Improving psychological wellbeing and reducing risk: Content Moderation work

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Content Moderation Work, its context, its fallout and ….making it better

- What do we mean by Content Moderation in Ireland?
- What are the ‘associated’ jobs?
- What is the current prevailing context?
- What are the known consequences and for whom, when and why?
- How to reduce the negatives
- What does the system then look like?
- Our Guidance document on ‘Risk Assessment for Content Moderation’, to be published mid 2023
Content Moderation work

- Definition
- Working understanding of the jobs main and ancillary tasks
- Employment types in Ireland
- Numbers involved
- Associated jobs – exposure to violent on site or virtual/documentary material
Current context to these jobs

- Emerging area of work
- Bigger companies employing/various types of contract
- Younger workers (22-34 av)
- High speed/density work – hourly pay rates
- Possible vulnerable workers
- Diverse backgrounds and cultures
- High surveillance capacity required
- Attention systems challenged
- High scrutiny management systems
Consequences: research (1)

- Work type involved
  - High density work – speed and time pressures build-up
  - Juggling, variation – but resource heavy moving mindset
  - Surveillance – requires similar levels of support to counteract
  - Exposure content – novel, unknown, uncertain, cyclical, different degrees of social and personal violation

- Population involved
  - The jobs in the area attract a multifaceted employee body: but tends towards
  - Younger, inexperienced, non professional: naive to effects of work systems generally, low power, no benchmark for insights
Consequences (2)

- Depends on Employee population:
  - Population type
  - Population preparedness
  - Population rotation
  - Population consultation and exit assessments

- And Organisational systems:
  - Supports
  - Control systems inc, formal and informal training
  - Shift design and development n consultation
  - Relations, roles and climate
  - Management competence
How to assess the risks

• Consult with experts – PSI, CISM, HR
• Consult with those doing the jobs
• Consult with those who left, and those applying -benchmark setting
• Understand peer reviewed research
• Use what we know – Emergency Services
• Allow context to feature – some non exposure items matter hugely too
• Macro and micro level interventions
• Mandate some supports more than for any other roles either in or ex house
• Record keeping and individualized profiles
Risk Assessment Guide (Ireland)

- Initiative of the Health and Safety Authority*, informed by employee concerns
- Based on real life operational understanding of CM role
- Done after comprehensive inspection and assessment project (2021-2022)
- Informed by psychological science and by risk management expertise*
- Covers
  - Recruitment and selection
  - Preparedness and cognate pre screening
  - Technology controls - blurring etc.
  - Org and team controls – timing, rotation, queue screening
  - Mandated H and S sessions
  - Independent dynamic risk registration/consultation
  - Review and case reporting, inspection records, job design
Specific, Bespoke CM Job Design

- Screen
- Pre test
- Pilot
- Consult
- Support
- Rotate
- Mandate
- Review
- Read ‘Guidance on Risk Assessment for Content Moderation’.
Go raibh maith agaibh
Thank you

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