Ad-Funded LGBTQ+ Disinformation During Pride Month
GDI has observed ad tech companies monetising anti-LGBTQ+ disinformation during Pride month.

This deck includes examples of these ad-funded stories promoting a range of harmful adversarial narratives. The following represent some of the direct anti-LGBTQ+ language and disinformation studied:

- Educating children about gender identity is child abuse and/or sexual grooming.
- Books in schools that depict/reference sexual content, pornography or paedophilia are somehow “representative of LGBTQ+ persons.”
- Gender nonconformity is against nature and similar to “satanic ritual abuse.”
- “Transgenderism” (a term used to dehumanise transgender people) is a “concept” invented and imposed on children by the “radical Left” intended to destroy the social fabric of society.
- Increasing numbers of young people who identify as transgender is proof that identifying as such is a social choice rather than a naturally occurring state.
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 these stories:

- Amazon
- Zoom
- New York City Police Department
- Netflix
# Brands’ public stance relating to LGBTQ+ or Pride month 2022

Most brands in this study appear to celebrate Pride month and have a public position on LGBTQ+ that is pro-diversity, equity and inclusion.

<table>
<thead>
<tr>
<th>Public stance on LGBTQ+</th>
<th>Most relevant wording</th>
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<tbody>
<tr>
<td>🟢 Amazon</td>
<td>“Our support for the LGBTQ+ community is a core pillar of our commitment to representing and celebrating diversity, equity and inclusion across Amazon”</td>
</tr>
<tr>
<td>🟢 Netflix</td>
<td>“Our employees should recognize themselves in our company policies and practices, regardless of factors like their religion, family responsibilities, gender identities, and disabilities.”</td>
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<tr>
<td>🟢 Police Department</td>
<td>The mission of the City of New York Police Department includes “fostering positive relations between the LGBT community and the NYPD by providing a liaison for community members who may be crime victims, have information or issues of concern to the police department.”</td>
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<tr>
<td>🟢 Zoom</td>
<td>“In line with our core value of Care, we were grateful to celebrate Pride Month together and unite our community with the theme, ‘One World, One Pride, One Zoom.’”</td>
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Ad tech companies monetising this content:
Ad tech publisher policies must be updated and enforced

Most of these publishers' policies do not adequately address the breadth of anti-LGBTQ+ disinformation narratives and/or are not enforced.

<table>
<thead>
<tr>
<th>Specific publisher policy?</th>
<th>Most relevant policy wording</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>amazon</strong> ✓</td>
<td>“You will not place our Ads adjacent to any content that promotes or contains content or activity that is discriminatory.”</td>
</tr>
<tr>
<td><strong>Google</strong> ✓</td>
<td>Restricted content: “Is hateful or discriminatory to any groups or individuals based upon their sexual orientation/”</td>
</tr>
<tr>
<td><strong>AdRoll</strong> ✗</td>
<td>No publicly available publisher policy.</td>
</tr>
<tr>
<td><strong>theTradeDesk</strong> ✗</td>
<td>Restricted content: “Discrimination on the basis of sexual orientation.”</td>
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"Ten years from now, there will be hundreds of thousands of Americans who were permanently scarred by the radical Left’s agenda before they reached adulthood,” he said. “If Democrats truly supported gender-confused children, they’d support our effort to give them legal recourse.”
“Rep. Marjorie Taylor Greene (R-GA) blasted the transgender movement, calling it ‘trans-terrorism.’

‘They want to make it where biological men that call themselves or identify as women have more rights than women,’ Greene said”
From: "Psychiatry Professor: ‘Transgenderism’ Is Mass Hysteria Similar To 1980s-Era Junk Science"

"...Transgenderism would refute the natural laws of biology and transmute human nature. The movement’s philosophical foundation qualifies it as a popular delusion similar to the multiple-personality craze, and the widespread ‘satanic ritual abuse’ and ‘recovered memory’ hysterias of the 1980s and ‘90s. These last two involved bizarre accusations of child abuse and resulted in the prosecution and ruined lives of the falsely accused."
“This gross and blatant attempt to indoctrinate our children by State Farm is shameless. Why would an insurance agency like State Farm, a company founded on family values that touts being a good neighbor when you need it, try to encourage five-year-old children to question their gender?” Hild said. “If companies are going to put woke politics above their consumer, consider them warned. Telling Americans how to behave and using kindergartners as pawns in a political game is disgusting.”
"The transgender programming of children is a politically motivated agenda to cause an acceleration in gender confusion and distorted gender identities among the population."
"Such bills primarily focus on banning so-called ‘transgender’ athletes from competing on sports teams of the opposite gender, as well as limiting the broader teaching of the concept to young children, which many claim is setting the children up for sexual ‘grooming’ by proponents of the LGBTQ crowd."
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"One common point of contention is certain books in school libraries and classrooms that depict pornography or pedophilia that are somehow supposed to represent LGBTQ persons."
For More Information:

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