

THE NMS NEWSLETTER

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The official monthly business newsletter of New Media Services Pty. Ltd. It serves to give up-to-date information on the products and services under the NMS brand, as well as news involving the Web and Mobile industries.

Content Moderation: Desensitized Sensitivity

There's no counter argument, the task of moderating online content is more of a necessity than it is a luxury. The internet being as vast as it is, has given us useful knowledge, up-to-date news, various forms of entertainment and multiple avenues of communication.

This vastness has also regrettably brought about a boldness and disregard for actual value of content as well as the all-too-real effect bad content may inevitably cause. There's too much information at our fingertips; even ones that we prefer to avoid - can one way or the other, appear on our screens.

Content Police

Whether via automated filtering or using Live Moderators, the policing of content aims to achieve one result - to ensure relevance based on pre-set rules or guides on websites, businesses and/or online communities.

Automated filtering assists in the moderation of the most common content violations; pre-programming these systems to detect violations is quite straightforward but requires pre-set knowledge. Auto moderation is stiff, strict and is only as effective as the rules it enforces. Auto filters are constant, tireless and capable of moderating a great amount of content.

Live Moderators on the other hand have the advantage of judgement. A moderator still enforces strict rules but has the added capability of making assessments on content that automated filters are unable to detect. This judgement and assessment, is what makes Live Moderators effective - and for the foreseeable future, irreplaceable. These advantages do come at a cost. Not just from an expense point of view, but from a workforce perspective. Live Moderators get tired, have individual limits in terms of workload capacity and can get affected by the types of content they have to handle at work.



Desensitized Sensitivity

It takes strong judgement and an even stronger mind to become a moderator.

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As previously mentioned, there is too much information in the internet; some more useful than others. For every instructional content that helps users, there is an equivalent content that has no other purpose but to trick you into believing (and worse – doing) the wrong thing.

There are videos, audio, images and written content that help, entertain and share knowledge. Just as there is a significant amount of content that offend, mislead and provide ways to steal information.

A Live Moderator should be unaffected by the contents they have to review daily. The psychological toll of being exposed to such content is not something to be dismissed or taken lightly. Therefore, a company must properly prepare their moderators through training, monitoring and proper rest periods. Being desensitized to the content on a personal level helps a moderator do more, be more objective and become less likely to feel burnt-out.

This desensitized sensitivity is beneficial for the moderator and for the task being done. Resulting in moderators that are well adjusted to the task – desensitized enough to treat any offensive content as just part of the work being done; and sensitive enough to make the right decisions in terms of moderation.



Using a Moderation Service

All this training and monitoring of Live Moderators may seem like a difficult task with a lot of hiring, maintenance and additional management.

That is why a lot of companies choose to acquire Moderation Services externally. This option does away with hiring while effectively covering all training and monitoring. Maintenance is handled by the moderation service provider and operations management becomes easier.

Using experts in moderation allows a company to cover the moderation requirements of their business conveniently. The company gains the advantage of scalability, ease of setup, skills availability and simplicity of operations.

NMS-Cares Sports Clinic 2018



In line with our continuing dedication to its corporate social responsibility, New Media Services is helping the deaf children with their education and skills development, through NMS-Cares and its DREAM Program (Deaf Recreational Engagement Activity and Movement).

This year NMS-Cares hosted its first ever Sports Clinic for the members of the Deaf Community in Baguio-Benguet last March 3, 2018 at the Cooyeesan Sports Complex, Irisan, Baguio City, Philippines. Professional Basketball and Badminton coaches were hired to instruct the Deaf.

The NMS-Cares staff took on the role of assisting the coaches by acting as interpreters. The Deaf were given basic training on the different skills needed to play Basketball and Badminton. The sports complex was divided into two areas; one for the Basketball trainees and the other for the Badminton trainees.

The participants were taught the proper warm-up and cool-down techniques as well as methods on how to condition the body. The Basketball trainees learned the correct form when shooting the ball, how to grip the ball and ways to take advantage of foot-work.

The Badminton trainees learned how to effectively move around the court, proper how handling and volley of the shuttlecock using their racket.

NMS-Cares also took this opportunity to hold try-outs for the NMS-Cares Basketball and Badminton teams.

All-in-all, this event was deemed a success which helps the Deaf and hard-of-hearing develop skills through physical and social interactions.



SPORTS CLINIC MARCH 2, 2018

OUR SERVICES



LIVE CHAT SERVICES

24/7 live chat operators handling all your mobile and web messaging needs Powered by Live Operator Online Platform (LOOP)



CUSTOMER SUPPORT SERVICES

Support services aimed at helping out end-users in a sincere and professional manner. A flexible suite of Voice, Ticketing and Customer Management Support Services.



WEB DESIGN AND DEVELOPMENT

Get visually fluid and functional designs, reliable and stable systems to fit your business requirements.



CONTENT MODERATION SERVICES

NMS Moderation Management Services employ Live Operators to review user-generated content, comments, data, submissions, Advertisements, and other types of web content.



SEO AND CONTENT SERVICES

Increase your website visibility and ranking with SEO and Content Services that aims to maximize the visibility of your brand, product/services on the World Wide Web.



IT SYSTEMS AND ADMINISTRATIVE TOOLS

Ready-to-integrate and Customizable platforms to perform simple to complex functions for your service needs.



SOCIAL MEDIA SERVICES

Social Media Services provides custom built social media strategies and campaigns to help you raise brand awareness, improve perception and increase market share to



SMS GO

SMS Chat Solution for optimum management of your business's customer support service.

NMS also handles tailor-made services based on your operations or manpower requirements. Have a campaign or project not covered by our list of services? Contact us and we'll be more than happy to make an assessment!

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