VICE media group

IMMORAL & IRRATIONAL

The Urgent Need To End Keyword Blocklists & Reclaim Brand Safety

Ryan Simone - Director, Global Audience Solutions

The Death Of The Blocklist

While VICE Media Group has been active for years in vocalizing and creating policies to address the ethical dilemmas posed by keyword blocklists, we now have research that demonstrates blocklists are massively inept in identifying brand unsafe inventory.

Immoral and Irrational, blocking keywords in the name of brand safety must end.

The Ethical Problems With Blocklists

Consistently Prejudiced Keywords

Automated Defunding of Journalism

Rise of Clickbait Headlines

Perpetuation of Systemic Racism

Under Representation of Minority Communities

Demonetizing Important News Stories

Degradation of Algorithmic Learnings

Zero Methodology, Zero Optimizations

The Strategic Problems With Blocklists

A major tech company implemented a keyword blocking strategy on VICE, incorrectly flagging thousands of URLs due to brand safety concerns.

Through an analysis of the blocked URLs, VICE was able to quantify how the keyword blocking approach failed to accurately categorize their inventory, resulting in significant over-blocking of premium inventory.

93%

of URL's classified unsafe using blocklist were deemed safe by Oracle's contextual solution

Hundreds

of the flagged URLs were premium technology stories related to their campaign

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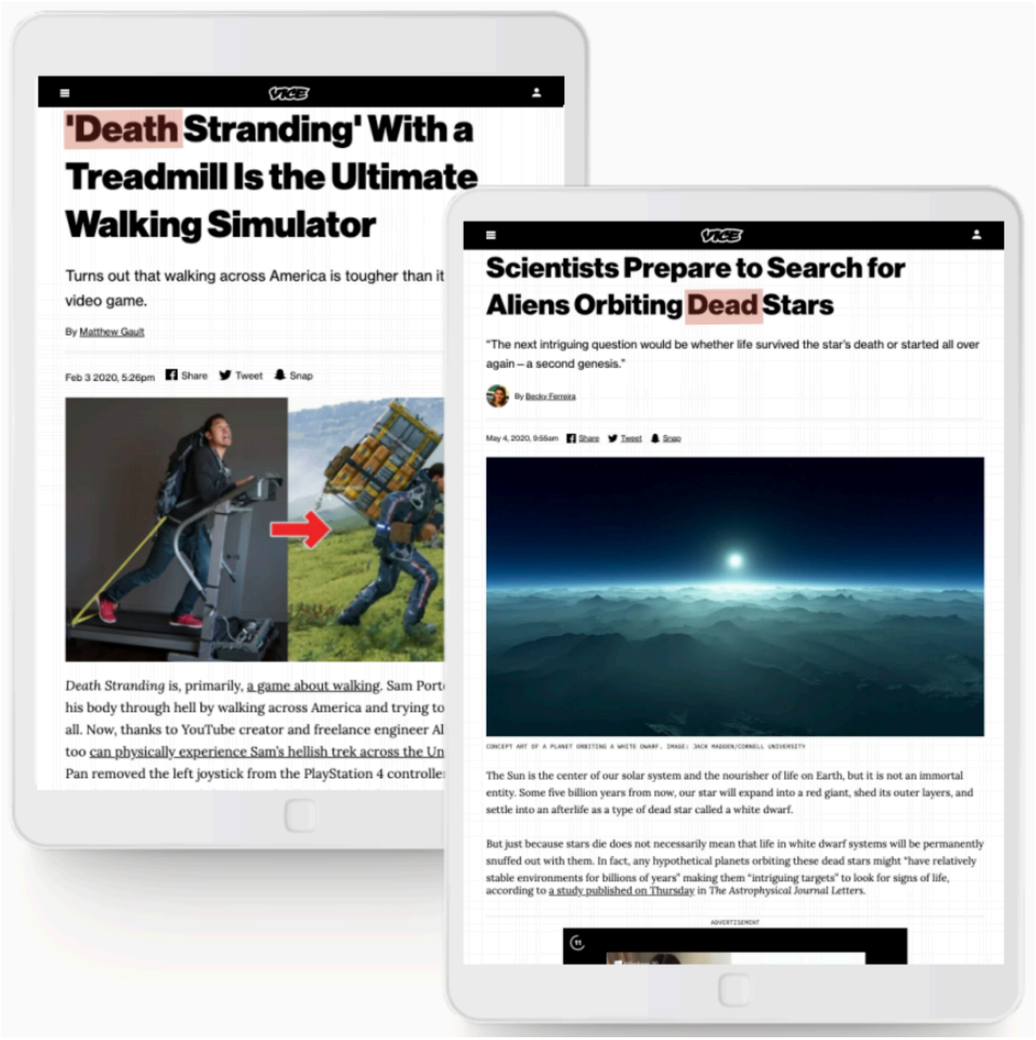
Safe Articles Blocked - Despite Not Pertaining To Death / Injury Category



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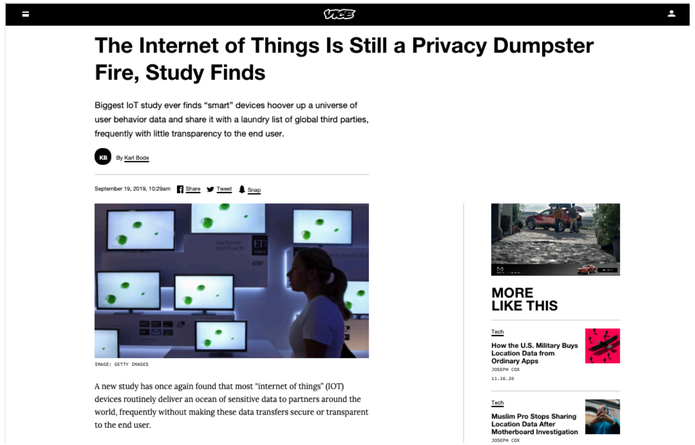
Safe Articles Blocked - False Positives



The Internet of Things Is Still a Privacy Dumpster Fire, Study Finds

Biggest IoT study ever finds "smart" devices hoover up a universe of user behavior data and share it with a laundry list of global third parties, frequently with little transparency to the end user.

By Karl Bode

September 19, 2019, 10:29am Share Tweet Snap

IMAGE: GETTY IMAGES

A new study has once again found that most "internet of things" (IOT) devices routinely deliver an ocean of sensitive data to partners around the world, frequently without making these data transfers secure or transparent to the end user.

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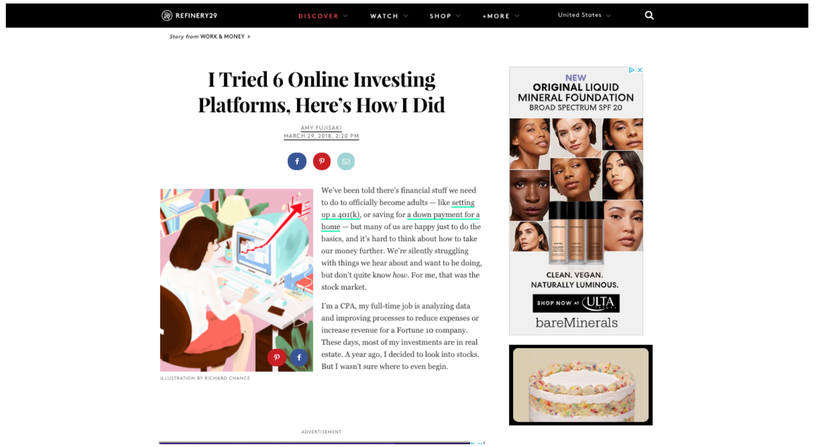

Story from WORK & MONEY >

I Tried 6 Online Investing Platforms, Here's How I Did

AMY FUJIOKA
MARCH 29, 2018, 2:20 PM

ILLUSTRATION BY RICHARD CHANCE

We've been told there's financial stuff we need to do to officially become adults — like setting up a 401(k), or saving for a down payment for a home — but many of us are happy just to do the basics, and it's hard to think about how to take our money further. We're silently struggling with things we hear about and want to be doing, but don't quite know *how*. For me, that was the stock market.

I'm a CPA, my full-time job is analyzing data and improving processes to reduce expenses or increase revenue for a Fortune 10 company. These days, most of my investments are in real estate. A year ago, I decided to look into stocks. But I wasn't sure where to even begin.

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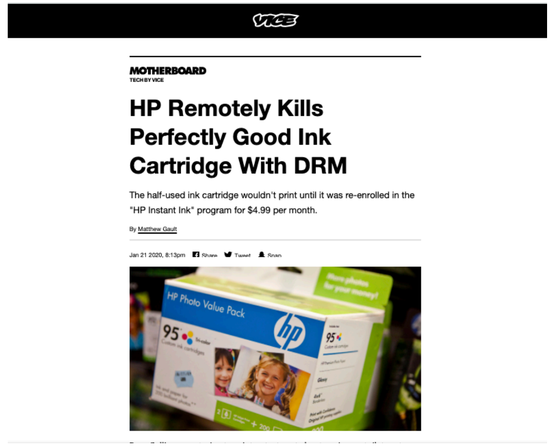


MOTHERBOARD
TECH BY VICE

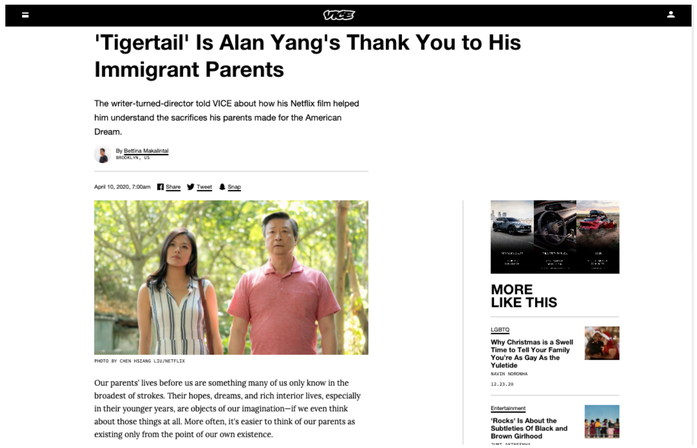
HP Remotely Kills Perfectly Good Ink Cartridge With DRM

The half-used ink cartridge wouldn't print until it was re-enrolled in the "HP Instant Ink" program for $4.99 per month.

By Matthew Gault

Jan 21 2020, 8:13pm Share Tweet Snap

KILLS



'Tigertail' Is Alan Yang's Thank You to His Immigrant Parents

The writer-turned-director told VICE about how his Netflix film helped him understand the sacrifices his parents made for the American Dream.

By Bettina Makalintal

April 10, 2020, 7:00am Share Tweet Snap

PHOTO BY CHEN HSIANG LIU/NETFLIX

Our parents' lives before us are something many of us only know in the broadest of strokes. Their hopes, dreams, and rich interior lives, especially in their younger years, are objects of our imagination—if we even think about those things at all. More often, it's easier to think of our parents as existing only from the point of our own existence.

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Story from HEALTH NEWS >

The Apple Watch Can Now Track Your Period

CORY STIEG
LAST UPDATED SEPTEMBER 11, 2019, 2:57 PM

PHOTOGRAPHED BY ROCKIE NOLAN.

Update: On September 10, 2019, Apple announced that Cycle Tracking will be officially available on September 16.

For many people, much of the appeal of wearing an Apple Watch is having access to the detailed health and fitness features. From activity tracking to heart rate monitoring, Apple has introduced different helpful metrics throughout the years that help paint a fuller picture of your health beyond just the number of steps you take. And today, at the Apple Worldwide Developers Conference, the brand announced a new feature that will be available with the watchOS 6 update: period tracking.

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Vermont Is at War With Out-of-Towners Seeking Refuge From Coronavirus

The Green Mountain State is facing accusations of "us vs. them xenophobia" after trying to protect itself from traveling New Yorkers. Some permanent residents are begging for more empathy.

By Amy Cartl

Apr 14 2020, 1:51pm Share Tweet Snap

RETURNEES ISOLATE FOR 14 DAYS PER VT STATE ORDER

Late last month, Kevin and Patty Begin received a visit from a Vermont state trooper. The coronavirus had begun to make its way up to the Green

REFUGE

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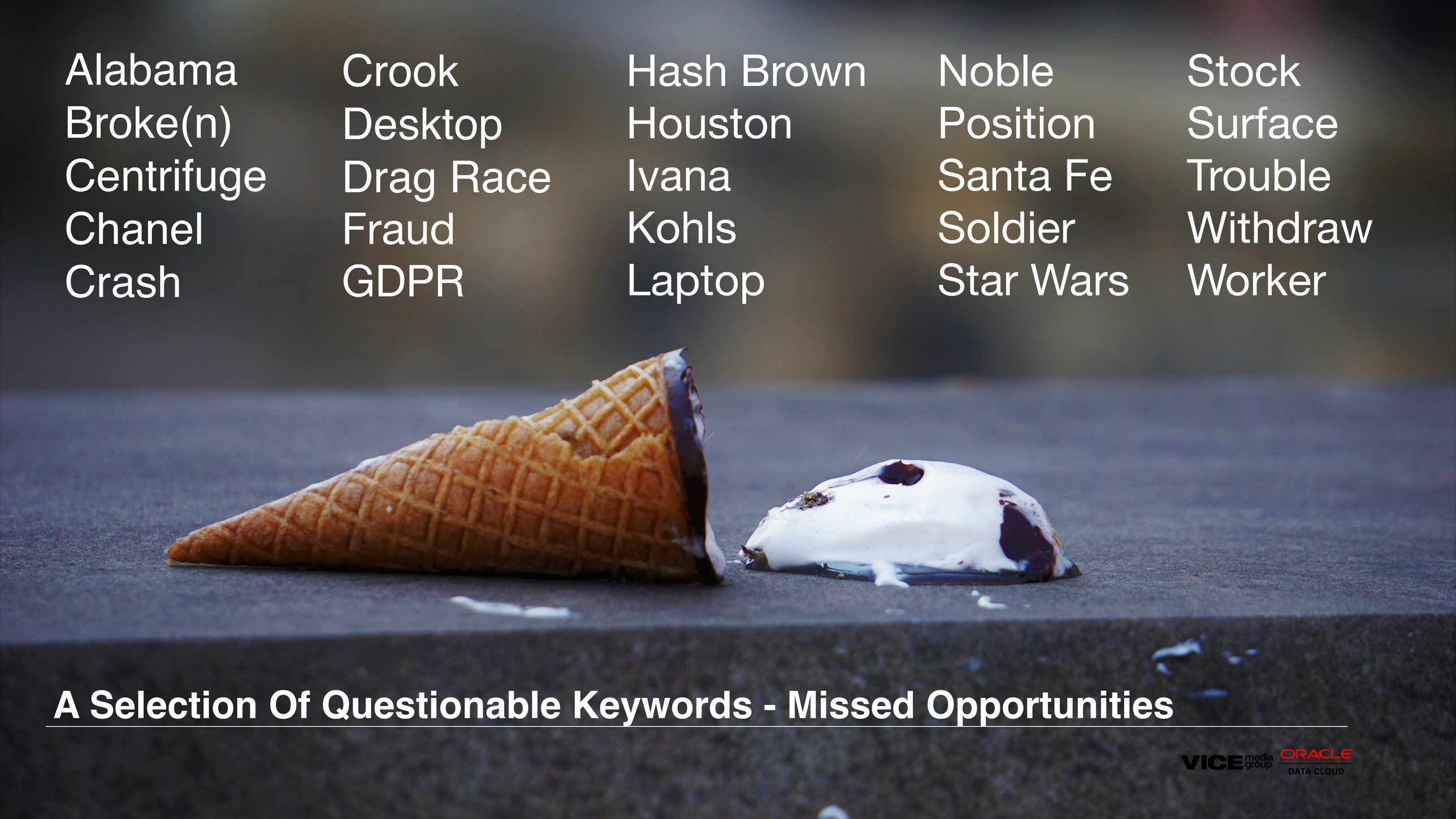
Alabama
Broke(n)
Centrifuge
Chanel
Crash
Crook
Desktop
Drag Race
Fraud
GDPR
Hash Brown
Houston
Ivana
Kohls
Laptop
Noble
Position
Santa Fe
Soldier
Star Wars
Stock
Surface
Trouble
Withdraw
Worker



A Selection Of Questionable Keywords - Missed Opportunities

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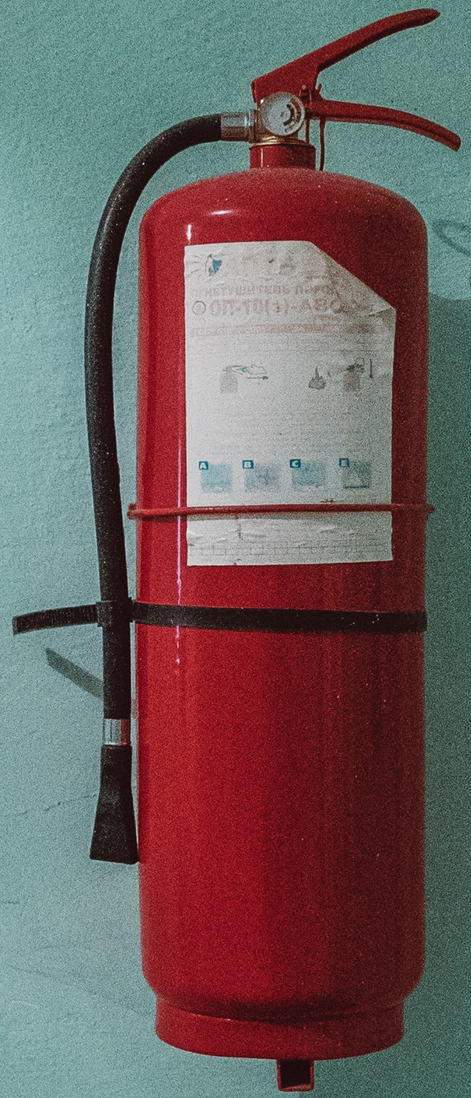
A Selection Of Problematic Keywords - Paradox In Action

Bisexual
BLM
Cisgender
Climate Change
Coronavirus/ Covid



Gender
Homosexual
Intersex
Lesbian
Obese

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How To Replace Your Blocklist

The Case For Contextual Data & Brand Safety

gv_adult NEGATIVE (BRAND SAFETY) 30 LANGUAGES	gv_arms NEGATIVE (BRAND SAFETY) 30 LANGUAGES	gv_crime NEGATIVE (BRAND SAFETY) 30 LANGUAGES	gv_death_injury NEGATIVE (BRAND SAFETY) 30 LANGUAGES	gv_download NEGATIVE (BRAND SAFETY) 30 LANGUAGES	gv_drugs NEGATIVE (BRAND SAFETY) 30 LANGUAGES
gv_hatespeech NEGATIVE (BRAND SAFETY) 30 LANGUAGES	gv_military NEGATIVE (BRAND SAFETY) 30 LANGUAGES	gv_obscenity NEGATIVE (BRAND SAFETY) 30 LANGUAGES	gv_terrorism NEGATIVE (BRAND SAFETY) 30 LANGUAGES	gv_tobacco NEGATIVE (BRAND SAFETY) 30 LANGUAGES	

WHAT:

Webpage textual classification databases leverage Natural Language Processing (NLP), the same tech behind Google's search engine, to identify brand unsafe inventory

Referred to as contextual data, brand safety segments are constructed by an editorial team of linguists to analyze not just words but also their meanings and relevance in context.

The algorithm is able to detect when phrases and context of words change to allow them to adapt their technology to real-time patterns.

WHY:

It is impossible to achieve true contextual alignment with a unilateral approach. Keywords must be housed according to topic. This multilateral strategy is the foundation of VMG's Brand Safety Solution.

This product was created in partnership with ODC's Editorial team, who actively monitors and maintains these segments to ensure accuracy and effectiveness. ODC's robust epicenter page crawl methodology helps ensure proper categorization.

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