Nerd_Ninjas

TRUST CHAIN

QUANTATHON 2.0

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Team Name : Nerd_Ninjas

Title : AI and Blockchain for Social Media Fair Content Moderation

Problem Statement Track : Open Innovation

INTRODUCTION

Problem Statement:

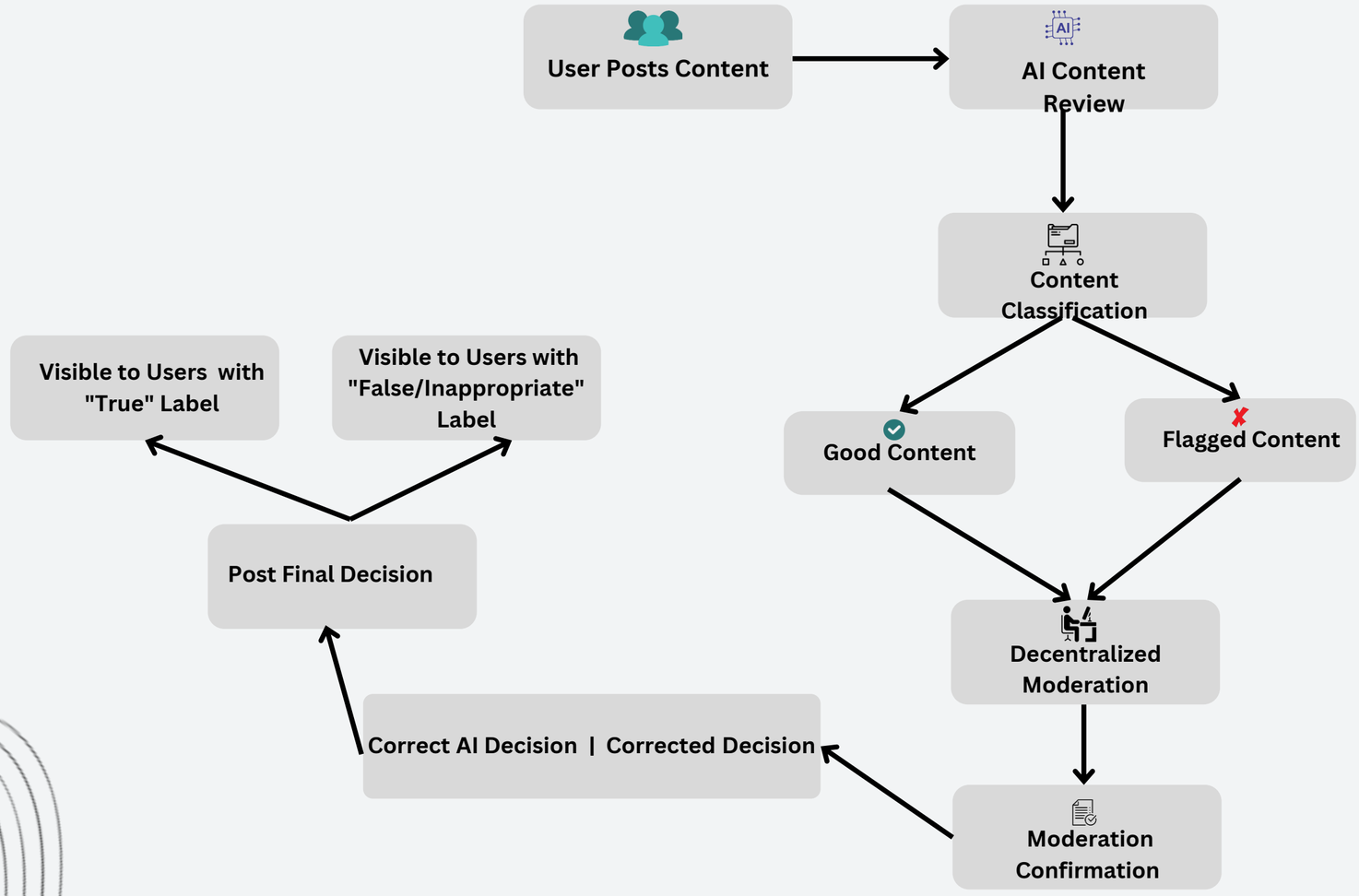
Content Moderation :

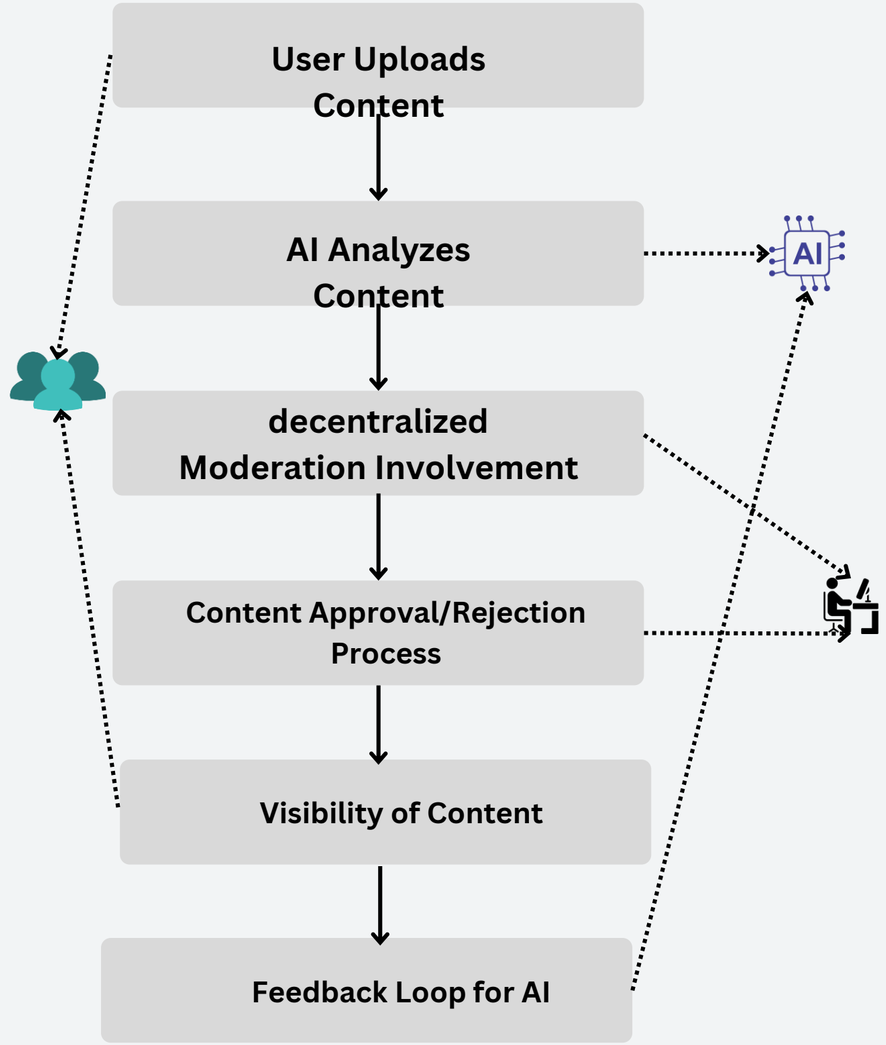
- Since the social media platform relies on user-generated content, content moderation has been a very important process.
- It ensures that the content uploaded follows guidelines in each community and matches legal regulations.
- It is reviewing, flagging, and removing inappropriate content or material, hate speech, misinformation, and other harmful material.
- Though it is crucial for creating a safe environment over the web, traditional content moderation systems face several serious challenges.

Key Points:

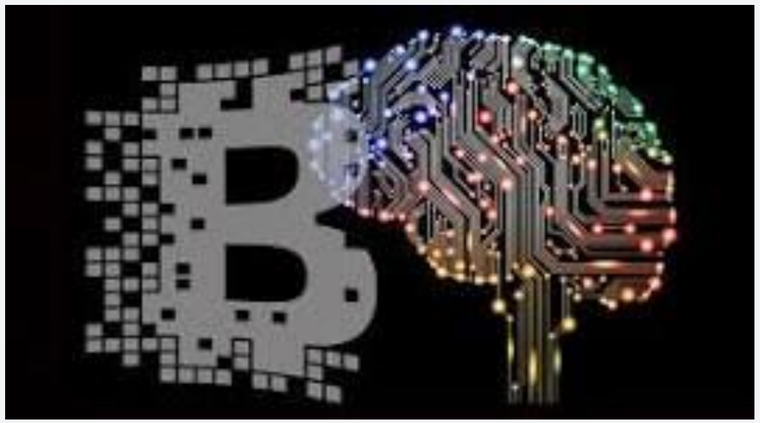
- **Bias in Decision-Making :** Centralized control leads to favoritism and inconsistent rule enforcement.
- **Lack of Transparency :** Users are often unaware of moderation reasons, fostering distrust.
- **Scalability Challenges :** Platforms struggle to efficiently review vast amounts of content.
- **Limited User Input :** Content moderation policies lack community involvement, failing to reflect user values.

WORK FLOW & USE CASES





APPROACH



Pre-existing System :

- Centralized Control: Limited moderators or algorithms decide content. Rule
- Enforcement: Platform-determined guidelines, often opaque. Content
- Review: Human or AI review of flagged content.
- Appeal Process: Lack of clear communication for appeals.
- Challenges: Bias and Inconsistency Lack of Transparency Scalability Issues Limited Community Involvement

Innovative Approach:

- AI-Driven Moderation: Automated content review reduces bias.
- Decentralized Governance: Community-defined moderation policies.
- Blockchain Transparency: Immutable record of moderation actions. Community
- Feedback Loops: User input for guideline improvement.

TECH STACK

AI

Tech Stack

- **React.js :** User interface development.
- **Python:** Core logic for AI algorithms.
- **Django:** Web framework for server-side operations.
- **TensorFlow:** Model development for content moderation.
- **SpaCy/NLTK:** Natural language processing tasks.
- MongoDB: Store user data and content

Tech Stack

- **Ethereum:** for store moderation records and deploy smart contracts.
- **Solidity:** For smart contracts that govern moderation actions.
- **Web3.js/Ethers.js:** To connect the frontend application.
- **Meta Mask:** For user authentication and interact with the d-App using their Ethereum wallets.

BLOCK CHAIN

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THANK YOU

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