Koe Koe Tech partners with Decentriq for protected and scalable data analytics to combat dangerous social media content

Incitement of violence, hate speech, and fake news are rampant on Facebook, Twitter, and other social media platforms, distorting truth and often resulting in violence. In many Global South countries, where tech companies rely heavily on local civil society for content moderation, monitoring is extremely inefficient and ineffective. Civil society organizations (CSOs) have no standardized definition for what constitutes a violation; they often operate through a series of screenshots and spreadsheets, lacking the ability to collect content data and develop insights into patterns.

Koe Koe Tech's Solution

Koe Koe Tech, an IT social enterprise with a successful history in content monitoring and developing social impact technology, is building the solution to address this challenge: Meekin. Meekin is a web and cloud-based platform empowering Global South civil society to monitor, analyze, and mitigate dangerous online content through a standardized process aligned with international human rights law (IHRL). By crowdsourcing local expertise, Meekin aims to identify and reduce harms caused by hate speech and misinformation. Taking a by-CSO-for-CSO approach, it leverages machine learning (ML) models to pre-flag content in multiple languages.

The platform is built to allow civil society coordination and house a cloud database with millions of flagged posts from around the world. Crucially, it also serves as an independent review mechanism to hold Big Tech accountable for its moderation. By documenting actions taken by social media companies on particular pieces of content – combined with the use of Decentriq's encrypted enclave technology – Meekin will allow for computer scientists and researchers to audit social media moderation algorithms at scale. It is currently being used by over 70 organizations in over 30 countries.

Challenge

Meekin acts as a central point for collaboration between multiple social media companies and civil society organizations, containing very sensitive data. This means that protecting that data is a complex process both in terms of data security and privacy, especially since scale and speed are of the essence when it comes to addressing hate speech and misinformation online.

The challenge is two-fold. On one hand Koe Koe Tech has to use the cloud in order to facilitate its growth but has to do so in a way that guarantees the highest level of security for that data. On the other hand, the fact that external analysts can perform analytics on that data poses a data privacy risk that needs to be controlled, while still providing useful insights. While large-scale data privacy and security are vital to the success of Meekin, neither of them is Koe Koe Tech's area of expertise. Its partnership with Decentriq helps them with these requirements in order to scale quickly and reliably.

Solution with Decentriq

In order to allow external computer scientists and researchers to perform analytics on data in an actionable yet compliant way – while also to securing that data as it is being processed in the cloud – Koe Koe Tech is working with Decentriq to provide a provably secure and encrypted data layer embedded in the Meekin platform. A secure, hardware-based enclave enables platforms dealing with sensitive data to safely scale in the cloud and provide analytics access to that data to anyone, without breaching privacy.

"When we talk about Meekin's external analysis capabilities, we always get questions about data privacy. Similarly, auditing content moderation algorithms comes with serious data security concerns, as they involve deeply personal and aggregate information," says Michael Lwin, Co-Founder and Managing Director of Koe Koe Tech. "Our partnership with Decentriq allows us to address these issues while offering extensive analysis capabilities."

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Easily collaborate on sensitive data with Decentriq

Decentriq is a cloud-based SaaS platform to easily share, analyze and collaborate on sensitive data - with anyone – without risk of exposure or the need to establish trust. Decentriq's platform uses advanced encryption-in-use technology called confidential computing to ensure data is provably anonymous to all parties at all times.

Decentriq is easily scalable and securely deployed in the public cloud, so users can start collaborating on sensitive data in just minutes. The platform is flexible and works with many use cases. And, as a standalone managed SaaS platform, no additional IT investment is required from you.

koekoetech

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DECENTRIQ

For technologies to collaborate on sensitive data:

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