

Ad-funded Climate Change Disinformation: Money, Brands and Ad Tech

Climate change disinformation is being funded by advertising

GDI estimates that advertisers will unwittingly provide:

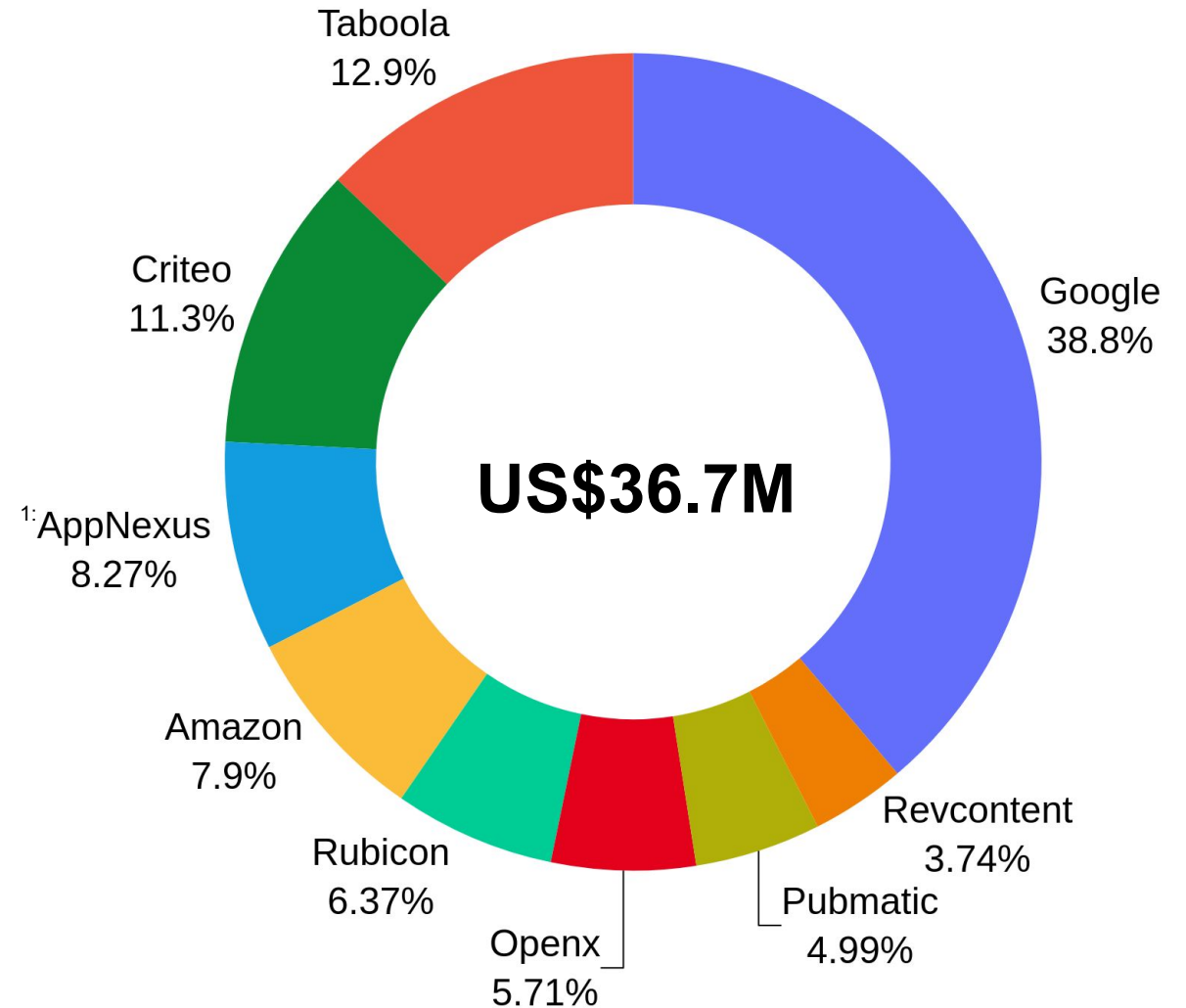
US\$36.7 Million*

to 98 climate change disinformation sites, on an annual basis.

Ad tech vendors are profiting from climate change disinfo

We estimate that:

- **Google, Taboola and Criteo** together account for **63%** of the total or **US\$23.1M** in ad spend ending up on climate change disinformation sites.
- Google is the largest contributor of monetization to **climate change disinformation** sites, with **38.8%** share.
- Previous GDI reports on other types of disinformation have shown Google's share at circa 70%, suggesting they are actively working to reduce funding the climate disinfo.



Ad tech vendors' climate change disinformation policies

SSP	Topic	Is there a Public Policy?	Policy Line
Ad Supply	climatechange-disinfo	No	None
AdRoll	climatechange-disinfo	No	None
Adform	climatechange-disinfo	No	None
Amazon	climatechange-disinfo	Yes	Publisher Services Agreement: "You will not place our Ads adjacent to any content that: (a) promotes or contains content or activity that is...false (e.g. fake news)"
Criteo	climatechange-disinfo	Yes	Content Restrictions: "...content that shares mistruths and falsehoods"
Google	climatechange-disinfo	Yes	contradicts authoritative scientific consensus on climate change.
Infolinks	climatechange-disinfo	No	None
Magnite (Rubicon Project and Telaria)	climatechange-disinfo	No	None
Pubmatic	climatechange-disinfo	No	None
Rev Content	climatechange-disinfo	No	None
Taboola	climatechange-disinfo	Yes	Taboola's Publisher Policies prohibit certain types of content from being discovered (i.e. monetized or distributed) on its network, including, among other things, "fake news"
Teads	climatechange-disinfo	No	None
Value Impression	climatechange-disinfo	No	None
Verizon Media	climatechange-disinfo	Yes	Prohibited Content: "Content that inaccurately simulates news articles, news sites or real magazines, fake blogs, false stories, commentary or product reviews, and other reliable sources of information."
Xandr	climatechange-disinfo	No	None
Yahoo	climatechange-disinfo	No	None

Key takeaways:

- GDI's analysis of ad tech policies show a general lack of coverage of climate change disinformation.
- Google recently released the industry's clearest [content policy on climate change disinformation](#). While represents a step forward, we have not yet seen a clear impact in terms of demonetization.

How we define disinformation

Disinformation is more than **overly simple false dichotomies** like true vs. false or left vs. right.

GDI views disinformation through the lens of [adversarial narrative conflict](#). Adversarial narratives:

- Can be implicit or explicit;
- Are intentionally misleading;
- Are adversarial against an at-risk individual or group, or an institution like science, medicine, or government;

Most importantly, creates a risk of harm

This definition transcends false binaries and identifies disinformation explicitly by adversarial narrative topic, such as anti-immigrant, misogyny, anti-vax, etc., which is useful and compelling for brands.

GDI



The screenshot shows the website 'ACTIVIST POST' with the tagline 'ALTERNATIVE NEWS & INDEPENDENT VIEWS'. The navigation menu includes HOME, ECONOMY, LIBERTY, WAR, ACTIVISM, HEALTH, TECHNOLOGY, and ENV. A 'HOT TOPICS' section lists 'JULY 27, 2020 | FACE MASK U-TURN: WALGREENS, HOME DEPOT, WALMART, CVS WILL SERVE CUSTOMERS NOT WEAR'. The main article is titled '#ExposeBillGates Day of Action 2, AND Gates Questioned on Vaccines!' with topics 'Bill Gates', 'Derrick Broze', and 'Vaccines' dated 'JULY 27, 2020'. The article image shows Bill Gates speaking in front of a blue background with a red coronavirus particle. At the bottom, there is a donation banner for the American Red Cross with the text 'Your donation can make a difference!' and a 'HELP NOW' button.

The image is a vertical advertisement for the Brave browser. It features the Brave logo at the top, followed by the text 'Proud to support a faster, safer web.' Below this is a small image of a smartphone displaying the Brave browser interface. At the bottom, there is a 'CLOSE' button and a 'HELP NOW' button.

Climate change disinformation is identified using the adversarial narrative framework

Adversarial narratives that perpetuate the rejection of the scientific consensus that changes in the Earth's climate or long-term weather patterns are occurring, are dangerous, and are caused by human activity.

GDI has studied a selection of climate change disinformation sites and captured several examples of popular brands advertising on these sites.

This deck focuses on stories that promote harmful climate change denial narratives:

- Climate change consensus is not real or is debatable.
- Scientists are being victimised for disputing climate change.
- “Climate alarmists” are going to cause rebellion and war, and promote socialism.
- Policies and measures to combat climate change will lead to authoritarianism.

GDI All these narratives cause harm by undermining trust in science and reducing societal consensus to take action to reduce emissions.

Ad tech companies featured in this report:

The Google logo, featuring the word "Google" in its signature multi-colored font.The Amazon logo, featuring the word "amazon" in a bold, lowercase, black sans-serif font with a curved orange arrow underneath it.The Xandr logo, featuring a red hexagonal icon with white lines forming a cube-like structure, followed by the word "xandr" in a bold, lowercase, black sans-serif font.

Branded ads examples

Popular brands funding these stories:

Examples were collected between October 1-November 25, 2021.



GDI





Brand:
British Standards
Institution

Ad served by:
Google

Site:
Unity News Network
(UK)

Disinformation:
Climate Change
Disinformation

HOME PREMIUM CONTENT CRIME UK NEWS UK POLITICS WORLD OPINIONS SUPPORT US SOCIAL MEDIA LINKS SHOP

WORLD
Exposing the '97% Climate Change Scientists agree' slogan as Fake News
8 March, 2020 / Tina Brooker / No Comments

544 SHARES

Advertisements

Net Zero Barometer Report
The UK is committed to reducing its net emissions by 100% by 2050. How are UK businesses managing the transition to net zero?

bsi

https://www.googleadservices.com/pagead/ack?sa=L&ai=C9455J3meYYL9Mcm31fAPrLiiiAaNgb3NYajT3Nr8DLi568WPDhABIOfrk2Ngu76ug9AKoAHa9dPAA8gBAqkCRt6C3x51tj6oAwHIA8kEggSnAk_Q9shHp8AqR2pmsyVH8Fm6TdoNyy9bCtq4bT5

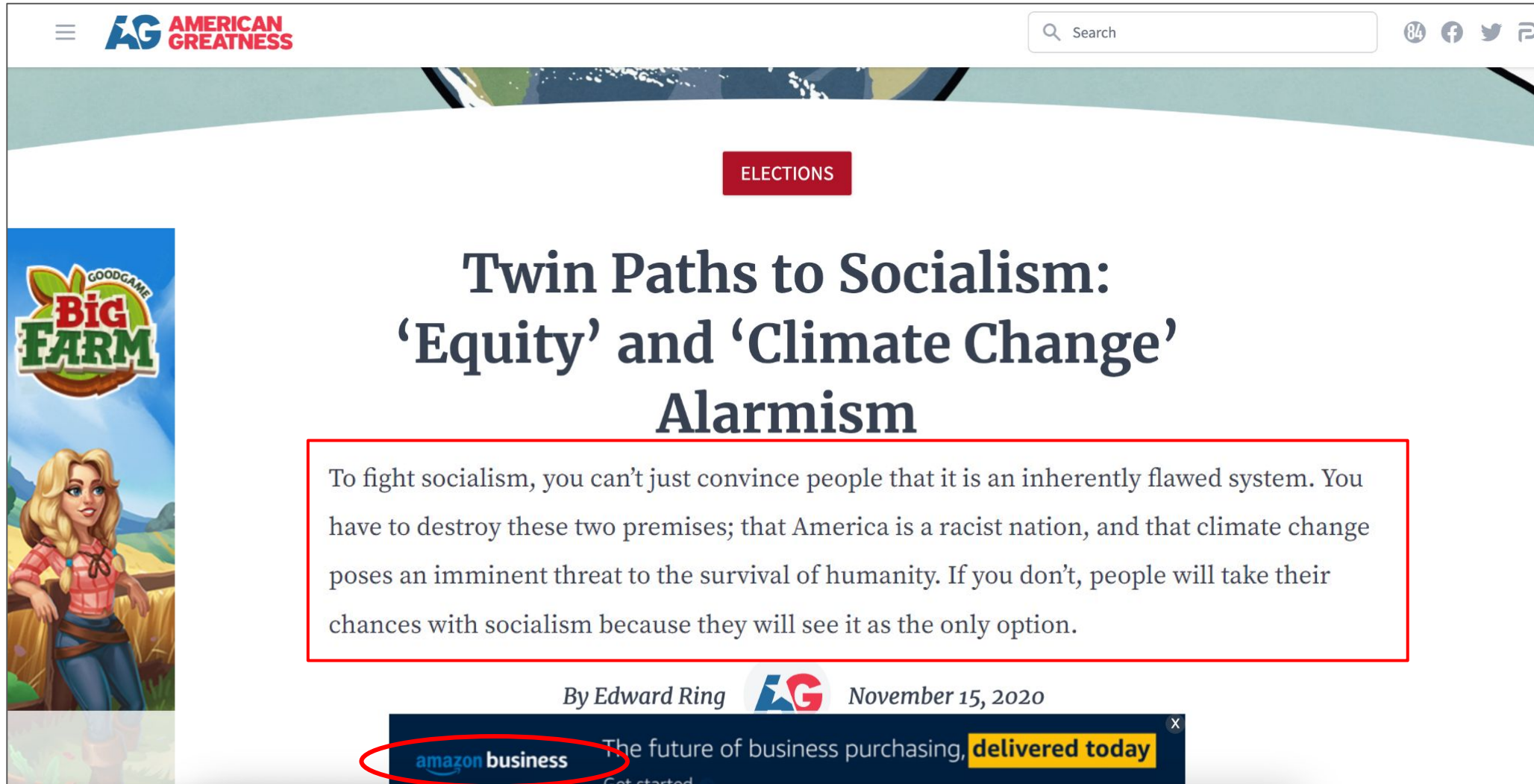


Brand:
Amazon

Ad served by:
Amazon

Site:
American Greatness

Disinformation:
Climate Change
Disinformation



The screenshot shows the top of an American Greatness website. The header includes the 'AG AMERICAN GREATNESS' logo, a search bar, and social media icons. A red 'ELECTIONS' tag is positioned above the article title. The article title is 'Twin Paths to Socialism: 'Equity' and 'Climate Change' Alarmism'. The author is Edward Ring, dated November 15, 2020. A red box highlights a paragraph of text. At the bottom, an Amazon Business advertisement is visible, featuring the 'amazon business' logo circled in red.


AG AMERICAN GREATNESS

Search

ELECTIONS

**Twin Paths to Socialism:
'Equity' and 'Climate Change'
Alarmism**

To fight socialism, you can't just convince people that it is an inherently flawed system. You have to destroy these two premises; that America is a racist nation, and that climate change poses an imminent threat to the survival of humanity. If you don't, people will take their chances with socialism because they will see it as the only option.

By Edward Ring  November 15, 2020

amazon business The future of business purchasing, delivered today

```
 == $0
```






Brand:
The Nature Conservancy
([global environmental organization](https://www.nature.org))

Ad served by:
Google

Site:
The Federalist

Disinformation:
Climate Change Disinformation






570

GLOBAL WARMING

New Data Shows Climate Change Hysteria Isn't Grounded In Science

While we must steward the planet God has gifted to us, there is no empirical basis for apocalyptic predictions of impending doom.



By **Glenn T. Stanton**

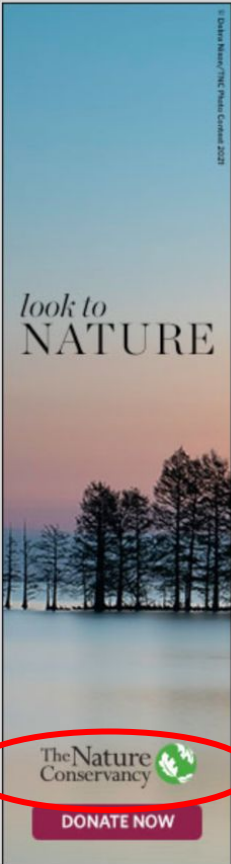
OCTOBER 26, 2020

The “**Climate Clock**” looms ten stories above Manhattan’s Union Square so all passersby can track the precise moment the world passes its supposed tipping-point toward irreversible, apocalyptic environmental demise. This clock has that moment of doom pegged at a little more than seven years from today. One of the men who created the clock, artist Gan Golan, said his motivation for the project was the birth of his daughter two years ago:

What we did in the next few years would determine the world my daughter would live in, that all of us would live in, and I felt that timeline needed to be understood by everyone, everywhere.

As a result, Golan and a friend constructed a massive digital alarm clock on the side of a building in one of the busiest places in the world to track just how little time we have. Last year, they even made a smaller climate clock for Swedish teenage environmental activist Greta Thunberg; one she could hold in her hand during her famed appearance at the United Nations Climate Action Summit.

© Dana Meier/THE NATURE CONSERVANCY



https://adclick.g.doubleclick.net/p.../click?xai=AKAOjssDaEGXr8svyGUQF1wNnuCTQokppr4mpWw3QPzLvuzF9oE1z5enXNJJa5J5TITxK_WCGw9gqFCx2utOAZktWqGlsu8PuUewvIICEQFu0zP3z7WnPT2KkqXMTB9AB1i_UJbEb3cD51ndsoFM-0OkNi6...



MS IN ENVIRONMENTAL SCIENCES AND POLICY

Brand:
Johns Hopkins University
(MS In Environmental
Sciences and Policy)

Ad served by:
Google

Site:
The Federalist

Disinformation:
Climate Change
Disinformation

MS IN ENVIRONMENTAL SCIENCES AND POLICY

Be an Advocate for Earth and Her Citizens

JOHNS HOPKINS UNIVERSITY
Get Started

our latest
most popular
contributors
subscribe

the
FEDERALIST
A DIVISION OF FDRLST MEDIA

Search ...

GLOBAL WARMING

**New Data Shows Climate
Change Hysteria Isn't Grounded
In Science**

While we must steward the planet God has gifted to us, there is no empirical basis for apocalyptic predictions of impending doom.

[https://adclick.g.doubleclick.net/pcs/click?xai=AKAOjsvdar...YOrIywkB5b2HLEutiq0O6Gwv5F5yc76kWEe5dDMbpgedArgwBNIQCI-fgi6fcUBSLr5gppFG5WnGbMvLhXb6QQEyGHlcuwwOBMRfs7729SMTi5bMGPFYMIzjSXds](https://adclick.g.doubleclick.net/pcs/click?xai=AKAOjsvdar...)



TRENDING: LOCKDOWN FOREVER! UK NEWS EU LATEST FAKE CONSERVATIVES BREXIT CHAN

DELINGPOLE: STUDY DISPUTES THAT EARTH IS IN A 'CLIMATE EMERGENCY'

5,636 EMAIL PARLER TWEET



by JAMES DELINGPOLE | 7 Feb 2021 | 4,701

LISTEN TO STORY 6:33

There is no "climate emergency", according to a study for the Global Warming Policy Foundation by independent scientist Dr Indur Goklany.

...have saved 13.8 per cent of the non-frozen parts of the world from being converted to
https://adclick.g.doubleclick.net/pcs/click?xai=AKAOjstK8XVYuaxKBVbMmp1f6YWRhCxH8JLHOoZ0FEPnj7isaVDKczed0ZFa770nrfWN_X3vK2



Brand: Moneygram

Ad served by: Google

Site: Breitbart.com

Disinformation: Climate Change Disinformation

the study's findings.

re land in coastal areas now know for sure that ng more land through

ibboleths, including the es, has their CO2 n, tree cover globally has ase of 7 per cent" – but eed the planet and reduce

re together increased fuels are responsible for d would be scarcer, and s constant). To maintain to at least 26 per cent of the human footprint on per words, fossil fuels from being converted to

MoneyGram. money transfer

50%*

Спестете когато изпращате пари до България!

Используйте код BULG2021

Намерете офис

и навсякъде, където



Brand:
Thomas (Bimbo Bakeries)

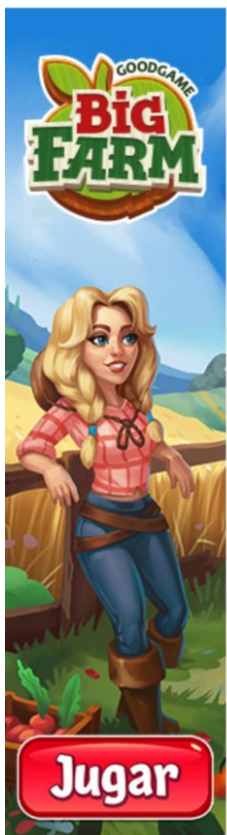
Ad served by:
Xandr

Site:
American Greatness

Disinformation:
Climate Change
Disinformation



To fight socialism, you can't just convince people that it is an inherently flawed system. You have to destroy these two premises; that America is a racist nation, and that climate change poses an imminent threat to the survival of humanity. If you don't, people will take their chances with socialism because they will see it as the only option.



Twin Paths to Socialism: 'Equity' and 'Climate Change' Alarmism

America's socialists, backed by corporations that profit from central planning and mandated markets, claim racism and fossil fuel are existential threats. They're not.

By Edward Ring



November 15, 2020



upporters of President Trump's bid for reelection accurately depicted his agenda

x Close Ad

THOMAS'

Cinnamon
+ Protein



Find a store

https://nym1-ib.adnxs.com/click?1vFhm_Om0D-oTxeuqcrKPwAAAMD1...PA_pdb7jXbczT-PwvUoXI_SPzLF7eRn7zJsl5F9SxYNSDHDDBnphAAAAAOSnOAH_JwaALiQAAAIAAAA8wcQS_AEkAAAAAABVU0QAVVNEANgCWgDVPgAAAAABAgUCAAAAAN...

BRAUN



The screenshot shows the Washington Examiner website. At the top, there is a navigation bar with the date 'Wednesday, November 24, 2021' and the site name 'Washington Examiner'. Below this is a menu with options like 'News', 'Policy', 'Opinion', 'Videos', 'MAGAZINE', 'Restoring America', and 'Newsletters'. A prominent advertisement for Braun is displayed, featuring a 'Black Friday Week Deal' with 'Save up to 50%' and the Braun logo circled in red. Below the ad is a news article titled 'Cruz compares climate scientists to Inquisition' by Kyle Feldscher, dated December 08, 2015. To the right of the article is a sign-up form for 'Daily on Energy'. Another advertisement for Braun is visible on the right side of the page, also featuring the 'Black Friday Week Deal' and 'Save up to 50%' with the Braun logo circled in red. At the bottom of the page, a URL is visible, circled in red: https://www.amazon.co.uk/stores/page/141D85F8-1309-489D-99B...-46E295AEA64B?axaitk=ac75cd4dcd754dac49e3e7fd02e441c9&ref=aap_587873356863015274&tag=ss-uk-21&channel=SSDSP_BraunMHR_LF

Brand:
Braun (Procter and Gamble)

Ad served by:
Amazon

Site:
Washington Examiner

Disinformation:
Climate Change Disinformation



Brand: BP

Ad served by: Google

Site: Washington Examiner

Disinformation: Climate Change Disinformation

Member Log In [Subscribe Now](#)

And own the underlying asset [INVEST TODAY](#)

some EU countries and the UK. No consumer protection. Your capital is at risk.

Cruz compares climate scientists to Inquisition

by Kyle Feldscher, Breaking News Editor | December 08, 2015 07:31 PM

[Twitter](#) [LinkedIn](#) [Facebook](#) [Email](#) [Print](#)

Just In...

- A spirited stream: Water in Hawaii becomes alcoholic
- Trump-backed Kari Lake stakes early lead in Arizona governor primary: Poll
- Washington state's highways ranked near the bottom in the nation
- Henry Ruggs shows it's ~~wealth privilege, not white~~

THE CONSERVATIVE SOURCE
AMERICANS DESERVE [SUBSCRIBE](#)

Scientists who doubt climate change are akin to Galileo, the scientist who was put under house arrest for finding the Earth rotates around the sun, according to Texas Sen. Ted Cruz.

The Republican presidential candidate compared the scientists agreeing with global warming to the persecution of Galileo for his findings that the Earth moves around the sun.

[Drive sustainable finance at a more sustainable bp](#)

[Explore our feel-good finance careers](#)

<https://www.googleadservices.com/pagead/aclk?sa=L&ai=CNEWz0A...>



https://www.googleadservices.com/pagead/aclk?sa=L&ai=CNEWz0A...YbiBJ43Z1wbburb4D9uPmZdmi4biu4EO-p3coNQBEAegjJuElmC7vq6D0AqgAZWFqLwCyAEDqQK6DoIujW22PuACAKgDacgDCkoe4wJP0EYbvBBt6T94BJEjdJWAdPaEvQWdAtXQ09GmQ5RIFkdo8VumW

For More Information

info@disinformation.org
www.disinformationindex.org