iMerit

LEVERAGING AI FOR GAMING COMMUNITY HEALTH

$23 Billion
Global online gaming revenue in 2022

3 Billion
People worldwide play and engage on gaming platforms

86%
of these gamers have encountered inappropriate behavior

COST OF TOXICITY FOR GAMING COMPANIES

DECREASED PLAYER RETENTION with affected players quitting

LOSS OF REVENUE, existing and potential, on losing out players

BRAND DETERIORATION when gamers share negative experiences

LEGAL ISSUES for failing to prevent harmful behavior

AI FOR COMMUNITY HEALTH

AI can help monitor user-generated content and automate the detection and removal of harmful content before it even reaches the player.

WHAT CAN GAMING COMPANIES DO?

Invest in behavior moderation tools for voice and text chats

Build transparent player-reporting systems

Monitor UGC with AI for detecting and removing harmful content

Refer to industry coalitions, like the Fair Play Alliance, for best practices

AI-POWERED AUTOMATED CONTENT MODERATION

Content moderation automation is done by leveraging AI-powered algorithms or models to identify inappropriate content as per the learnings from previously-fed datasets. They help:

- **Speed up** the removal of harmful content
- **Automate** the tedious tasks of reviewing
- **Filter** content across visuals, text, videos, or live streams

AI MODEL CHALLENGES

ASR models are **unreliable and inaccurate**

Automated models **cannot analyze toxic intent**

#1
Challenge is Poor Training Dataset

Not tailored to your **game's lexicon** & speech community norms

Lack of nuance and context-sensitivity

AI NEEDS DATA EXPERTS

Data Curation
Curate custom training data with in-domain labels for ASR models.

Model Feedback
Validate model output to refine the performance of automated solutions.

Assisted Moderation
Human-in-the-loop moderation to validate edge cases and escalations.

POWER-UP OR GAME OVER!

Develop a winning gaming behavior moderation model by using high-quality datasets with in-game nuances and sensitivity.

info@imerit.net | imerit.net