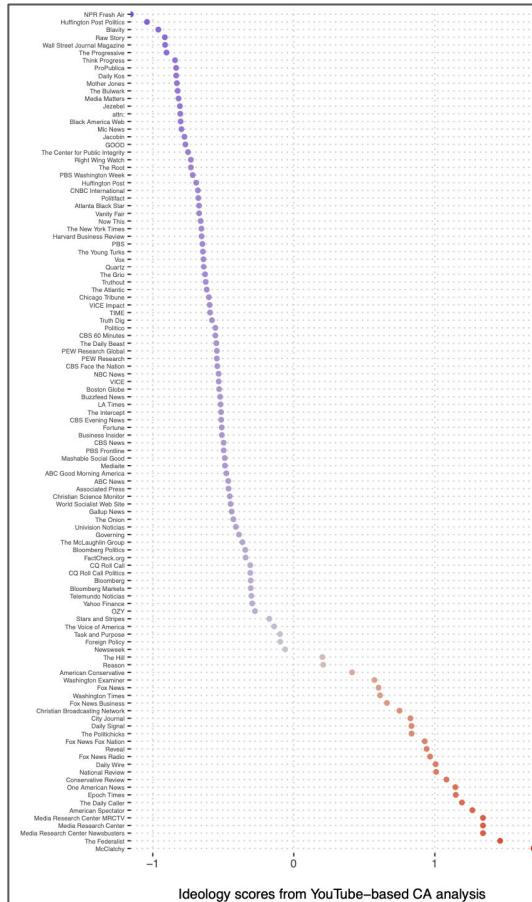


# **Correspondence Analysis to estimate channel Ideology**

289 elite channels  
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subscribers  
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	E <sub>1</sub>	E <sub>2</sub>	E <sub>3</sub>	E <sub>4</sub>	....	E <sub>224</sub>
U <sub>1</sub>	1	0	0	0	0	1
U <sub>2</sub>	1	0	0	0	0	0
U <sub>3</sub>	1	1	0	1	0	0
U <sub>4</sub>	0	0	0	1	0	0
U <sub>5</sub>	0	0	0	1	1	1
U <sub>6</sub>	0	0	0	0	0	1
U <sub>7</sub>	0	0	0	0	1	0
...						
U <sub>7965</sub>	1	1	1	0	0	0

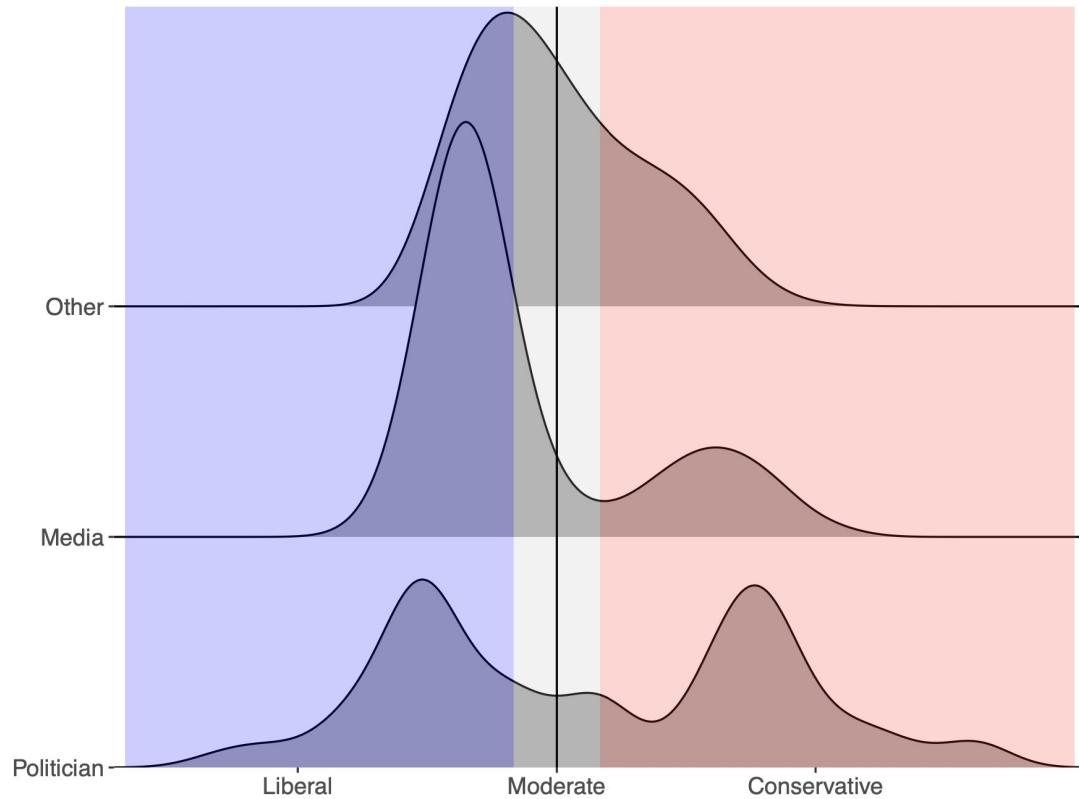


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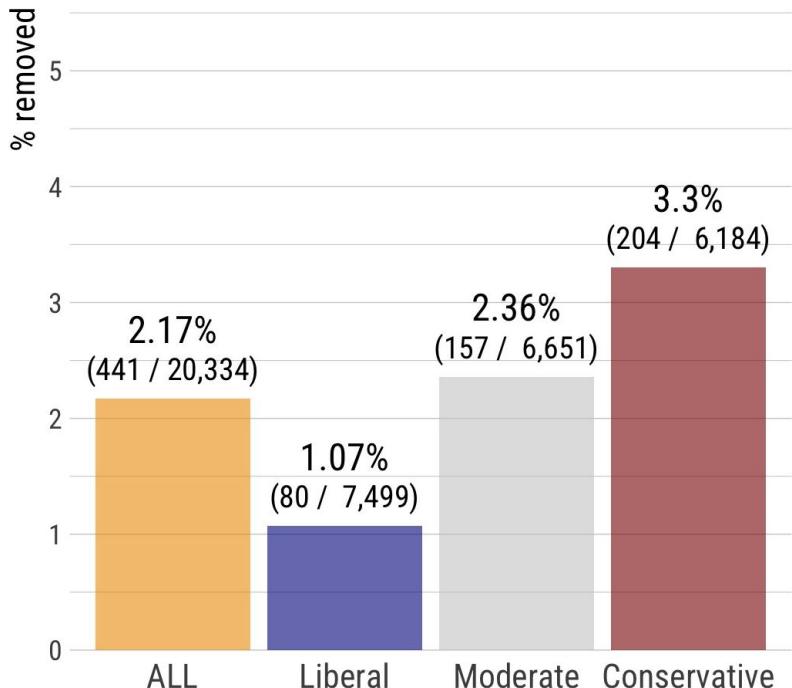
Sampled 7,965 subscribers (3+ elite channels)

224 elite channels (media & politicians)

	E <sub>1</sub>	E <sub>2</sub>	E <sub>3</sub>	E <sub>4</sub>	...	E <sub>224</sub>
U <sub>1</sub>	1	0	0	0	0	1
U <sub>2</sub>	1	0	0	0	0	0
U <sub>3</sub>	1	1	0	1	0	0
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U <sub>5</sub>	0	0	0	1	1	1
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...						
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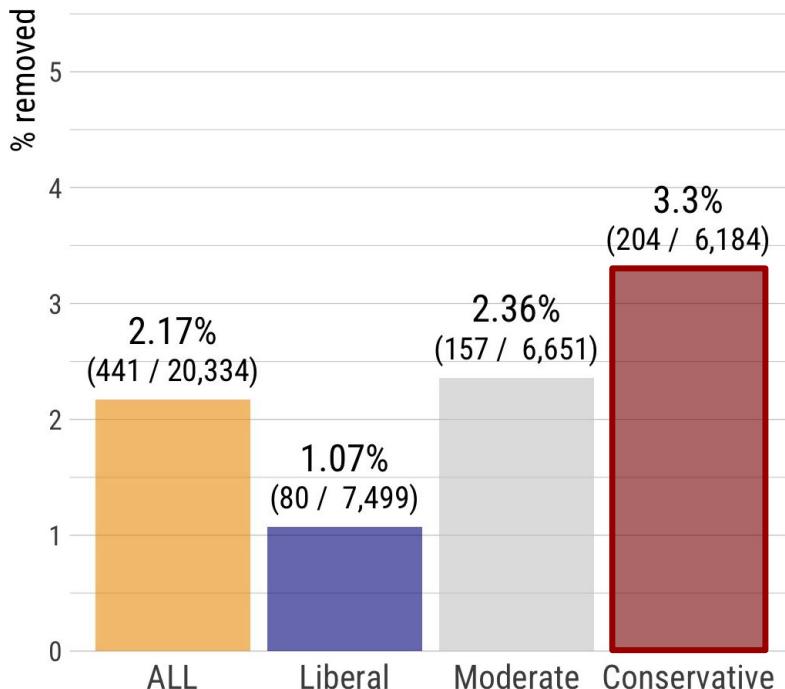


# Channel Removal (N = 462) → 2.17%



	Liberal	Moderate	Conservative
Violation of Community Guidelines (N = 183)	19.13%	38.25%	42.62%
Violation Terms of Service (N = 152)	14.47%	28.29%	57.24%
Copyright Infringement (N = 64)	17.19%	42.19%	40.62%
Not available (N = 23)	47.83%	34.78%	17.39%
Violation Hate Speech Policy (N = 6)	16.67%	50%	33.33%
Violation of Harassing & Offensive Policy (N = 6)	0%	33.33%	66.67%
Violation of Spam & Scams Policy (N = 6)	0%	50%	50%
Violation of Nudity & Sexual Policy (N = 1)	0%	100%	0%

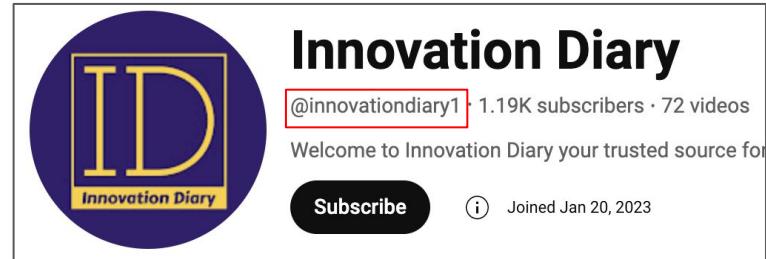
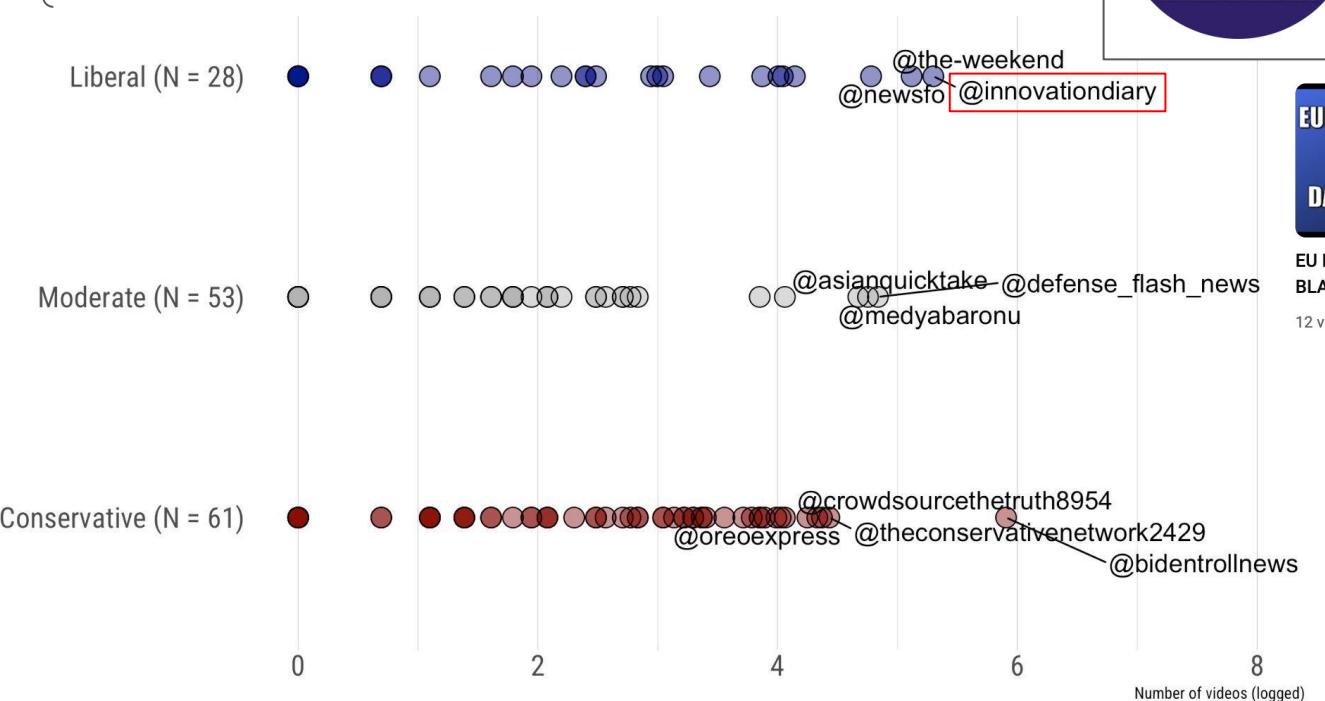
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Violation of Nudity & Sexual Policy (N = 1)	0%	100%	0%

# How do these **channels** look like?

"Trump threatens aid not to admit he knew about documents"  
"\\"THE END\" OF TRUMP ERA, JUDGE SLAY TRUMP OVER ATTACK ON PRESIDENT"  
"'fallout' Trump indictment sooner than expected..."  
"'Don't you DARE SAY THAT in the court OF law' judge WARNS Trump"  
"Trump \"NO STUPID\" constitution can stop me from being president"  
"Supreme court to SELL TRUMP tower to PAY TAX FRAUD and DEPT"



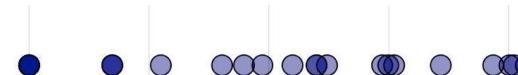
EU LOSES HOPE | Macron  
BLAMES China & The US Fo...  
12 views • 14 hours ago

China Warns The US  
Cooperation or Confrontatio...  
31 views • 22 hours ago

# How do these **channels** look like?

"Rising in Rank: Master Sergeant Annette Simon Parker's Promotion Ceremony"  
"Under Secretary of the Army's Digital Transformation Panel"  
"Marine Corps Helicopter Formation: UH-1Y Venom & AH-1Z Viper Squadron in Japan (Oct."  
"Discover the Real Training Ground: U.S. Marines Patrol Exercise in Okinawa"  
"Western Sector, USMEPCOM, Change of Command"  
"United States Naval Academy Oath Of Office"

Liberal (N = 28)



@the-weekend  
@newsf0 @innovationdiary

Moderate (N = 53)

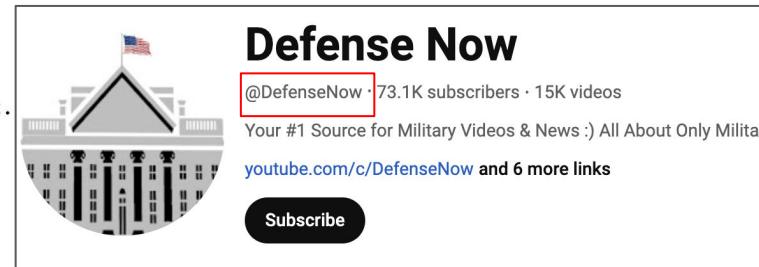


@asianquicktake @defense\_flash\_news  
@medyabaronu

Conservative (N = 61)



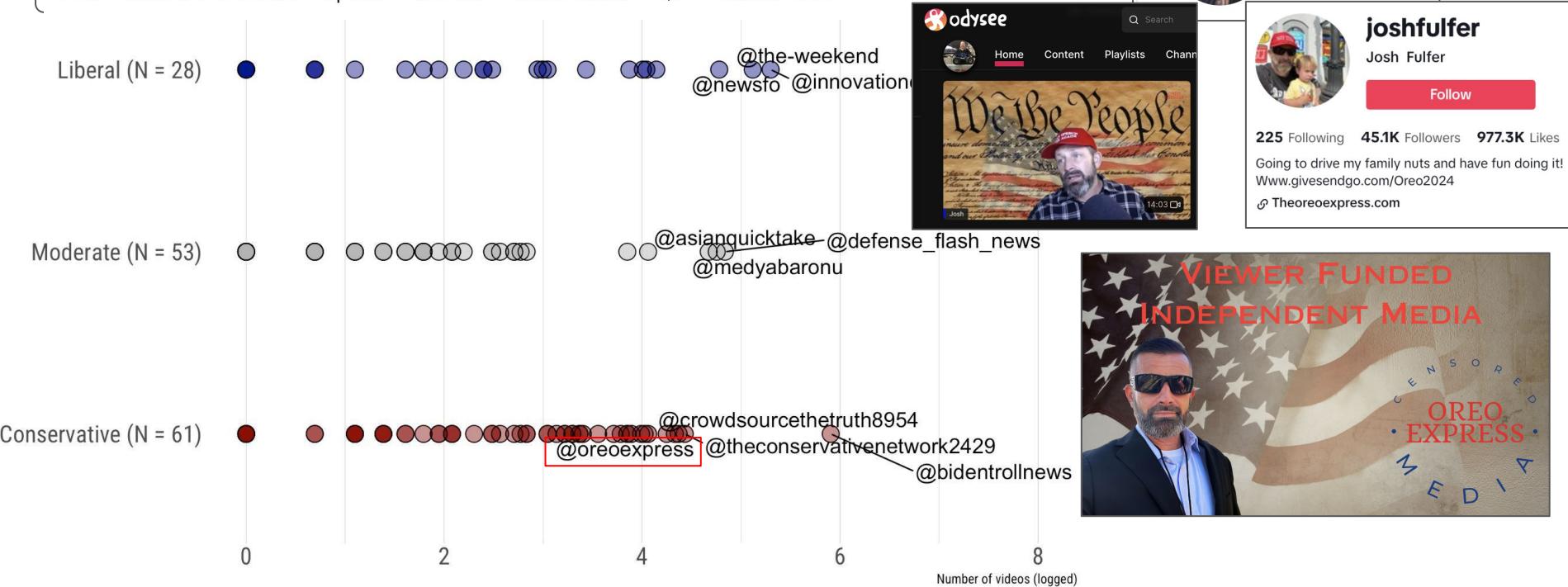
@crowdsourcethetruth8954  
@oreoexpress @theconservativenetwork2429  
@bidentrollnews



Number of videos (logged)

# How do these **channels** look like?

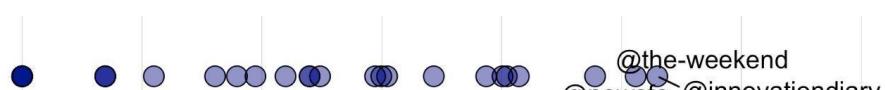
"Rudy Giuliani leaves Fulton County Jail"  
"Live - ADL Exposed - Elon Threatens Lawsuit - White House Press Briefing and More!"  
"Live - Los Angeles Sheriffs Department - Provide Update on Ambush of Officer Clinkunbroomer"  
"Live - Reedley CA - Illegal Bio Lab"  
"Live - Chaos in DC - Pro Hamas Protesters Clash With Police"  
"Live - Adderall Princess Exposed - Grifter - Child Beater - \$5 - Another Loss"



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Liberal (N = 28)



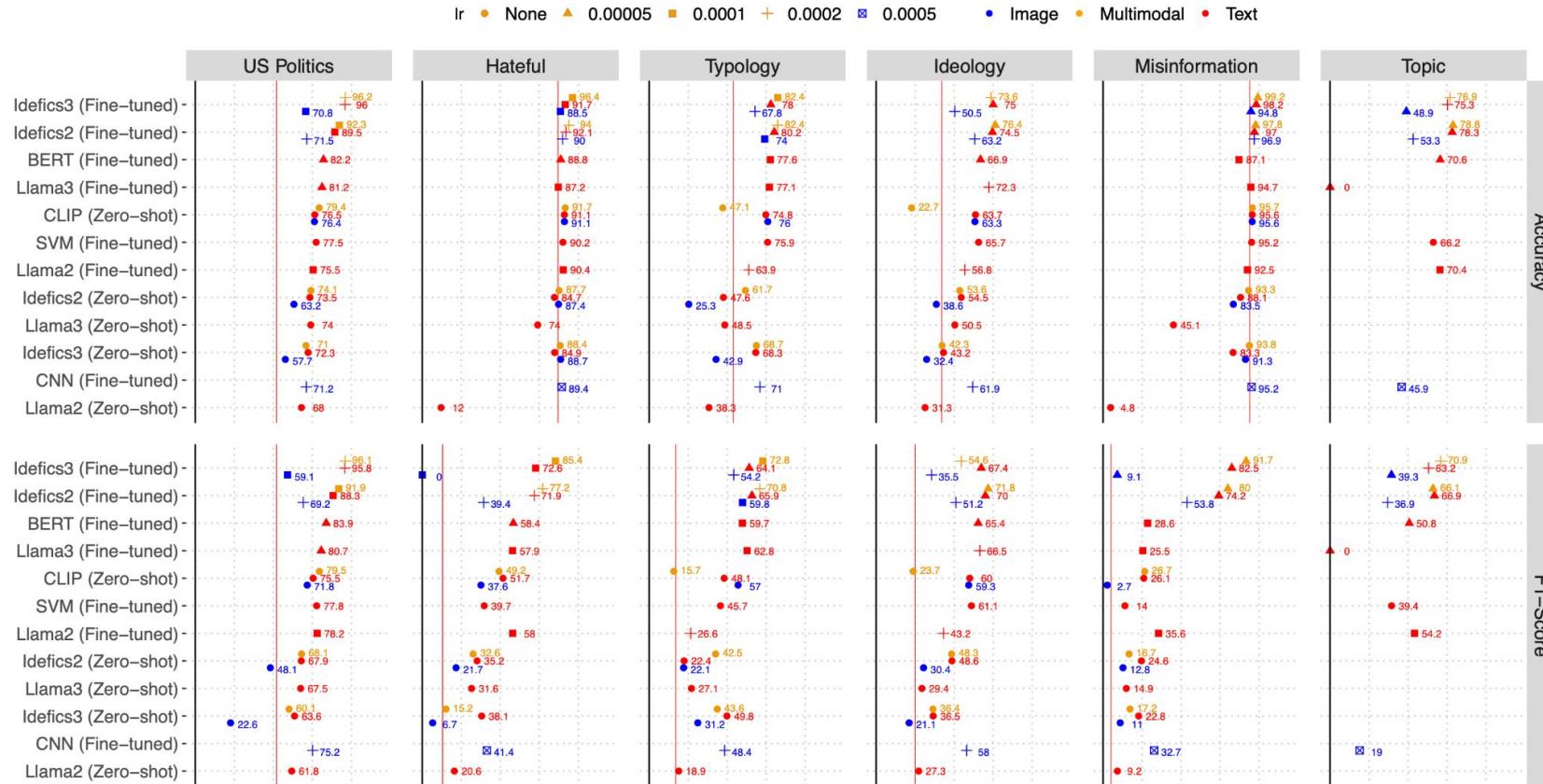
Moderate (N = 53)



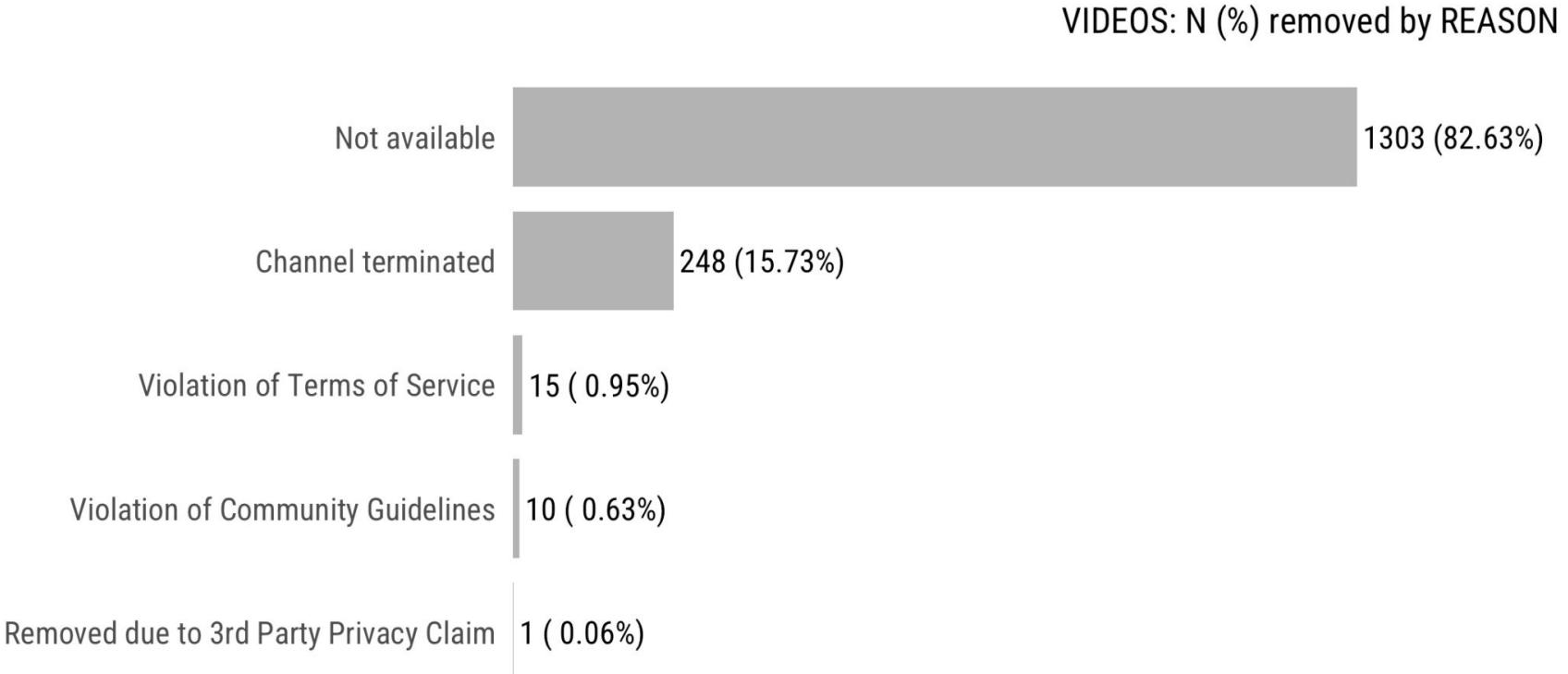
Conservative (N = 61)



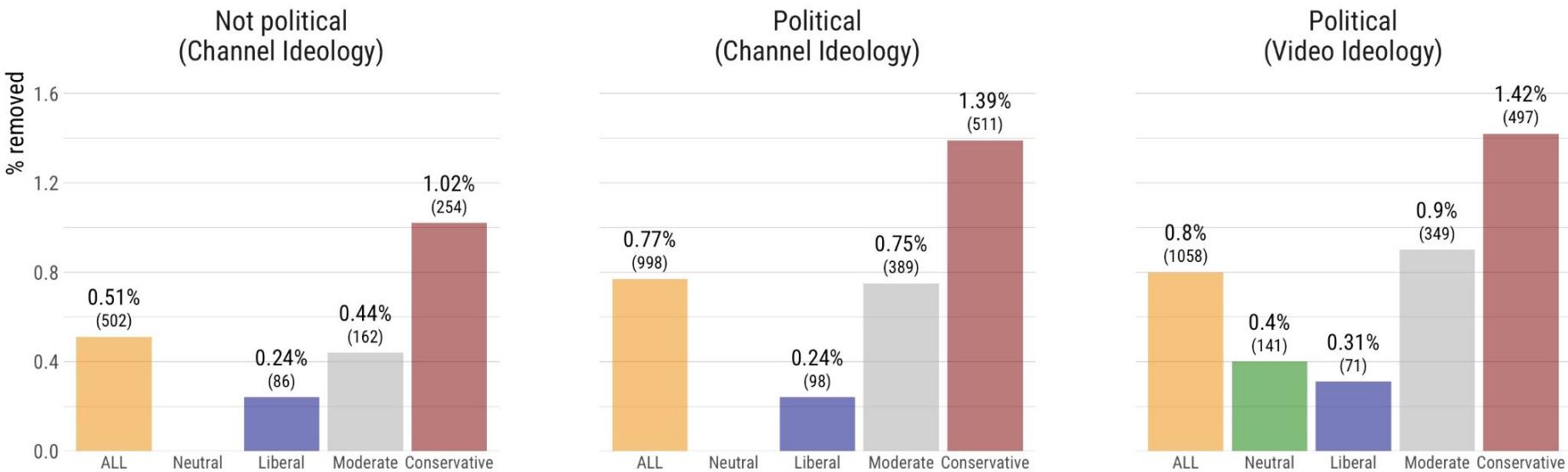
# Fine-tuning an open-source Visual Language Model (VLM): **idefics3**



# Video Removal (N ~ 1,500) → 0.7% {Sep-Oct-Nov, 2024 | EN videos}



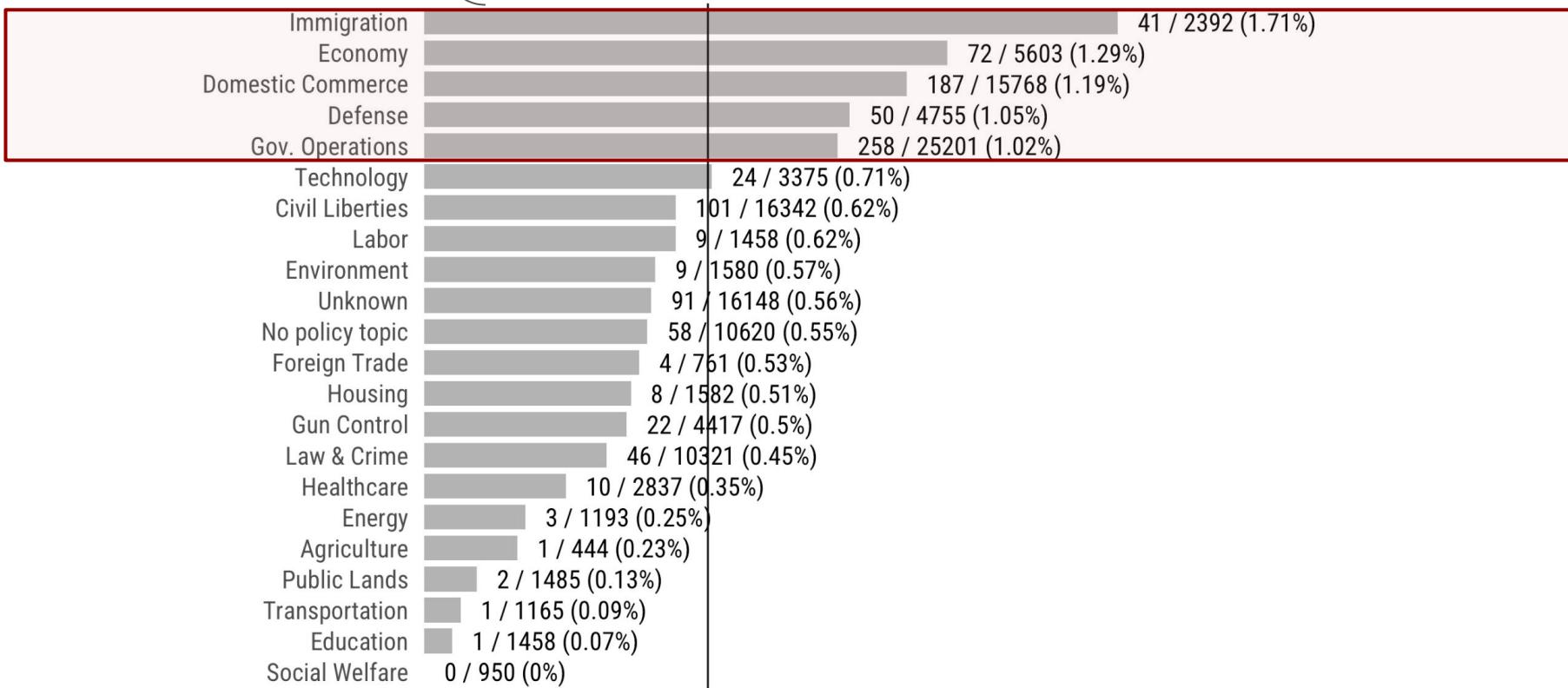
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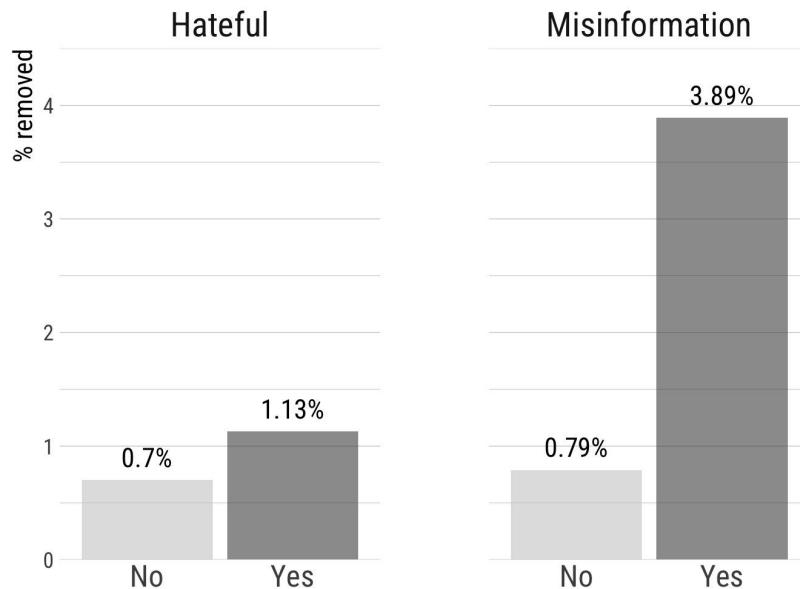
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Removal avg. 0.7%

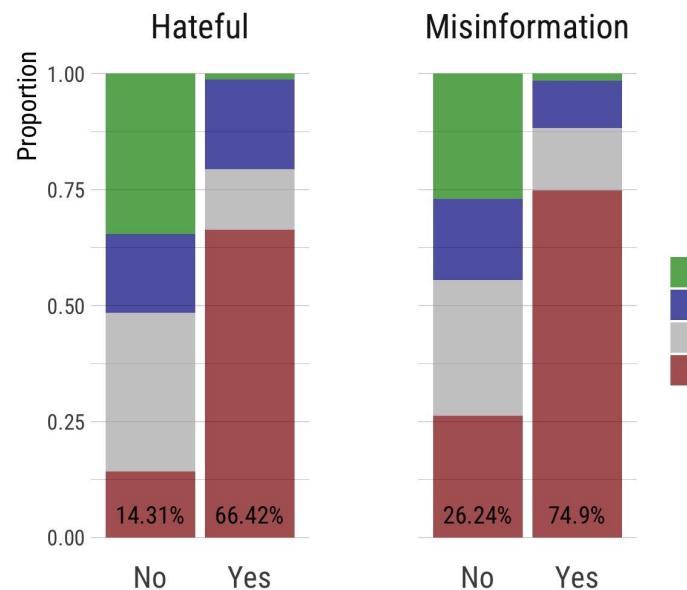
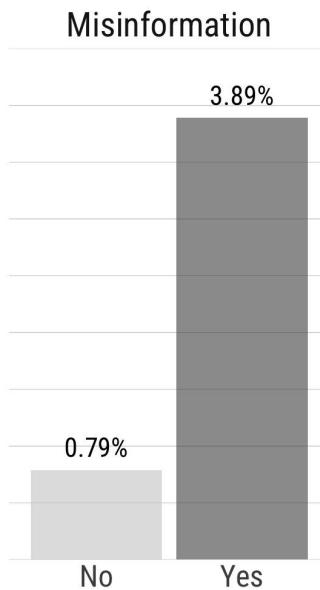
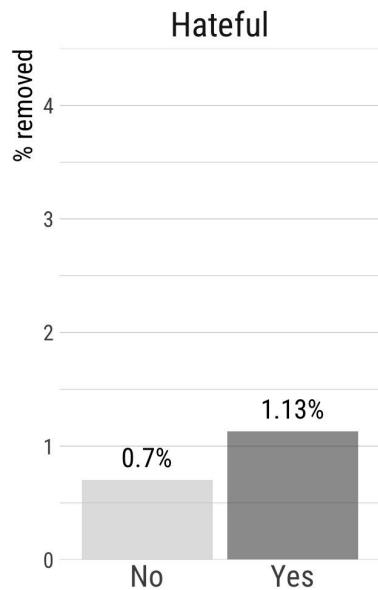
VIDEOS: N (%) removed by POLICY TOPIC



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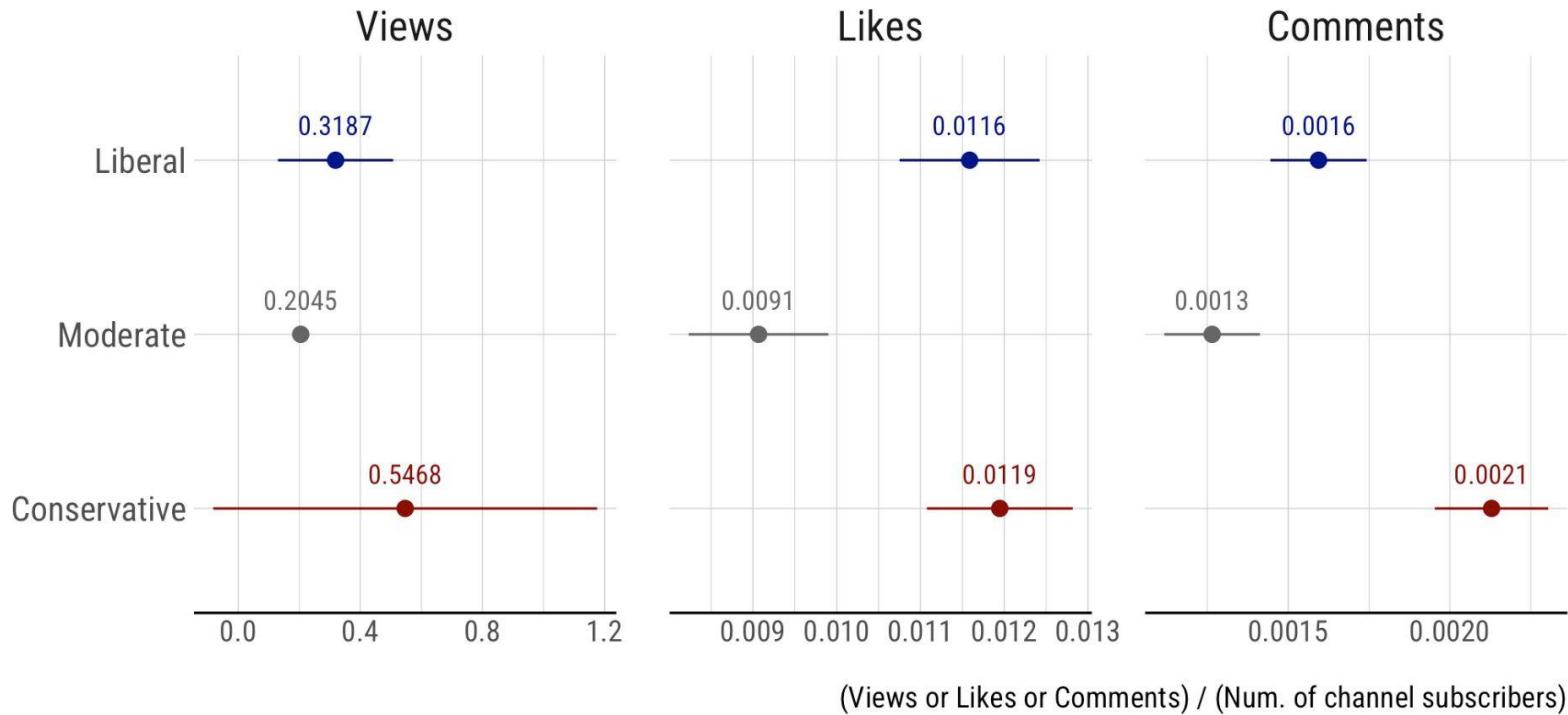


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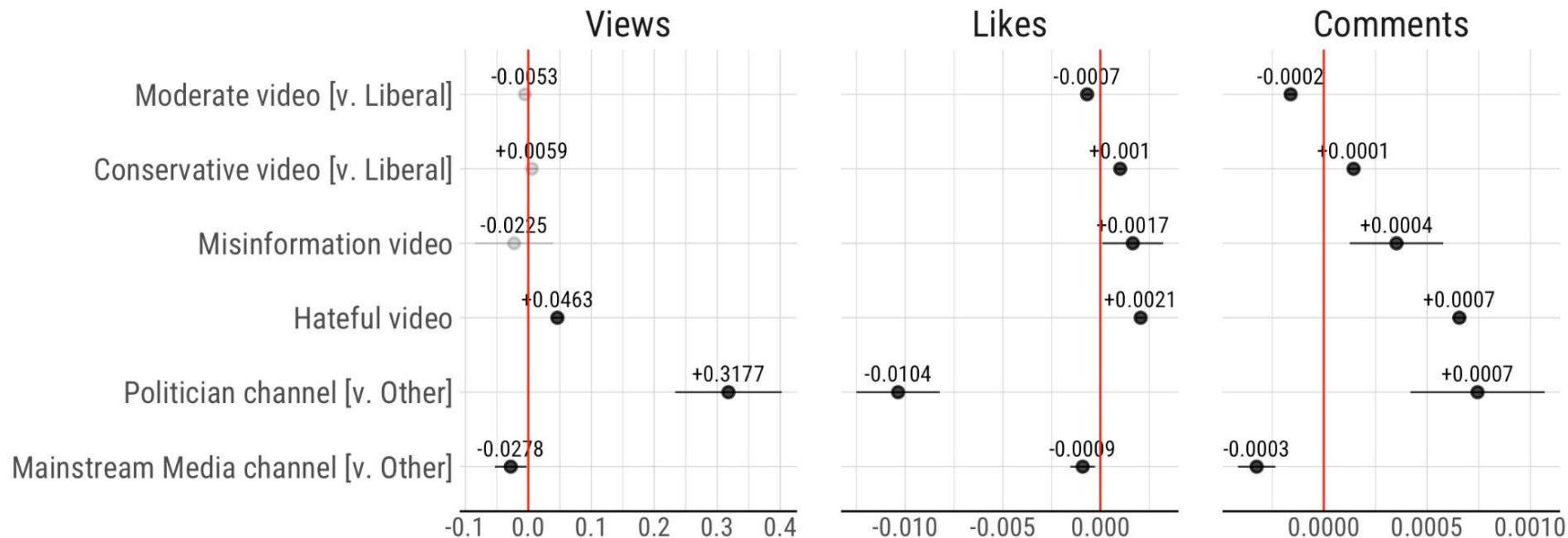


Neutral  
Liberal  
Moderate  
Conservative

# Video Engagement {Sep-Oct-Nov, 2024 | EN videos}



# Video Engagement {Sep-Oct-Nov, 2024 | EN videos}



Marginal effect on video Views, Likes, and Comments  
(expressed as a ratio of the number of channel subscribers)  
Additional controls: video topic, time video posted, and number of channel subscribers

## Next Steps

- Additional fine-tuning/calibration of the VLMs
  - Make sure our VLMs are not ideologically biased
- Analyze video patterns for the full period of analysis
- Using similar approach to study moderation of (pro/anti)China content on TikTok and/v. YouTube

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Thanks!

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