

# GDI

## Ad-Funded Disinformation: Misogyny

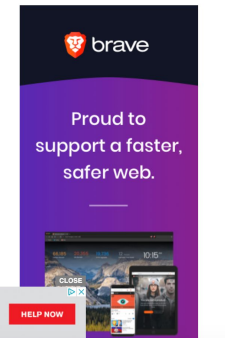
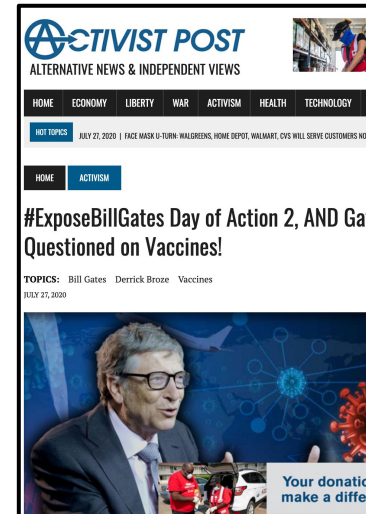
*Narratives, affected brands and ad tech companies*

# Monetisation of misogynistic disinformation

- This deck highlights the role of ad-funded content that promotes misogynistic disinformation. Adversarial narratives include, but are not limited to, claims that the feminist movement has “destabilised Western society,” women are predisposed to being “gentle and quiet,” and abortion is “genocidal.”
- The examples demonstrate ad tech policy gaps and inadequate enforcement which continues to facilitate the monetisation of disinforming content that perpetuates and spreads adversarial narratives directed at marginalised and at-risk groups.
- Despite the recent inclusion of “misinformation” in the [GARM brand safety framework](#), GDI continues to observe ad tech vendors placing ads against content agreed by the ad industry to be “not appropriate for advertising support.”
- Ad tech vendors are monetising content related to misogyny showing clear supply quality gaps and inadequate enforcement of [existing policies](#).
- The examples provided in this deck were captured through monitoring of websites previously rated by GDI as having a high-risk for disinformation.
- Websites are manually assessed by GDI using our [adversarial narrative conflict framework](#) to determine disinformation risk.

# How GDI defines disinformation

- Disinformation is more than **overly simple, false dichotomies** such as 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:
    - at-risk individuals or groups
    - current scientific consensus
    - democracy and key institutions
  - **Most importantly, these adversarial narratives create a risk of harm.**
- This definition transcends false binaries and identifies disinformation explicitly by adversarial narrative topic, such as anti-immigrant, misogyny, anti-vaccination, etc.



## Brands unwittingly funding disinformation

trivago



  
OAKLEY

 fitbit

hulu

URBAN  
OUTFITTERS

# Policies of featured ad tech vendors

Vendor	Specific publisher policy?	Most relevant policy wording
<b>Google</b>	✓	Dangerous or derogatory content. We do not allow content that: <ul style="list-style-type: none"> <li>• Incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their race or ethnic origin, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity, or other characteristic that is associated with systemic discrimination or marginalization.</li> </ul>
<b>Criteo</b>	✓	Harassment, Hate Speech and Violence. This includes, but is not limited to, content that: <ul style="list-style-type: none"> <li>• Is hateful or discriminatory to any groups or individuals based upon their race, sex, nationality, religious affiliation, age or sexual orientation</li> <li>• Defames or threatens any group or individuals</li> </ul>
<b>Amazon Ads</b>	✓	You will not place our Ads adjacent to any content that: <ul style="list-style-type: none"> <li>• promotes or contains content or activity that is defamatory, false (e.g. fake news), deceptive, obscene, hateful (e.g. hate speech), sexually explicit, violent (including the use of firearms), discriminatory, illegal, harmful, invasive of another's privacy, threatening, abusive, harassing or offensive</li> </ul>

**URBAN  
OUTFITTERS**

**Brand:** Urban  
Outfitters

**Ad served by:**  
Google


**Site:**  
The Federalist

**Disinformation:**  
Misogyny

the explanation, given the slim margins of the recent election, this is a real issue for Republicans.

Right now, the political left praises single women when they act as careerists or feminists. Men of the right can counter this by honoring women who embody true femininity. True femininity, of course, is only compatible politically with a party that affirms that “man” and “woman” have objective meaning.

Women naturally pursue harmony and avoid conflict.



**URBAN  
OUTFITTERS** Styles Now Trending  
Urban Outfitters UK

Moreover, when women observe male behavior that is genuinely degrading to women, as can be sometimes seen in circles in the online right, it is understandable that they flee politically to groups they perceive as more welcoming.

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

**Date of Capture:**  
December 2, 2022



Brand: BMW

Ad served by:



Site: PJ Media

Disinformation:  
Misogyny

Public schools are no longer primarily dedicated to learning, assuming that they ever were. They are functionally neoliberal indoctrination camps with overt social engineering objectives informed by toxic feminist ideology, which more closely resembles a state religion than an academic perspective.

Girls, who by virtue of biology (sorry to say, ideologues, biology is still a thing), are naturally more predisposed to sit still, stay quiet, and passively absorb whatever "instruction" is being offered.

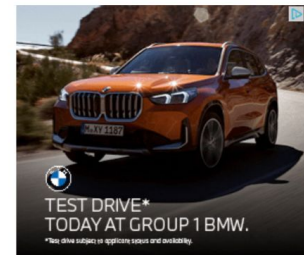
Western society at large, not just public schools, is increasingly crafted — usually overtly so — to accommodate and reward feminine traits and to outright demonize masculine traits. That's how Democracy™ works. Those are Our Values™.

**Editor's Note:** The radical Left wants to indoctrinate America's children and silence the voices of parents. Help PJ Media continue our reporting on the parents fighting this woke agenda.

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



Date of Capture:  
December 2, 2022

newsbusters.org/blogs/culture/tierin-rose-mandelburg/2022/11/29/thanksgiving-reflection-were-thankful-our-abortions

Ladies included sentiments regarding their own gratefulness for abortions, just like The Nation

Yup. This holiday season, women are giving thanks for new death.

"I am thankful for the freedom of self. Some people may call this selfish, but I don't think it is ... I

In a Thanksgiving piece by **The Nation**, numerous women expressed their gratitude for having abortions. Though the holiday season is supposed to be a celebration of life, new and old, these women are most grateful that they got the chance to murder their innocent children, The Blaze **reported**.

Rosa Parks? Brave. Abraham Lincoln? Brave. Jesus? Brave. Someone who killed their unborn child? NOT brave.

It's disheartening to see people blindly accepting abortion as a form of birth control or as a solution to a "problem" but its worse to see them actually praising and showing sincere gratitude for such a grave evil.

[https://googleads.g.doubleclick.net/pics/click?xai=AKA0jsu\\_DTPr6v...1r0QjoaWWMkMreYVXexDF4QQQ32kS32MSEqdTGHJG7i3w5MZZ2lbOyhD3i8qghF45u\\_E9agJAeGFwobi2pbtq8yWBXYbo0hkdSt-pyyqWcqciU9fWTPQuR5x](https://googleads.g.doubleclick.net/pics/click?xai=AKA0jsu_DTPr6v...1r0QjoaWWMkMreYVXexDF4QQQ32kS32MSEqdTGHJG7i3w5MZZ2lbOyhD3i8qghF45u_E9agJAeGFwobi2pbtq8yWBXYbo0hkdSt-pyyqWcqciU9fWTPQuR5x)

TV COVERAGE VS TV COVERAGE  
71% POSITIVE VS 88% NEGATIVE

Georgia Run-Off: Walker 88% Negative News, 71% POSITIVE for Warnock  
Rich Noyes

DEDICATE ONLY 0.2% OF FTX COVERAGE TO CEO BEING A DEM MEGADONOR

STUDY: Broadcast Networks Bury FTX CEO's Massive Donations to Dems  
Bill D'Agostino

hulu Original Series. Hit Shows. Movies and more. Start Your Free Trial

Yogabed Rated Higher and \$250 Less than others

**hulu**

**Brand:** Hulu

**Ad served by:**

**Google**

**Site:** NewsBusters

**Disinformation:**

Misogyny

Date of Capture:  
December 2, 2022



← → ↻ [theepochtimes.com/feminism-is-key-to-the-lefts-post-covid-reset-but-they-cant-get-their-oppression-story-straight\\_4804475.html?welcomeuser=1](https://theepochtimes.com/feminism-is-key-to-the-lefts-post-covid-reset-but-they-cant-get-their-oppression-story-straight_4804475.html?welcomeuser=1)    

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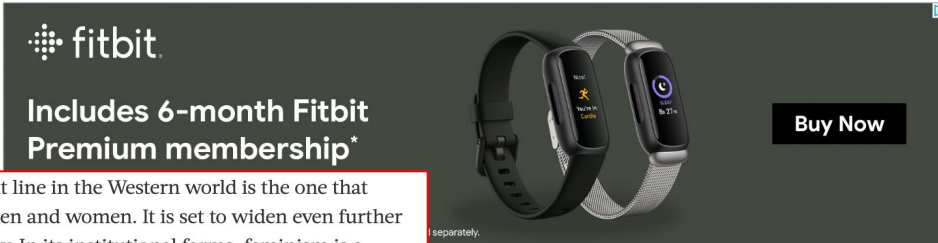



**Brand:** Fitbit by Google

**Ad served by:**  


**Site:**  
The Epoch Times



**Disinformation:**  
Misogyny



 Includes 6-month Fitbit Premium membership\* [Buy Now](#)


By far, the most destabilizing fault line in the Western world is the one that [feminism](#) has opened between men and women. It is set to widen even further if Reset proponents have their way. In its institutional forms, feminism is a radical ideology alleging that women are oppressed in a patriarchal order created and maintained for male benefit through institutions such as the traditional family. Developed in the North American universities of the 1970s and 1980s, feminism's assertions about male control of women have spread far wider into society as feminist students graduated and began careers in teaching, journalism, law, social work, public relations, and business. Though often claiming to seek equality between the sexes (itself a dubious, oft-unrealizable goal), feminists regularly call for special privileges for women and corresponding restrictions for men.





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 **Rod Van Mechelen**   

10/20/22

Date of Capture:  
December 7, 2022



Brand: Oakley

Ad served by:



Site: RedState

Disinformation:  
Misogyny

← → × redstate.com/brandon\_morse/2022/09/30/the-lefts-hypocrisy-about-mens-emotions-is-on-full-display-n635593

Google Social GDI Etc

RedState The Left's Hypocrisy About Men's Emotions Is on Full Display

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## The Left's Hypocrisy About Men's Emotions Is on Full Display

By Brandon Morse | 7:30 PM on September 30, 2022

Of course, the entire concept of “toxic masculinity” is an imaginary tool used to guilt men into quieting down their nature and embracing something that is far more easily manipulated. The nature of men, masculinity, isn’t “toxic.” Masculinity can be utilized to accomplish great evil, but masculinity is hardly alone in its ability to bring about negative outcomes. Femininity can be abused and corrupted to achieve some pretty heinous ends as well.

Modern feminism and the issues it’s caused in today’s society, especially for women, are great indicators of this.

Women can express their emotions freely. In fact, doing so often is a net benefit for them. However, for men, expressing emotions can become a liability. It’s a sign of weakness to society and, to boot, indicates a weakness of spirit and emotional instability to potential mates. It looks better on us when we deal with problems stoically or, at the very least, turn our sadness into controlled anger.

(AP Photo/Petros Giannakouris)

How often are we told by the left that men have an original sin called “toxic masculinity?”

1 Tom Cotton's Response to Woke CEO Looking for Republican Help Is Absolute Fire

2 Biden's Chip Goes Awry During Visit to Arizona

[https://www.googleadservices.com/pagead/clk?sa=L&ai=CZTnwKXSQY4GDrrG1AP\\_puFgAypwubpbc-djovJCFJzcuFhABINht0Bdgu76ug9AKoAGWh\\_GZA8gBCakCdkeZMK0ST7gAgCoAwHIA8sEqTqAk\\_QhnbM3yKkT1Ch2tbG117VkmM6I](https://www.googleadservices.com/pagead/clk?sa=L&ai=CZTnwKXSQY4GDrrG1AP_puFgAypwubpbc-djovJCFJzcuFhABINht0Bdgu76ug9AKoAGWh_GZA8gBCakCdkeZMK0ST7gAgCoAwHIA8sEqTqAk_QhnbM3yKkT1Ch2tbG117VkmM6I)

Oakley® Official Site

TRENDING ↗

Date of Capture:  
December 7, 2022





OPINION

## Why are liberal women so unhappy?

by Conn Carroll, Commentary Editor | October 14, 2022 12:00 AM



Looking to explain why liberal women are so unhappy, National Marriage Project Director Brad Wilcox notes that no demographic is happier with their family life than conservative women. Over 60% of conservative women say they are completely satisfied with their family life, compared to 50% of conservative men and just 35% of liberal women.

Wilcox argues that liberal women are unhappy because they believe independence, freedom, and work will make them happier than marriage and family obligations. And that is no doubt a big part of it.

The world is a highly imperfect place that needs lots of change. But perhaps young liberal women would be happier if they took Mother Teresa's advice: "If you want to change the world, go home and love your family."

trivago

Brand: Trivago

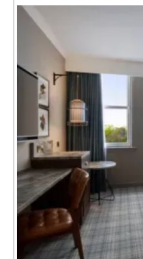
Ad served by:

**CRITEO**

Site: Washington Examiner

Disinformation:  
Misogyny

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view deals



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