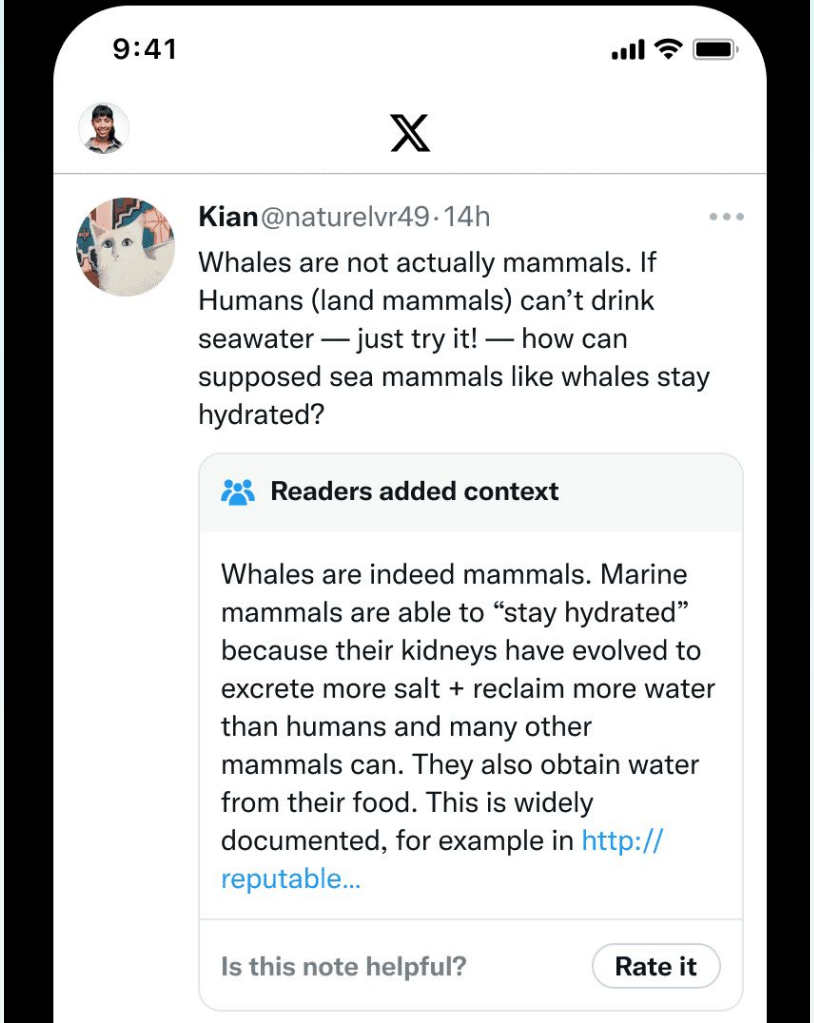
Briefing: July 9, 2025

DIGITAL DEMOCRACY
INSTITUTE OF THE AMERICAS

A Deep Dive into X's Community Notes (Part 1):

An Analysis of English and Spanish Notes Between 2021 and 2025



Introduction

Why?

Community-driven moderation has emerged as a go-to approach for addressing misleading content online.

X's Community Notes system is a prominent example of this approach.

Meta

5:26
1.2K
57
6
cosette_baguette I just learned the craziest thing. Di... you know that BATS ARE COMPLETELY BLIND? I was talking to a friend of mine who is a wildlife expert and they explained that bats don't have any functioning eyes at all! They use some kind of sonar to navigate and find food.
People added a community note 2h
This is a common myth. Bats are not blind. They don't have the same level of visual acuit... more
1 day ago
alex.anyways18

TikTok

Become a Footnotes contributor
Help the TikTok community be more informed by writing and rating footnotes.
Write footnotes
See a video that you think needs more info? Write a footnote and give context.
Rate footnotes
When a footnote gets enough helpful ratings, it becomes visible on TikTok.
Be part of a community
Join a group of people helping improve TikTok for all.
I'm interested

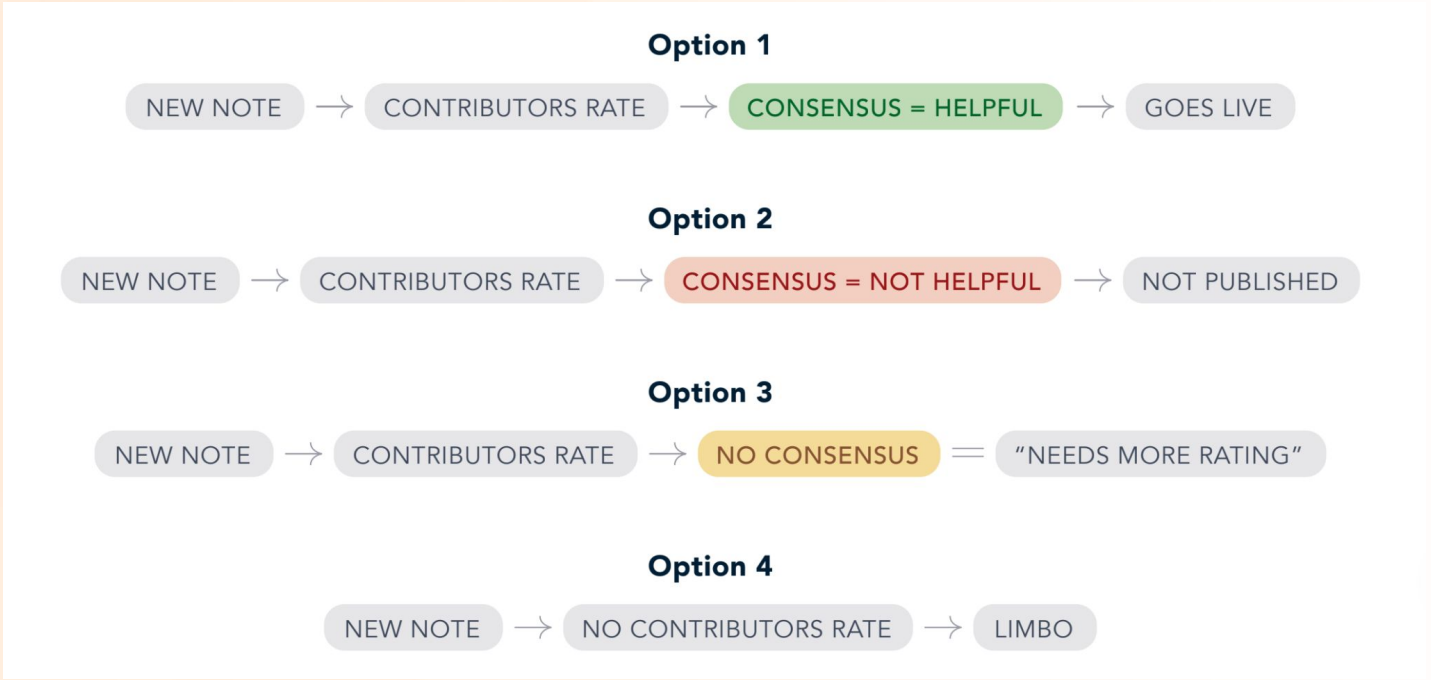
Scope of Part 1

1.76 million notes (2021–2025)

Research Goals:

- Understand structure, functionality, participation and publication dynamics - English and Spanish
- Uncover limitations
- Suggest potential improvements

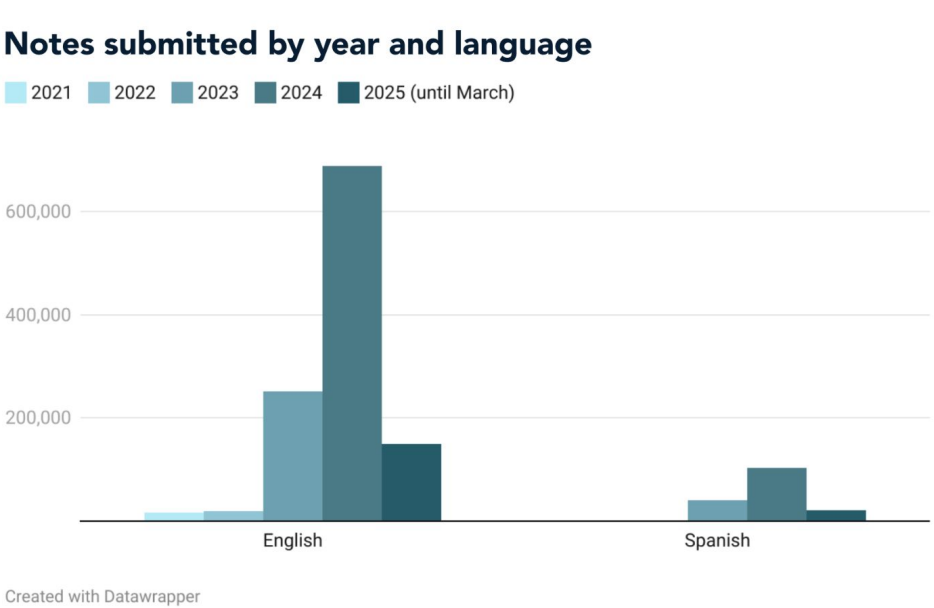
The Life Cycle of a Community Note



Key Findings - About the Dataset

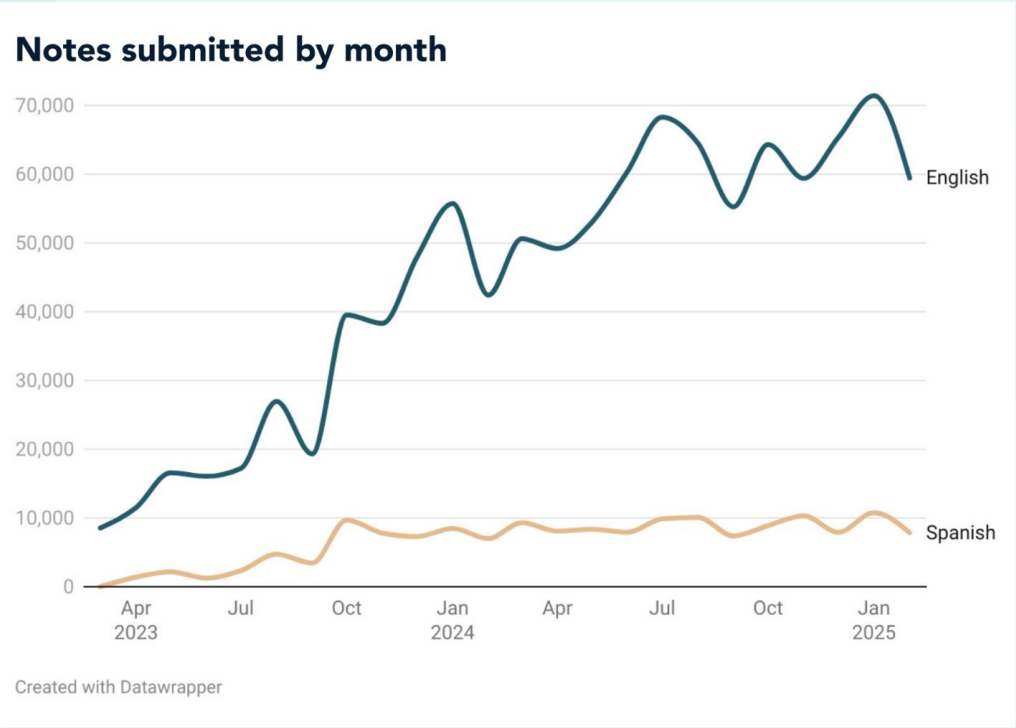
- Data is available, but **difficult to handle**; more context depends on API, which is expensive
- Public data **lacks crucial information** about location, language, and demographics

Key Findings - Notes Submitted



- Of the 1.76 million notes submitted to the program:
  - English: **63.8%** (1.12M), most used
  - Spanish: **9.3%** (165K), second most used

Key Findings - Notes Submitted



- English submissions **have climbed steadily.**

  Monthly contributions in Spanish range between **8,000 / 11,000**.

English-centered

Key Findings - Notes Submitted

- The **number of contributors is growing. Numbers doubled** in both languages in 2024 compared to 2023.
- Contributor **participation is also expanding**, but a **bottleneck** has been detected.

Unique Contributors by Year and Language

year	English	Spanish
2021	2,976	16
2022	3,569	9
2023	44,479	10,798
2024	126,906	24,807
2025 (until March)	49,179	8,835

If a contributor has submitted notes in English and Spanish on the same year, they will count on both columns

Created with Datawrapper

Key Findings - Notes Published

- In 2024, only **7.1%** of all English submissions were published.
- Only **4.7%** of all Spanish submissions were published.

Notes published by year and language

year	English	% of proposed (en)	Spanish	% of proposed (es)
2021	560	3.2%	0	
2022	1,886	8.7%	0	
2023	24,068	9.5%	1,480	3.6%
2024	48,933	7.1%	4,838	4.7%
2025 (until March)	7,429	4.9%	1,502	7.1%

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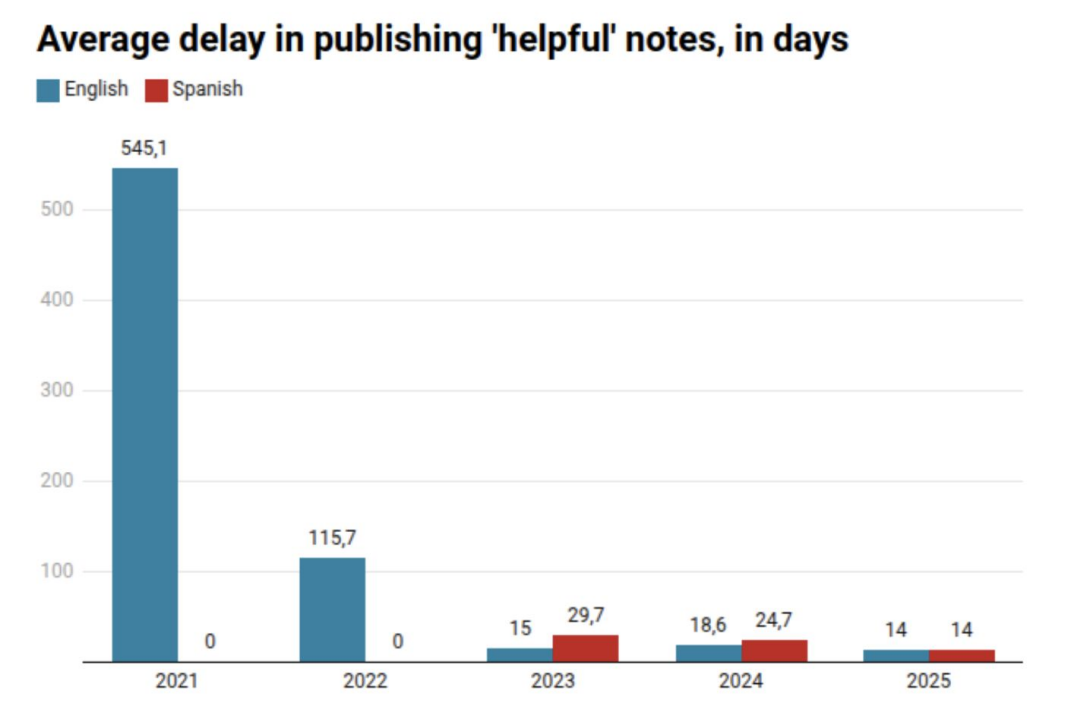
Key Findings - Notes Published

- Average time to publish dropped from 100+ days to **14 days** (2025).

Still **too slow** for countering viral misinformation.



Key Findings - Notes Published

- **Consensus** in Spanish has gone up since 2023.
- **Success rate** stable in Spanish. **Decreasing** in English.

How many contributors got notes published

year	English	% of total editors (en)	Spanish	% of total editors (es)
2021	384	12.9%		
2022	773	21.6%		
2023	9,788	22%	899	8.3%
2024	20,335	16%	3,118	12.5%
2025 (until March)	4,538	9.2%	1,094	12.4%

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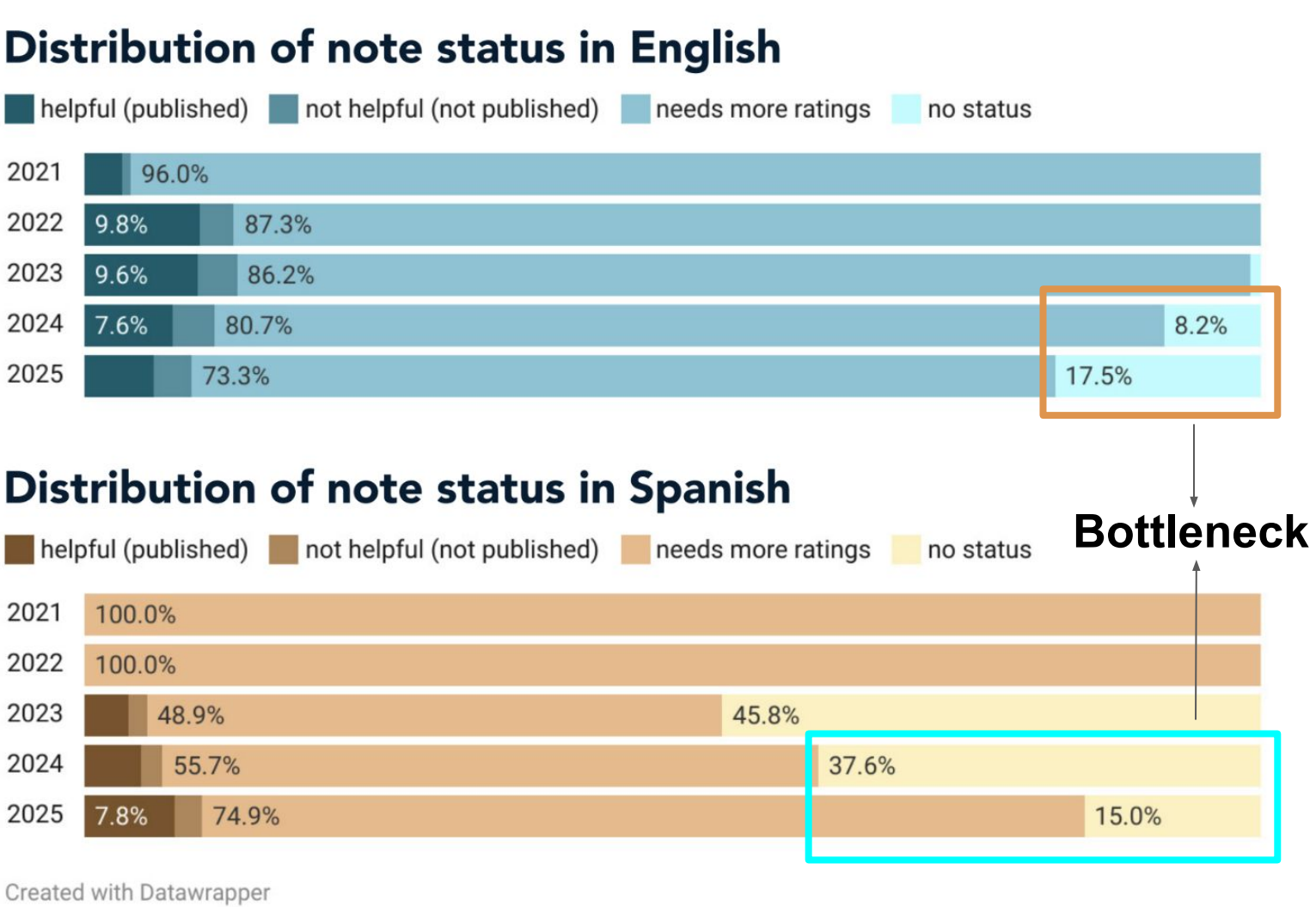
Key Findings - Unrated Notes

- Many notes remain unrated:
  17% of all English submissions
  15% of all Spanish submissions
  (2025)

  8% of all English submissions
  37% of all Spanish submissions
  (2024)

- In Spanish, the percentage of unrated notes is **decreasing**.

  In English, it is **going up** – bottleneck.


Distribution of note status in English
helpful (published)
not helpful (not published)
needs more ratings
no status
2021
96.0%
2022
9.8%
87.3%
2023
9.6%
86.2%
2024
7.6%
80.7%
8.2%
2025
73.3%
17.5%
Distribution of note status in Spanish
helpful (published)
not helpful (not published)
needs more ratings
no status
Bottleneck
2021
100.0%
2022
100.0%
2023
48.9%
45.8%
2024
55.7%
37.6%
2025
7.8%
74.9%
15.0%
Created with Datawrapper

Key Findings - Unrated Notes

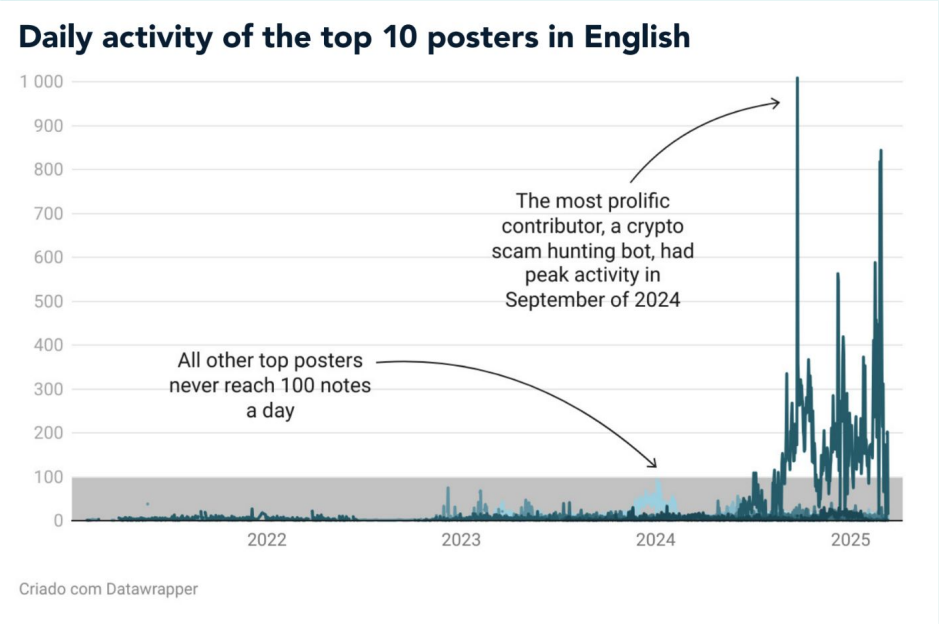
- **No system to manage or retire notes that are never reviewed**, raising concerns about fairness and long-term system efficiency

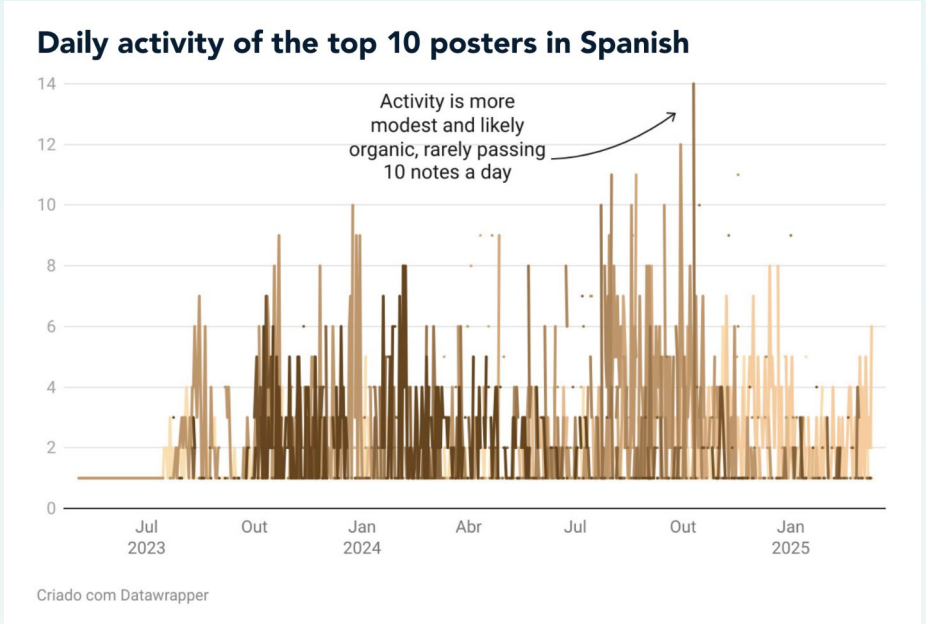
Key Findings - Top Contributors

- Between 2021 and 2025:
  167,386 contributors in English;
  18.5% at least one note published
- Between 2023* and 2025:
  33,340 contributors in Spanish;
  13.7% at least one note published
- Contributors are anonymized. No data regarding their location, identity, or profile. How can the public assess **consensus**?

Key Findings - Top Contributors

- At least one automated contributor engaged in the program (EN). How can the public asses **quality control and editorial balance**?





Takeaways

1. **Less than 10% of X Community Notes submitted are ever published.**

2. The time it takes for a Community Note to go live on average has improved dramatically, dropping from **100+ days in 2022 to just 14 days in 2025, but still too slow.**

3. Community Notes go from submitted to published when a group of contributors **"with a diversity of perspectives" reach "consensus"** on the helpfulness of a note. Little data available that allows researchers to validate how those metrics of success are reached.

4. **Participation** in the Community Notes program is **rising across both English and Spanish.**

5. In English, **bottlenecks are starting to emerge** between the submission and publication stages of the Community Notes process.

6. **Spanish-speaking contributors' notes have lower success rates of publication** overall, despite uptick in Spanish-language notes and contributors.

7. The most prolific contributor in English is a bot-like account flagging crypto scams; in Spanish seems to be one related to political misinformation in the context of Venezuela.

Recommendations: Data Transparency

- Make the public data filterable and available for download in parts, as well as in bulk.

- A system that allows researchers to navigate notes and to view which notes go with which posts through search could also be helpful for understanding trends and context of implementation.

Recommendations: Information-Sharing

- Metrics of success such as “consensus,” “diversity of perspectives,” should be clearly defined and the information about trends disclosed to Community Notes participants, researchers and regulators.

- Consider disclosing trends, including but not limited to contributor demographic make-up and geographic breakdowns of contributors.

Recommendations: Language Improvements

- Make available language labels that allow researchers to study language use without needing to use external tools to do so.
- Elevate notes made in languages other than English to boost visibility of contributions from the majority world.
- To the extent language labels can be applied within the dataset, companies should include language breakdowns in transparency reporting each year for, at a minimum, the top five most used languages in which notes are submitted.

Recommendations: Backlogs and Bottlenecks

- Develop a system for managing, merging, or archiving unevaluated Community Notes.

- Companies should consider how they can assure the notes are put in front of contributors after initial submission on a cadence, and offer insights on why they may not be being seen.

Recommendations: Speed

- From the perspective of speed alone, companies must recognize that community-driven moderation cannot be the only, or even the main, approach to curbing the spread of online harms on their platforms.

- Regular users of X cannot see when a Community Note was originally submitted or approved for publication. Companies should consider disclosing the time it took a note to go from submitted to published as people process content of posts and the notes that go with those posts.

Recommendations: Automation

- To the extent AI technologies become more prolific and sophisticated, Community Notes contributors will no doubt find ways to use AI in their moderation. Companies implementing community-driven models of content moderation must think through guardrails for assuring AI is being used responsibly, if at all, and that any accounts doing so are disclosing the use.

Contact Information

- Roberta Braga, Founder and Executive Director
  rbraga@ddia.org

- General and Press Inquiries: Info@ddia.org

We look forward to working more closely with you all in 2025!