Doral College – 2
Member Information

Name	Year	Major
Ashley Pond	2021	Interdisciplinary Studies
Michael Marichal	2020	Interdisciplinary Studies
Esteban Molina	2020	Interdisciplinary Studies
Aaliyah Dochow	2021	Interdisciplinary Studies
Verity Pond	2020	Interdisciplinary Studies

Advisor(s): Ryan Kairalla
Topic: TikTok - Building an Ethical Content Moderation Platform
Division: Undergraduate
Audience: TikTok's Board of Directors

Executive Summary

TikTok is a video recording and social sharing platform that has become increasingly popular with a younger audience, specifically teens. Our presentation focuses on TikTok and the issue it's currently facing with respect to creating a more ethical content moderation policy. With respect to the content moderation policy found on the platform, it simply isn't effective to the extent it should be, leading to some devastating implications for the company as a whole. This includes, but is not limited to: excessive censorship (or shadowbanning), legal and government issues, negative publicity, and problems with stakeholder engagement. Our solution to TikTok's main problem is to execute a more context-specific content moderation policy, provide better mental health support to its content moderators, promote stakeholder engagement, and include a better implementation of the Santa Clara principles for content moderation. This solution will prove to be legally sound, as well as help to improve the company's standing with advertisers and consumers to increase TikTok's financial wellbeing. Ultimately, your company is better off adopting our comprehensive solution. If it continues on the path it's on, it may very well risk all of the progress it has made so far.