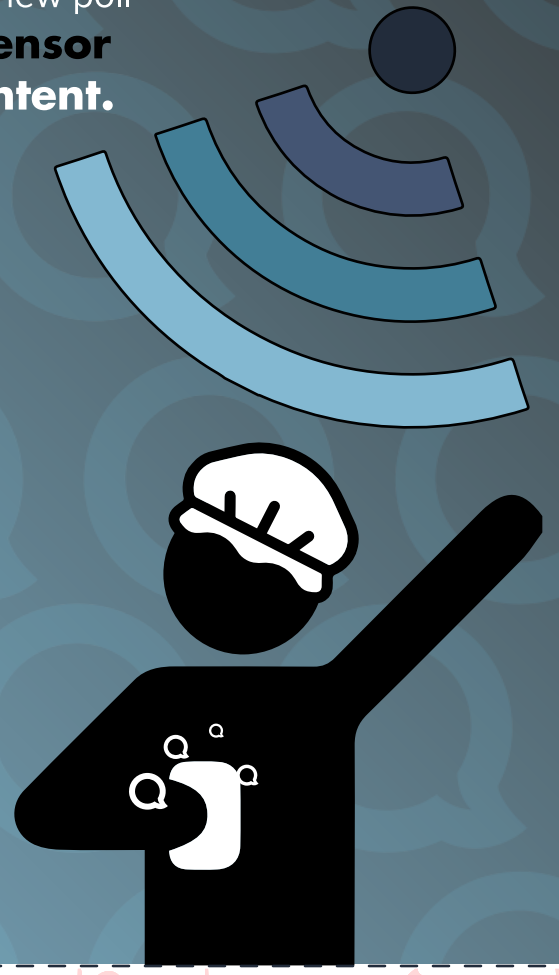
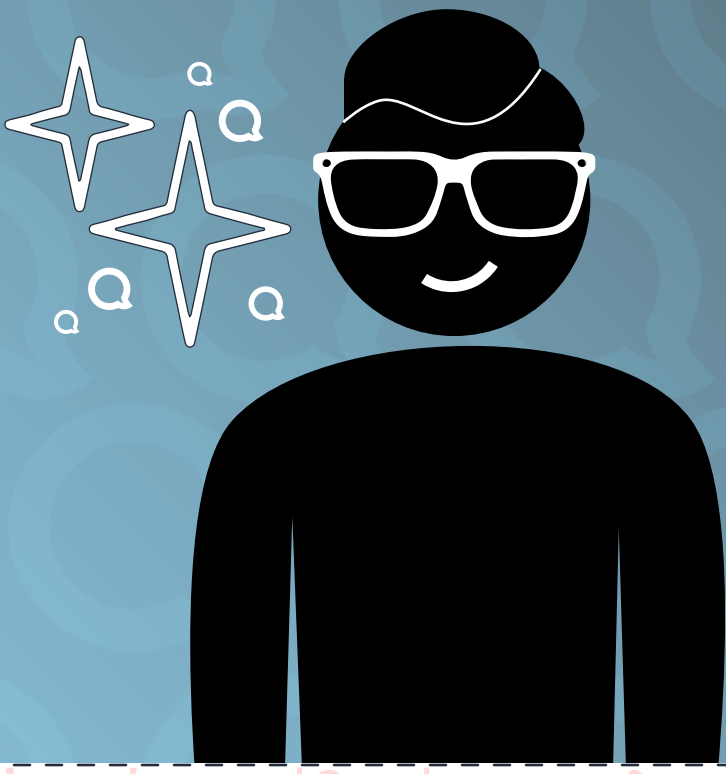
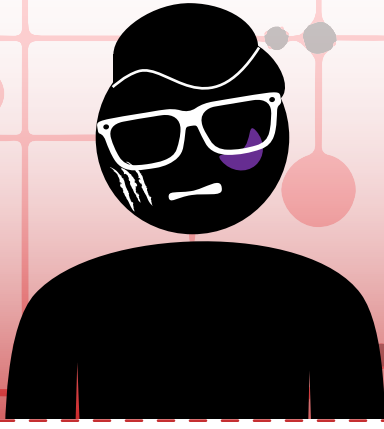


Americans to the Internet: Clean Up Your Act

With debates ensuing both online and offline, in the Boardroom and on Capitol Hill, about what content should always be allowed on social media and other online platforms, a new poll shows **Americans** more often opt for **Always Censor** or have the providers **Review & Moderate Content**.



Censor. Review. Moderate.



More than 80% believe content that is **violent**, expressing **extremist** views, **bullying** or **adult** in nature should always be censored or at least reviewed and moderated.



60% believe action should be taken to censor or moderate **profanity**, unverified customer **complaints** and **biased news** stories.

A Kinder, Gentler Web



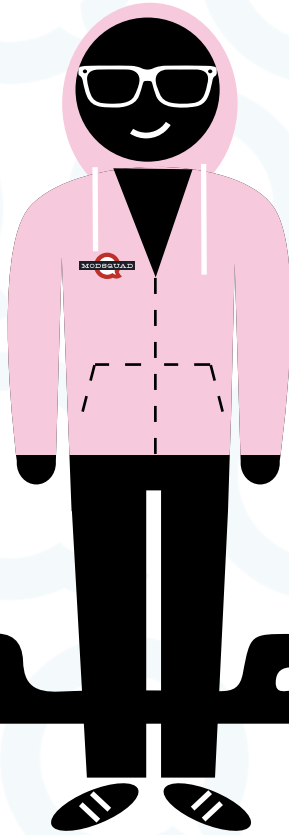
Reviews Generally Welcome



44% of those polled feel product/service reviews should always be allowed.

34% feel all reviews be reviewed and moderated.

Millennials On-Board



A look at generational preferences reveals that a characterization of **Millennials (22-37)** as the most easily offended segment of the population might be unfair

In the context of prejudiced and extremist views online, for example, **80% of Millennials** want either censorship or review and moderation, but so did **83% of the rest of the population**.



ModSourcing: Outsourcing, *Modernized*

Source: Harris Interactive on behalf of ModSquad from April 11-12, 2018 among 1050 U.S. adults ages 18 and older.