

# RE MO DE



CONSTITUTIONAL  
DESIGN LAB

Technical  
University  
of Munich



TUM THINK TANK

**RE-DESIGNING  
CONTENT MODERATION**



**Prof. Dr. Urs Gasser**  
**Dean of the TUM School of Social Sciences and Technology**

How we govern ourselves is a question that has been with us ever since the first small city-states appeared roughly 5,000 years ago. The advent of social media and AI has led to new challenges to existing governance practices and opened novel opportunities for dealing with them. By applying design thinking and embracing stakeholder participation, REMODE offers a practical step-by-step approach to redesigning the rules of the game of social media that shape our interactions.

# ABSTRACT

## A METHOD FOR PARTICIPATORY RE-DESIGN OF CONTENT MODERATION

REMODE helps you to redesign social media by involving the people most affected by specific harms resulting from practices like hate speech, beauty filters, or manipulation. It is based on design thinking and optimized for the most effective user participation. REMODE is designed as a progressive way to conduct participatory risk management processes as required by the EU's Digital Services Act. It pushes for tangible and far-reaching ideas to improve social media while involving the most affected groups as much as possible. This is a brief overview of how to run a REMODE project. A more detailed explanation can be found in a background paper with more detailed references and illustrations. It was established at the Professorship for Law, Science, and Technology at the Technical University of Munich. We offer introductions and coaching in design thinking and the application of REMODE. We acknowledge funding by TUM Think Tank.

**Contributions from:** Dr. Desantila Hysa, Daan Herpers, Lisa Mette, Caitlin Kearney

**Finalized by:** Prof. Dr. Christian Djefal

**Symbols:** #This signals design methods that you can look up in the glossary.



Goal



Steps



Participation



Watchout

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DESIGN  
PROCESS  
METHOD

## REMODE METHOD

01



### PREPARE

A design team has prepared for stakeholder engagement by mapping stakeholders and forming a common understanding

02



### UNDERSTAND

Build a relationship to citizens affected and understand their needs and ideas concerning a better platform regulation

03



### IDEATE

Produce many and far reaching ideas in order to select one idea for prototyping

04



### PROTOTYPE

A prototype should help you to test your assumption about the solution with relevant stakeholders

05



### TEST & TELL

Test the prototype with crucial stakeholders and iterate until you can translate the learnings in a way your audience can absorb



# 01.

# PREPARE

## GOAL



A core design team willing to conduct the design challenge prepares for stakeholder engagement by mapping stakeholders and forming a common understanding.

## STEPS

### 01. Assemble your design team

- Build a collaborative and interdisciplinary team.
- Involve the right people with the proper knowledge in law and policy, co-design, platform governance, and computer science.
- Have an experienced Coach in Design Thinking.

### 02. Problem Framing and Re-Framing

- Select a specific platform governance issue, e.g., beauty filters.
- Ask the right questions to unpack the core concepts.
- Frame and Re-frame the design challenge iteratively and collectively to achieve a shared understanding.

### 03. Identify the Key Participants

- Conduct a #stakeholder mapping exercise.
- Identify the potential stakeholders: platform executives, regulators, and civil society initiatives.
- Recruit participants representing the most exposed groups to the specific risks online.



Consult and consider the feedback of representatives of the most affected groups.



Identify the most affected groups, including extremes and norms.



Engage with potential sponsors of solutions as early as possible.

02.

# UNDER STAND

—  
**GOAL**



Build relationships with affected citizens and understand their needs and ideas concerning better platform regulation. Each team member should have a role in the session: interviewer, observant, note-taker.



## STEPS

### 01. Prepare interview guideline

- Prepare a bi-partite, semi-structured interview for the groups most affected by the risk.
- Encourage sharing of users' online experiences and their perception of the practice on platforms.
- Include a #walk-through of an experience significant to them.
- Prompt interviewees to develop at least three specific solutions for creating social media.

### 02. Recruit interviewees and conduct interviews

- Appreciate and value the time of interviewees.
- Explain what makes participating a participatory process.
- Ask for possibilities to be actively involved in further steps and to give directions to the project.

### 03. Capture Patterns and Quotes

- Observe actions and interactions
- Review interview data and identify critical quotes from the interview.



Leave much room for interviewees to share their experiences and to develop ideas.



Dig deeper into the exciting statements important to interviewees.



Select one key quote from the most memorable quote.



Involve interviewees in selecting key sections and allow them to override team decisions.



03.

# IDEATE



## GOAL

Produce many far-reaching ideas to select one idea for prototyping.





## STEPS

### 01. Operationalise Need

- Tangibly frame the needs.
- Use a #how\_might\_we\_question: how might we [address problem] to [cater need]: How might we help victims of troll attacks deal with wholly deleted posts to continue the conversation?

### 02. Produce Ideas

- Start from the needs
- Go deep and wide to develop as many ideas as possible

### 03. Identify Key Idea

- Use critical criteria like impact or feasibility
- Select ideas to choose from
- Settle on one idea for prototyping



Consider the views from interviews in the IDEATE phase.



Make sure to collect all ideas on post-its or online.



Discuss the selection with citizens and let them have the final say.



Feel free to leave ideas aside for now.

04.

# PROTO TYPE

## GOAL



A prototype helps you test your assumption about the solution with relevant stakeholders. Prototyping is about risk mitigation through iterative cycles of testing.



# PROTOTYPING

## STEPS

### 01. Conceptualize your Prototype

- Develop a concept of a prototype with the team
- Rely on methods like an #ideanapkin

### 02. Develop your Prototype

- Develop a solution prototype you can test with users
- Use #wireframe
- Map alternatives and design choices to consult later with the users.



Include stakeholders to collaboratively provide feedback on the concept made tangible through prototyping.



Add structure to your prototyping: keep it loose for conceptual prototyping and semi-functional for an 'almost working' prototype.

05.

# TEST & TELL

GOAL



Test the prototype with crucial stakeholders and iterate until you can translate the learnings in a way your audience can absorb.



## STEPS

### 01. Test

- Test the prototype with relevant stakeholders
- Record their reactions
- Ask for feedback after interacting with the prototype

### 02. Reflect

- Reflect on what you have learned from the testing
- Use a #feedback\_grid

### 02. Tell

- Translate the prototype into a tangible format you can present to key stakeholders.
- Rely on tools like a #policy\_paper or a #wireframe
- Start with a condensed form and formulate a specific call to action



Make sure to include interviewees in the testing and decision-making concerning the participation.

# METHODS GLOSSARY

This glossary offers a quick overview of each method. When used in practice, these methods can be combined, iterated, and adapted based on the specific needs and goals of the project.

## Stakeholder Mapping Exercise

A visual tool used in design thinking to identify and analyze the various stakeholders involved in a project or issue. By mapping out everyone with an interest or influence, teams can better understand their needs, motivations, and potential impact on the project. [Stakeholder Mapping | What is Stakeholder Mapping + Examples \(boreal-is.com\)](#)

## How Might We Question (HMW)

A question-posing method is used to transform observed challenges into opportunities for design. By positively re-framing problems, teams are prompted to think creatively and generate innovative solutions. [Using “How Might We” Questions to Ideate on the Right Problems \(nngroup.com\)](#)

## Wireframe

A visual representation of the structure of a website, app, or product. It's a low-fidelity sketch that displays the layout of crucial elements, helping designers and stakeholders understand the user flow and functionality before development begins.

[Wireframing | Usability.gov](#)

## Walk-Through

An interactive session where participants experience a process or prototype as if they were the user. It helps designers gain a deeper understanding of the user's journey, emotions, and potential pain points, enabling them to identify areas for improvement. [How to analysis a mobile app: using the “walkthrough method” on Map My Run by Under Armour | by Tien-Ying | Bootcamp \(uxdesign.cc\)](#)

## Idea Napkin

A simple tool for quickly capturing and conveying an idea in its nascent stage. Participants sketch or jot down their concepts on a napkin-sized paper, fostering spontaneous creativity and allowing for easy sharing and discussion. <https://t2informatik.de/en/smartpedia/idea-napkin/>

## Feedback Grid

A structured format for collecting feedback on prototypes or ideas. The grid typically consists of sections such as “What I liked,” “What I wish,” and “What if,” encouraging constructive and diverse input from participants. <https://www.cocreatingwellbeing.com/self-study-resources/feedback-grid>

METHODS GLOSSARY



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