

# **/r/amiibo Transparency Report**

January 2016

Everyone likes taking a peek behind the curtain and seeing how things work. On rare occasion there will also be users who will pick apart and scrutinize the actions that a moderation team may make during the course of their job. Inspired by the [recent report](#) that /r/science put together, we decided to release this report to show you all what our moderators are up to.

## **Traffic Stats**

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For the month of January, we had approximately:

- 228,213 Unique Pageviews
- 5,603,777 Total Pageviews

All of our traffic information is public: <https://www.reddit.com/r/amiibo/about/traffic/>

## **Moderator Activity**

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AutoModerator is consistently one of the most active moderators on the subreddit and accounted for 762 actions (21% of all moderator actions) for the month of January.

The most common action that AutoModerator takes is the removal of posts and comments. Some examples of removals are provided on page 4 of this document in the Appendix.

For the month of January, AutoModerator had:

- 195 removed posts
- 396 removed comments

Not accounted for in the list above are 171 more mundane and boring moderation actions that AutoModerator does such as distinguishing comments, stickying posts, etc

### **AutoModerator Post Removal Reasons**

- 49 Self post without any body text
- 46 Spam/Troll Prevention - User is less than X minutes old
- 35 Blacklisted keyword
- 17 Title in all caps
- 11 Shadowbanned by AutoModerator
- 10 Troll Prevention - User has negative comment karma
- 10 Affiliate link
- 7 eBay/Craigslist link
- 4 Blacklisted domain (other)
- 3 Numerous reports from the community
- 2 Personal Information - Potential email address
- 1 Personal Information - Potential credit card number

## AutoModerator Comment Removal Reasons

- 286 Blacklisted keyword
- 39 Troll/Spam Prevention - User is less than X minutes old
- 33 Troll Prevention - User has negative comment karma
- 15 Affiliate link
- 12 Shadowbanned by AutoModerator
- 2 "Use the search bar"
- 2 Personal Information - Potential phone number
- 1 Personal Information - Potential email address
- 1 Numerous reports from the community
- 1 Blacklisted subreddit
- 1 Blacklisted domain (other)
- 3 Uncategorized / Other

## Blacklisted Keywords

As you can see from the breakdowns above, one of the most common reasons for an AutoModerator removal of any kind is the use of a term which has been blacklisted. While we keep the specifics of our blacklist a secret to avoid circumvention, we can however tell you that most of these keywords are related to scalping, resellers, auctions, harassment, and other nefarious things. We also review things that are removed by AutoModerator on a regular basis and re-approve any rare false positives.

## AutoModerator Shadowbans

The other noteworthy item that tends to cause some controversy on reddit is the use of AutoModerator to automatically remove content posted by a targeted user. This mimics the behavior of a site wide shadowban. Only reddit administrators have the power to issue a site wide shadowban. We rarely use this tool and it is almost exclusively used on spammers and bots, not actual humans. This tool is used to filter out spammers without alerting them with a notification that a standard ban would generate. If they know we're on to them, they change their methods to avoid being filtered so they can keep on spamming.

## Bans

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For the month of January, the moderation team issued 21 bans of varying lengths. We don't always jump to permanent bans and usually start off with a temporary one lasting anywhere from one day to a week depending on the nature of the situation.

### Ban Reasons

- 6 Spam (1 generic, 2 NSFW, 3 self promotion)
- 4 Ban evasion
- 1 Troll account
- 1 Impersonating a mod
- 1 Scam giveaway
- 6 Blank

## Moderator Activity

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Sometimes people will send us messages asking why we have moderators on the team that appear to be inactive. Thankfully, this is not true. Every month reports are generated that show the number of moderator actions performed and anyone who is inactive is removed. Just because they're not doing something you can see doesn't mean they are not around.

## Other Moderator Actions

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While AutoModerator does a lot of the heavy lifting, there are other actions which are performed by the slightly more human part of the moderation team that were not covered in the above sections that are vital to keeping things running smoothly.

- 675 edit flair (Assigning flair to posts, changing the flair on a post, assigning retailer flair)
- 305 approve post (Responding to reports, fishing things out of the spam queue, etc)
- 206 wiki page revisions (FAQ, Obtainability Chart, Sidebar, etc)
- 62 approve comment (Responding to reports, fishing things out of the spam queue, etc)
- 9 setting changes (Mostly stylesheet updates)

## Other Noteworthy Projects

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As you can see above, a lot of things happen during the course of a month. There are also other projects that happen behind the scenes that may not always be reflected in moderation logs that are also noteworthy and good to highlight.

- Implementing the new Rules feature released by reddit
- Updating and revising our Rules to condense them down to 10
- Accepting and reviewing applications for /r/amiiboSwap moderators
- Hiring and training our 4 new members of the /r/amiiboSwap team
- Preparing new flair for future amiibo
- Verifying and assigning flair to verified retail employees
- Consulting with retail sources to determine inventory numbers and preorder information
- Replying to mod mail
- Reviewing reports that come in on posts and comments

## Closing Thoughts

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We hope that you found this report interesting. This took a lot of effort to put together and involved a good chunk of manual work, not just automated reporting, so it's not likely to be something that we do on a regular basis, but we hope that this peek behind the curtain helped show you a bit of what all the moderation team is doing.

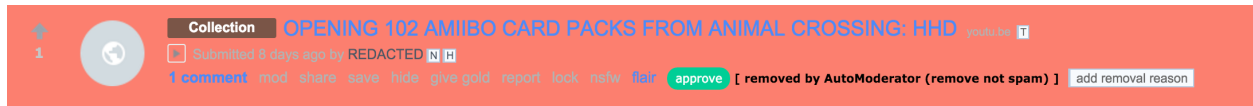
As always, please feel free to reach out to the mod team with any questions, comments, suggestions, or concerns.

# Appendix

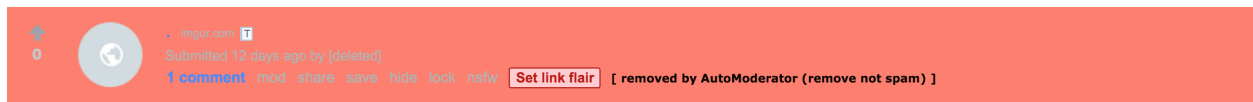
## Examples of AutoModerator Removals

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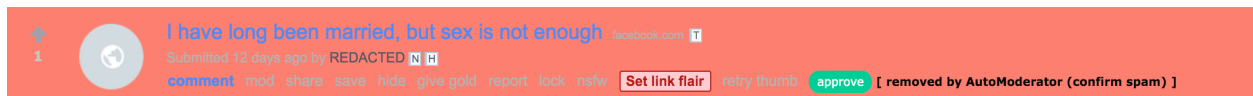
### Title in all caps / YouTube spam



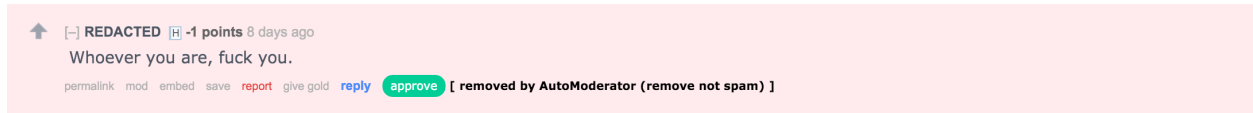
### No meaningful post title / Spam



### NSFW Spam



### Numerous reports from the community



### Troll Prevention

