

**Data Moderation Process in IMO Text Business:
A Study on BIGO Project**

Internship Report

Submitted by:

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Internship Organization:

Company Name: Quantanite LTD

Project: BIGO – IMO Text Business

Submitted To:

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Senior Lecturer,

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Date of Submission: 25-08-25

Letter of Submission

Md. Mahbobor Rahaman

Senior Lecturer,
Department of Business Administration,
Faculty of Business and Entrepreneurship,
Daffodil International University.

Subject: Submission of Internship Report on "Data Moderation Process in IMO Text Business: A Study on BIGO Project"

Dear Sir,

I am writing to submit my internship report, Data Moderation Process in IMO Text Business, which is a requirement for the completion of my BBA degree. I worked hard to make this report thorough and helpful. My internship was completed under the supervision of MD. Mahbobor Rahaman, and it ran from February 22 to June 30, 2025.

Through the process of working on this paper, I have gained a better understanding of the BPO industry and data moderation systems. I believe the insights I have gained will contribute positively to my future career. I hope that this report meets the necessary standards and contributes something of value to the study of this subject. In the report, I describe my experience in detail, showing what I did, what I learned, and how it will assist me in the future.

Durjoy Das Rudra

Durjoy Das Rudra

ID: 212-11-6674

Batch: 59

Department of Business Administration
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Letter of Internship Completion



Quantanite Bangladesh Limited

Plot# A/5 (9th Floor), Block# A, Section# 14, Mirpur, Dhaka -
1216

Date: 26th August 2025

To:

Durjoy Das Rudra

House-14, Road-13, Block-H,

Mirpur-1, Dhaka-1216

Email: durjoy.rudra@quantanite.com

Subject: Internship Completion Letter

Dear Durjoy Das Rudra,

This is to certify that you have successfully completed your internship program at **Quantanite Bangladesh Limited**. Your internship commenced on **22nd January 2025** and concluded on **21st April 2025**, under the supervision of our team.

During the internship period, you demonstrated dedication, professionalism, and enthusiasm in carrying out your assigned responsibilities. You applied your knowledge in data understanding, data cleaning, and data structuring effectively, contributing positively to the team's ongoing projects and workflows.

We appreciate your efforts and commitment throughout the internship, and we trust that this experience has added value to your academic and professional development.

We wish you all the best in your future endeavors and hope that the knowledge and skills gained during your time with us will contribute significantly to your career.

Once again, congratulations on the successful completion of your internship. Best regards,

MD. Azim Uddin
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Letter of Approval

I am pleased to inform that Durjoy Das Rudra, ID: 212-11-6674, a student in the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, has successfully completed the internship report "Data Moderation process in IMO Text Business: A Study on BIGO Project" under my supervision

I am pleased that he exerted himself in the preparation of this report. The article appears to be accurate and is founded on his internship experience.

I endorse the report and suggest that it be used as a partial requirement for the BBA.



Md. Mahbobor Rahaman
Senior Lecturer,
Department of Business Administration,
Faculty of Business and Entrepreneurship,
Daffodil International University.

Acknowledgement

First of all, I would like to thank the Almighty for giving me the underlying strength, patience, and persistence to complete this internship report on time.

My sincere thanks to my supervisor, Senior Lecturer Md. Mahbobor Rahaman. His continuous guidance has also been a major help in formulating and completing this undertaking.

It was an immense learning experience which I always cherish, and I am thankful to the BBA Program at Daffodil International University for giving me the opportunity to understand and experience the real-world corporate environment.

I heartily thank Quantanite BD, Bangladesh Main Branch, Mirpur 14, for providing me a chance to perform my internship under their organization and I am so glad to have such a person as my supervisor. Of course, it was a privilege to work for such a well-reputed organization. Finally,

And I express my deepest gratitude to all officials, supervisors, and staff of Quantanite BD for their encouragement, and support. With their help, I learnt and adapted to the various real-life aspects of the MIS profession.

Overall, this whole experience has broadened my knowledge and outlook of the corporate world.

Declaration

I, Durjoy Das Rudra hereby declare that this internship report titled at Data Moderation process in IMO Text Business: A Study on BIGO Project has been completed during the internship at the Quantanite BD. The intern was supervised by Sr. Lecturer Md. Mahbobor Rahaman, Department of Business Administration, Daffodil International University Furthermore, I confirm that this report was written solely to fulfill my academic requirements and not for any other purpose

Durjoy Das Rudra

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Program: BBA (Major: MIS)

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Executive Summary

This paper presents the operation and performance of data Moderation (moderation) in the IMO Text Business in the BIGO Project in Quantanite LTD. The role in this department is real-time recognition, classification, and response of obscene text content. This moderation makes the platform clean, user-safe, and policy-compliant to use in the IMO messaging app.

This paper was prepared by a human, not AI. Research relies on secondary data (industrial reports, research papers, and internal documents) and primary data (collected through direct observation, night shift, and interaction during internship). The moderation process adopted has human judgment system and AI-driven flagging technology to enable smooth moderation. Interns and associates are also part of the operation, with five rotation shifts to enable 24/7 monitoring of content.

Some of the problems are enumerated in the report, such as information that is not valid enough, system breakdown, and employees getting fatigued by working for an extended period of time. What can be done by MIS students is also highlighted in the report. Students can get practical experience on how to operate computers, keep the ethics in mind, and possess some idea of how to govern the way in which a system operates.

Chapter 1: Introduction

1.1 Background of the Report

With most people being essentially online and social media, having good and secure data is extremely important. The BPO sector is extremely critical in offering such services to top technology companies.

They are servicing more than 22 projects of 75+ international clients, including content moderation, data cleaning, customer service, and quality control. BIGO project is a flagship project encompassing Video, Picture, Text, Voice, and Real-time Product Labeling domains. In this article, the IMO Text Business module of the BIGO project is explored where real-time moderation verifies text content against users' policy and safety controls.

I became better in operations and had a clearer idea as regards how individuals interact with computers, data protection, and ethical use of digital content in an international firm. This experience proved helpful in shaping my abilities in handling data. Specifically, my internship involved managing large sets of info, ensuring accuracy, and retrieving info for analysis. About the data protection, I learned the importance of security measures to protect info from unauthorized access. I got a better feel of the company's efforts to comply with global data protection mandates. I am now well-prepared to face problems in the field of MIS and I am eager to apply what I've learned to promote innovation.

1.2 Rationale of the Study

Web page building has released a floodgate of user-generated content. Text is easy to pass along, but so is hate speech and disinformation. Knowledge of the community guidelines and having the skills to win the trust of users by doing live moderation are needed. In this report, the effort is made in as far as how Quantanite LTD moderates and deals with offending text content.

This essay presents the IMO Text Business of BIGO project and demonstrates that data penalties are user-interested, enhance user experience, and are legal. It also demonstrates how the project runs twenty-four hours a day on five shifts running live problems across various digital communication platforms.

Content moderation is ever-increasingly at the core of e-business and management information systems. The ability to accomplish the process enables us to understand how organizations handle information, how they function and their style, and actual MIS implementations.

The larger the sites are, the larger offending and disinformation user-generated content and more room for offending and disinformation to propagate all the larger. Moderation will be badly required to have high standards in the community and be able to trust users. Quantanite LTD's systematic approach of handling offending content, or the IMO Text Business of the BIGO project, is what the present paper outlines. It is based on moderation, which safeguards the users, provides for their experience, and complies with the needs of the law. The report also provides an elaborate description of how the project operates day and night continuously round-the-clock through five working shifts with real-time continued monitoring on a daily basis. The study is full of information about organizational data processes, operating plans, and practical MIS uses.

1.3 Report Objectives

The report will achieve three objectives: to contrast data handling capability and convenience in the IMO Text Business, to review the BIGO project in Quantanite LTD, and to highlight issues not addressed with suggestions.

1.4 Study Limitations

It is a quantanite LTD's IMO Text Business unit division of BIGO project. It is interested in handling only text data, i.e., processes, job names, tech, managerial methods, and performance measures. Although it is mainly interested in the Text Business unit, others like video or voice moderation have been priced for use in the IMO Text Business environment of background information. Organisational design, employees' role, technology stack, process, and practice of performance metric are analyzed in this study for text data.

1.5 Methodology

The analysis was based on original data and accessible data. Original data was provided by direct observation. Accessible data, for instance, in company reports, journals, and industry reports, provided background and completed the analysis.

We utilized both data sets in this research. Primary data were obtained from observation, grassroots level work, discussion with supervisors, and company reports. Secondary data were industry reports, publications, and company reports, which assisted with theory development and backgrounding to this research.

1.6 Study Limitations

We have made every effort to give the report as precise and thorough as possible, there were few restrictions. Research revolves around one of the business units of Quantanite LTD. Short time did not allow comparison of data Moderation measures with other BPOs. Schedules and operational issues minimized the number of employee interviews despite of such limits, the report gives a clear picture of data Moderation process in IMO Text Business and is professionally and academically relevant.

Chapter 2: Organization Overview

2.1 Company Background

Quantanite LTD is a global Business Process Outsourcing company that has successfully technology-enabled solutions to business enterprises with operations through multiple industry trade verticals. The company was formed with the mission of enabling electronic business change and is now involved in providing core activities of data provision, customer services, back-office processing, and electronic content management.

Based in Dhaka, Bangladesh, with additional offices in the UK and South Africa, Quantanite provides excellent outsourcing services round-the-clock. Its client base consists of telecom, social network, e-commerce, health, and finance organizations from North America, Europe, and Southeast Asia.

2.2 Mission, Vision, and Core Values

Mission: To help businesses across the globe through new ideas, tech, and great outsourcing that makes customers happier and operations smoother.

Vision: To be the BPO people trust most by giving game-changing digital answers made to fit changing global needs.

Core Values:

Integrity: Staying honest and open in how we work.

Innovation: Using tech and creativity to make our services better.

Excellence: Always giving top-notch results in every part of our business.

Collaboration: Working together as teams and with our clients.

Customer Focus: Putting our clients' happiness and success first.

2.3 Organizational Structure

Quantanite LTD aims to be open, operationally flexible, and responsible. It has a CEO with departmental heads for finance, HR, IT, Quality Assurance, Operations, and Client Management. The Operations Department is structured into project teams by projects with a project manager in charge of overseeing shift leads and associates.

The unit managers within the BIGO project manage units such as Video, Text, Picture, Voice, and RPL. They ensure that each segment is according to the needs of the client as well as performance standards.

2.4 Services Offered

Quantanite provides a wide range of BPO services, including:

- Content Moderation
- Customer Support (Voice & Non-Voice)
- Data Annotation & Labeling
- Quality Assurance Audits
- Order Processing & Back-office Management
- Real-time Product Labeling (RPL)

2.5 Positioning in the Industry

Quantanite aims to be both productive and great, making it a good choice for big online companies that want to send work to other companies. A key part of how Quantanite works is using data analysis and computer learning to improve how they handle website content and organize their resources.

By using new digital tools, workers and trainees can improve their abilities. The workflow starts with data ingestion, AI flagging, manual review, action (punishment), and logging. Regular meetings and performance reviews ensure quality and compliance. The collaborative and technology-driven structure of the IMO Text Business not only optimizes moderation efficiency but also serves as a real-time example of MIS applications in action, making it an ideal case study for students and professionals alike. Customers can easily change their outsourcing abilities to fit new needs because the company offers service when it is needed. The company wants to create lasting customer and help its workforce grow by focusing on quality and new ideas. By being committed to positive relationships and good results, Quantanite is ready to help businesses do well in the digital age.

2.6 Overview of the BIGO Project

Quantanite LTD began with focus on enabling electronic business transformation and now focuses on providing core business activities of data supply, customer services, back-office services, and electronic content management. Over the clock, it offers top-notch outsourcing services to its clients. Its clientele is comprised of North American, European, and Southeast Asian telecom, social network, e-commerce, health, and finance organizations.

2.7 The IMO Text Business Segment

The IMO Text Business is under the BIGO project and operates user-generated text content. As text messaging is integral to engaging users, this unit is responsible for undertaking various critical tasks, such as detecting and reporting text content that is not appropriate or potentially disruptive. Ensuring compliance of all user-generated content with applicable national and international law.

2.8 Shift-Based Operational Framework

The IMO Text Business runs 24/7 in five rotating shifts:

- Shift A: 7:00 AM – 3:00 PM
- Shift B: 3:00 PM – 11:00 PM
- Shift C: 11:00 PM – 7:00 AM
- Shift D: 11:00 AM – 7:00 PM
- Shift E: 7:00 PM – 3:00 AM

The tasks happen during the day, on weekends, and during times of high activity.

To automate processes and prepare for following the guidelines, the following plans were put into place: AI-Based Moderation Dashboards: These dashboards automatically mark text issues when they appear.

Manual Moderation Interface: This interface lets the people in charge accept, change, or make the problem bigger if needed. MIS Dashboards: These dashboards give numbers for how shifts are doing, how much work they have, and other things that tell how well they are doing. Internal Communication Platforms: These platforms allow people to talk to one another in real-time from shift to shift. Getting the best quality and following the rules is done through regular meetings and checks. The Text Business group and technology-based design make it simple to control and serve as real testing of MIS being put into action and a great example for both students and people.

Chapter 3: Internship Role and Responsibilities

3.1 What is IMO Text Business Data Moderation?

We have made every effort to give the report as precise and thorough as possible, there were few restrictions. Research revolves around one of the business units of Quantanite LTD. Prior arrangements for privacy restricted access to some sensitive information. Short time did not allow comparison of data punishment measures with other BPOs. Schedules and operational issues minimized the number of employee interviews despite of such limits, the report gives a clear picture of data punishment process in IMO Text Business and is professionally and academically relevant.

The process of identifying, classifying, and taking corrective action against text-based violations such as:

- Abusive language
- Hate speech
- Sexual content
- Threats or impersonation
- Misinformation

Process of Data Moderation (How It Works) Step-by-step Process:

Step	Details
1. Live Monitoring	Moderators observe user chat rooms or private messages in real time.
2. AI Flagging	AI tools automatically flag suspicious content using keywords and patterns.

3. Manual Review	Human moderators review flagged messages for context and severity.
4. Classification	Violations are categorized (e.g. spam, abuse, sexual, threat, etc.).
5. Action/Moderation	Actions taken include content deletion, warnings, user suspension or ban.
6. Logging	All actions are documented in the MIS dashboard for transparency.
7. Feedback Loop	Data is used to retrain AI tools and improve moderation guidelines.

3.2 Designation and Placement

During my internship tenure at Quantanite LTD, I was designated as an "Associate" in the IMO Text Business unit under the BIGO project. This entire ecosystem of data punishment represents a real-world application of several MIS principles, including data-driven decision making, system automation, workflow integration, and ethical data governance. However going to moderate data user got strick. Working within this process not only developed my technical proficiency in handling live data but also refined my understanding of digital communication ethics and operational efficiency in a high paced BPO environment. These platforms allow people to talk to one another in real-time from shift to shift. Getting the best quality and following the rules is done through regular meetings and checks. The Text Business group and technology-based design make it simple to control and serve as real testing of MIS being put into action and a great example for both students and people.

3.3 Relevance to MIS Major

This report explores the role and operations of data punishment (moderation) within the IMO Text Business under the BIGO Project at Quantanite LTD. The core function of this unit is the identification, classification, and resolution of inappropriate text-based content in real time. This moderation ensures platform integrity, regulatory compliance, and user safety on the IMO messaging app. The tasks happen during the day, on weekends, and during times of high activity. To automate processes and prepare for following the guidelines, the following plans were put into place: AI-Based Moderation Dashboards: These dashboards automatically mark text issues when they appear. I became better in operations and had a clearer idea as regards how individuals interact with computers, data protection, and ethical use of digital content in an international firm. This experience proved helpful in shaping my abilities in handling data. Specifically, my internship involved managing large sets of info, ensuring accuracy, and retrieving info for analysis. About the data protection, I learned the importance of security measures to protect info from unauthorized access. I got a better feel of the company's efforts to comply with global data protection mandates. I am now well-prepared to face problems in the field of MIS and I am eager to apply what I've learned to promote innovation.

3.4 Data Moderation

This entire ecosystem of data punishment represents a real-world application of several MIS principles, including data-driven decision making, system automation, workflow integration, and ethical data governance. Working within this process not only developed my technical proficiency in handling live data but also refined my understanding of digital communication ethics and operational efficiency in a high-paced BPO environment. Actions such as message deletion or account suspension are executed using specialized moderation tools. To ensure transparency and accountability, every moderation decision is documented in the MIS (Management Information System), where it is stored for auditing purposes, performance tracking, and legal traceability if needed.

3.5 Performance Evaluation Criteria

My work was assessed based on:

- Accuracy of content flagging and punishment decisions.
- Speed of response to flagged content.
- Adherence to community guidelines and escalation protocols.
- Collaboration and communication with shift members.

Performance feedback was provided weekly through digital reports and monthly reviews by the shift supervisor and project manager. Constructive feedback helped me improve my efficiency and accuracy over time.

3.6 Summary of Contributions

- Punished over 2,000 text violations per day during my internship.
- Maintained an average decision accuracy rate above 98%.
- Participated in 5 weekly QA(Quality Assurance) reviews and 2 team training workshops.
- Provided user feedback that contributed to improvements in internal moderation Tools.

This hands-on experience not only enhanced my technical skills but also developed my ability to work in high-pressure environments, collaborate across teams, and make data-driven decisions—key competencies for any MIS professional.

3.7 Example of a day duty at Quantanite-

Date	3.00-4.00	4.00-5.00	5.00-6.00	6.00-7.00	7.00-8.00	8.00-9.00	9.00-10.00	10.00-11.00
15-08-25	Punishing Data	Punishing Data	Punishing Data	Meeting	Break	Punishing Data	Punishing Data	Data submission
16-08-25	Punishing Data	Punishing Data	Meeting	Punishing Data	Break	Punishing Data	Punishing Data	Data Submission
17-08-25	Punishing Data	Punishing Data	Punishing Data	Punishing Data	Break	Punishing Data	Meeting	Data Submission
18-08-25	Punishing Data	Punishing Data	Punishing Data	Meeting	Break	Punishing Data	Punishing Data	Data Submission
19-08-25	Punishing Data	Meeting	Punishing Data	Punishing Data	Break	Punishing Data	Punishing Data	Data Submission

Chapter 4: Data Analysis of the Report

4.1 What is Data Moderation?

Data punishment refers to the real-time monitoring and moderation of text-based content, particularly in communication platforms, to identify, classify, and act on inappropriate, abusive, or policy-violating content.

In Context (BIGO - IMO Text Business) It includes:

- Deleting or hiding harmful text
- Issuing user warnings
- Temporary or permanent account suspension
- Legal escalations for severe violations

4.2 Why is Data Moderation Necessary?

The analysis was based on original data and accessible data. Original data was provided by direct observation. Accessible data, for instance, in company reports, journals, and industry reports, provided background and completed the analysis. We utilized both data sets in this research. Primary data were obtained from observation, grassroots level work, discussion with supervisors, and company reports. Secondary data were industry reports, publications, and company reports, which assisted with theory development and backgrounding to this research.

4.3 How is Data Moderation Carried Out

AI-Based Moderation Dashboards: Automate initial flagging of text content. Manual Punishment Interface: Allows moderators to confirm, override, or escalate flagged content. MIS Dashboards: Display performance analytics, workload, and operational KPIs. Internal Communication Platforms: Facilitate real-time collaboration across shifts. The collaborative and technology-driven structure of the IMO Text Business not only optimizes moderation efficiency but also serves as a real-time example of MIS applications in action, making it an ideal case study for students and professionals alike.

4.4 Who are Involved in Data Moderation

According to company policy from an agent to manager everyone is involved in Data Moderation. Content moderation is ever-increasingly at the core of e-business and management information systems. The ability to accomplish the process enables us to understand how organizations handle information, how they function and their style, and actual MIS implementations. This essay presents the IMO Text Business of BIGO project and demonstrates that data penalties are user-interested, enhance user experience, and are legal. It also demonstrates how the project runs twenty-four hours a day on five shifts running live problems across various digital communication platforms.

4.5 Process Tracking and Management

I became better in operations and had a clearer idea as regards how individuals interact with computers, data protection, and ethical use of digital content in an international firm. This experience proved helpful in shaping my abilities in handling data. Specifically, my internship involved managing large sets of info, ensuring accuracy, and retrieving info for analysis. About the data protection, I learned the importance of security measures to protect info from unauthorized access. I got a better feel of the company's efforts to comply with global data protection mandates. I am now well-prepared to face problems in the field of MIS and I am eager to apply what I've learned to promote innovation.

4.6 Data Moderation Summary Table

Aspect	Explanation
What	Moderation of harmful text content
Why	To ensure safety, compliance, trust
How	AI flagging → Human review → Action
Who	Interns, Associates, Supervisors, AI
When	24/7 in 5 rotating shifts
How Managed	MIS dashboards, training feedback, and performance reviews

4.7 Data Moderation Example Table

Violation Content	Moderation Category	Moderation
I work at IMO, good people stay away.	Category A	Prostitution
1789256438	Category D	Contract Information
1X bet is a good platform. You should try that.	Category C	Gambling
I will kill you with this knife.	Category B	Crime
afewen shebeka ebu blogni newu	Category F	Other Languages

Chapter 5: Findings and Recommendations

5.1 Findings Based on Primary Data (Internship Observations & Survey)

- Accuracy is must to be maintained for accurate moderation.
- Data moderation is highly recommended
- Users are receiving strikes for violating data policies.
- Agents are woking 24/7 on those data for moderation purposes.
- Agents work under Team Leaders (TLs).
- There is a QA team (Quality Assurance) that looks after agent's work.
- There are several types of Moderations and agents must maintain accuracy.
- Sometimes users can get 1 year ID ban strike.

5.2 Findings Based on Secondary Data (Reports, Tools & Organizational Resources)

- AI (Artificial Intelligence) can not detect all the violence.
- AI removes the data that can be found so easily.
- Audit trails provide greater accountability and assistance in dispute.
- As a MIS student, I can design the structure and implement it, but then they can not do the job that a person can.
- MIS is directly related to the project through the AI.

5.3 Recommendations

A. How to Do It Better

- Keeping current lists of keywords on computer will prevent errors, so we do not have to double-check everything.
- To prevent burnout on personnel, work shorter late-night shifts or use rotating personnel.
- To prevent slowdown and crash when a lot of users are online, buy enhanced servers and backup hardware.

B. How to Train and Support Individuals

- Make people make tough choices daily. It will become comfortable for people to make choices.
- Establish proper processes for new employees to be guided by more experienced employees, prompt chat rooms or forum to seek advice.
- Give feedback to all employees weekly from the quality team so that they can improve themselves.

C. How to Be More Ethical and Organized

- Add courses on internet rights, diversity, and not being bias in the curriculum.
- Schedule biweekly meetings for new and junior staff where they can share what they have learned and are having a hard time with difficult content issues.
- Translate the rules into plain language and as many languages as possible so that all people are aware of them regardless of where they are from.

Chapter 6: Conclusion

One of my main tasks was to correct content that was not well written. Through this task, I saw how the company handled keeping content appropriate, ensuring platforms were secure, and keeping users safe. I also got to see how artificial intelligence (AI) is used in practice.

As a MIS student, I think this project is need more agents not the AI. Because AI can not do the job like a person can do. This essay presents the IMO Text Business of BIGO project and demonstrates that data penalties are user-interested, enhance user experience, and are legal. It also demonstrates how the project runs twenty-four hours a day on five shifts running live problems across various digital communication platforms. The IMO Text Business is under the BIGO project and operates user-generated text content. As text messaging is integral to engaging users, this unit is responsible for undertaking various critical tasks, such as detecting and reporting text content that is not appropriate or potentially disruptive.

It is a quantanite LTD's IMO Text Business unit division of BIGO project. It is interested in handling only text data, processes, job names, tech, managerial methods, and performance measures. Although it is mainly interested in the Text Business unit, others like video or voice moderation have been priced for use in the IMO Text Business environment of background information. Organisational design, employees' role, technology stack, process, and practice of performance metric are analyzed in this study for text data.

Chapter 7: Implications

7.1 Key Things I Learned from the Internship

- Work hard so that no work gets boring.
- You should love your work.
- No work is small or big.
- I am getting at the top with my performance.
- You should behave nicely with your colleague.
- Do your work with clear vision.
- Never thing or do bad with with team mates.

7.2 How I Plan to Use What I Learned

- I will be always grateful for my team mates.
- In my organization I have to maintain a good relationship with colleagues.
- I will love my work so that I will never be boore.
- I will use team work and leadership skills that I have learned from there.
- I should take the work seriously but in a funny way, so that I can get more interest to do work.
- I will use AI as much as I can use it with my knowledge.
- I wiil be suggest training and grooming section for cultural and ethical works.

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