Elections integrity:
Ad tech companies funding disinformation websites
Monetisation of elections integrity disinformation

- This deck highlights the role of ad tech suppliers in funding disinformation related to the U.S. 2022 midterm elections.

- The ad-funded disinformation examples shown in this deck are adversarial towards democratic institutions and seek to undermine the legitimacy of the democratic process of elections.

- 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.”

- Evaluation of ad tech vendors’ policies related to elections integrity shows clear policy 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

- Identifying disinformation is more complex than fact-checking or calling something “fake news.”

- Any definition must account for misleading presentation or omission of certain facts in service of a narrative.

- GDI views disinformation through the lens of adversarial narrative conflict. Adversarial narratives are:
  - Intentionally misleading;
  - Financially or ideologically motivated;
  - Aimed at fostering long-term social, political or economic conflict;
  - Creating a risk of harm by targeting at-risk individuals, groups or institutions.

- This definition allows us to explicitly identify disinformation by adversarial narrative topic.
Brands unwittingly funding disinformation:
### Policies of featured ad tech vendors

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Specific publisher policy?</th>
<th>Most relevant policy wording</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Roll</td>
<td>X</td>
<td>No relevant publicly available policy.</td>
</tr>
<tr>
<td>Google</td>
<td>✓</td>
<td>We do not allow content that:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>● Makes claims that are demonstrably false and could significantly undermine participation or trust in an electoral or democratic process.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>● Examples: information about public voting procedures, political candidate eligibility based on age or birthplace, election results, or census participation that contradicts official government records</td>
</tr>
<tr>
<td>Yahoo</td>
<td>X</td>
<td>Politically Sensitive Content</td>
</tr>
<tr>
<td></td>
<td></td>
<td>● Any site or blog the majority of whose editorial content is aimed at furthering the cause of any established political party, organized, or informal pressure group especially where the views espoused therein are likely to cause offence.</td>
</tr>
</tbody>
</table>

Note: Policies correct as of 10.26.22
We know that if Joe walks into a candy store and pockets some M&M’s without paying for them, he has stolen the M&M’s. What if he stays in his basement during an election and somehow accrues 81 million votes and manages to win several key states late at night only after a series of strange interventions in a handful of key cities? Might that also be a kind of theft?

Perhaps the title of Mollie Hemingway’s Rigid: How the Media, Big Tech, and the Democrat Seized Our Elections puts it more precisely. The election was not stolen outright. It was misappropriated by the forces Hemingway identifies: the media, which hated Trump, Big Tech (Mark Zuckerberg, Twitter, etc.), and the Democrats, who in several states used the COVID emergency as an excuse to circumvent the Constitution and change election procedures by executive fiat rather than (as mandated by the Constitution) through the state legislatures.

We use the word “steal,” as we use many words, in several distinct but related senses. Here is an illustration of the core meaning. Joe goes into a candy store, looks around furtively (from the Latin fur, “thief”) and then, when he sees that the shopkeeper is distracted, pockets some M&M’s and walks out.

Joe just stole the M&M’s.

That act of theft is simple. There are plenty of more complex and nuanced ones, but the element of assuming as one’s own something that rightfully belongs to another is key.

Our elaborate and often convoluted financial system is replete with examples. So is our political life.

Perhaps the most popular meme floating about in polite society today is the contention that any hint of the 2020 presidential election being tainted is a “Big Lie.” It is so popular, in fact,
President Trump repeatedly has charged the 2020 election was "stolen," and while his campaign challenges in court mostly failed, many of the decisions were on standing and the like, never reaching the core of the concerns.

And a number of analysts have described how, while the election may not have been "stolen," there is no doubt that it was "rigged" in favor of Joe Biden through mail-in ballots, $420 million from Mark Zuckerberg mostly used to recruit Democrat voters, the concerted suppression of scandals about Hunter Biden and various time states simply violated their own election laws.
Google CAUGHT Manipulating Search, Buries GOP Campaign Sites in 83% of Top Senate Races

Gabriela Pariseau
October 29th, 2022 9:58 AM

Anti-Democracy Google is manipulating search results to bury Senate Republican candidates’ campaign websites before the 2022 midterm elections. This comes on the heels of a North Carolina State University study that found that Google’s Gmail marked 58.3 percent more emails from “right” leaning candidates as spam compared to “left” leaning candidates.

“Google must be investigated for its un-American efforts to sway the election,” said L. Brent Bozell, founder and president of the Media Research Center. “First, researchers caught Google red-handed by proving Republican campaign emails were sent to spam. Now we’ve uncovered Google manipulating search results to hide Republican campaign websites while promoting Democratic ones. This is all an effort by Google to help Democrats and interfere in the democratic process.”
ELIZABETH MOORE TO REPUBLICANS: "IF YOU DON’T SHOW UP TO WORK THE POLLS, THE DEMOCRATS WILL"

Elizabeth Moore, vice president of public relations and communications for Breitbart News, said on Monday’s edition of SiriusXM’s Breitbart News Daily with host Alex Marlow that Republicans must sign up to work the polls to protect the elections integrity.

Moore added, “The tricky part is—at least where I live—there are always plenty of Democrats standing in line, and there are never enough Republicans.”

Moore added conversations move from group—visibly family and friends—when volunteering to work at the polls. She also recommended little volunteers at their important bases of operation to partner with “experienced Republican poll watchers” when applicable.

Moore said, “While Democrats are not organized, there are making it tough voter the people to cheat, and that’s very disturbing.”

More illustrated the need for Republican poll watchers by sharing an experience of hers in which a visually impaired elderly woman needed assistance casting her ballot.

She recalled, “One thing that I experienced, for example, was an elderly woman, who couldn’t see very well. [She] wanted to get some help casting the ballot. Well, instead of a poll worker being off with a lady’s blind person needed assistance, the poll worker was off with a lady’s blind person needed assistance...”

She continued, “Mr. who really leaves the lady to help him on and guide—she was not out of range that I looked on gold and we listened two marks. We two was make sure poll workers, which is crucial on a good day.”

More emphasized it shouldn’t be replacing her roll day to fool their own duties.

"It’s a lot more work on the 15th roll, but it’s not something that we should be doing. It’s a lot more work on the 15th roll, but it’s not something that we should be doing."

Marlow said, “If the Democrats are more organized, then we are making it much easier for people to cheat, and that’s very disturbing.”

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Date of Capture: Oct 11, 2022
THE ILLEGITIMATE PRESIDENT IS COMING TO VISIT MY STATE

Oregon has always been known as a blue state to the government. The last time Oregon was not run by the socialists Democrat party was in 1987. This year the numbers and polls are looking to change that. I have lived in oregon my whole life (28 years) and have seen the destruction the socialist party has done to this beautiful state. I can say however, though oregon seems to be ran by liberals there are a lot of conservative, gun toting, God loving patriots in this state. Unfortunately it seems that's the only votes that really matter are of the socialists because they live in the bigger cities with higher populations and there are a lot of people trying to California our Oregon.

Pedo joe is coming out west to try to boost numbers, "They're going to talk about the successes that we have seen in this administration in the last 19 months." As the illegitimate press secretary karen (i mean karine) jean pierre would say. Between kate "the curt" brown and the illegitimate joke of a presidency we have nothing in Oregon has been good since Trump. Taxes are still high, gas is $5.50 a gallon and diesel is $5.69, antifa and bim run a muck with consequences. When they burn buildings and the patriots who try to defend our state from the terror acts, we get thrown in jail and are classified as "extremists" and/or "Neo-Nazis"

https://www.audible.com/sandman

Date of Capture: Oct 20, 2022
You won't believe who Joe Biden asked to help him rig the 2022 election

Joe Biden was getting desperate. Pelosi showed the political terrain shifted against the Democrats. And you won't believe who Joe Biden asked to help him rig the 2022 election.

Do you want Donald Trump to be president again? (Free Gift For All Who Answer)

Seniors With Hearing Loss In The U.S. Are In For A Big Surprise

Date of Capture: Oct 26, 2022
Republican states are continuing the so-called "insurrection" of January 6 by enacting voter integrity laws to preserve the security of their states' elections. If you oppose "voter rights" you are just like the people who opposed Martin Luther King… If you are opposed to the Democrats' federal takeover of US elections, you're a big, fat racist Trump cultist!
Republican states are continuing the so-called “insurrection” of January 6 by enacting voter integrity laws to preserve the security of their states’ elections. If you oppose “voter rights” you are just like the people who opposed Martin Luther King… If you are opposed to the Democrats’ federal takeover of US elections, you’re a big, fat racist Trump cultist!
What Deep State really wants is civil war

by MANUEL PEARL, PhD (Liberty Writer) | Aug 29, 2017; 8:30 a.m.

What we have observed from the Deep State press in recent years is that what they say the patriots are guilty of doing is what they themselves are at that moment actually doing.

For instance, while Deep State pressman spoke ad nauseam of Trump's Russian collusion, of which there still is no evidence, Hillary Clinton was knee-deep in Uranium One, the collusion deal that transferred more than 20% of the U.S. uranium supply to the Russians.

Right now the Deep State press are projecting on the patriots the desire for a civil war while they themselves are planning one.

The myriad of network voices, like a choir, vilified Donald Trump nonstop for years — then his followers — they were labeled “malignant.” As Trump supporters became increasingly popular, even becoming the majority of Americans, the Deep State wanted them viewed as insurrectionists. Even parents who objected to their local school boards about their children being subjected to critical race theory propaganda in the classroom were treated by the FBI as domestic terrorists. Those defending the First or Second Amendments were and are classified as such, even those defending the Constitution itself. Journalists, giving the other side to the Deep State propaganda, are accused of spreading disinformation and conspired — the very thing the Deep State does.

Seemingly, they wish to good Trump supporters into confrontations, even violence, so that their “dark” media could chorus: “See, we told you; they are domestic terrorists!” Meanwhile, their activists, principally Antifa and BLA, used the summer of 2020 to burn buildings and police cars, and to loot in many cities. Their occupation of city blocks in Seattle and Portland was praised by the Left. They called this looting, burning, and raping the “Summer of Love.” Law enforcement, who ultimately flushed them out, they sought to defund into nonexistence.

Labeling opponents “domestic terrorists” was a major purpose of the January 6 Commission. We know now that FBI agents and Capitol Police directed, even escorted, Trump rally attendees to and into the House Chambers where Antifa broke the windows and assisted with the needed violence. John Sullivan, an Antifa member, filmed the violence of his comrades, making it available to the networks that played it identically as Trump inspired. The presence of Antifa, BLA and other-for Left, even terrorist pipe, organizations played key roles in what now appears to have been a trap set for Trump followers.

Joe Biden has to know the 87,000 additional new IRS agents, now armed, will infiltrate the patriots. That number exceeds the border patrol which Biden wishes to eliminate. Who will they monitor? Not likely the rich who have
For more information:

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