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1. INTRODUCTION

EWatch offers a solution to the challenges of content moderation on social media by centralizing vital information, identifying trends, and providing real-time updates to efficiently manage misinformation and harmful content.

2. GENERAL OBJECTIVE:

Standardize the process for the use of the app called eWatch, developed for META CO.

3. SCOPE:


This PROCEDURE applies to the process of use of the app eWatch for META CO in Teleperformance, begins with the reception of any content related to elections to be moderated and ends with trends identified and published regarding elections.

4. RESPONSIBILITY:

Responsible Area	Position
1.1 Client Operations	Moderator
1.3 Quality Management	QA Lead
1.3 Quality Management	QA Manager

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5. TERMS AND DEFINITIONS:

- **Jobs:** A job is the name that receive the tasks assigned to moderators containing the content to be moderated.
- **Trend:** to be the subject of many posts on a social media site or application within a short period of time.
- **Bigram:** a pair of consecutive written units such as letters, syllables, or words.

6. REFERENCE DOCUMENTS

- N/A

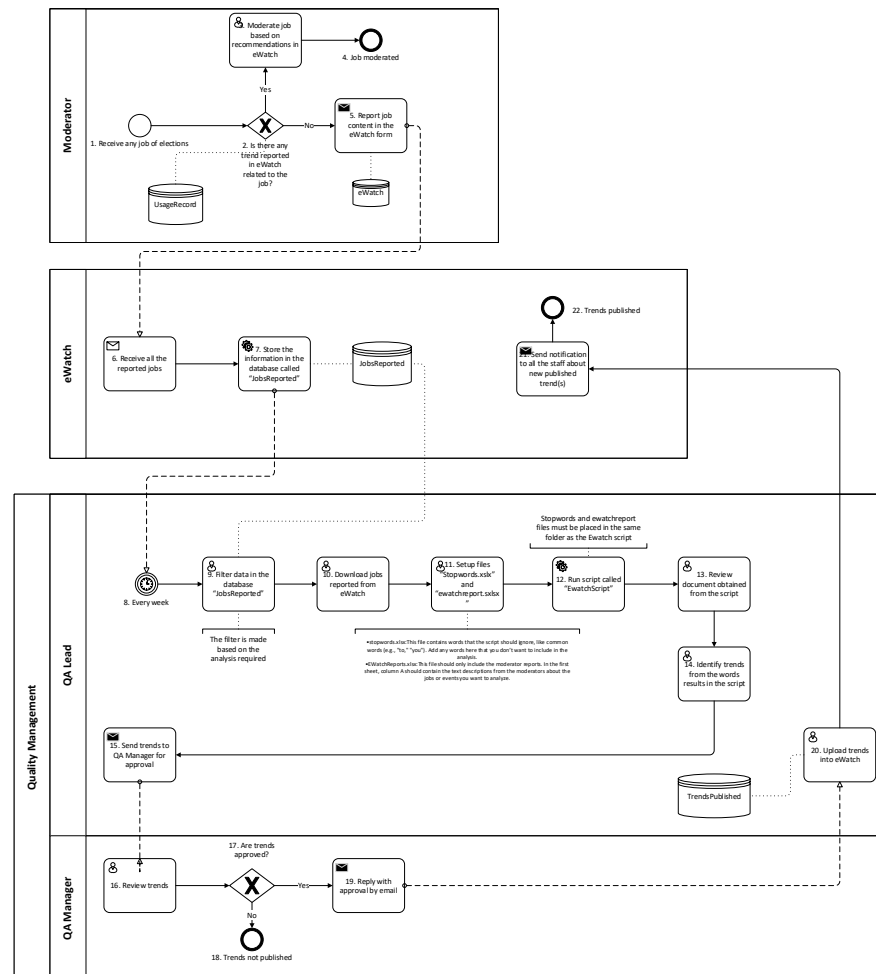
7. PROCESS DESCRIPTION:

The process starts when content moderators identify an unusual influx of content to be moderated related to elections. This content is reported and then process using eWatch to be analyzed and determine if there are trends. There is an approval process to determine if a trend or trends exist by the Quality management area. In the case there is one or more, the information is published in eWatch to help moderators with their job.

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7.1. BPMN 2.0 FLOW CHART:



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
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7.2. TABLE OF ACTIVITIES:

N°	Activity Name	Description	Responsible	Input	Output	System/ Storage
1	Receive any job of elections	Moderators remain attentive to the topic of the content they receive to moderate in their day to day tasks. In case there are jobs related to elections this process is triggered.	Moderator	Jobs related to elections	Jobs related to elections	-
2	Is there any trend reported in eWatch related to the job?	Once moderators receive elections jobs, they must go to the app to verify if the topic is already published in the app.	Moderator	Jobs related to elections	Trends published	eWatch
3	Moderate job based on recommendations in eWatch	If there is any trend published, the content is moderated following the recommendations for it.	Moderator	Trends published	Content moderated	eWatch
4	Job moderated	The process ends once the job has been moderated.	Moderator	Content moderated	Content moderated	eWatch
5	Report job content in the eWatch form	If there are not any trends published for the content on the job, it must be reported completing the established form.	Moderator	Trends not found	Job reported through form	eWatch

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
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6	Receive all the reported jobs	eWatch receive all the reported jobs from the form completed by moderators and stores them in an internal database.	eWatch	Job reported through form	Job reported through form	DB "JobsReported"
7	Store the information in the database called "JobsReported"	The app places all jobs receive in the designated database.	eWatch	Job reported through form	Jobs stored in database	DB "JobsReported"
8	Every week	Every week the quality area reviews all the information stores in the database	QA Lead	-	-	-
9	Filter data in the database "JobsReported"	The QA lead filters all the jobs reported based on the analysis required depending on the topics.	QA Lead	Jobs stored in database	Jobs filtered in database	DB "JobsReported"
10	Download jobs reported from eWatch	All the filtered jobs are downloaded to be prepared for analysis.	QA Lead	Jobs filtered in database	Jobs downloaded from database	DB "JobsReported"
11	Setup files "Stopwords.xlsx" and "ewatchreport.xlsx"	For the text mining part of the process 2 files are needed. stopwords.xlsx: This file contains words that the script should ignore, like common words (e.g., "to," "you"). Add any words here that you don't want to include in the analysis.	QA Lead	Jobs downloaded from database	Files prepared for analysis	"Stopwords.xlsx" and "ewatchreport.xlsx" files

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		EWatcReports.xlsx: This file should only include the moderator reports. In the first sheet, column A should contain the text descriptions from the moderators about the jobs or events you want to analyze.				
12	Run script called "EwatchScript"	The script has to be placed in the same folder as the files prepared in the previous step. This script is written in Javascript and made into a .exe file. Double click on the icon to run the script.	QA Lead	Files prepared for analysis	Script ran	Script
13	Review document obtained from the script	After the script finishes there is a file with the results. The lead reviews the file.	QA Lead	Script ran	File with results	"Ewatchanalysis.xlsx"
14	Identify trends from the words results in the script	Using the results obtained from the text mining, the QA lead identifies possible trends based on the number of times a word or bigram is repeated.	QA Lead	File with results	Trends identified	"Ewatchanalysis.xlsx"
15	Send trends to QA Manager for approval	Once possible trends are identified they are sent to the QA manager for review and approval.	QA Lead	Trends identified	Trends identified	Outlook

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16	Review trends	The manager reviews the trends to validate if they are applicable to the current context.	QA Manager	Trends identified	Trends reviewed	"Ewatchanalysis.xlsx"
17	Are trends approved?	Manager decides if trends are approved for publication or not.	QA Manager	Trends reviewed	Trends reviewed	"Ewatchanalysis.xlsx"
18	Trends not published	If they are not approved, they are not published in the app and the process ends until there is a new trigger.	QA Manager	Trends reviewed	Trends not published	-
19	Reply with approval by email	If trends are approved the manager sends an email with the approval.	QA Manager	Trends reviewed	Trends approved	Outlook
20	Upload trends into eWatch	Trends are uploaded into the app to be available to moderators.	QA Manager	Trends approved	Trends uploaded	eWatch
21	Send notification to all the staff about new published trend(s)	The app sends a notification to all staff about the new trends published so everyone is aware.	eWatch	Trends uploaded	Notification sent	Outlook
22	Trends published	The process ends once the trends are published in the app.	eWatch	Notification sent	Trends published	-

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8. ANNEXES AND/OR RELATED DOCUMENTS:

- N/A