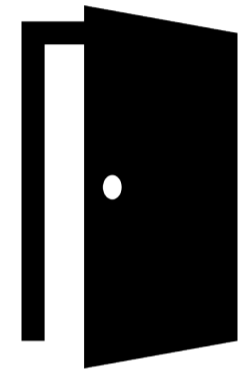


This is the ASPARC framework.

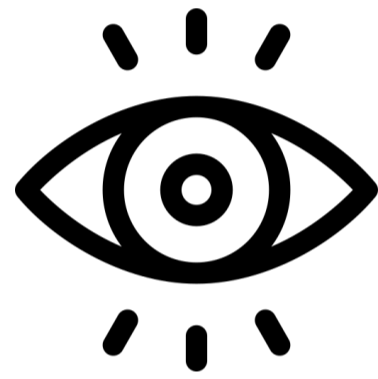
It serves to break down the user-generated content journey into 7 distinct phases.



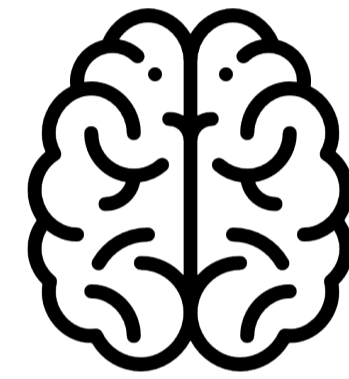
Access



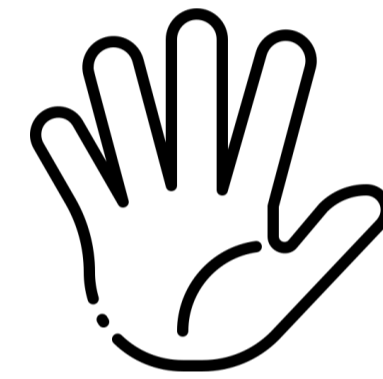
Sign-on



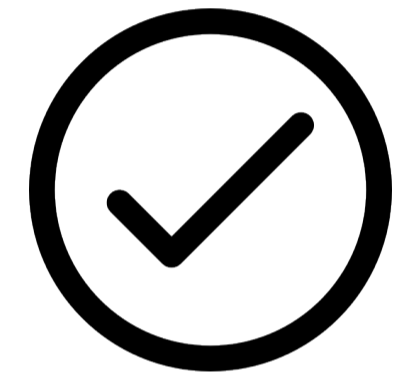
Participate



Analyse



Respond



Comply

The models in this document were built around the ASPARC framework.

For each phase, from Sign-on to Comply, there is a functional model that provides a detailed view of the functional and architectural processes that platforms take to achieve the objectives called out below. 'Access', the process of accessing the internet, was out of scope for our investigation but is included below for completeness.

The models are generically representative of all online platforms, however significant areas of local diversity of implementation are highlighted. For more detail, please refer to the report.

Click on the icons to view the models.



Access

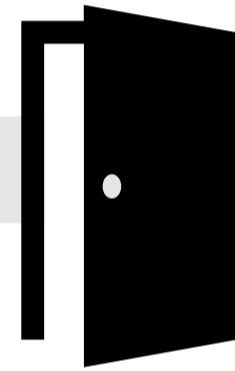
Select device

Select operating system

Select Network access

Select on-device safety features

Deploy On-Network safety features



Sign-on

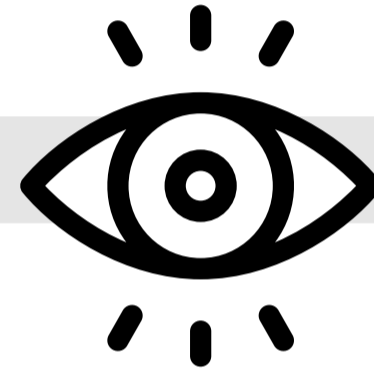
Registration

Establish user profile

Age verification

User sign in

Connect with other users



Participate

Create content

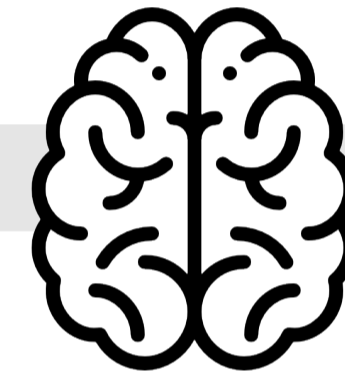
Curate content

Post static content

Livestream content

View content

Report content



Analyse

Train classifiers

Auto-detect content

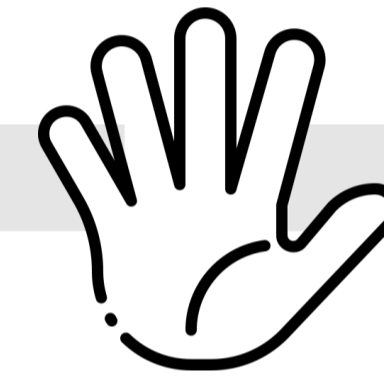
Receive user signal

Operate intelligence desk

Auto-assess content against single classifiers

Auto-assess content against combination classifiers

Human moderation



Respond

Relegate content (reduce virality)

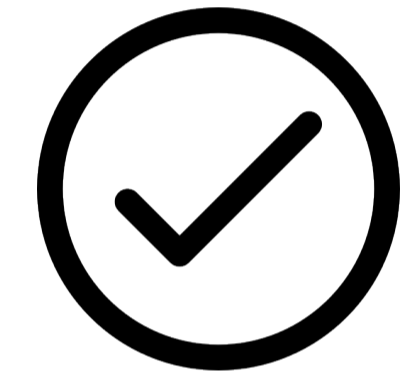
Remove content

Sanction user

Alert safety partners

Alert law enforcement

Invoke content incident protocol



Comply

Manage appeals process

Maintain MI database of harmful content and bad actors

Share safety data with 3rd party partners

Publish transparency report

Audit performance

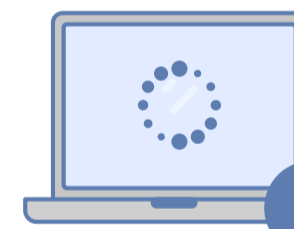
Phase 1 Sign-on

The 'Sign-on' model represents the process by which a user signs up and establishes their account. It covers user registration, age verification, sign in and the generation of connection requests for other users.

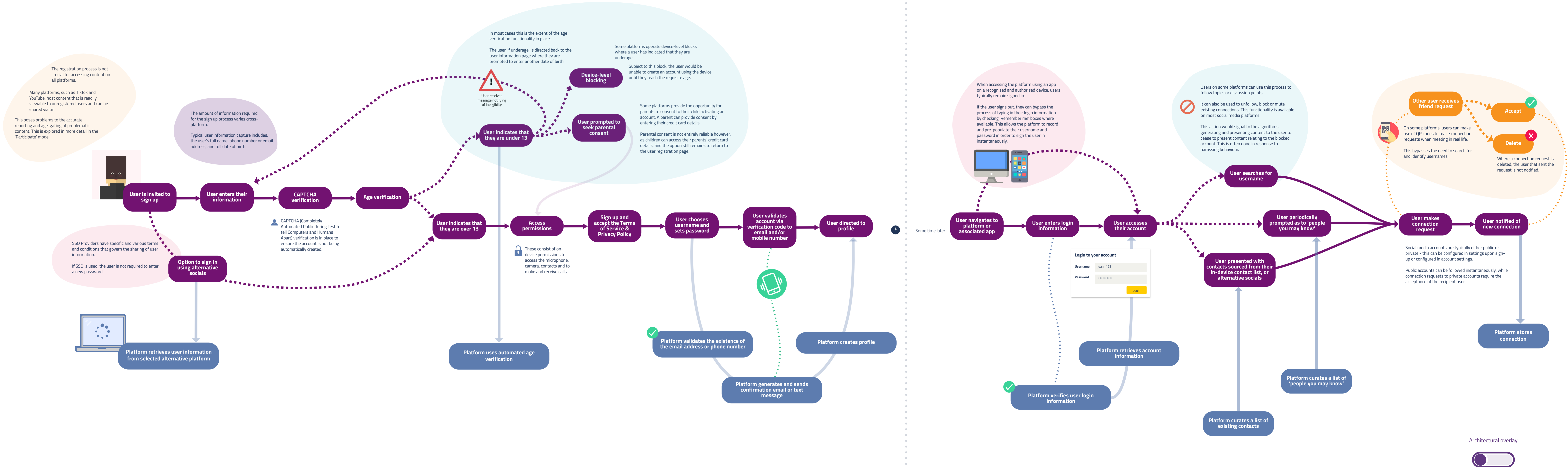
Key



Step in user journey



Platform activities



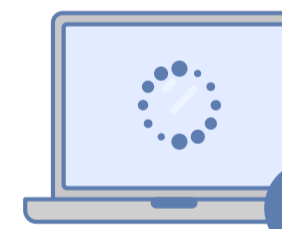
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Key

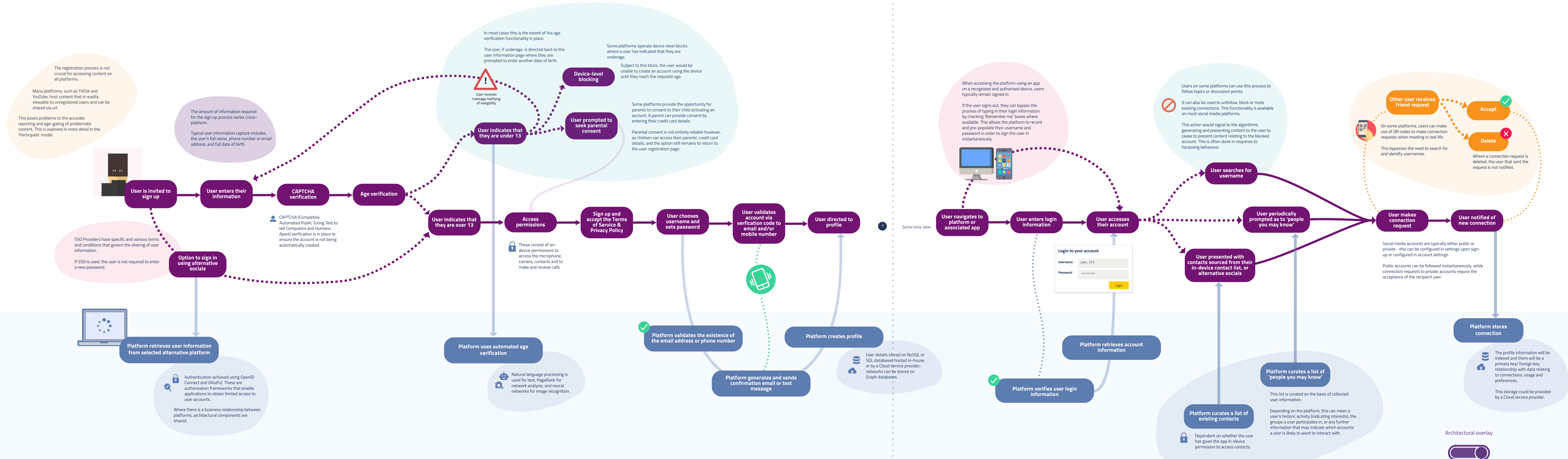


Step in user journey



Platform activities

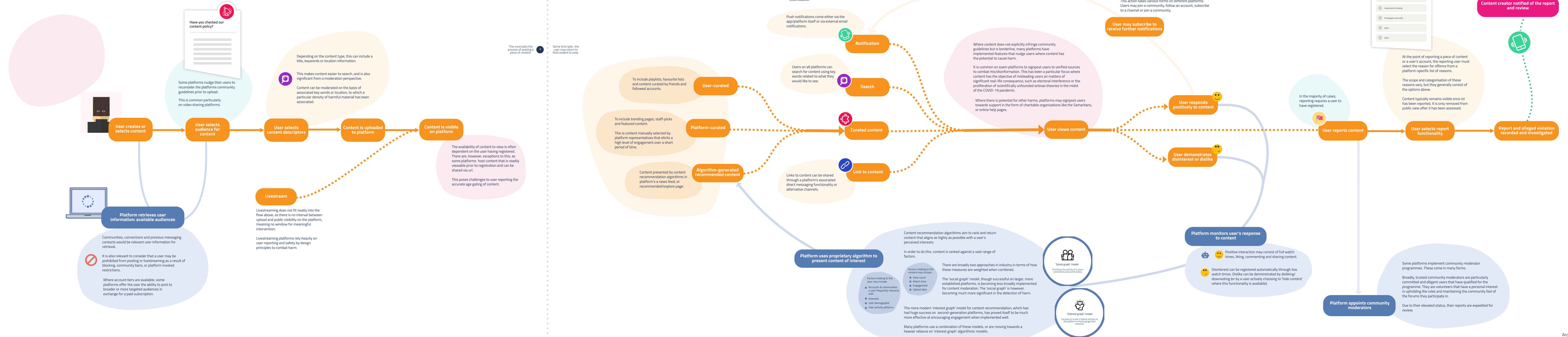
- security
- harmful content
- machine learning
- profile/registration
- database/persistence
- image recognition
- cloud
- management information capture
- external service
- search/analysis



Phase 2 Participate

The 'Participate' model details a user's engagement with content on a platform. It covers the processes of creating, uploading and curating content, the various methods of discovering content to view and interact with, and the process by which users report objectionable content.

Key



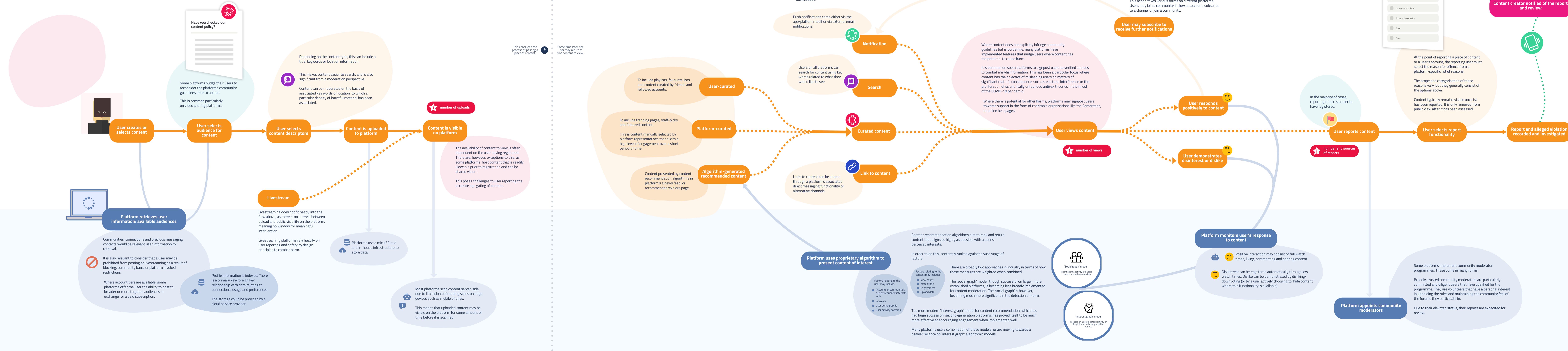
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Key



- security
- machine learning
- databases/persistence
- cloud
- external service
- search/analysis
- harmful content
- profile/registration
- image recognition
- management information capture



Phase 3 Analyse

The 'Analyse' model details the measures put in place to analyse content and user behaviour in order to determine whether it is harmful. These measures include the operation of an intelligence desk, the receipt of user signals, the application of single and combination classifiers and the triage process in place to prioritise content for human review.

Key

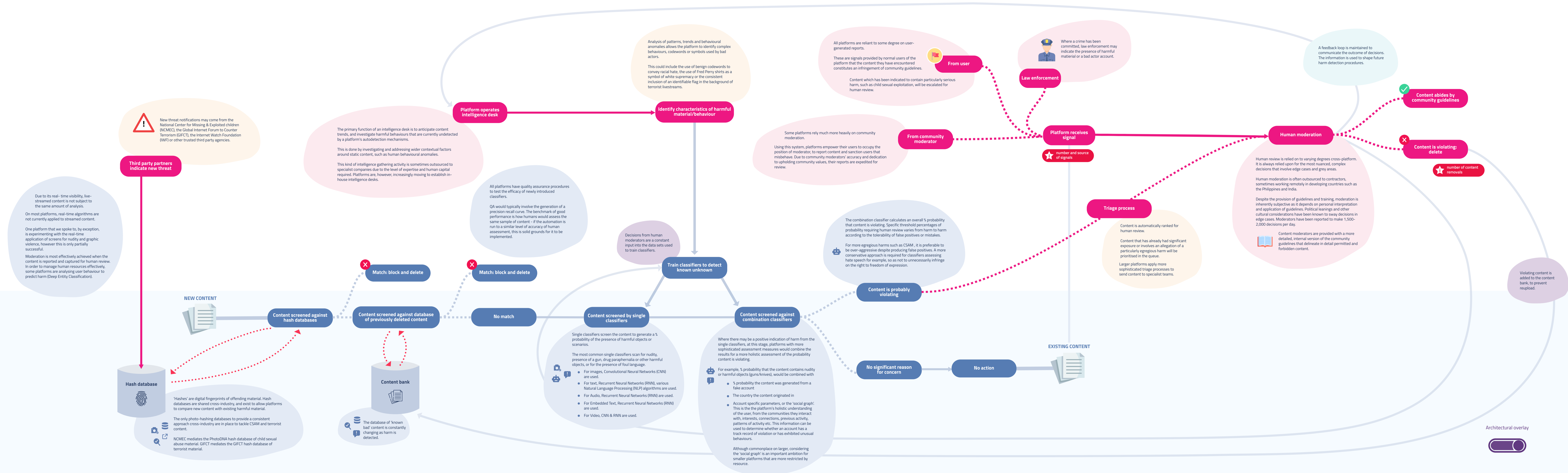


Human activity on behalf of platform



Platform activities

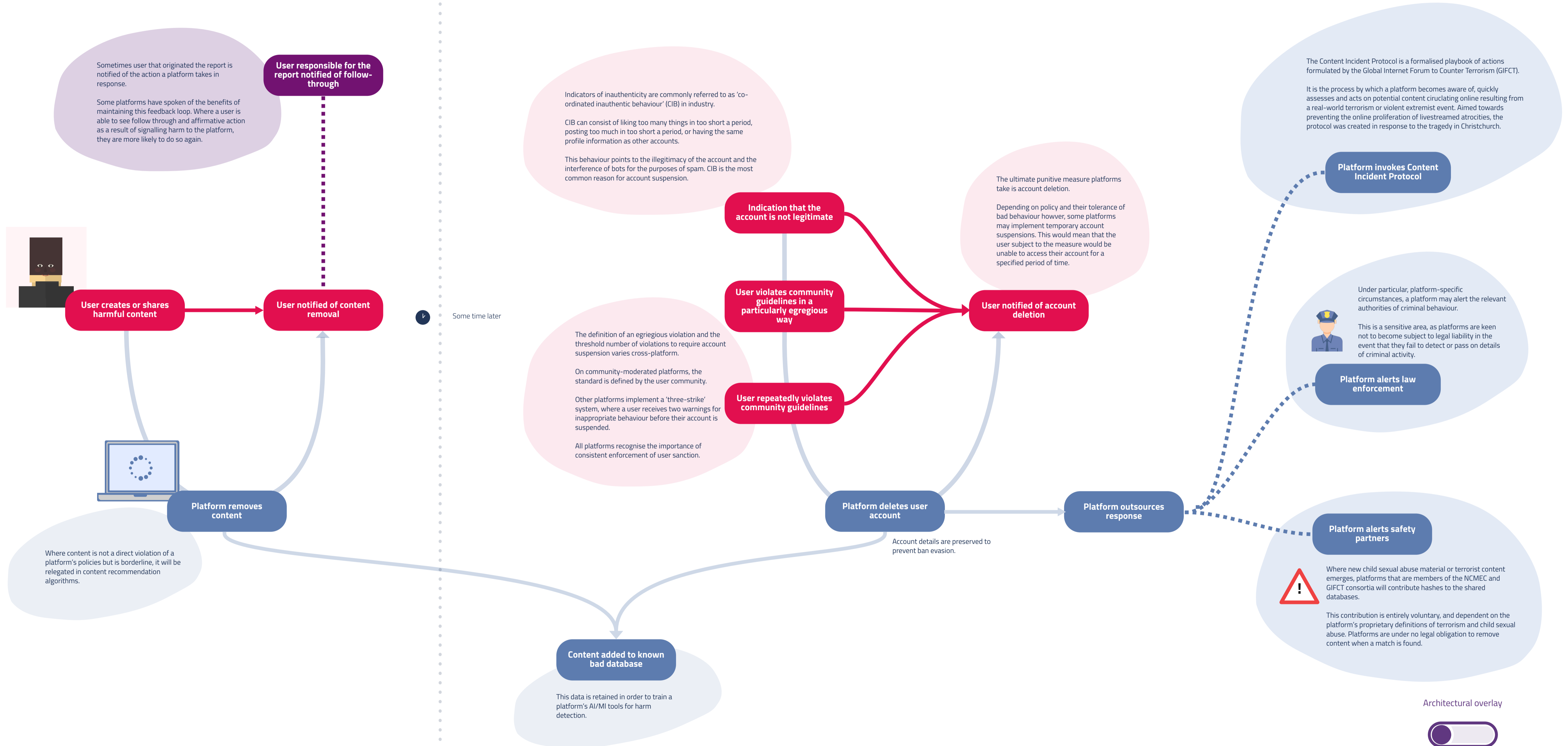
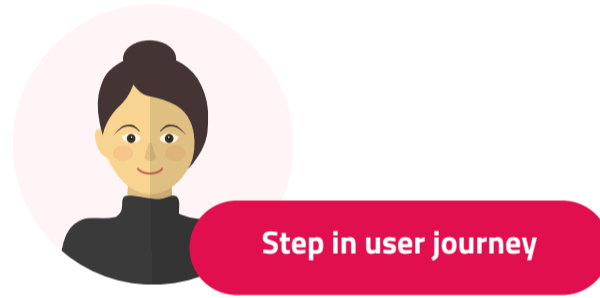
- security
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Phase 4
Respond

The 'Respond' model provides detail on how platforms respond to the finding of harmful content. It covers the process of content removal, the application of user sanctions and the procedures in place to ensure that the relevant authorities are alerted.

Key



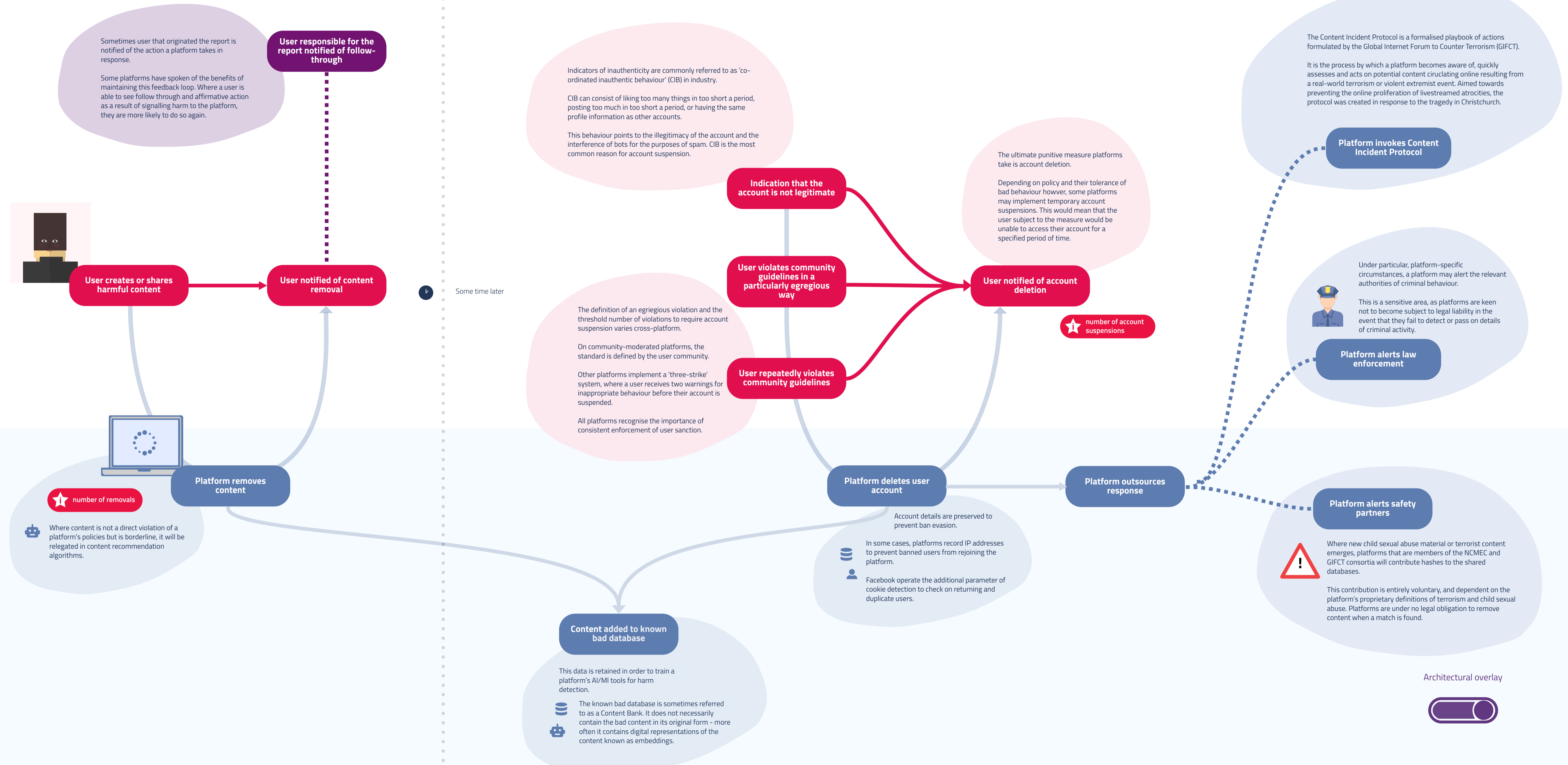
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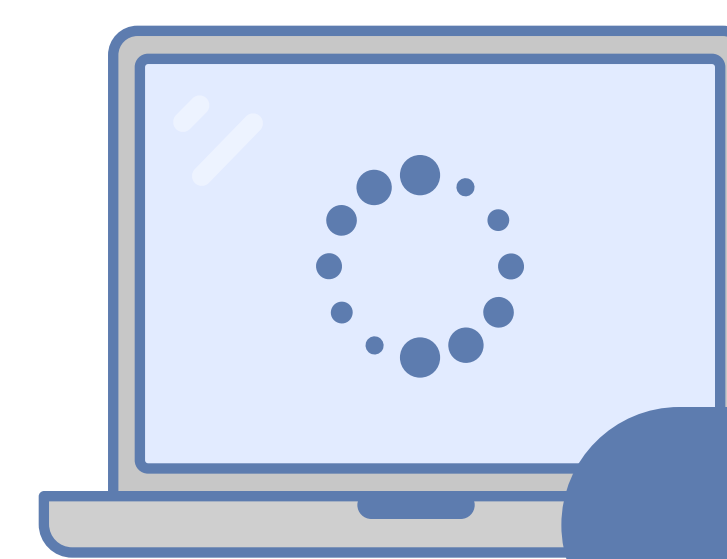
Phase 5
Comply

The 'Comply' phase involves the processes the platform must undertake to fulfil its auditing and reporting responsibilities. It covers the management of the appeals process, the maintenance of a database of harmful content and activity, management information data capture and the publication of the transparency report.

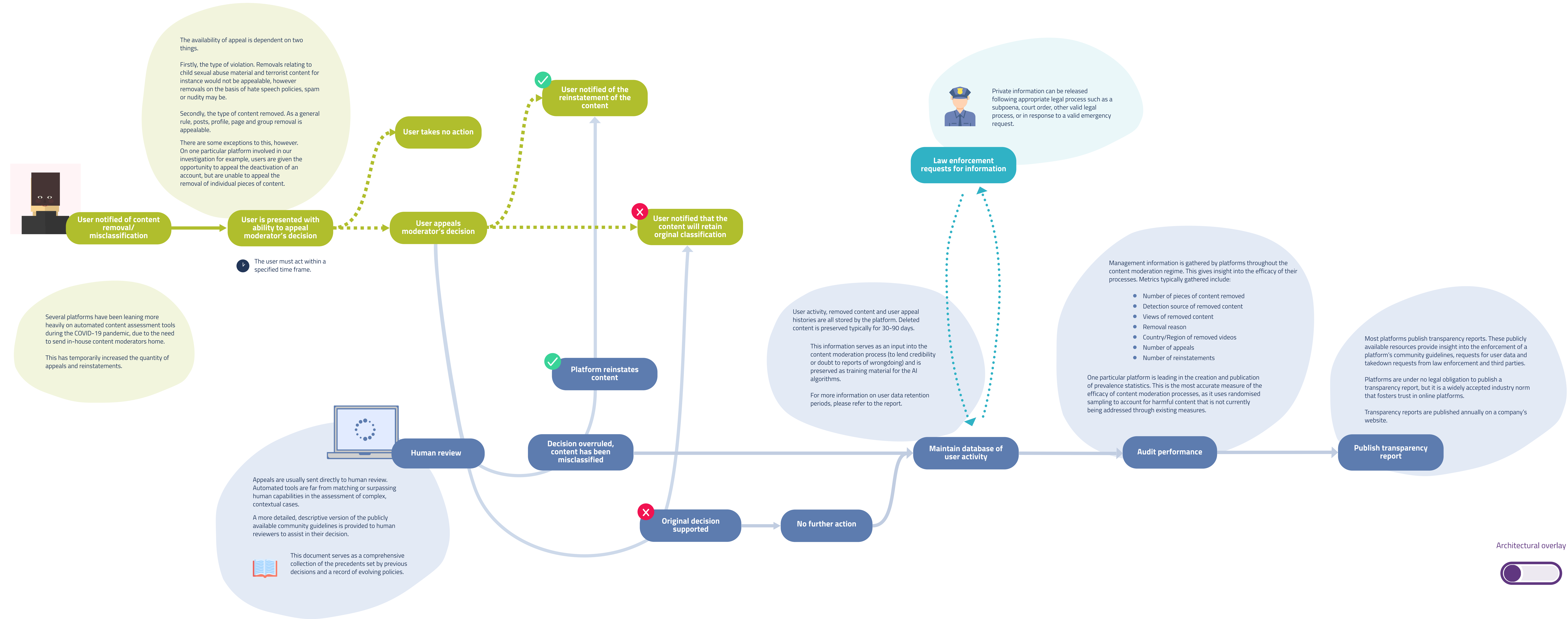
Key



Step in user journey



Platform activities



Architectural overlay



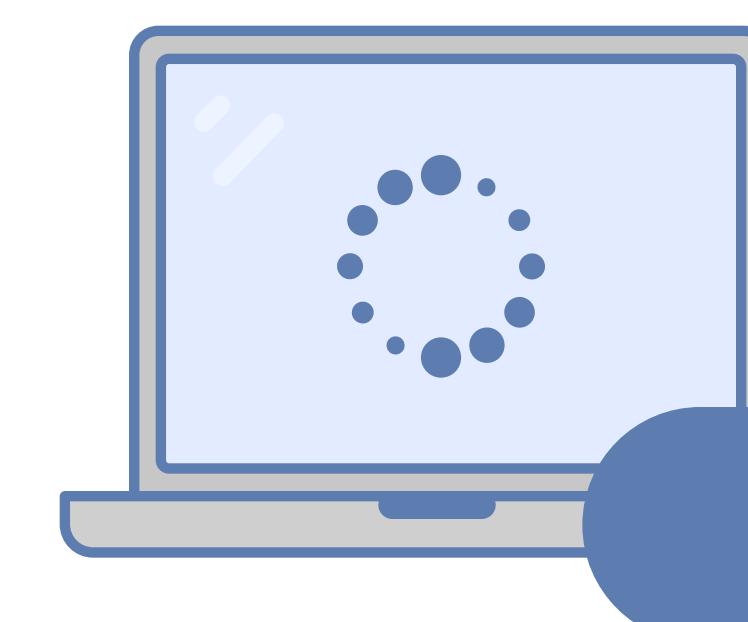
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Key



Step in user journey



Platform activities

- security
- harmful content
- machine learning
- profile/registration
- database/persistence
- image recognition
- cloud
- management information capture
- external service
- search/analysis

