Community Vitality as a Theory of Governance for Online Interaction

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> " Just as in the real world, it's better to facilitate and encourage healthful community interactions online as a way to avoid users posting undesirable content. Healthy communities are more likely to be self-regulating communities that need less external policing. "

The Goal: Create vital communities, whether online or offline

Platforms should prioritize creating infrastructures to encourage strong, healthful communities online. This involves lowering the level of negative or divisive online interaction and raising the constructive and problem-solving communication.

The limitations of content moderation:

Governance of online platforms typically focuses on "content moderation," a method that manages problematic content ranging from nudity to hate speech. However, limiting online content moderation to focus on identifying and punishing bad behavior prioritizes the elimination of bad behavior over the creation of a framework that facilitates healthful interaction.

Social governance that encourages community vitality:

Goals	Activities	
	On the platform	In the community
Limit negative experience	Content moderation to lessen the amount of hate speech, false content, etc.	Lessen the impact of negative and false content on real world activities such as elections.
Promote positive behavior	Encourage constructive interactions.	Increase the resilience and vibrancy of real-world communities.

Read the full article in the Yale Journal of Law & Technology, Volume 23.