Popular UK Brands Appearing Next To Misogynistic Narratives
GDI has studied a selection of popular UK brand ads appearing on misogynistic disinformation stories.

This deck focuses on stories that have adversarial narratives that falsely claim:

- The feminist movement as destroying men’s masculinity.
- Questioning gender is against human nature.
- Feminism censors, bans and legislates.
- Successful women will not find partners.
- Feminism is to blame for men’s “toxic” masculinity.
- Feminism harms women.
- Women in the military are a national security risk.
Ad tech servicing these ads & funding these stories:

Dianomi™ Google

RTB House
Popular brands funding these stories:

- barbican
- POLITICO
- Harrods
- M&S
- The Postal Museum
- Waitrose & Partners
- Ryman
- The National Gallery
- trivago
- HSBC
- TOPSHOP
- Shark
- Vision Express Opticians
- Sotheby's International Realty
- Financial Times
- Specsavers
Ad-tech policies regarding misogynistic content:

<table>
<thead>
<tr>
<th>Ad Server</th>
<th>Topic</th>
<th>Is there a Public Policy?</th>
<th>Policy Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dianomi</td>
<td>misogyny</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Google</td>
<td>misogyny</td>
<td>Yes</td>
<td>&quot;We do not allow content that: incites hatred against, promotes discrimination of, or disparages an individual or group on the basis of their...gender, gender identity...&quot;</td>
</tr>
<tr>
<td>RTB House</td>
<td>misogyny</td>
<td>Yes</td>
<td>RTB House prohibits any content which targets personal characteristics, as follows: religion, sex, sexuality, skin color or ethnic origin</td>
</tr>
</tbody>
</table>

Google ≠ RTB HOUSE
While these two companies have ad policies, they seem to not be fully enforced.

This company has no relevant policy covering misogynistic publisher content.
Despite women's fear after Sarah tragedy, it's crazy to start a man-blaming mayhem

by Nicholas Orlando - Monday, August 15, 2021

Feminist cries for equality, a battle won years ago, have degenerated into howls for increased state protection from men. They have morphed into the complaint that institutionalised misogyny poses an existential threat to women, that specific legislation is needed to deal with it, and that we must educate our sons.

Feminists have spent several decades pulling men down. They ‘challenged’ and undermined those structures and institutions that protected them and acted as social controls on men.

Masculinity has been demeaned and deemed unacceptable in Western society and respect for men and male attributes has been all but destroyed on the altar of gender equality.
Despite women’s fear after Sarah tragedy, it’s crazy to start a man-blaming mayhem

by Nicholas Orlando - May 10, 2023

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https://ledsettings.google.com/whythisad?reasons=AB3afGEAAAJMWtbW251b0wsWzFdL051b0wsbnVsbCxdWxsl051b0wsbnVsbCxdWxsl051b0wsbnVsbCxdWxsl051b0wsl
The Conservative Woman is seven years old today. We chose International Women’s Day to launch our counter-cultural site in 2014 with this post we are republishing today. Nothing has happened since to change our view. Female entitlement is even more the order of the day as the embattled male treads on eggshells and daily self-censors to survive in the workplace at all.
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https://www.googleadservices.com/pagead/ads?client=ca-pub-3358744677330108&feature=ArticleMainStory&url=https://www.conservativewoman.co.uk/international-moaning-day-feminisms-main-achievement/
Now male feminists want to manipulate men’s masculinity

Moreover, our societies already venerate a form of masculinity where men sacrifice their own safety for the protection of women. To use the evil acts of a minority of males to condemn men and pursue a radical social agenda is quite shameful.

The fact that many of the most vociferous proponents of reconceptualising masculinity are male seems rather telling. I question the extent to which those seeking to chastise men, manliness, and masculinity are genuinely concerned for the women they claim to be helping.

Instead, I believe that some men wish to create a new hierarchy of male virtues, in order to favour the more effeminate, 'liberal' man.
This mathematical model offers key insight into our unbalanced sexual marketplace. The number and weight of a woman’s mate preferences is negatively correlated with the number of eligible mates that are available to her. Thus, the distance of a prospective mate to a woman increases with each new preference she adds. Put simply, the more you demand, the less you receive.

More generally, there’s a disconnect between what women want and what is actually available to them. Whereas greater male attainment increases the number of romantic options a man has, greater female attainment reduces the number of options a woman has.

This imbalance in the sexual marketplace is not a good thing. A society teeming with lonely women and sexually frustrated men is one hurtling toward disaster. It is imperative that we, as a society, think carefully about solutions to this burgeoning crisis.
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https://www.googleadservices.com/pagead?u=1&c=600150539981&d=465816957801&v=4&c REF=0&h=560&k=2&l=en&gclid=EAIaIQobChMI0j2C60vs3gIV859Wg8joD3BwEAYAiASAAhT9jBvZBPD_BwE
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I think the US men's team needs to file a lawsuit citing this court case as evidence they are being discriminated against.

Explained eloquently and without a lot of emotion for or against. This vid was seemingly an honest evaluation of the situation to help this guy see the situation clearly. Thanks Nate.

My 6 year old Daughter tries the same thing with candy... "Sorry Miss you chose your candy, you can't have brother's too". Now stop crying!
US Women’s Soccer Team Is Actually Overpaid Relative To Men

BY TYLER DURDEN

The U.S. Women’s Soccer Team just filed an appeal in a gender discrimination lawsuit. Let’s review the case...

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https://www.googleadservices.com/pagead/feedbacklink?sa=L&ai=s3bCwXApC7o68G7T_AzAaMm=4-YD4Kf2qShUxOGftcOp7UzMcMQASDsz654YLuOu8PQcA5y+yT_APIAQLqagcoAwHIAwizqBL4C79GRhxQ55Ft67...
class could talk about was Paula Radcliffe defeating by the side of the road during the London Marathon. Radcliffe blamed her momentary lapse on a dodgy dinner the night before. It didn’t stop her going on to win the race by five clear minutes. As a teenager who could think of nothing worse than having a poo in front of thousands of spectators and cameras, I found her determination inspirational.

Fast forward to 2021 and, if anything, sports coverage seems to celebrate those who fail to push human capacity to its extremes – particularly women. Take the celebration of Naomi Osaka – not for her many achievements in tennis but for her openness about mental health. The Japanese tennis player stopped doing media interviews and then withdrew from the French Open earlier this year, citing mental-health issues. Similarly, American gymnast Simone Biles recently withdrew from some of her Olympics events, also citing mental-health reasons. Like Osaka, Biles has been showered with praise for doing so. Apparently, female athletes are blazing a trail by not pushing themselves to the limit.
Why aren’t we celebrating female athletes’ actual achievements?

We seem to be more interested in their vulnerability than their strength.

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Dr Warren Farrell: Toxic Masculinity Origins and the Regressive Nature of Feminist Victimhood [CLIP]

American Thought Leaders - Published May 2, 2021 - 1,984 Views

What is a remarkable common link between the overwhelming majority of mass shootings in America?

Is male privilege really to blame for so much of society’s ills?

And why is it a mistake for society to focus so much on the issues women face, while ignoring or not prioritizing challenges men might encounter?
Brand: Harrod’s

Ad served by: Google

Site: Rumble

Disinformation: Misogyny
The examples are endless now, but liberal feminists happily ignore them. Perhaps this is their stealthy way of finally fixing that pay gap they're always blabbering about: just allow men to become us.

Who benefits here? Men, of course. It is men who benefit from modern feminism's embrace of gender identity—but a certain kind of man. “Not all men” is a phrase liberal feminists scoff at in the context of sexual violence against women, but it works well here.

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Alpha Males Are the New Feminists

American feminism has moved beyond merely missing the point to actively harming women.

By Anna Danvers
June 2, 2021
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https://adclick.g.doubleclick.net/ad?sa=L&ai=08_fCQ4dYeBD7Xb#Abl...
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The doctrine also teaches teenagers that saying no to sex based on someone’s genitalia is “transphobic,” so girls are no longer allowed to say no to sex for any reason they please, or to refuse sex they feel unready for.

https://www.politico.com/whythisadtheeseo/4b3ufiewia98w1whw25inidswfdez4a09wbeh9cxiufk6xld05ts09w6mshcblcti6ewmvy6xksuar6xrcz09w25ne09w9behe9xivz659g0whwv
As Women Continue to Fail, Air Force Removes Running and Pushups From Mandatory Training

Jul 1, 2021
The Air Force has announced that running and pushups will be removed from mandatory training, as women continue to fail to live up to the standards that have been required for men.

Airmen will now have the option of walking instead of running during a “choose your own adventure” testing, which may as well have been a Babylon Bee parody story from three years ago but is now our actual reality under President-imposed Joe Biden.
For More Information:

info@disinformation.org
www.disinformationindex.org
Brand: M&S
Ad served by: Google
Site: AmGreatness
Disinformation: Misogyny
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Our schools and universities are already filled with enough cultural Leftist propaganda, with any self-motivated male feminists telling our young how to...
things are, the more a mate matches your preferences. Conroy-Beam and Buss’s mathematical model was as such:

\[ \frac{1}{\sqrt{\sum_{n=1}^{N} (p_n - t_n)^2}} \]

where \( n \) = the number of traits, \( p \) = a person’s preference value, and \( t \) = a mate’s trait value.

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