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.

* Annualized run rate based on data gathered between 15 March 2021 and 25 October 2021 on 98 sites. Excludes advertising against disinformation in all other languages. Open-web content only: excludes advertising on disinformation on social media platforms and video platforms.
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.

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Source: GDI’s monitoring of disinformation sites between 15 March 2021 and 25 October 2021 on 98 sites.

1: Note: “AppNexus” now trades as Xandr
Ad tech vendors’ climate change disinformation policies

<table>
<thead>
<tr>
<th>SSP</th>
<th>Topic</th>
<th>Is there a Public Policy?</th>
<th>Policy Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Supply</td>
<td>climatechange-disinfo</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>AdRoll</td>
<td>climatechange-disinfo</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Adform</td>
<td>climatechange-disinfo</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Amazon</td>
<td>climatechange-disinfo</td>
<td>Yes</td>
<td>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)”</td>
</tr>
<tr>
<td>Criteo</td>
<td>climatechange-disinfo</td>
<td>Yes</td>
<td>Content Restrictions: “...content that shares mistruths and falsehoods”</td>
</tr>
<tr>
<td>Google</td>
<td>climatechange-disinfo</td>
<td>Yes</td>
<td>contradicts authoritative scientific consensus on climate change.</td>
</tr>
<tr>
<td>Infolinks</td>
<td>climatechange-disinfo</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Magnite (Rubicon Project and Telaria)</td>
<td>climatechange-disinfo</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Pubmatic</td>
<td>climatechange-disinfo</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Rev Content</td>
<td>climatechange-disinfo</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Taboola</td>
<td>climatechange-disinfo</td>
<td>Yes</td>
<td>Taboola's Publisher Policies prohibit certain types of content from being discovered (i.e. monetized or distributed) on its network, including, among other things, &quot;fake news&quot;</td>
</tr>
<tr>
<td>Teads</td>
<td>climatechange-disinfo</td>
<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Value Impression</td>
<td>climatechange-disinfo</td>
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<td>None</td>
</tr>
<tr>
<td>Verizon Media</td>
<td>climatechange-disinfo</td>
<td>Yes</td>
<td>Prohibited Content: &quot;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.&quot;</td>
</tr>
<tr>
<td>Xandr</td>
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<td>No</td>
<td>None</td>
</tr>
<tr>
<td>Yahoo</td>
<td>climatechange-disinfo</td>
<td>No</td>
<td>None</td>
</tr>
</tbody>
</table>

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.

Source: GDI’s Publisher Policy Mapping dashboard. For access requests or to request a correction please contact reports@disinformationindex.org
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
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.

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:
Branded ads examples
Popular brands funding these stories:

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

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

Ad served by: Google

Site: The Federalist

Disinformation: Climate Change Disinformation

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https://adclick.g.doubleclick.net/pcs/click?uad=AKADjE6adwYDriywj85b2HLEurigQD6GyvxF5yc75kWEa5dDMbpgedArgwBNIQcI-1g86fcUBLSr5gppFG5WnGbMrLHxB6Q2EYGHicuwOBMR/fs77208MTf6WAFPYf7uaj5XkEf
DELINGPOLE: STUDY DISPUTES THAT EARTH IS IN A ‘CLIMATE EMERGENCY’

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

https://ad.click.g.doubleclick.net/pcs/click?adid=AKAOjstK8XVYuaaxKBVbMmmp1f6YWRhCx4BJLH0oZ0Fpnj7isaVDKczed0ZFa77WnrfWN_X3vKG
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*

Supporters of President Trump's bid for reelection accurately depicted his agenda...
Cruz compares climate scientists to Inquisition

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

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.
Cruz compares climate scientists to Inquisition

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

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

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