

Navigating the Challenges of Social Media Content Moderation

SANKHYA (संख्या)

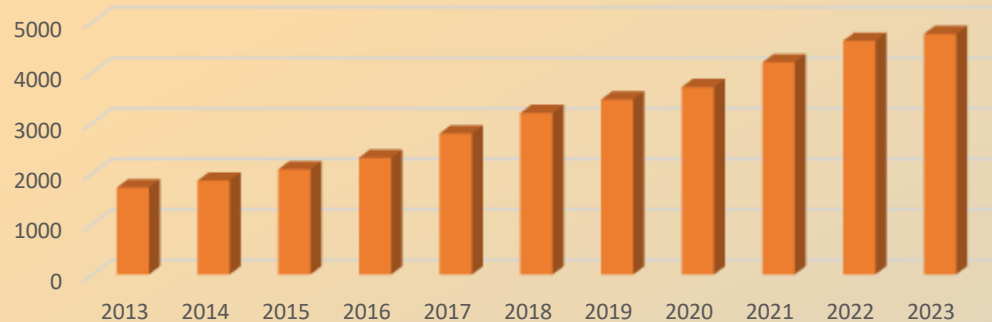
“There cannot be a good plan for economic progress without adequate data and there cannot be adequate data without a good plan for collecting them...”

P.C Mahalanobis, Member, First Planning Commission of India & Scientist

SOCIAL MEDIA ROLE IN INDIA'S

In the digital age, social media platforms have become essential for communication, information sharing, and community building, revolutionizing how people connect. Unlike traditional media (TV, print, radio), digital platforms stand out in two keyways: they allow users to generate their own content and enable rapid, exponential dissemination of information. Social media is redefining the way people communicate with each other.

Social Media Users Worldwide



According to "**Digital 2025: India**" report by DataReportal, India had 491 million active social media user identities as of January 2025, representing 33.7% of the total population. The number of social media users in the country grew by 29 million (+6.3%) between early 2024 and early 2025, highlighting a steady increase in digital adoption.

GOLD LOAN RULES: HOW DID WE REACH HERE

Department of Financial Services (February 27, 2024)

DFS

Department of Financial Services (DFS) directed Retrospective review of gold loan portfolios disbursed between January 1, 2022 and January 31, 2024 by Public Sector Banks.

Reply of Finance Minister (Smt. Nirmala Sitharaman) in Parliament (February 10, 2025)

FM

The FM replied to the questions related to Gold Loan NPAs in Banks and NBFCs.

Irregular practices Observed by RBI (September 30, 2024)

RBI Identified lapses in due diligence, of loan-to-value (LTV), breaches and auction transparency; mandated time bound corrective actions on loan policies, customer onboarding, outsourcing and monitoring.

RBI

Governor's statement on Review of Guidelines for Lending against Gold Jewellery (April 09, 2025)

The RBI Governor in his statement announced forthcoming harmonised prudential and conduct standards framework for loans against gold jewellery following the 54th MPC meeting.

RBI

GOLD LOAN RULES: HOW DID WE REACH HERE

Department of Financial Services (February 27, 2024)

DFS

Department of Financial Services (DFS) directed Retrospective review of gold loan portfolios disbursed between January 1, 2022 and January 31, 2024 by Public Sector Banks.

Reply of Finance Minister (Smt. Nirmala Sitharaman) in Parliament (February 10, 2025)

FM

The FM replied to the questions related to Gold Loan NPAs in Banks and NBFCs.

Irregular practices Observed by RBI (September 30, 2024)

RBI Identified lapses in due diligence, of loan-to-value (LTV), breaches and auction transparency; mandated time bound corrective actions on loan policies, customer onboarding, outsourcing and monitoring.

RBI

Governor's statement on Review of Guidelines for Lending against Gold Jewellery (April 09, 2025)

The RBI Governor in his statement announced forthcoming harmonised prudential and conduct standards framework for loans against gold jewellery following the 54th MPC meeting.

RBI

CHALLENGES: CONTENT MODERATION

Content Moderation Challenges

India has a robust regulatory framework but lacks specific laws on content moderation or online content regulation, despite the recent digital revolution and growing user base. Most IT laws focus on computers and internet usage, there is no specific law concerning content moderation or regulating online content

Content moderation involves monitoring and filtering user-generated content to ensure it follows platform guidelines. With the rise of social media, false content and misinformation have increased, causing social, political, and economic impacts.



Content Volume

Managing large amounts of content effectively.

Balancing expression with the need for regulation.

Free Speech



Context Nuances

Understanding content context for fair moderation.

Developing strategies to address new online risks.

Emerging Threats



Moderator Health

Supporting moderators' mental well-being.

RECOMMENDATIONS

Governments should work with technology firms to create transparent and enforceable content moderation policies.

Implement easy reporting mechanisms, ensure timely responses, and allow users to appeal moderation decisions for greater transparency.

Social media platforms must implement round-the-clock monitoring using AI-driven tools and human moderators to detect and remove harmful content swiftly, protecting users in real time.

Ensuring that automated moderation systems are supplemented with human review to prevent biases and unjust takedowns.

Strengthening digital literacy programs to help users identify misinformation and engage responsibly online.

WANT TO SUBMIT IDEAS FOR
SANKHYA OR GIVE YOUR
VIEWS ON OUR PAST
EDITIONS?

*Share your views, analysis, ideas and
questions*

appointments@bridgethinktank.com



BRIDGE
— THINK TANK —

Sankhya* is an initiative of Bridge Policy Think Tank to create interface snapshots in statistics and policy analysis while promoting critical thinking and analysis.

** Sankhya means numbers and is also a school of rationalist Indian philosophy. According to Sankhya philosophy reliable knowledge comes from only three pramanas (proofs)- pratyakṣa ('perception'), anumāṇa ('inference') and śabda (āptavacana, meaning, 'word/testimony of reliable sources').*