



# Who's the bad guy now?

How a robot could save you in times of exploding volumes.





# Content Moderation

User generated content



# User generated content



<https://data.whicdn.com/images/165304751/large.jpg>  
[https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry\\_Potter\\_HP4\\_01.jpg/revision/latest?cb=20120207172914](https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry_Potter_HP4_01.jpg/revision/latest?cb=20120207172914)



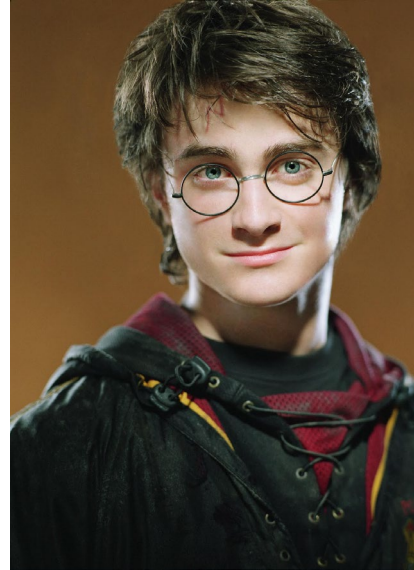
# User generated content



<https://hungarytoday.hu/wp-content/uploads/2018/02/18ps27.jpg>  
<https://i.pinimg.com/originals/2a/df/a4/2adfa4e09cc2eb1ee717ad2b27145926.jpg>  
<https://www.rd.com/wp-content/uploads/2016/04/01-cat-wants-to-tell-you-laptop.jpg>  
<https://rukminim1.flixcart.com/image/832/832/jbzedu80/computer/g/m/x/hp-na-laptop-original-imaaff7augnvgmznmw.jpeg?q=70>  
<https://data.whicdn.com/images/165304751/large.jpg>  
[https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry\\_Potter\\_HP4\\_01.jpg/revision/latest?cb=20120207172914](https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry_Potter_HP4_01.jpg/revision/latest?cb=20120207172914)



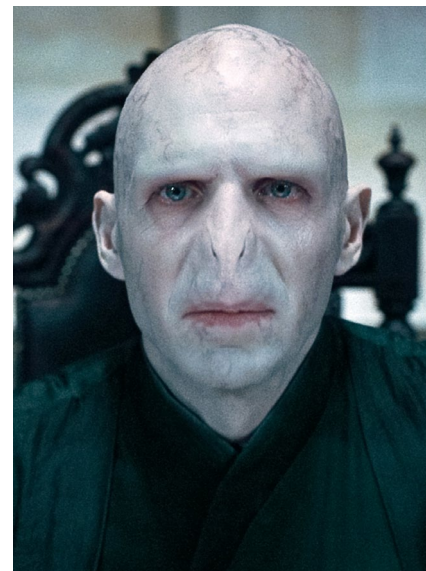
# User generated content



[https://vignette.wikia.nocookie.net/harrypotter/images/6/6e/VoldemortHeadshot\\_DHP1.png/revision/latest?cb=20161203031453](https://vignette.wikia.nocookie.net/harrypotter/images/6/6e/VoldemortHeadshot_DHP1.png/revision/latest?cb=20161203031453)  
[https://lumiere-a.akamaihd.net/v1/images/Darth-Vader\\_6bda9114.jpeg?region=0%2C23%2C1400%2C785&width=960](https://lumiere-a.akamaihd.net/v1/images/Darth-Vader_6bda9114.jpeg?region=0%2C23%2C1400%2C785&width=960)  
<https://data.whicdn.com/images/165304751/large.jpg>  
[https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry\\_Potter\\_HP4\\_01.jpg/revision/latest?cb=20120207172914](https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry_Potter_HP4_01.jpg/revision/latest?cb=20120207172914)



# User generated content



hate speech, terrorism, harassment, malware, spam, pornographic content, violence, clickbaits ...

<https://www.youtube.com/watch?v=FVzc20Bm8Xo>  
<https://hungarytoday.hu/wp-content/uploads/2018/02/18ps27.jpg>  
[https://vignette.wikia.nocookie.net/harrypotter/images/6/6e/VoldemortHeadshot\\_DHP1.png/revision/latest?cb=20161203031453](https://vignette.wikia.nocookie.net/harrypotter/images/6/6e/VoldemortHeadshot_DHP1.png/revision/latest?cb=20161203031453)  
[https://lumiere-a.akamaihd.net/v1/images/Darth-Vader\\_6bda9114.jpeg?region=0%2C23%2C1400%2C785&width=960](https://lumiere-a.akamaihd.net/v1/images/Darth-Vader_6bda9114.jpeg?region=0%2C23%2C1400%2C785&width=960)



# User generated content



hate speech, terrorism, harassment, malware, spam, pornographic content, violence, clickbaits ...

<https://www.markus-freise.de/wp-content/uploads/2015/10/No-star-wars-luke-skywalker-meme-Instagram-960x623-630x354.jpg>

<https://www.youtube.com/watch?v=FVzc20Bm8Xo>

<https://hungarytoday.hu/wp-content/uploads/2018/02/18ps27.jpg>

[https://vignette.wikia.nocookie.net/harrypotter/images/6/6e/VoldemortHeadshot\\_DHP1.png/revision/latest?cb=20161203031453](https://vignette.wikia.nocookie.net/harrypotter/images/6/6e/VoldemortHeadshot_DHP1.png/revision/latest?cb=20161203031453)

[https://lumiere-a.akamaihd.net/v1/images/Darth-Vader\\_6bda9114.jpeg?region=0%2C23%2C1400%2C785&width=960](https://lumiere-a.akamaihd.net/v1/images/Darth-Vader_6bda9114.jpeg?region=0%2C23%2C1400%2C785&width=960)



# Content Moderation



- Wants people to share content with each other in a trustworthy way





# Content Moderation

**facebook**

- A place where people can come and connect safely



# Content Moderation

facebook®



Signs hanging on the wall of Facebook's Menlo Park, California headquarters

[https://motherboard.vice.com/en\\_us/article/xwk9zd/how-facebook-content-moderation-works](https://motherboard.vice.com/en_us/article/xwk9zd/how-facebook-content-moderation-works)



# Content Moderation



- Transparency and trust
- Clear Policies



# Usability

There's always 2 sides:

**The uploading user**



**The consuming user**



[https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry\\_Potter\\_HP4\\_01.jpg/revision/latest?cb=20120207172914](https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry_Potter_HP4_01.jpg/revision/latest?cb=20120207172914)  
[https://vignette.wikia.nocookie.net/harrypotter/images/9/9f/Jahresabschlussfest\\_Film\\_1.jpg/revision/latest?cb=20140930203258&path-prefix=de](https://vignette.wikia.nocookie.net/harrypotter/images/9/9f/Jahresabschlussfest_Film_1.jpg/revision/latest?cb=20140930203258&path-prefix=de)



# Usability – Take aways

## The uploading user



- Understand intention
- Transparent rules
- Transparent consequences
- Sometimes:  
teaching the unteachable

## The consuming user



[https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry\\_Potter\\_HP4\\_01.jpg/revision/latest?cb=20120207172914](https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry_Potter_HP4_01.jpg/revision/latest?cb=20120207172914)  
[https://vignette.wikia.nocookie.net/harrypotter/images/9/9f/Jahresabschlussfest\\_Film\\_1.jpg/revision/latest?cb=20140930203258&path-prefix=de](https://vignette.wikia.nocookie.net/harrypotter/images/9/9f/Jahresabschlussfest_Film_1.jpg/revision/latest?cb=20140930203258&path-prefix=de)



# Usability – Take aways

## The uploading user



- Understand intention
- Transparent rules
- Transparent consequences
- Sometimes:  
teaching the unteachable

## The consuming user



- Image/reputation
- Level of enagement
- Users don't want to be afraid  
to visit your page or open a link
- Content often defines how you are  
perceived (friendly, evil, ....)

[https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry\\_Potter\\_HP4\\_01.jpg/revision/latest?cb=20120207172914](https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry_Potter_HP4_01.jpg/revision/latest?cb=20120207172914)  
[https://vignette.wikia.nocookie.net/harrypotter/images/9/9f/Jahresabschlussfest\\_Film\\_1.jpg/revision/latest?cb=20140930203258&path-prefix=de](https://vignette.wikia.nocookie.net/harrypotter/images/9/9f/Jahresabschlussfest_Film_1.jpg/revision/latest?cb=20140930203258&path-prefix=de)



# Too much engagement?

The story behind



**CREATE**  
personalised products for any event or occasion  
[Start Designing Now](#)

**SHOP**  
unique designs on any product by independent designers  
[Find Something You Love](#)

Start Creating Now T-Shirts Hoodies & Sweatshirts Vest Tops Baby Clothes Bags Group Wear

Festival T-Shirts: We've got them all. Make your pick

**FESTIVAL**  
FESTIVAL T-SHIRTS  
★ CREW ★

I WANNA  
LIVE IN A  
MUSIC  
FESTIVAL  
FOREVER

I AM UP 4  
FESTIVAL

ELECTRO





# Where Designs Come to Boom

Make Money Selling Your Designs on over 170 Products.

It's free. Guaranteed.

Sell On The Marketplace

OR Open Your Own Online Shop

Tell me more!  
Scroll down



## Upload Your Designs to over 200 Products - Instantly!





Home > Shop > T-Shirts > Funny

### Funny T-Shirts to spread the laughter

Sort by: [Relevance](#) | [Newest](#)

Categories

- Men
- Women
- Kids & Babies
- Accessories
- Cases
- Wall Prints

Products

**T-Shirts**

Tank Tops

<https://www.spreadshirt.co.uk/funny+t-shirts>

Long Sleeve Shirts

Hoodies & Sweatshirts

Underwear

Baby Clothing

Mugs & Drinkware

Bags & Backpacks

Caps & Hats

Samsung Cases

iPhone Cases

Aprons

Jackets & Vests

Trousers & Shorts

Scarves

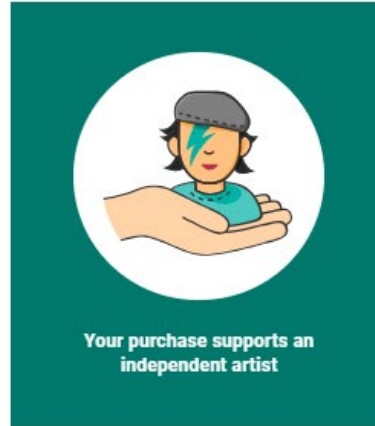
Teddy Bear Toys

Umbrellas

Buttons

Lanyards

Posters



Taco cat hangover gift idea vintage by 114267177



Hot Dog by ButWhyNot



The stupid unicorn loses his head Kids' Shirts by chrisbears



I Donut Want To Work Out by yakoazon



Striptease Banana by BrainClothing



https://www.spreadshirt.co.uk/funny+t-shirts  
https://data.whicdn.com/images/165304751/larae.iaa  
https://vignette.wikia.nocookie.net/harrypotter/images/c/c1/Harry%2Bpotter-Harry\_Potter\_HP4\_01.jpg/revision/latest?cb=20120207172914



**There's not only  
Lukes & Harrys**



# Million Dollar Idea



Let's upload logos and sell them cheap

[https://cf.itkcdn.net/fashion-history/images/std/196838-425x305-Fashion\\_Brands.jpg](https://cf.itkcdn.net/fashion-history/images/std/196838-425x305-Fashion_Brands.jpg)  
[https://i.amz.mshcdn.com/NrSxvXNw4GM8lgAn7GBfw9t0HsQ=/950x534/filters:quality\(90\)/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fcard%2Fimage%2F386685%2Ffe65aaa2-24d9-4b04-b957-a1ff449942dc.jpg](https://i.amz.mshcdn.com/NrSxvXNw4GM8lgAn7GBfw9t0HsQ=/950x534/filters:quality(90)/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fcard%2Fimage%2F386685%2Ffe65aaa2-24d9-4b04-b957-a1ff449942dc.jpg)  
[https://vignette.wikia.nocookie.net/harrypotter/images/8/80/Hufflepuff\\_2.jpg/revision/latest?cb=20161227130832&path-prefix=de](https://vignette.wikia.nocookie.net/harrypotter/images/8/80/Hufflepuff_2.jpg/revision/latest?cb=20161227130832&path-prefix=de)



# Million Dollar Idea



Let's upload logos and sell them cheap



[https://cf.itkcdn.net/fashion-history/images/std/196838-425x305-Fashion\\_Brands.jpg](https://cf.itkcdn.net/fashion-history/images/std/196838-425x305-Fashion_Brands.jpg)  
[https://i.amz.mshcdn.com/NrSxvXNw4GM8lgAn7GBfw9t0HsQ=/950x534/filters:quality\(90\)/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fcard%2Fimage%2F386685%2Ffe65aaa2-24d9-4b04-b957-a1ff449942dc.jpg](https://i.amz.mshcdn.com/NrSxvXNw4GM8lgAn7GBfw9t0HsQ=/950x534/filters:quality(90)/https%3A%2F%2Fblueprint-api-production.s3.amazonaws.com%2Fuploads%2Fcard%2Fimage%2F386685%2Ffe65aaa2-24d9-4b04-b957-a1ff449942dc.jpg)  
[https://vignette.wikia.nocookie.net/harrypotter/images/8/80/Hufflepuff\\_2.jpg/revision/latest?cb=20161227130832&path-prefix=de](https://vignette.wikia.nocookie.net/harrypotter/images/8/80/Hufflepuff_2.jpg/revision/latest?cb=20161227130832&path-prefix=de)



**1 infringement can cost a lot**



**~5000 designs get rejected due to  
copyright or trademark  
infringements every month.**



# 3 Steps= 1 Upload



Upload file	Confirm copyright	Describe design
-------------	-------------------	-----------------

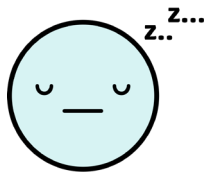
Drag your design here

JPG AI GIF CDR EPS PNG SVG

Image size 40 to 4000 px, file size 10 MB max.  
vector file 3 colours max.

- or -

Upload design







# 1 Step= 25 Uploads



**Upload design...**

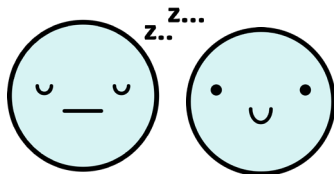
or just drag it here

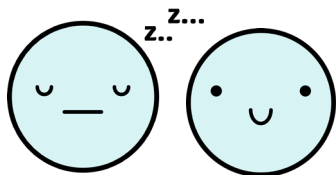
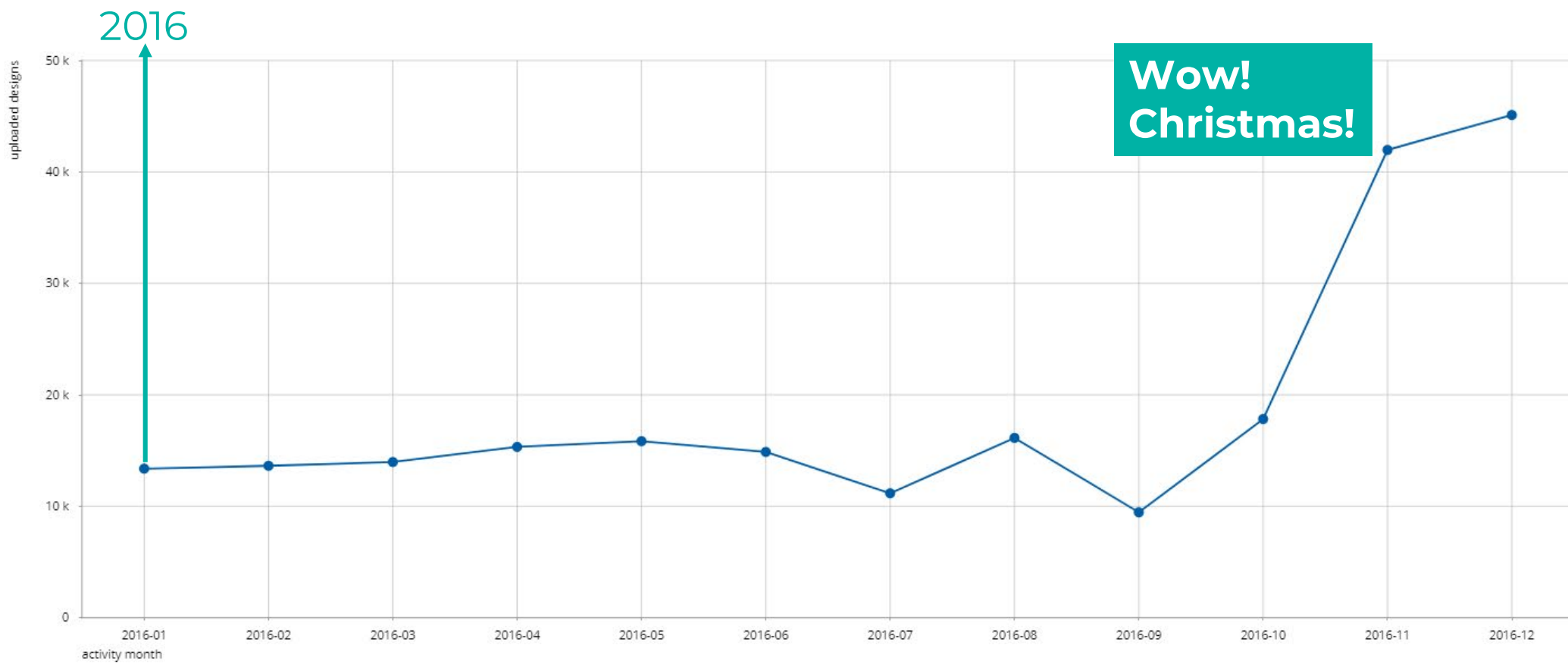
**Browse**

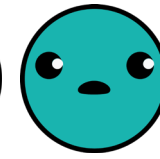
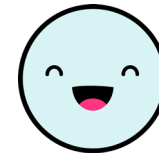
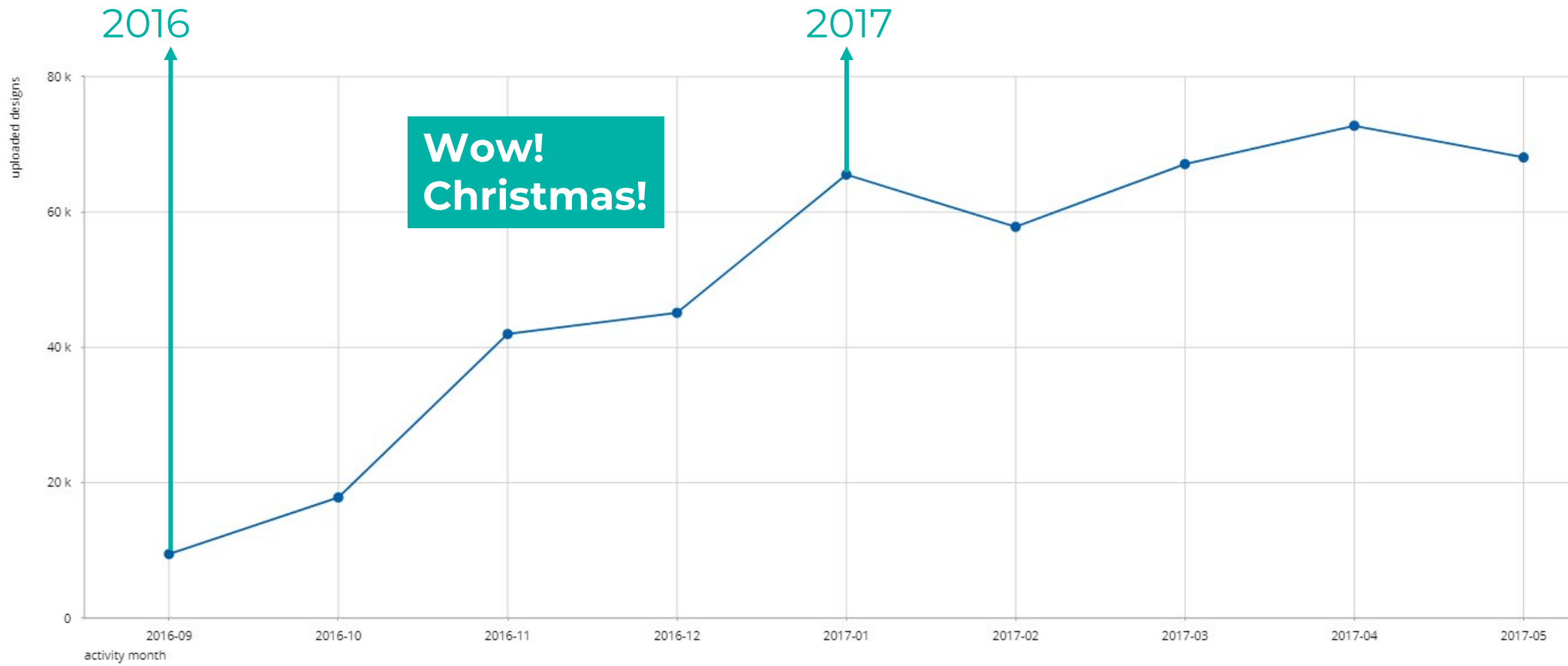
Upload up to **25 designs** at once

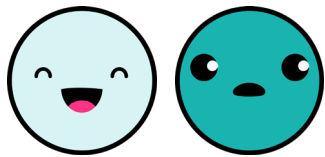
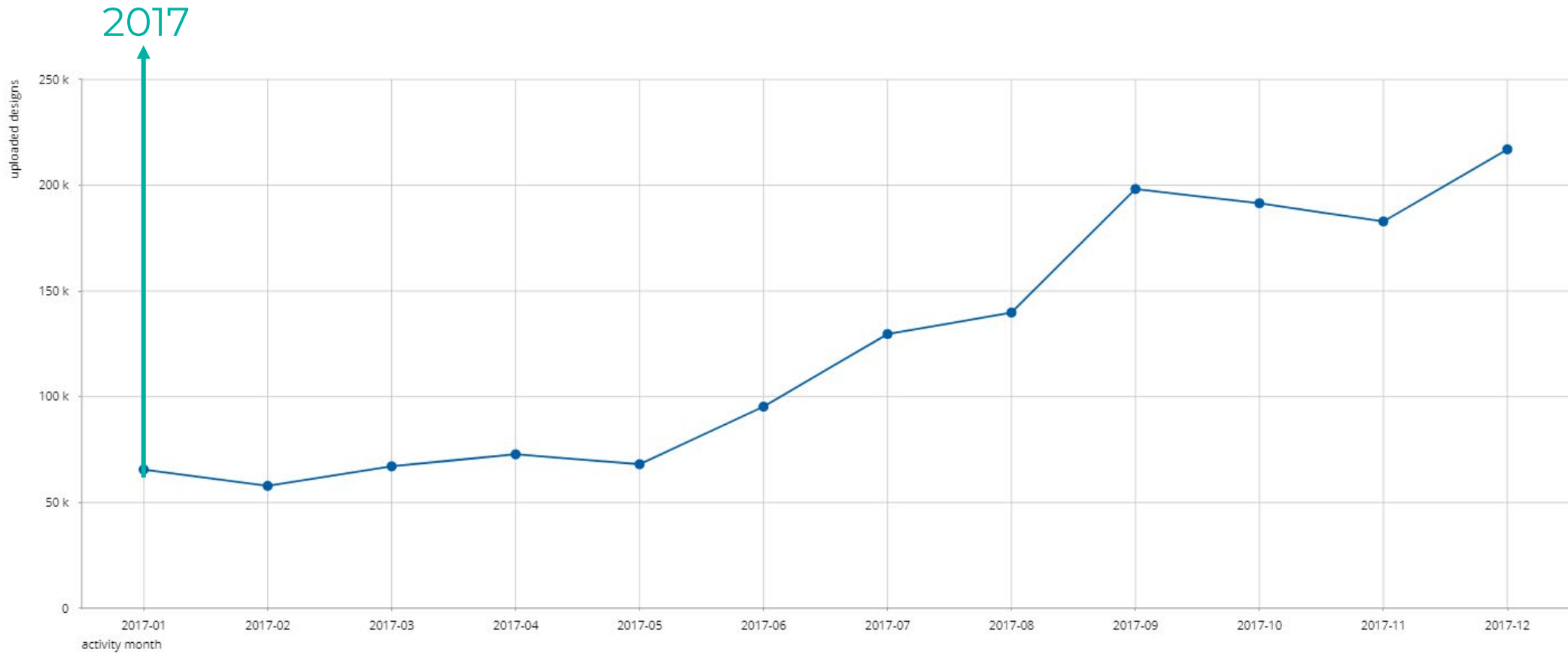
File type: **.jpeg, .png, .gif, .svg, .ai, .eps, .cdr**

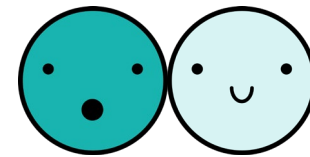
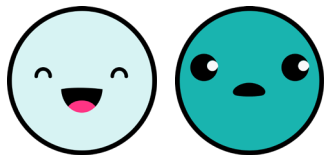
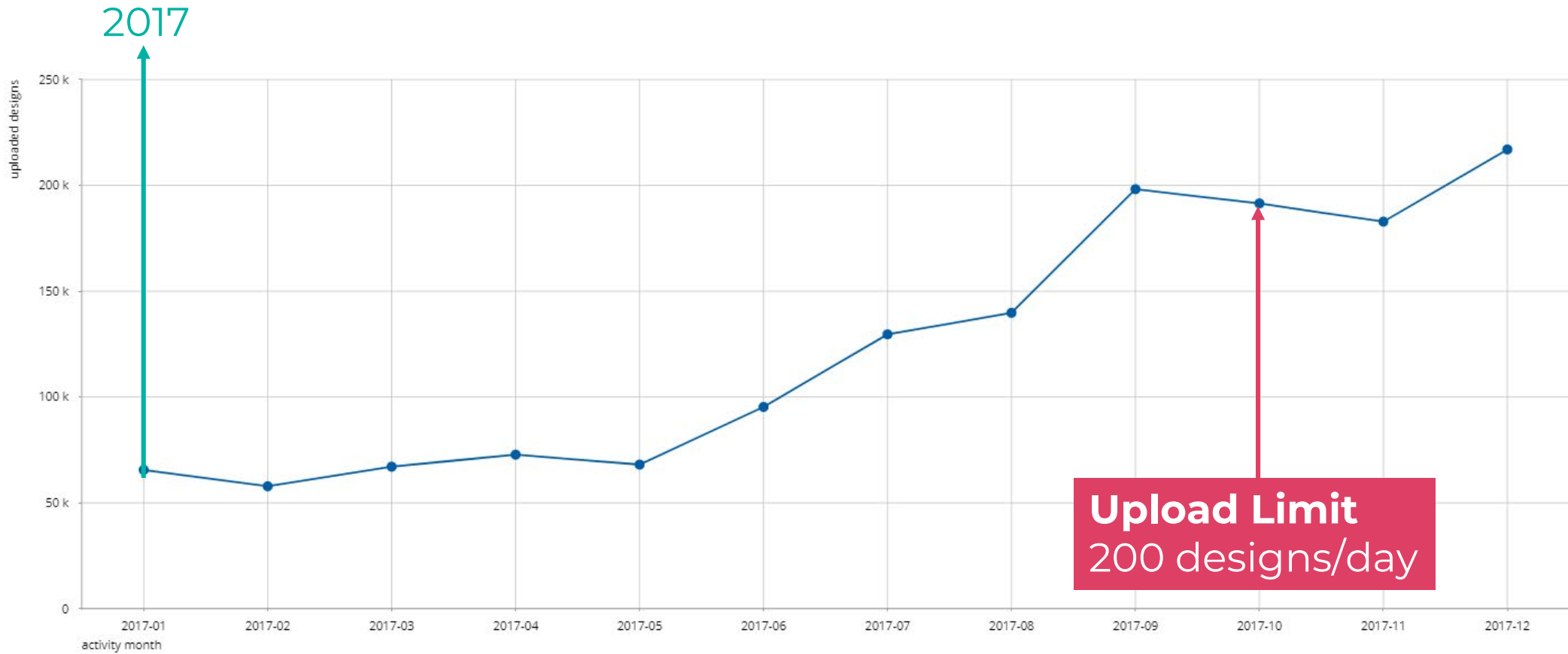
By clicking on upload, I confirm that I hold the copyrights for the image or a license to use it.













# Feedback 200 Limit



**Andres**

16. October 2017 @ 09:26 PM

Reply

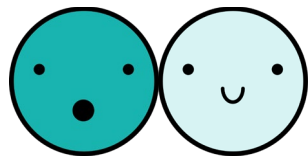
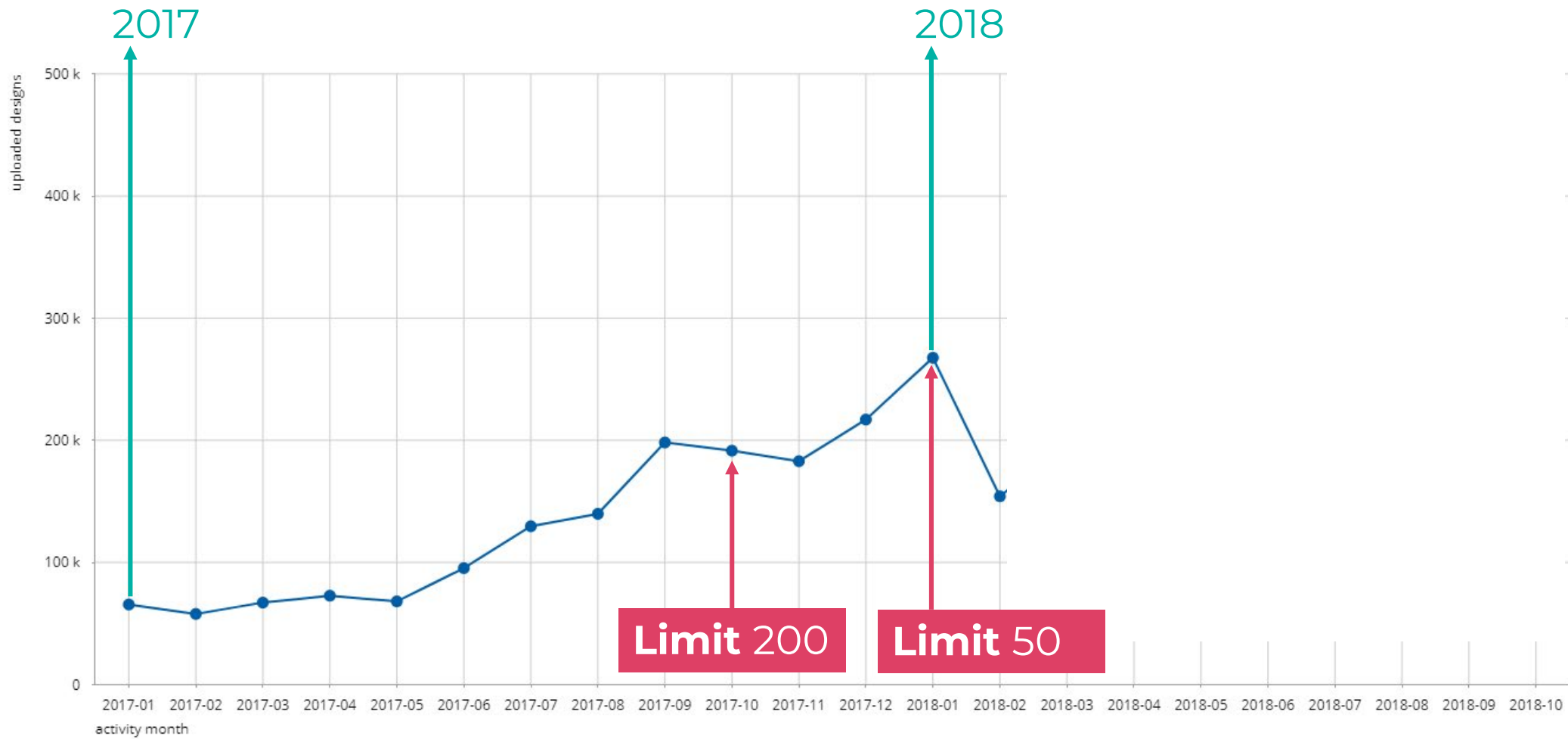
200 designs per day means 25 in one hour on a normal 8 hour workday. I don't think any real artist will or can come up with that many. I think a maximum of 10 designs every day is more than enough and a fulltime artist still can upload plenty of designs. Setting the maximum that high is ridiculous. If one person upload that many designs I don't think he made one single design.



**Horsey Twinkletoes**

18. October 2017 @ 01:05 PM

I've just joined, and completely agree Andres. What kind of quality content could they possibly be generating. 10 is by far enough. It would at least give us genuine creators a chance without saturating the market place.





# Feedback 50 Limit



**Silvia**

30. January 2018 @ 2:20 pm

Thank you so much! It's high time that quality works are not swamped in cheap mass uploads.



**Sascha**

30. Januar 2018 @ 13:48

Antworten

Sehr gute Entscheidung! Man merkt dass Ihr die Informationen der Partner Community ernst nimmt und wie hier schon einen teil unbürokratisch und schnell umsetzt!



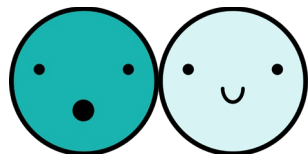
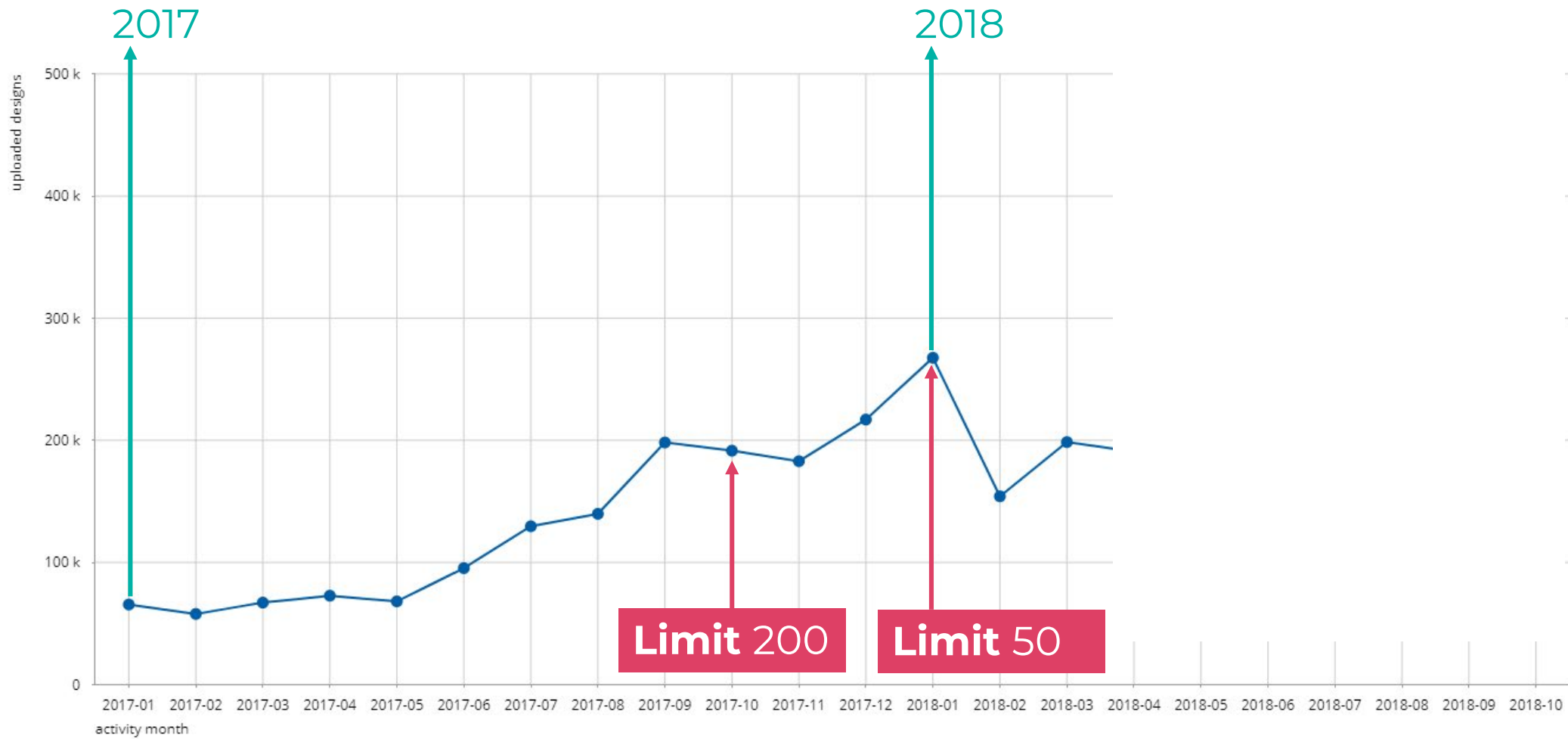
**Alex**

30. Januar 2018 @ 16:13

Antworten

Ich persönlich finde diese Entscheidung sehr gut und richtig 😊  
Macht weiter so







# What we wanted



Zauberwald  
von [Kirana](#) 25,49 €



Tom and Scary  
von [ADAM LAWLESS](#) 20,86 €



Cool 80's Otter  
von [yakoazon](#) 28,49 €



Brave\_and\_Free.png  
von [just83jin](#) 27,49 €



Wassermelone Wal - Walfisch Melone - Früchte -Love  
von [Shirtando](#) 27,49 €



HIRSCH GEOMETRISCH  
von [DreambyUP](#) 19,99 €



Pretty designs from artists



# What we got



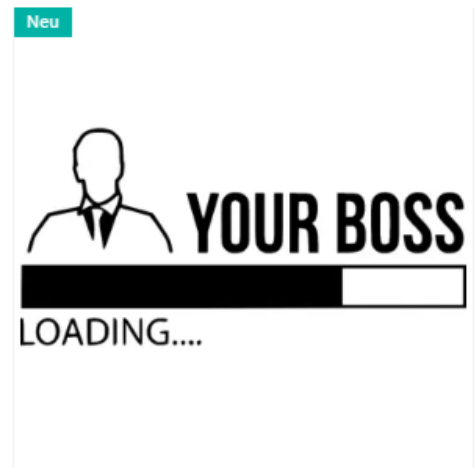
LEHRER  
von [111850577](#) 24,95 €



POLIZISTIN - Prinzessin  
von [TeeBeeLee](#) 20,49 €



KOCH  
von [111850577](#) 23,60 €



your boss loading  
von [Champ-111](#) 37,49 €



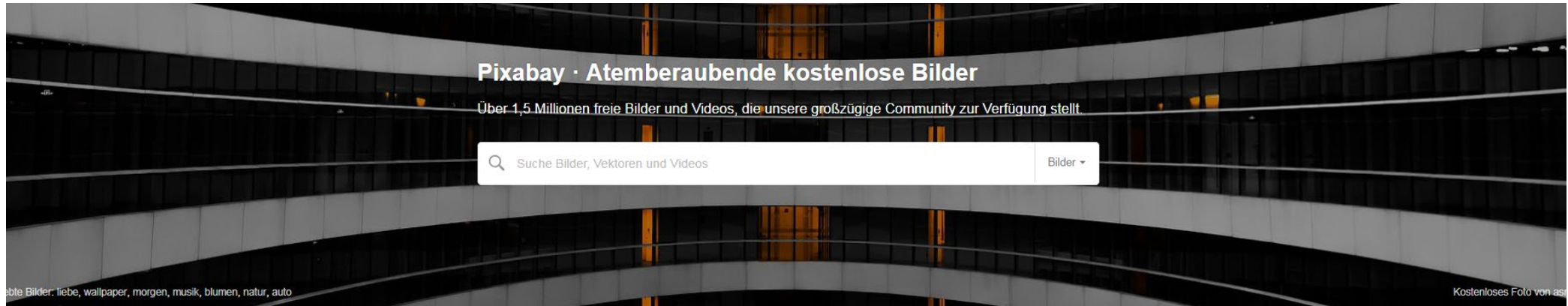
POLIZISTIN  
von [111850577](#) 25,37 €



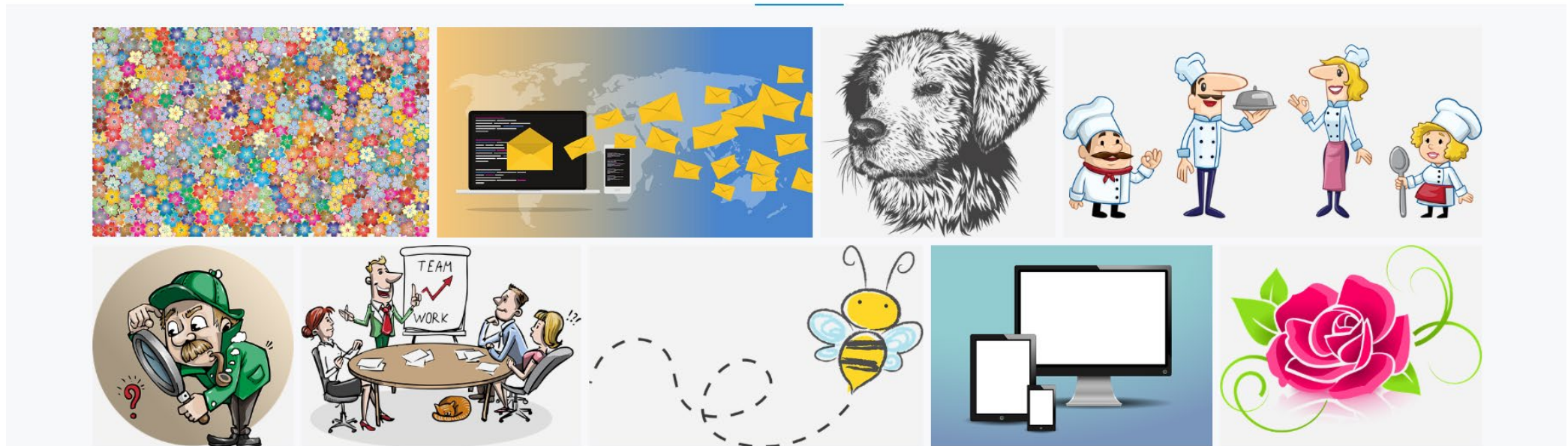
MALER - Der Beste  
von [TeeBeeLee](#) 37,99 €



# What we also got



Fotos Illustrationen Vektorgrafiken Videos Mehr →





5 € RABATT NUR FÜR DICH Code jetzt einlösen >

Verkaufen Jobs | ? Hilfe Login



Gestalten  
Von Dir gemacht

Shoppen  
Produkte von Designern

pinguin matrose



Bestseller Männer Frauen Kinder & Babys Accessoires Poster Home & Living **Neu** Geschenke Kollektionen SALE

Home > Shoppen > Geschenke > Pinguin > Matrose

## Suchbegriff: "Pinguin Matrose" & Geschenke

Kategorien

- Männer
- Frauen
- Kinder & Babys
- Accessoires
- Hüllen
- Home & Living

Produkte

- T-Shirts
- Tank Tops
- Poloshirts
- Langarmshirts
- Pullover & Hoodies
- Unterwäsche
- Jacken & Westen
- Hosen & Shorts
- Babykleidung
- Kissenbezüge
- Schürzen
- Tassen & Zubehör
- Trinkflaschen
- Mousepads
- Kuscheltiere
- Taschen & Rucksäcke
- Caps & Mützen
- Buttons & Anstecker

Ansicht Sortieren nach: Relevanz | Neuheiten



Matrosen Pinguin, perfekt als Geschenk!  
von [Xedura](#) 24,49 €



Pinguin-Matrose  
von [114869148](#) 24,49 €



Pinguin als Matrose. Geschenkidee  
von [PeetBlack](#) 29,99 €



Matrosen Pinguin Geschenkidee Sonderangebot  
von [Bestseller Shirts](#) 29,95 €



Pinguin Matrose  
von [114379150](#) 34,49 €



Pinguin Matrose  
von [113650615](#) 38,49 €

https://www.spreadshirt.de/pinguin+matrose+geschenke



## Too much engagement?

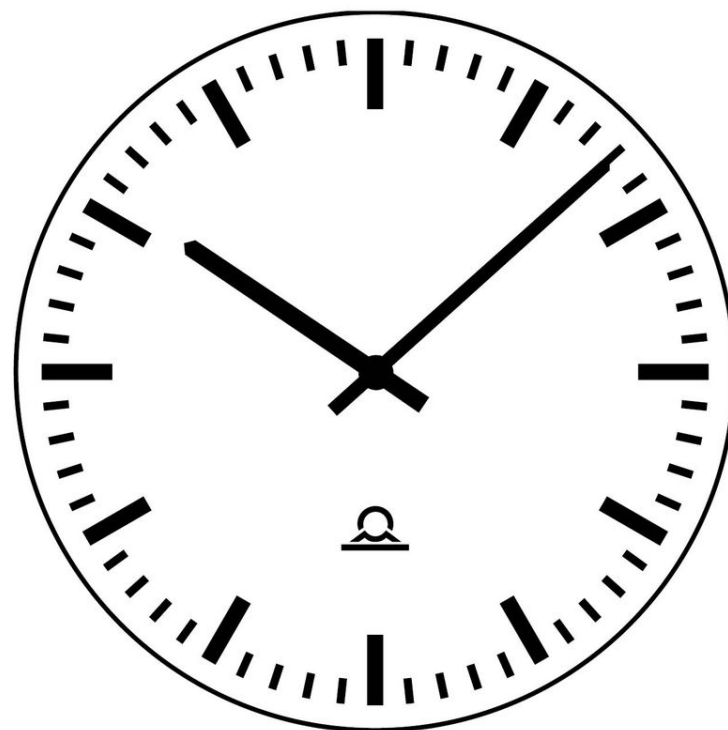
- Users downloading and uploading stock image platforms
- Users scripting designs
- Users opening multiple accounts to get around our limit

**Probably just not the kind of engagement wanted to have**

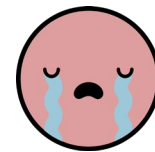
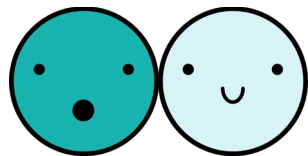
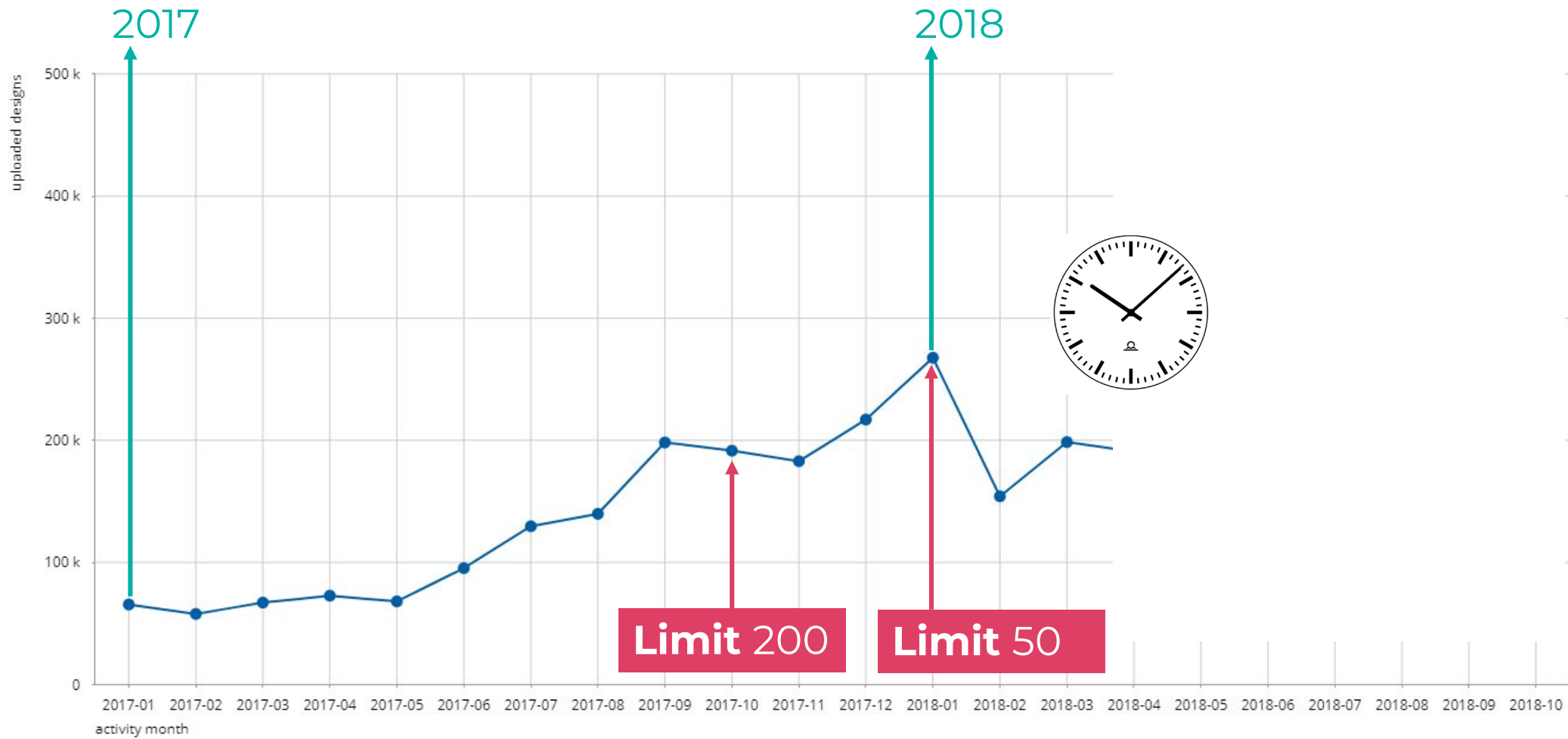


# Too much engagement?

Our actually wanted users had to suffer

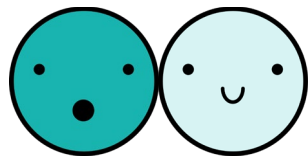
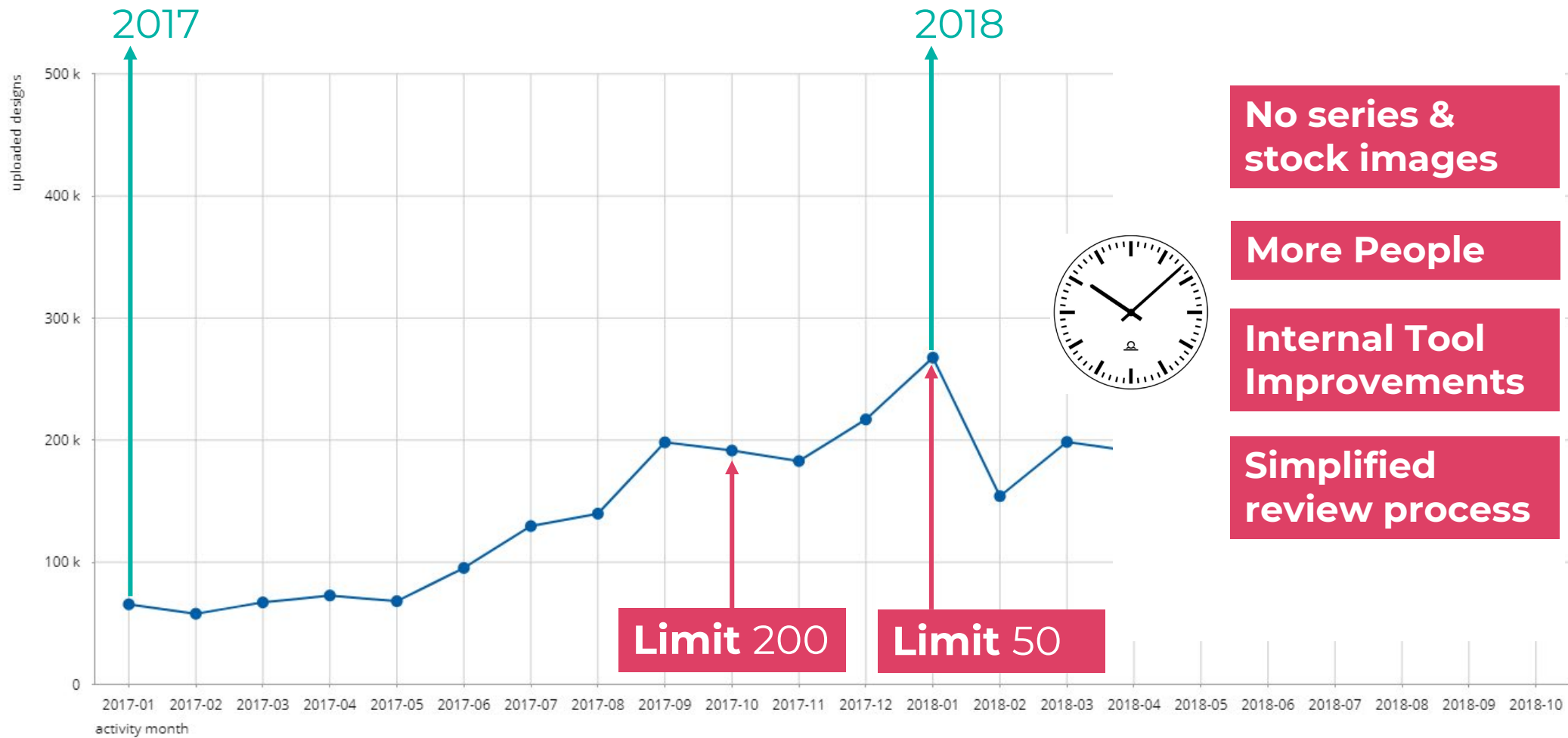


<https://www.buerk-mobatime.de/UserFiles1/Shop/xxl/355-zifferblatt-schmalstrich-s-innenuhr-moderna.jpg>

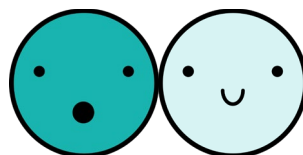
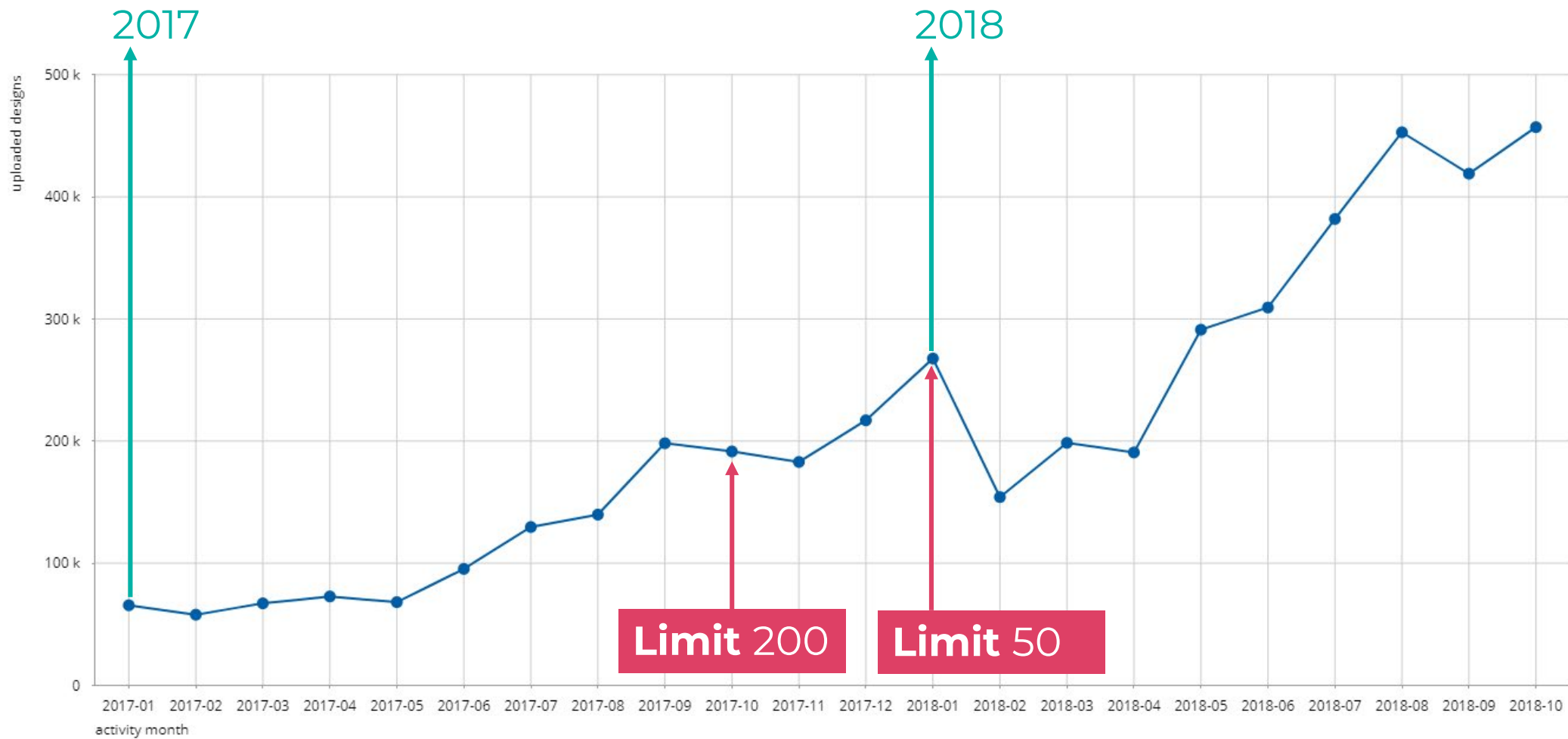


<https://www.buerk-mobatime.de/UserFiles1/Shop/xxl/355-ziffernblatt-schmalstrich-s-innenuhr-moderna.jpg>





<https://www.buerk-mobatime.de/UserFiles1/Shop/xxl/355-zifferblatt-schmalstrich-s-innenuhr-moderna.jpg>



<https://www.buerk-mobotime.de/UserFiles1/Shop/xxl/355-ziffernblatt-schmalstrich-s-innenuhr-moderna.jpg>



# Too much engagement?

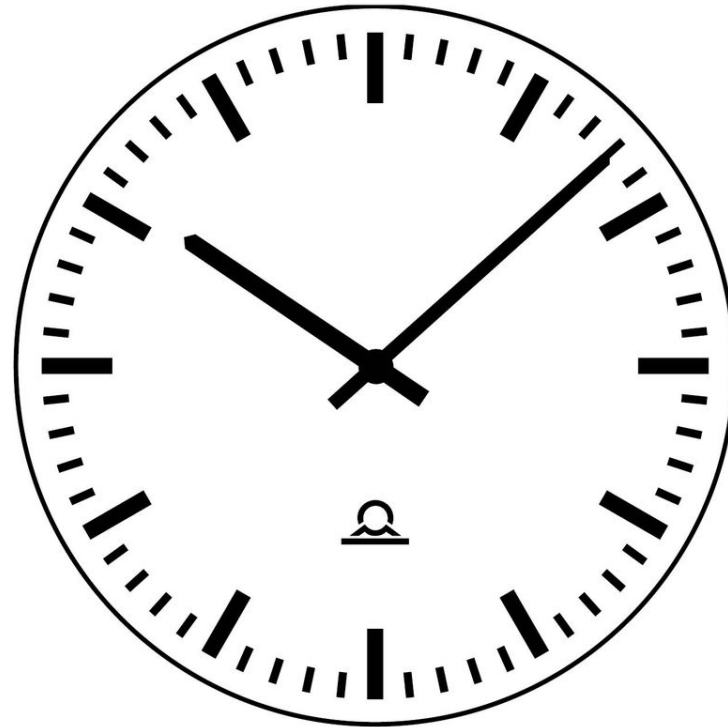
**No series &  
stock images**

**More People**

**Internal Tool  
Improvements**

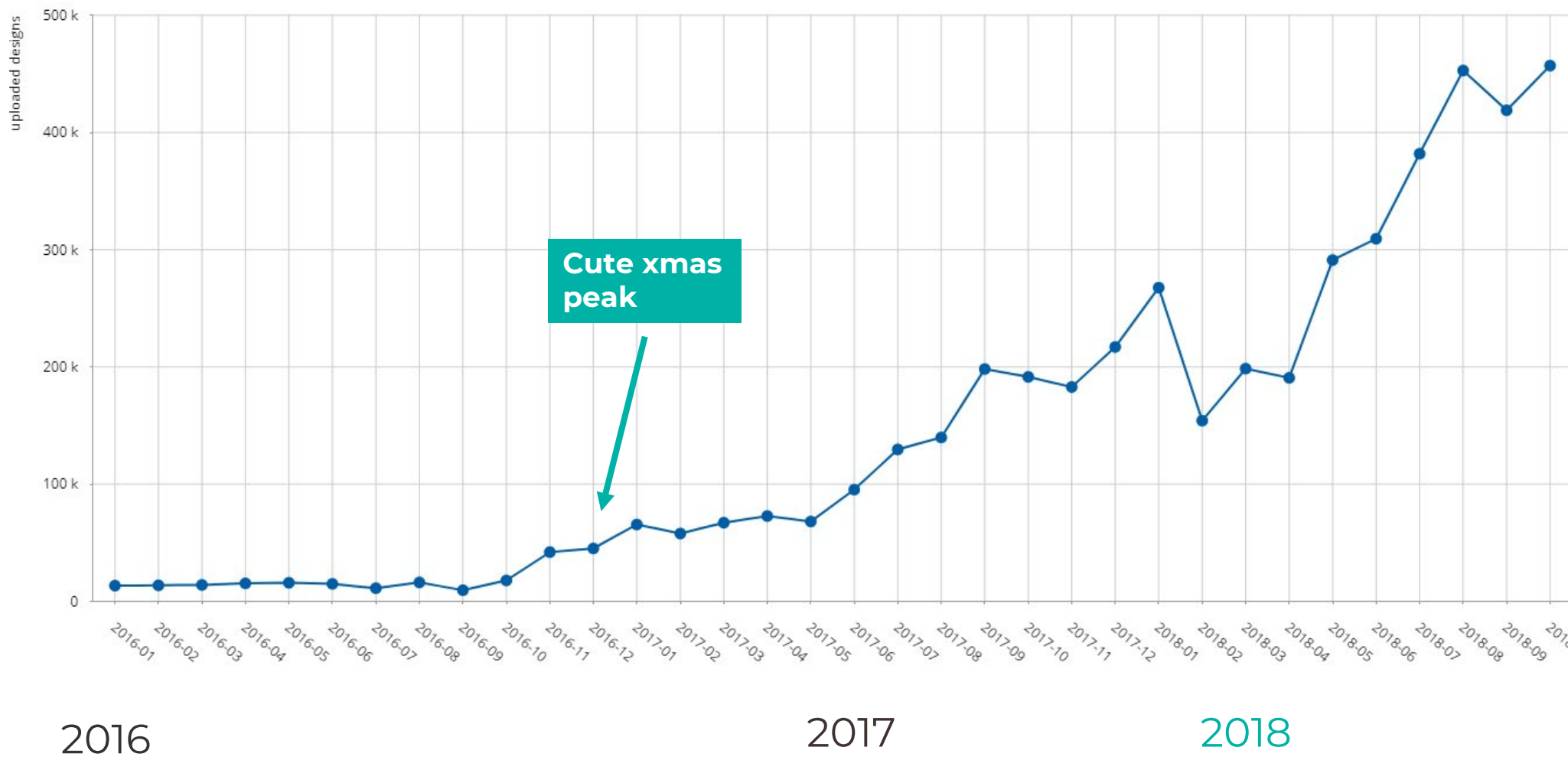
**Simplified  
review process**

**From 13 days to  
1-3 days**





# Acceptance



2016

2017

2018



# What helps?

**Limit**



More accounts

**No series &  
stock images**



Upload other images or adopt to  
guideline changes

Complain a lot



# What helps?

**Limit**



More accounts

**No series &  
stock images**



Upload other images or adopt to  
guideline changes

**More People**

**Internal Tool  
Improvements**

**Simplified  
review process**



# What helps?

**Limit**



More accounts

**No series &  
stock images**



Upload other images or adopt to  
guideline changes

**More People**

**Internal Tool  
Improvements**

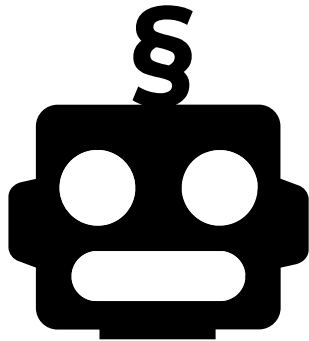
**Simplified  
review process**

**Scale up**



# What helps?

Scale up



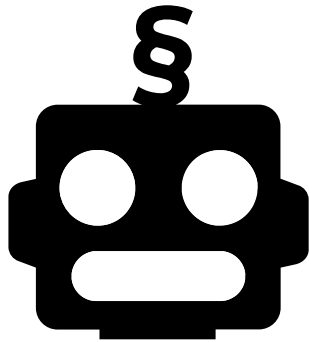
Check online if it comes from  
a stock image platform





# Automation

## Scale up



Matched Hosts

-

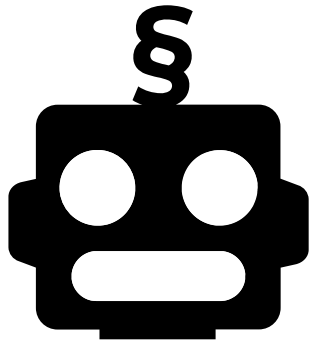
opencart.org  
pixabay.com





# Automation

## Scale up

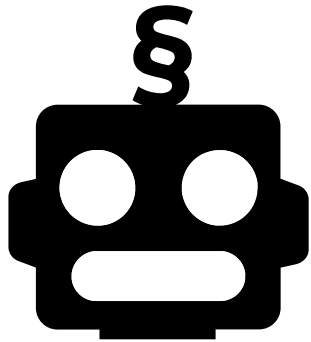


- Try to get as much training data as possible
- Take your time to think about useful statistics
- Evaluate, review and iterate



# Automation

Scale up



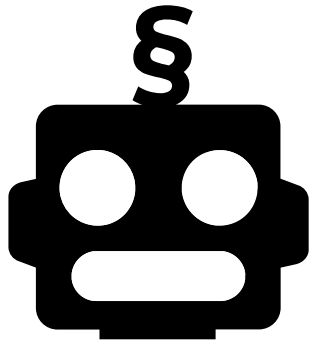
Worked surprisingly well

User feedback: alarmingly quiet



# Automation

Scale up more

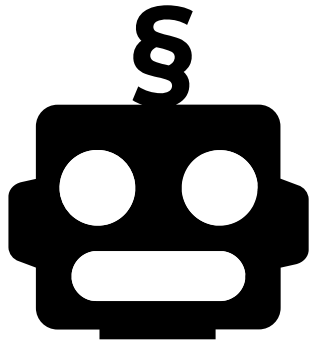


Check if it's a copyright or trademark infringement



# Automation

Scale up more



Check if it's a copyright or trademark infringement

**Brands**  
**Movies/Series**  
**Musicians**  
**Sport teams**  
**Unknown trademarks**  
...



# Automation

## Matched Watchterms



Pepsi



Nike Free





# Flaws & Challenges



**Labels:** battlefield v, apocalypse, grand theft auto v, playstation 4, electronic arts, , vic

## 👁 Google Vision

**Web Entities:**

- Battlefield V (1.1632501)
- Apocalypse (0.9980686)
- Grand Theft Auto V (0.6399)
- PlayStation 4 (0.5748)
- Electronic Arts (0.4701)
- (0.4701)
- Video game (0.4402)
- Expansion pack (0.3599)
- (0.332)
- 2018 (0.3191)

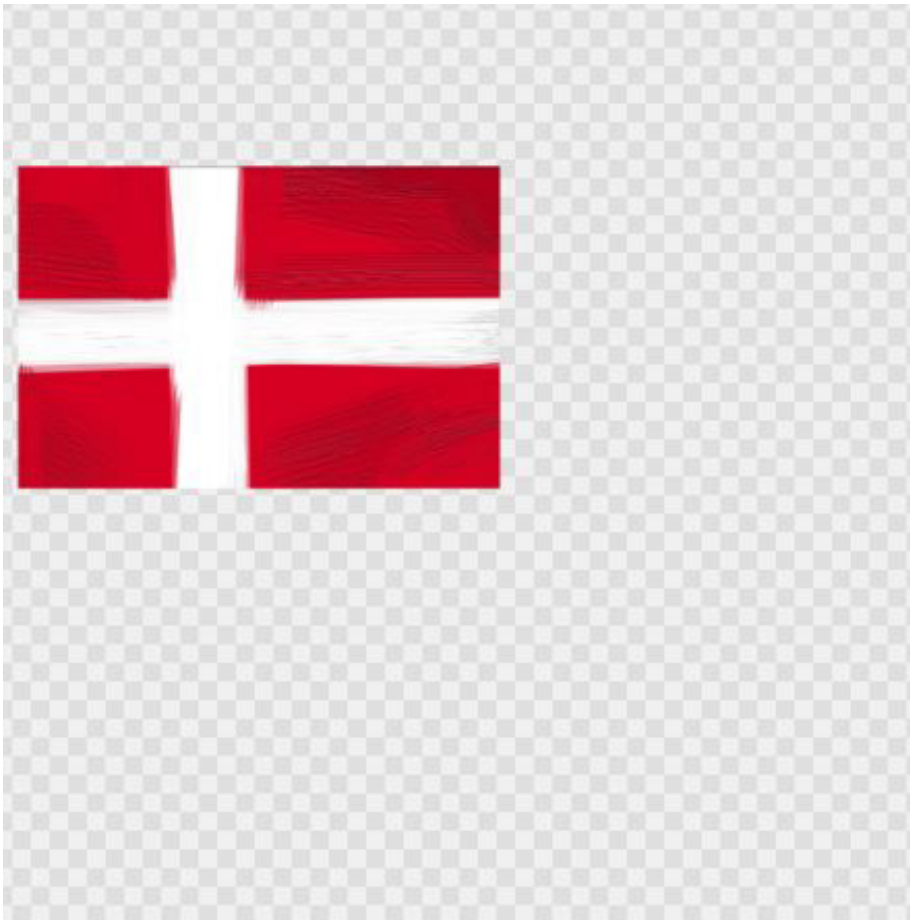
### Full Matching URLs:

**Partial Matching URLs:**

- <https://www.nationaltheatret.no/globalassets/kampanjer-marked/2018-vinter>
- <http://schijndelseoktoberfest.nl/wp-content/uploads/2018/03/tickets.png>
- <https://i2.wp.com/talkofthetown1908.com/wp-content/uploads/2017/08/Nyfi>
- <https://pronedra.ru/upkeep/uploads/2018/06/maxresdefault-8.jpg>
- <https://images.stopgame.ru/articles/2018/03/20/VoZHQ7Tx7.jpg>
- <https://i.ytimg.com/vi/cu8Y3zSU83E/maxresdefault.jpg>
- <http://pronedra.ru/wp-content/uploads/2018/07/576.jpg>



# Flaws & Challenges



 **Rejected**

**Matched Watchterms:** 2018 world cup

**Labels:** 2018 world cup, australia, illustration, vector graphics,

## Google Vision

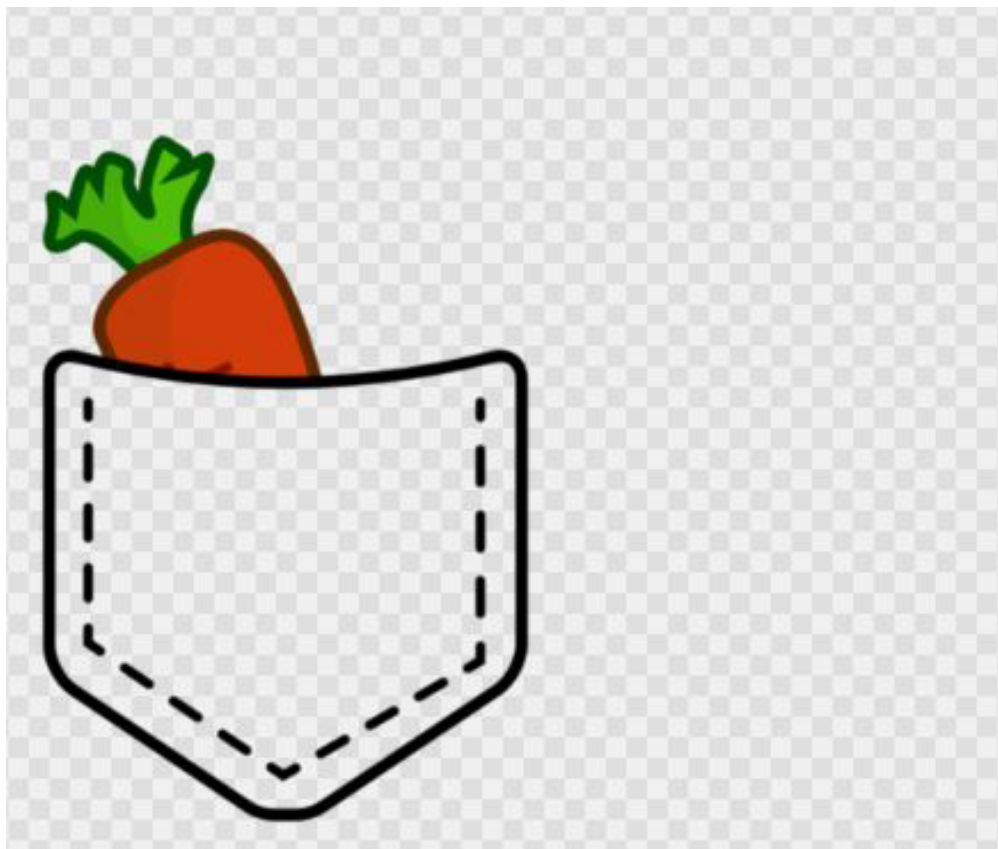
**Web Entities:**

- 2018 World Cup (1.02102)
- Australia (0.6936)
- Illustration (0.6583)
- Vector graphics (0.6558)
- (0.5988)
- (0.4397)
- Image (0.4359)
- (0.4258)
- (0.3816)
- Football (0.3611)
- Clip art (0.3165)
- (0.3076)
- Stock illustration (0.3048)
- Denmark (0.17249101)
- World Cup (0.12672001)





# Flaws & Challenges



## 👁️ Google Vision

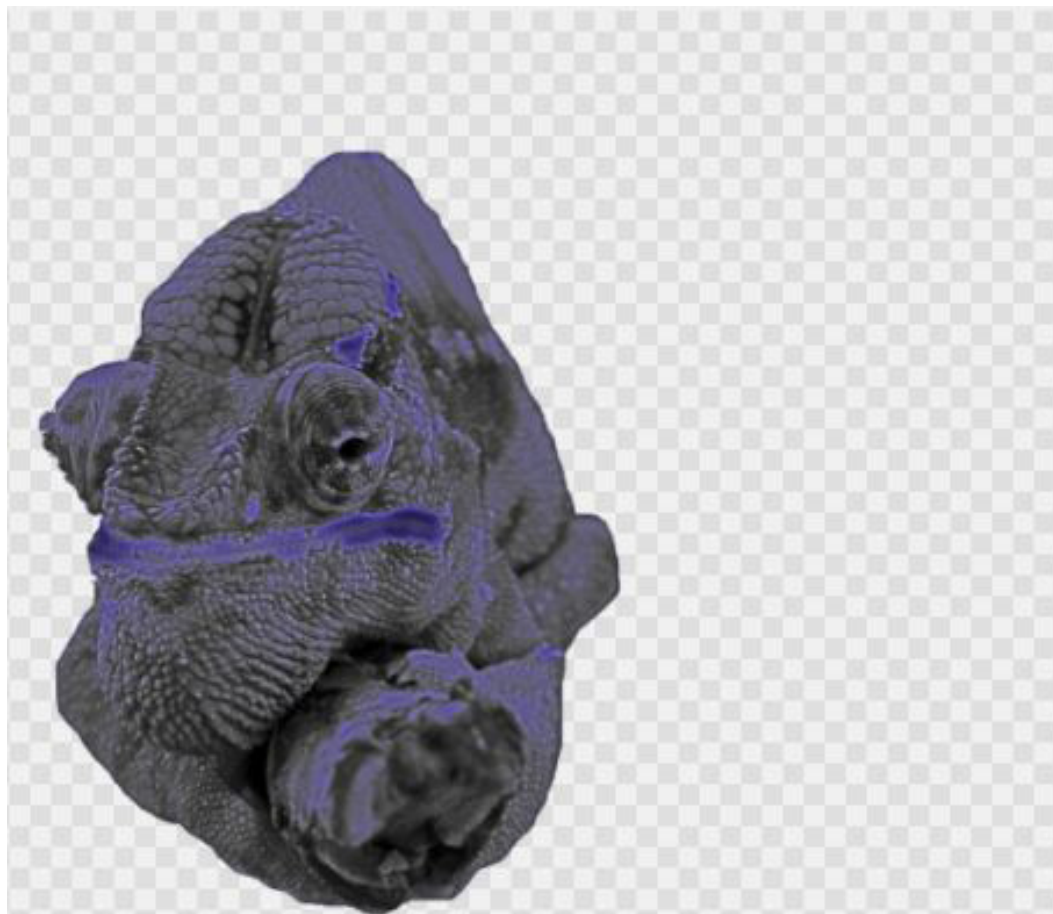
### Web Entities:

- Pepe the Frog (0.851)
- T-shirt (0.7485)
- Pocket (0.7066)
- Frog (0.5934)
- Clothing (0.4515)
- Shirt (0.3858)
- Design (0.3703)
- (0.326)
- Clothing Accessories (0.3195)
- iPhone (0.28886002)
- Button (0.2874)
- (0.2673)
- Printing (0.2552)
- Vector graphics (0.245)
- Mobile Phones (0.062800005)

### Full Matching URLs:



# Flaws & Challenges



## 👁️ Google Vision

### Web Entities:

- Porsche (0.65295)
- Car (0.60615003)  
(0.5497)
- Disease (0.5121)
- Bone disease (0.5085)
- Reptile (0.4878)
- Porsche 718 Cayman (0.4536)  
(0.4071)
- MG 6 (0.39)
- Ninia maculata (0.3332)
- M1 Abrams (0.3303)  
(0.2917)
- Medicine (0.2812)  
(0.2596)
- Internet (0.2522)

### Full Matching URLs:



# Flaws & Challenges

You may train into a wrong direction



**Labels:** battlefield v, apocalypse, grand theft auto v, playstation 4, electronic arts, , vic

## 👁 Google Vision

**Web Entities:**

- Battlefield V (1.1632501)
- Apocalypse (0.9980686)
- Grand Theft Auto V (0.6399)
- PlayStation 4 (0.5748)
- Electronic Arts (0.4701)
- (0.4701)
- Video game (0.4402)
- Expansion pack (0.3599)
- (0.332)
- 2018 (0.3191)

**Full Matching URLs:**

**Partial Matching URLs:**

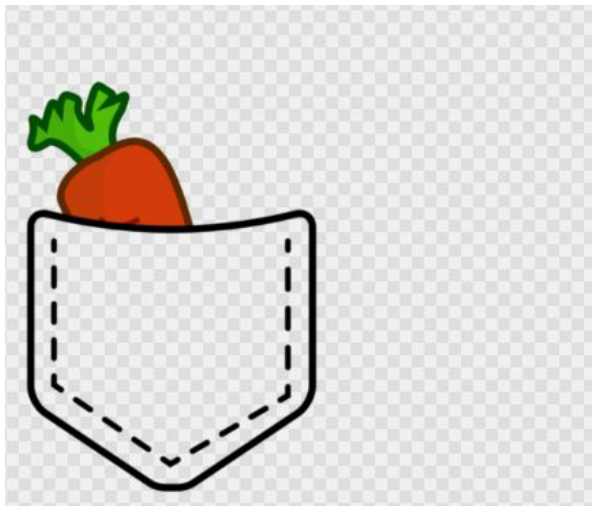
- <https://www.nationaltheatret.no/globalassets/kampanjer-marked/2018-vinter>
- <http://schijndelseoktoberfest.nl/wp-content/uploads/2018/03/tickets.png>
- <https://i2.wp.com/talkofthetown1908.com/wp-content/uploads/2017/08/Nyfl>
- <https://pronedra.ru/upkeep/uploads/2018/06/maxresdefault-8.jpg>
- <https://images.stopgame.ru/articles/2018/03/20/VoZHQ7Tx7.jpg>
- <https://i.ytimg.com/vi/cu8Y3zSU83E/maxresdefault.jpg>
- <http://pronedra.ru/wp-content/uploads/2018/07/575.jpg>

# BATTLEFIELD



# Flaws & Challenges

You may train into a wrong direction



## Google Vision

- Web Entities:**
- Pepe the Frog (0.851)
  - T-shirt (0.7485)
  - Pocket (0.7066)
  - Frog (0.5934)
  - Clothing (0.4515)
  - Shirt (0.3858)
  - Design (0.3703)
  - (0.326)
  - Clothing Accessories (0.3195)
  - iPhone (0.28886002)
  - Button (0.2874)
  - (0.2673)
  - Printing (0.2552)
  - Vector graphics (0.245)
  - Mobile Phones (0.062800005)

**Full Matching URLs:**



# Flaws & Challenges

Training set: many images



o Kapuzen Jacke Champ...  
.de



PEARL outdoor Damen Jacken: Fleece-Ja...  
pearl.de



Snickers 1229 AllroundWo...  
snickers-store.de



KHUJO Damen Übergangs...  
dadz-store.de



LYLE-SCOTT Jacke mit Ka...  
peek-cloppenburg.de

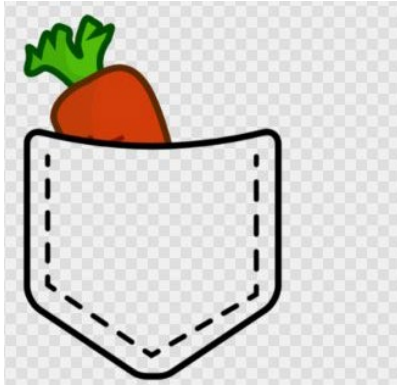


Carhartt 3-SEASON ZIP HOOD...  
military-outdoor-team.de





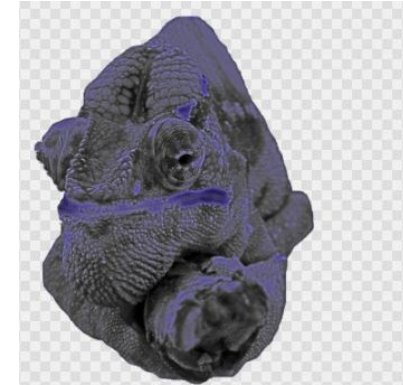
# Flaws & Challenges



**Colours**



**Fonts**



**Shapes**



# Flaws & Challenges





<https://www.youtube.com/watch?v=WHynGQ9Vg30>



# Flaws & Challenges

**Passport photo**

Select photo  

**X** The photo you want to upload does not meet our criteria because:

- Subject eyes are closed

Please refer to the technical requirements.  
You have 9 attempts left.

Check the photo [requirements](#).

Read more about [common photo problems and how to resolve them](#).


After your tenth attempt you will need to start again and re-enter the CAPTCHA security check.


**Reference number: 20161206-81**

Filename: Untitled.jpg

If you wish to [contact us](#) about the photo, you must provide us with the reference number given above.

Please print this information for your records.

[Print](#) 



<https://pbs.twimg.com/media/DeAQkG7VQAA4MdK.jpg>





# Flaws & Challenges


Amazon AI Designed To Create Phone Cases Terribly Malfunctions, Fills Store With 31,000+ Hilarious Products

## #8 Cheese Wheel On Body Instead Of Table Cell Phone Cover Case iPhone6



Cheese wheel on bady instead of table cell phone cover case iPhone6

[Be the first to review this item](#)

Price: **\$23.68** & **FREE Shipping** on orders over \$25—or get **FREE Two-Day Shipping** with 

**Temporarily out of stock.**

Order now and we'll deliver when available. We'll e-mail you with an estimated delivery date as so as we have more information. Your account will only be charged when we ship the item. Ships from and sold by Amazon.com.

- Plastic Hard Case Cover

**New (1)** from **\$23.68** & **FREE shipping** on orders over \$25.00. [Details](#)

AMAZONBASICS

*Durable iPhone cases at affordable prices.*

[Shop now](#)



AmazonBasics Clear Case for iPhone 7 Plus

★★★★☆ 144

**\$8.99** 

[Ad feedback](#)



# Flaws & Challenges

Amazon AI Designed To Create Phone Cases Terribly Malfunctions, Fills Store With 31,000+ Hilarious Products

## #7 Worried Teenage Girl In Bedroom With Pregnancy Testing Kit Cell Phone Cover Case



**Worried Teenage Girl In Bedroom With Pregnancy Testing Kit cell phone cover ca...**

by my-handy-design

**\$24<sup>81</sup>** 

Only 1 left in stock - order soon.

[https://www.boredpanda.com/funny-amazon-ai-designed-phone-cases-fail/?utm\\_source=google&utm\\_medium=organic&utm\\_campaign=organic](https://www.boredpanda.com/funny-amazon-ai-designed-phone-cases-fail/?utm_source=google&utm_medium=organic&utm_campaign=organic)



# Some Learnings

- AI fails can damage your reputation, in a worst case
- Take your time, test a lot
- Try to think as diverse as possible
- The machine is only as smart as you make it
- Eventually let your users know you're making your first AI steps



# User generated content

**Can users engage too much? Rather not.**

Better find a way how to deal with it.

- Define Rules, change rules if necessary
- Try to find the root issue
- Be consequent & transparent
- Don't focus too much on the "evil" ones, try to create a world that works for the good
- Content Moderation: purpose and perception/expectations are diverse, everyone has to find it's own way, depending on what they do



# Thank You

Anna-Karoline Abraham  
aka@spreadshirt.net