Who Moderates the Moderators? A Look Inside Bluesky

SICSS-Saarbrücken September 2025

Abhisek Dash, Pushpdeep Singh

Caution: Some slides may contain explicit content.

However, I believe this will make us all appreciate the complexity.

Plan for today

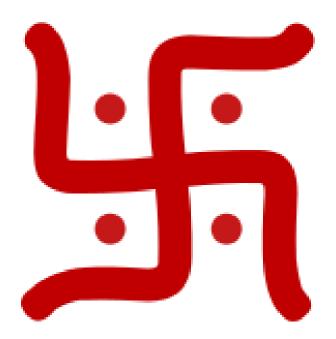


Content moderation

Before we proceed ...

If someone posted the following image on your favorite social media platform. Should the platform take down the post?

Should the platform take down this image?



Different meaning in different cultures

In Hinduism, the right-facing symbol (clockwise) (卐) is called swastika, symbolizing sun, prosperity and good luck.



Should the platform take down this image?



A bit of a history ...

- **Napalm Girl**: 1972 Pulitzer Prize winning photo by Nick Ut (AP).
- **2016**: Norwegian journalist Tom Egeland included it in an article reflecting on photos that changed the history of warfare.
- The picture contains graphic suffering and underage nudity.
- ☐ Consequence: Facebook moderators deleted the post.
- ☐ The shown snapshot is the outrage of the editor in chief of Aftenposten on the front page of the newspaper.



Statement from Facebook Vice President

"These decisions aren't easy. In many cases, there's no clear line between an image of nudity or violence that carries global and historic significance and one that doesn't. Some images may be offensive in one part of the world and acceptable in another, and even with a clear standard, it's hard to screen millions of posts on a case-by-case basis every week... In this case, we tried to strike a difficult balance between enabling expression and protecting our community and ended up making a mistake..."

Even today...





Glorifying violence or harm violates Bluesky's Community Guidelines. We review reports and take action on content that celebrates harm against anyone. Violence has no place in healthy public discourse, and we're committed to fostering healthy, open conversations



Nepal Bans 26 Social Media Platforms, Including Facebook and YouTube

Critics worry a new law could curb freedom of expression, affect tourism and cut communication with the many Nepalis who work abroad.

Definition from the Digital Services Act (DSA)

Article 3(t) defines content moderation as:

"content moderation means the activities undertaken by platforms aimed at <u>detecting</u>, <u>identifying and addressing</u> illegal content or information incompatible with their terms and conditions ..."

Takeaways



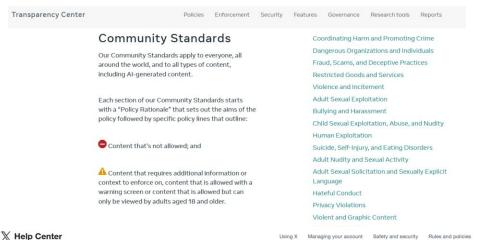
Content moderation is often striking a balance between enabling expression of the community and protecting the community.



Thus, it is notoriously difficult.

The centralized black box

Terms and conditions: Community standards



participate in the public conversation freely and safely

Safety

Violent Content: You may share graphic media if it is properly labeled, not prominently displayed and is not excessively gory or depicting sexual violence, but explicitly threatening, inciting, glorifying, or expressing desire for violence is not allowed. Learn

Violent & Hateful Entities: You can't affiliate with or promote the activities of violent and

Child Safety: We have zero tolerance for any forms of child sexual exploitation and remove certain media depicting physical child abuse to prevent the normalization of violence against children. Learn more.

Abuse/Harassment: You may not share abusive content, engage in the targeted harassment of someone, or incite other people to do so. Learn more,

Hateful conduct: You may not attack other people on the basis of race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease. Learn more.

Perpetrators of Violent Attacks: We will remove any accounts maintained by individual perpetrators of terrorist, violent extremist, or mass violent attacks, and may also remove posts disseminating manifestos or other content produced by perpetrators. Learn more.

Suicide: You may not promote or encourage suicide or self-harm. Learn more.

Adult Content: You may share consensually produced and distributed adult nudity or sexual behavior, provided it's properly labeled and not prominently displayed. Learn more.

Illegal or Certain Regulated Goods or Services; You may not use our service for any unlawful purpose or in furtherance of illegal activities. This includes selling, buying, or facilitating transactions in illegal goods or services, as well as certain types of regulated goods or services. Learn more.

♂TikTok

Overview Community Principles Youth Safety and Well-Being Safety and Civility Mental and Behavioral Health Sensitive and Mature Themes Integrity and Authenticity Regulated Goods and Commercial Activities Privacy and Security For You feed Eligibility Standards Accounts and Features Enforcement

Content Moderation

Keeping our platform safe, trustworthy, and vibrant requires balancing creative expression and preventing harm. We use a combination of safety approaches to strike the right balance:

Remove content that we do not allow

Everyone who joins TikTok has the ability to freely share content on the platform. However, we remove content--whether posted publicly or privately--when we find that it violates our rules.

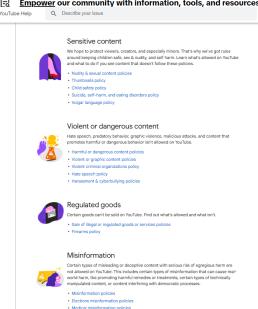
Restrict content that is not suitable for youth

We allow a range of content on our platform, but also recognize that not all of it may be suitable for younger audiences. We restrict content that may not be suitable so that it is only viewed by adults (18 years and older). A summary of restricted content categories can be found here.

Make ineligible for the FYF content that does not meet our recommendation standards

The FYF is an opportunity to discover new content and reach new audiences, but it is not guaranteed that all content will be recommended. Content that does not meet our standards will be ineligible for the FYF. A summary of these standards can be found

Empower our community with information, tools, and resources



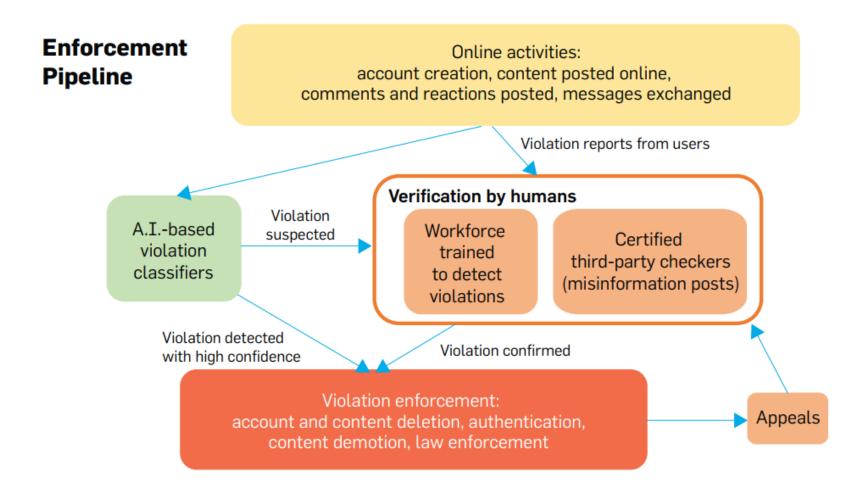
rience on TikTok. We may add labels, "opt-in" r out content with specific hashtags or dows ınd in-app features with safety resourcestivate Windows.

Partial list of violations

- Abusive accounts
- Privacy violation
- □ Spam
- Financial scams
- Regulated goods
- Adult sexual exploitation
- Adult sexual solicitation
- Child nudity and sexual exploitation
- Human trafficking

- Self harm
- Violence and graphical content
- Societal harm
- Personal harm
- Bullying
- Credible threats of violence
- Hate speech
- Misinformation

A typical content moderation pipeline



A broader view of enforcement

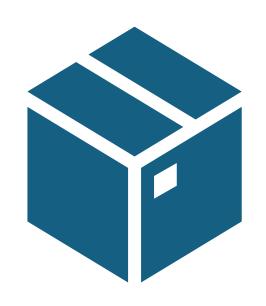
Remove clearly violating content

Remove / downrank offensive content

Personalize removal or downranking decisions

Minimize bad experiences on your newsfeed

Although thoughtful, some systemic flaws exist







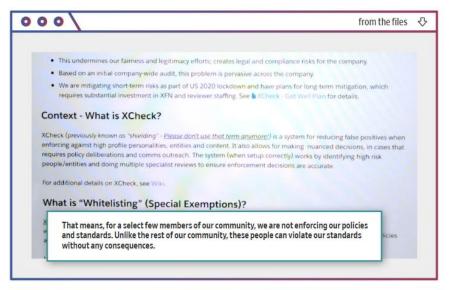
Opaque by design

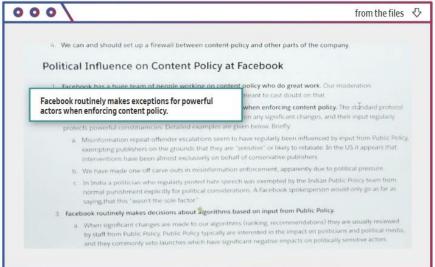
Centralized power

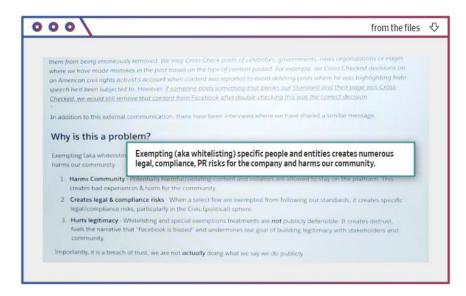
Zero user agency

Arbitrary / inconsistent enforcement

XChecks: Above the community standards









Takeaways



Centralized moderation is an incredibly complex, expensive, human-in-the-loop socio-technical system, built with thoughtful policies.



However, its opaque and centralized nature leads to arbitrary enforcement, denying users agency and eroding trust.

A decentralized alternative: Bluesky

Recent shift to decentralized alternatives







- ✓ Built on open protocols
- ✓ Power is decentralized
- ✓ More user agency and autonomy
- ✓ Foster innovation through open standards

Recent shift to decentralized alternatives









- ✓ Built on open protocols
- ✓ Power is decentralized
- ✓ More user agency and autonomy
- √ Foster innovation through open standards



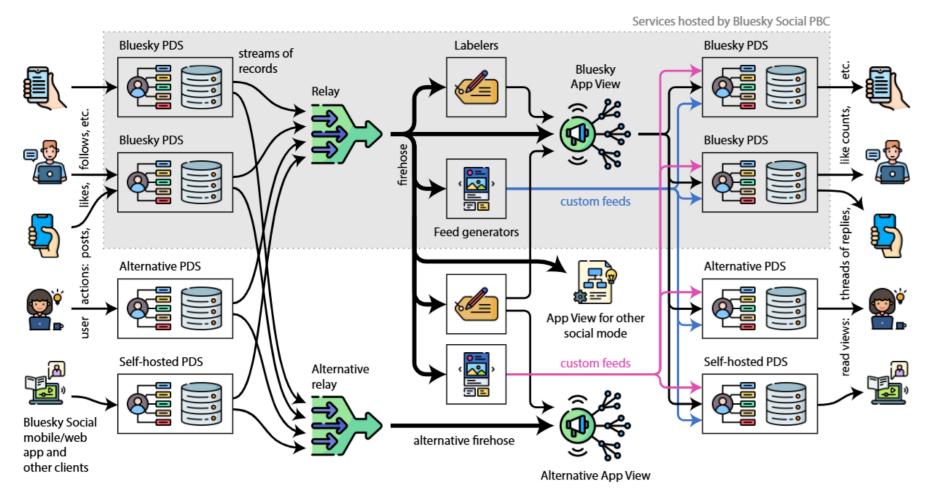
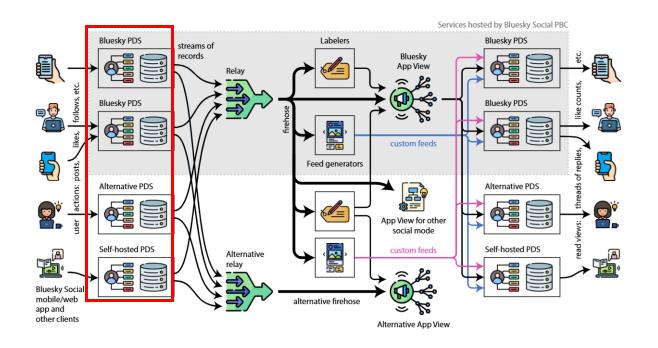


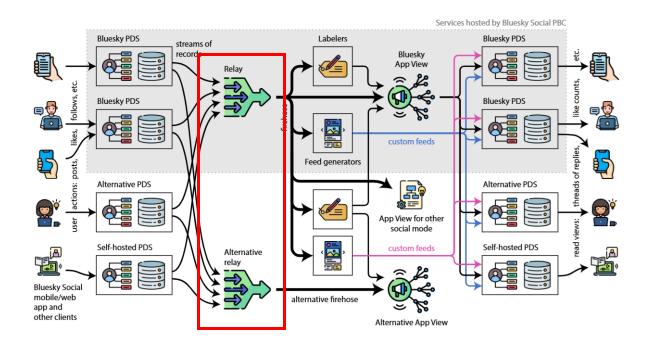
Figure courtesy: Kleppmann, Martin, et al. "Bluesky and the at protocol: Usable decentralized social media." *Proceedings of the ACM Conext-2024 Workshop on the Decentralization of the Internet*. 2024.

User data storage: Personal Data Servers



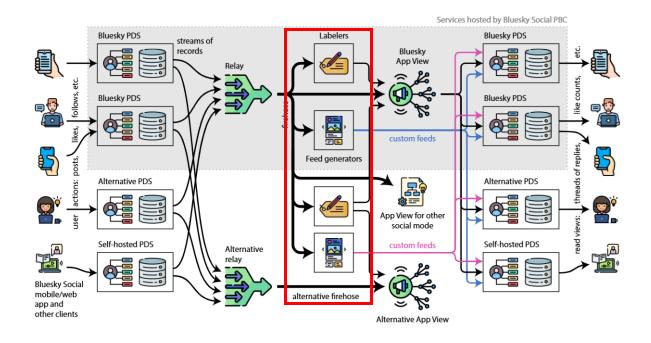
- ☐ A Personal Data Server (PDS) stores the user's repositories (i.e., all the actions they ever performed).
- ☐ Currently, there are 2,555 valid PDSs on Bluesky and 70 of them are run by Bluesky Social PBC.

Indexing I: Relay



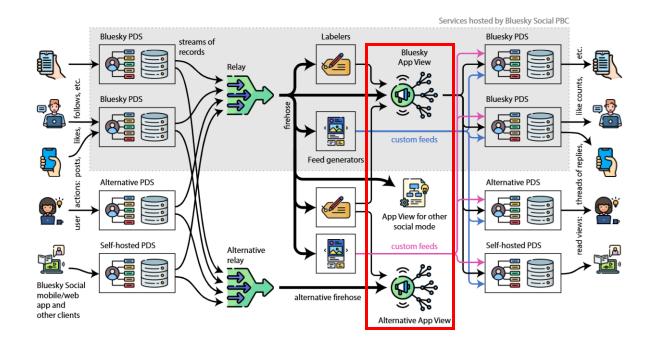
- ☐ Relay crawls the user repositories on all known PDSes and consumes the streams of updates that they produce
- ☐ Relay creates the firehose: an aggregated stream of updates.

Content dissemination: Labeler and Feed generators



- ☐ Labelers consume the firehose and moderate the content.
- ☐ Feed generators consume the firehose and reorder the content.

Indexing II & User interface: App view



- ☐ The App View is a service that consumes the firehose, and processes the records that are relevant to the Bluesky social app
- ☐ The App View is also responsible for enforcing moderation controls.

Takeaways



Bluesky is a decentralized alternative where the power is diffused across different entities.



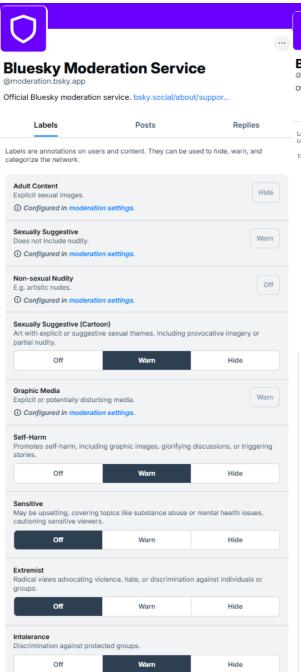
Moderation is no longer a top-down function of the platform, but a service in an open marketplace.

Break (5 mins)



Composable content moderation on Bluesky

Labelers on Bluesky





Bluesky Moderation Service (Germany)

@moderation-de.bskv.app

Offizieller Bluesky-Moderationsdienst. bsky.social/about/suppor...

Labels Posts Replies

Labels are annotations on users and content. They can be used to hide, warn, and categorize the network.

This labeler hasn't declared what labels it publishes, and may not be active.





Subscribe to Labeler

Blacksky Moderation

@blackskyweb.xyz

Creating a safe space for Black community building. We built the Blacksky feeds, this mod service, an atproto implementation called "rsky" and more. www.blackskyweb.xyz



Synthetic Media

Labels Lists Posts Replies

Labels are annotations on users and content. They can be used to hide, warn, and categorize the network.

Subscribe to @blackskyweb.xyz to use these labels:

Conte

Content which has been generated or manipulated to appear as though based on reality, when it is in fact artificial. Also referred to as manipulated media. Synthetic media may sometimes (but not always) be generated through algorithmic processes (such as artificial intelligence or machine learning). A deepfake is a form of synthetic media where an image or recording is altered to misrepresent someone doing or saying something that was not done or said.

Violence

Content that expresses violence via images or statements that target Black people. This may include, but is not limited to, threats of physical violence and sexual violence.

White Supremacy or Antiblack Rhetoric

Content that expresses statements that are rooted in white supremacy and anti-black rhetoric that does not fall under targeted anti-black harassment. This may include internalized anti-blackness that is harmful in nature.

Doxxing

The act of disclosing someone's personal, non-public information — such as a real name, home address, phone number or any other data that could be used to identify the individual — in an online forum or other public place without the person's concent.

Non-Consensual Intimate Imagery

Non-consensual image sharing, or non-consensual intimate image sharing (also called 'non-consensual explicit imagery' (NCEI) or colloquially called 'revenge porn'), refers to the act or threat of creating, publishing or sharing an intimate image or video without the consent of the individuals visible in it.

Misogyno

Content that expresses hatred, bias, or prejudice against Black women, specifically where racism, sexism, and/or transphobia intersect. This includes sexual harassment, objectification, and targeted attacks on Black women's identity or appearance.

Antiblack Harassment

Content that targets individuals or groups based on their Black identity with derogatory, hateful, or dehumanizing language or imagery. This label is applied to content that perpetuates harmful stereotypes, slurs, or direct harassment aimed at Black individuals or communities.

Default labeler

Country specific labelers

Types of labelers

Community labelers

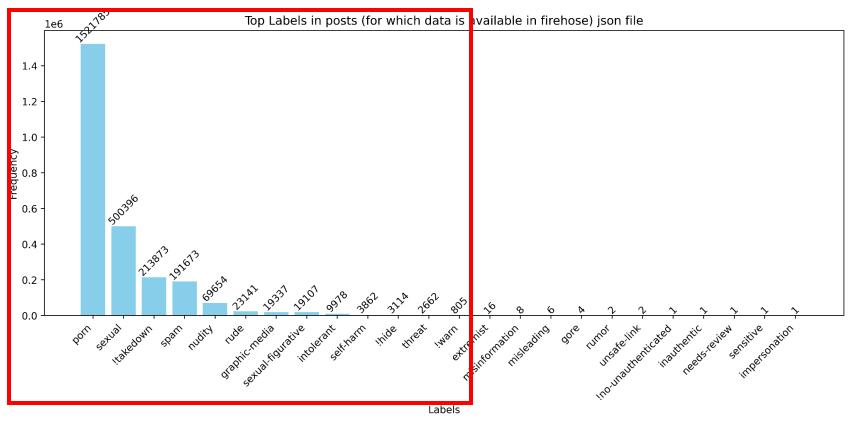
Users have more autonomy and agency

- ☐Bluesky and country specific labeler apply by default.
- ☐On the other hand, this architecture empowers users to
 - □choose what should be added to their feed.
 - □ choose how labeled content should appear.
 - □ choose which other lebeler should affect their feed.

Some questions that may arise

- ☐What kind of labels do these labelers apply?
- ☐What are the interpretations of these labels?
- ☐ How do they apply these labels? Are the algorithms transparent?

Labeler outcomes are publicly accessible

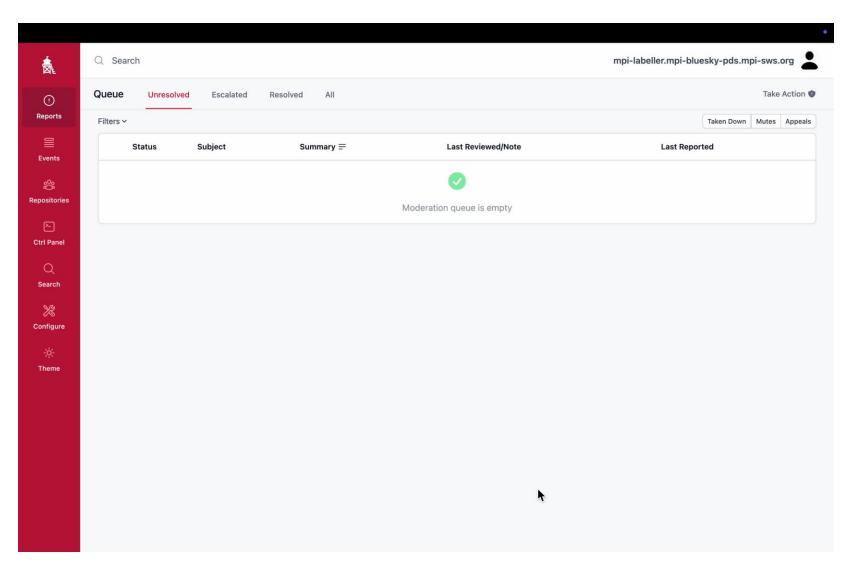


- □Total distinct posts labelled: 2,528,786 (19 March '25 1 June '25)
- ☐ The data reveals a strong focus on platform hygiene (spam, porn) and user safety issues (intolerance, rude).

What do these labels even mean?

| Labels | Description |
|-------------|--|
| Intolerance | Discrimination against protected groups. |
| Threats | Promotes violence or harm towards others, including threats, incitement, or advocacy of harm. |
| Rude | Rude or impolite, including crude language and disrespectful comments, without constructive purpose. |

How does a labeler apply these labels?



How does Bluesky apply these labels?

The key takeaway: We can see *what* was labeled, but not *why*. The implementation policies remain opaque.

Intolerance: Discrimination against protected groups

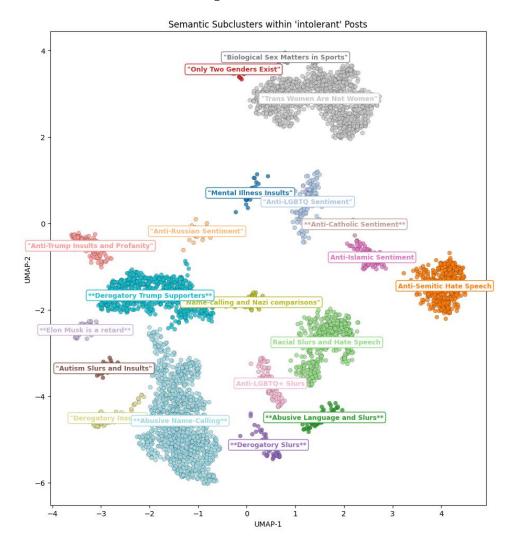
Q: How does Bluesky labeler operationalize 'protected group'?

Information about someone's protected characteristics—such as sexual orientation, gender identity, disability, caste, or immigration status—for the purpose of targeting them or discriminating against them.

Access to label stream gives some hope!

☐ Here is a cluster of all the posts labelled as Intolerance.

Such analyses on the labelled text could give us a more nuanced view of what is happening behind the scenes.



Takeaways



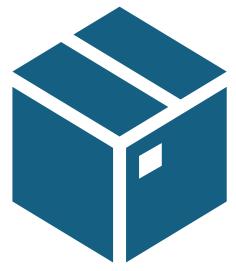
Bluesky's composable moderation paradigm provides more autonomy and agency to users.



While procedural transparency is still lacking on Bluesky labeler, it is auditable thanks to the accessible label stream.

Our role as Computational Social Scientists

Systemic flaws still exist







Opacity has decreased



Centralized power



Power is decentralized



Zero user agency
Better user agency







Now auditable

Opportunity 1: Data Access

- Reliability of content moderation is now measurable.
- ☐We will see some examples of this in the hands-on session.
 - ☐What kind of labels are applied?
 - ☐ Are they applied timely?
 - ☐ Are they applied consistently?



Opportunity 2: Open marketplace

- ☐ For ages, researchers have been able to audit platform practices.
- ■Now, we have the opportunity to rectify the drawbacks.



Opportunity 3: Stay ahead of the curve

Proactively think about regulations for better accountability, data protection while not hindering innovation.

Takeaways



Centralized moderation is opaque and unaccountable.



Decentralized moderation is more transparent and composable, giving users more autonomy. Yet it lacks procedural transparency.



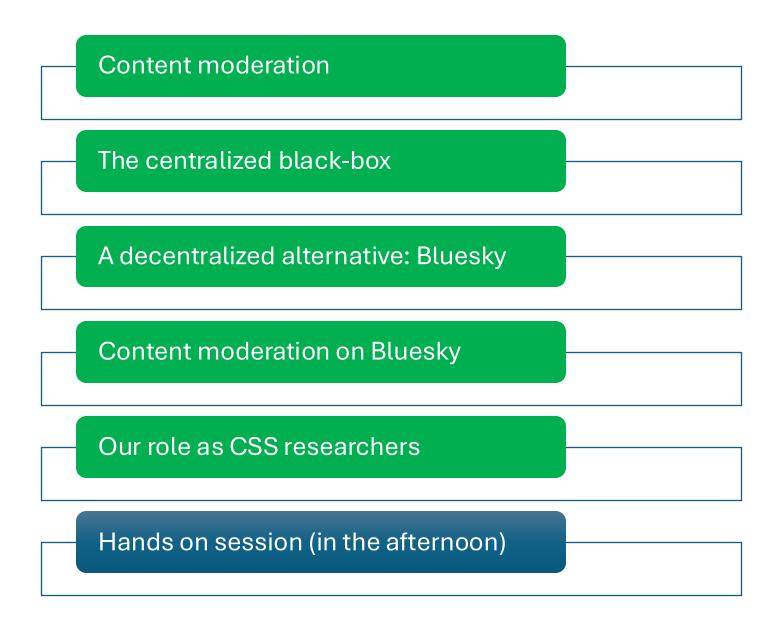
This paradigm shift empowers us not only to measure the moderation service, but also to set the standards.

Thank You!



adash@mpi-sws.org

Plan for today



Hands-on session

DID and PLC Directory

- Each user on Bluesky is identified via a unique DID (decentralised identifier) e.g., did:plc:ljxfsne42aud2cd2iowkkqiz.
- Each DID points to its associated **DID Document**, a document that stores service information about the user.

did:plc Lookup API Specification Code

Resolve a did:plc Identifier

Q did:plc:ar7c4by46qjdydhdevvrndac

https://plc.directory/did:plc:ar7c4by46qjdydhdevvrndac

DID and PLC Directory

DID Document JSON

```
"@context": [
 "https://www.w3.org/ns/did/v1",
  "https://w3id.org/security/multikey/v1",
  "https://w3id.org/security/suites/secp256k1-2019/v1"
],
"alsoKnownAs": [
  "at://moderation.bsky.app"
"id": "did:plc:ar7c4by46qjdydhdevvrndac",
"service": [
    "id": "#atproto pds",
                                                                                             Additional entry for a labeler
    "serviceEndpoint": "https://inkcap.us-east.host.bsky.network",
    "type": "AtprotoPersonalDataServer"
    "id": "#atproto_labeler",
    "serviceEndpoint": "https://mod.bsky.app",
    "type": "AtprotoLabeler"
"verificationMethod": [
    "controller": "did:plc:ar7c4by46qjdydhdevvrndac",
    "id": "did:plc:ar7c4by46qjdydhdevvrndac#atproto",
    "publicKeyMultibase": "zQ3shoG4QW9B3zvKSSiRwwc1De7MFQLNBT9A71gr12GKwMgHu",
    "type": "Multikey"
    "controller": "did:plc:ar7c4by46qjdydhdevvrndac",
    "id": "did:plc:ar7c4by46qjdydhdevvrndac#atproto_label",
    "publicKeyMultibase": "zQ3shmV1BNcX17coaDbfen6zArEad6SCLT3jVWCbC6Y9iinTa",
    "type": "Multikey"
```

Getting all labelers

 Using the sync.listRepos call offered by the Bluesky Relay, we can obtain a list of all active Bluesky users and their DIDs.

```
"cursor": "10",
"repos": [
{"active": true,
"did": "did:plc:hlm3aibaluzuzuqqnzxg2urq",
"head": "bafyreigizoa62issah3ajgtmwgpi3wn4bsz3uchv5dihbchm2uubuelx2i",
"rev": "3lqmtafrzyv2r"
},
{"active": true,
"did": "did:plc:6qgqcyg5gfd6sxmghdclxmpi",
"head": "bafyreidnlloy7pc634f36a2a2q3a7mwhzdslzfx2vfyk2ugel4sjpxpvsq",
"rev": "3lqn6vruciq2n"
},
{"active": true,
"did": "did:plc:kbf77syjgjcjciabbsdm37qq",
....
Using https://relav1.us-west.bskv.network/xrpc/com.atproto.svnc.listRepos endpoint
```

• Check plc directory to get DID document for each of these DID and see if they are a labeler.

Getting labeler information

Suppose we know a particular user (identified by a DID) is a labeler, from DID document we have its service endpoint (we will explore where it is used, later in this session)

But, what about:

- their descriptions?
- which labels are issued? their definitions?
- default settings?

API: app.bsky.labeler.getServices

Colab notebook

https://shorturl.at/ZicnE

TASK 1: Getting labeler info

TASK 2: Getting label-stream from a labeler

TASK 3: Measuring labeling time

TASK 4: Analyzing labeled content & consistency

"Only two genders exist" cluster

Only two genders exist: O Male O Female ~Anything other than that is pure confusion.

There's only two genders

There are only 2 genders

Il existe deux genres, mâle et femelle. Le reste c'est de la psychiatrie.

There are 3 genders: Male Female Mentally ill!

Examples labeled as Intolerant by Bluesky

There's only 2 genders

There's only two genders

Есть только два гендера

There are exactly two genders. Just two.

Gibt trotzdem nur 2 Geschlechter

From Top-k posts from firehose

Should the posts on the right be labelled?











"Only two genders exist" cluster

Only two genders exist: O Male O Female ~Anything other than that is pure confusion.

There's only two genders

There are only 2 genders

Il existe deux genres, mâle et femelle. Le reste c'est de la psychiatrie.

There are 3 genders: Male Female Mentally ill!

Examples labeled as Intolerant by Bluesky

There's only 2 genders

There's only two genders

Есть только два гендера

There are exactly two genders. Just two.

Gibt trotzdem nur 2 Geschlechter

From Top-k posts from firehose

Bluesky label intolerant?











