

**“IDEAL TYPE” ANALYTICAL METHOD AS A WAY OF
INVESTIGATING SOCIAL MEDIA CONTENT MODERATION**

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The presentation will shed light on the application of the “ideal type” analytical method of comparative legal research for the purposes of examining content moderation policies (Terms of Service) of social media platforms. More specifically, the presentation will elaborate on the definition of the “ideal type” analytical method, which will be followed by a detailed explanation of how it can be used in the context of social media analysis.

The “ideal type” analytical method requires establishing key attributes of a particular legal norm, concept, or institution. Subsequently, it presupposes the investigation of how the actual state of implementation of a particular norm derogates from the key attributes of the “ideal type”.

When it comes to social media platforms, the “ideal type” analytical method allows us to carry out an international law-based investigation of the platforms` content moderation policies (Terms of Service). To this end, two conditions should be fulfilled. Firstly, the “ideal type+” should be established by determining international law standards for permissible restrictions of freedom of expression online. Secondly, the “ideal type” standards should be used as a benchmark for analyzing content restrictions stipulated in the platforms` Terms of Service.

This presentation will conceptualize the “ideal type” international law standards for acceptable freedom of expression online limitation based on the relevant legal frameworks of the UN and the Council of Europe.

Keywords: “Ideal type” analytical method as a way of investigating social media content moderation