

# **Masterclass: Addressing ad funded disinfo: How does ad tech need to change to defund this?**

**EU DisinfoLab 2022 Annual conference**

# GDI is a global non-profit, founded on three key pillars:

## INDEPENDENCE

We are a diversely funded not-for-profit, with no funder contributing greater than 33%.

## NEUTRALITY

We are apolitical, global, and evidence-based. We are governed by a robust and diverse structure including an independent board and an expert technical advisory group.

## TRANSPARENCY

Our data and methodologies are public, auditable, and disputable.

**We aim to catalyse industry and governments to reduce disinformation and its harms.**



**Luminate**



Foreign,  
 Commonwealth  
 & Development  
 Office



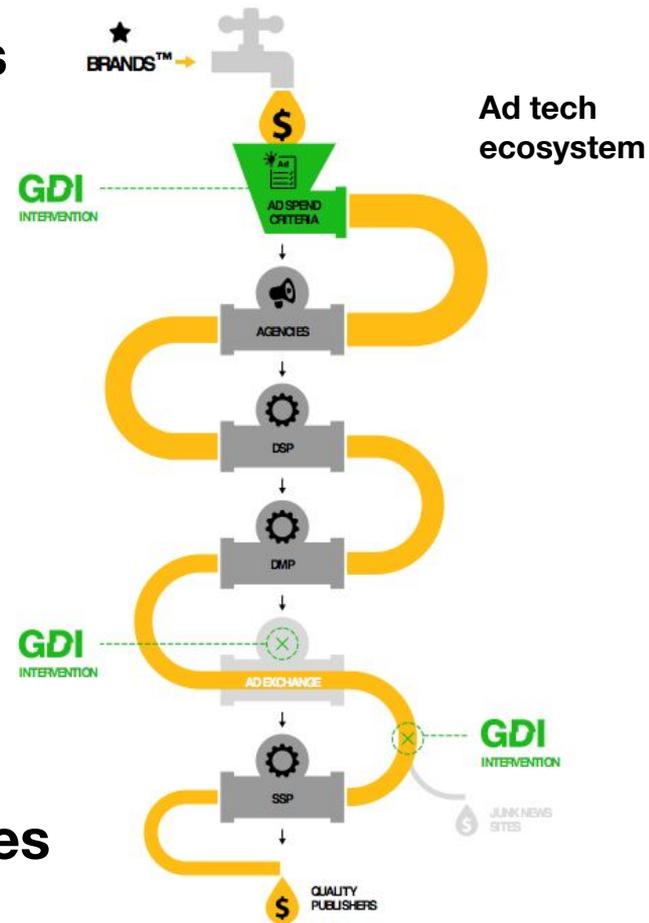
# GDI provides risk ratings of news websites to ad tech and social media companies...

We cut off disinformation ad revenue streams enabling its redirection to higher quality news

Who uses GDI data:

1. **ad tech** - divert money away from disinforming domains
2. **advertisers** - trusted risk rating to use in inclusion lists
3. **platforms and search engines** - incorporate risk signal into their products and trust and safety teams.

**GDI** ...enabling them to decide what websites to monetise

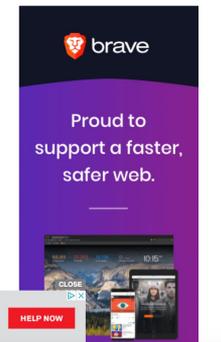
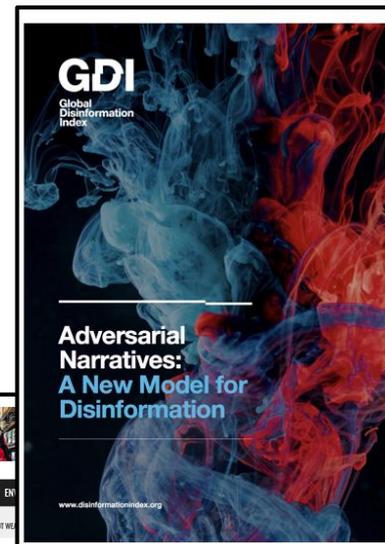


# Adversarial Narratives are:

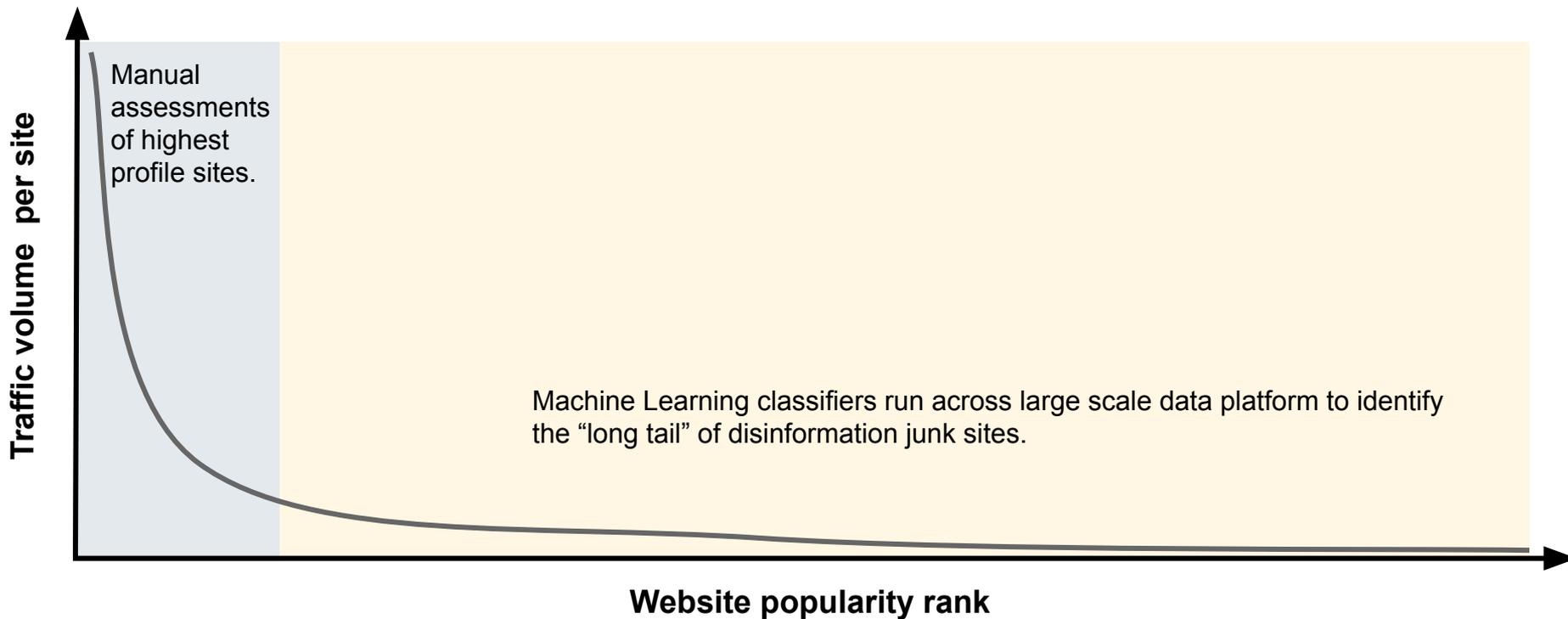
- implicit or explicit;
- intentionally misleading;
- adversarial against:
  - at-risk individual or group
  - science
  - democracy and key institutions

**Most importantly, creates a risk of harm**

**GDI**



# GDI assesses sites by AI + expert human review



# Human review: Media Market Reviews

- GDI publishes in-depth reviews of global news media markets.
- Sample of ~30 news domains based on reach, impact & relevance selected for each market.
- GDI partners with in-market experts who review and score anonymised content.
- Operations and policies of new publications are assessed against JTI journalistic standards.

## Content

Assessment of articles published for credibility, sensationalism, hate speech and impartiality

Assessed by analysts and observable data

## Operations

Assessment of domain and company level policies and safeguards

Based on Journalism Trust Initiative

Assessed by analysts and observable data

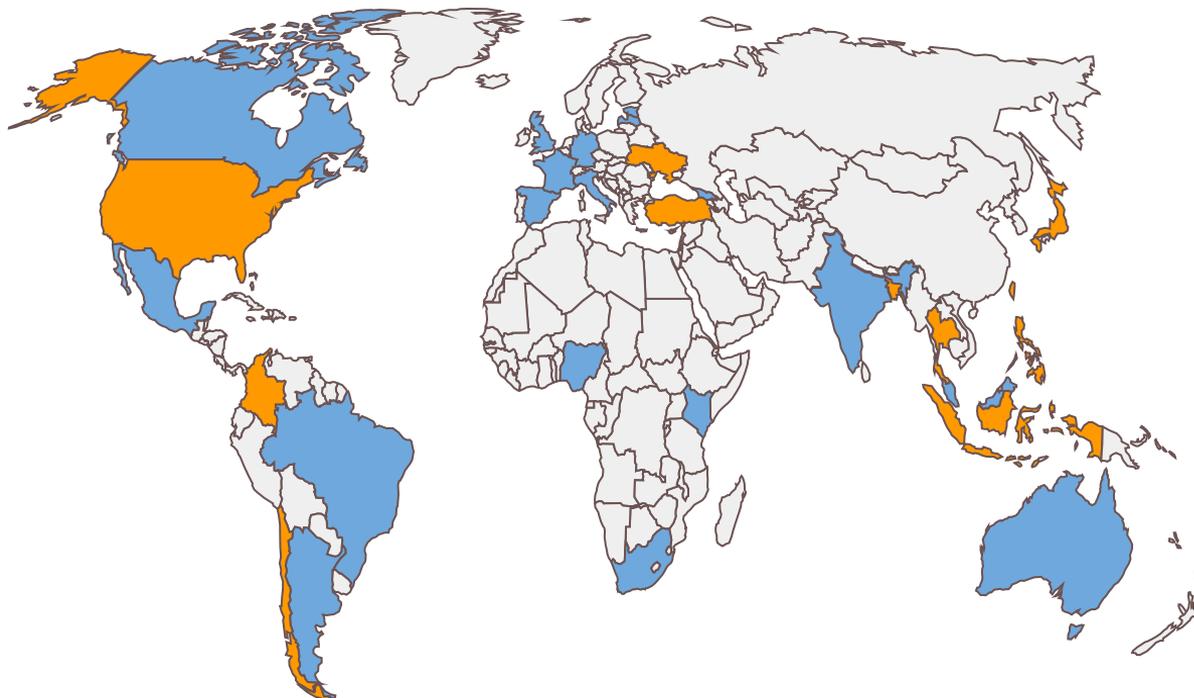
# Published and planned media market reviews

## Published

UK  
South Africa  
France  
Germany  
Estonia  
Georgia  
Latvia  
Argentina  
USA  
India  
Mexico  
Malaysia  
Nigeria  
Australia  
Brazil  
Canada  
Italy  
Spain  
Kenya

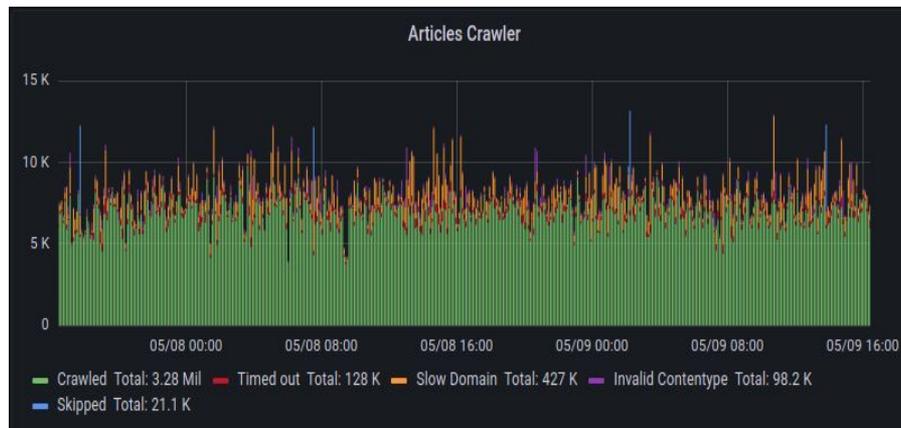
## Planned

Ukraine (paused)  
Japan  
Indonesia  
Chile  
Bangladesh  
Colombia  
Turkey  
Thailand  
Philippines  
Taiwan  
USA (revised)



## Automated rating of disinformation at scale

- >610K domains tracked.
- >320M individual pieces of content analysed.
- ~1M pieces of content analysed daily.
- Machine learning classifiers tracking content across ~22 disinformation narratives topics.
- Coverage across 6 languages, with 6 more released in May and June, 2022.



# Human Review + AI distilled to Dynamic Exclusion List (DEL)

- allows advertisers, suppliers, platforms and search engines to defund and downrank domains and apps with the highest disinformation risk.
- Content is assessed against 20+ adversarial narrative topics using inputs from:
  - Algorithmic classifiers
  - Intelligence insights
  - Media market analyses
- The DEL is updated monthly and shared with our ad tech licensees and research partners.

The DEL for September included 2400 sites

## Topic: Coronavirus

Worst site: [globalresearch.ca](#)

Number of articles crawled: 12,154

Number of articles published about the topic: 3,163

Number of articles identified as potential disinformation: 1,820

## Topic: 5G

Worst site: [activistpost.com](#)

Number of articles crawled: 7,110

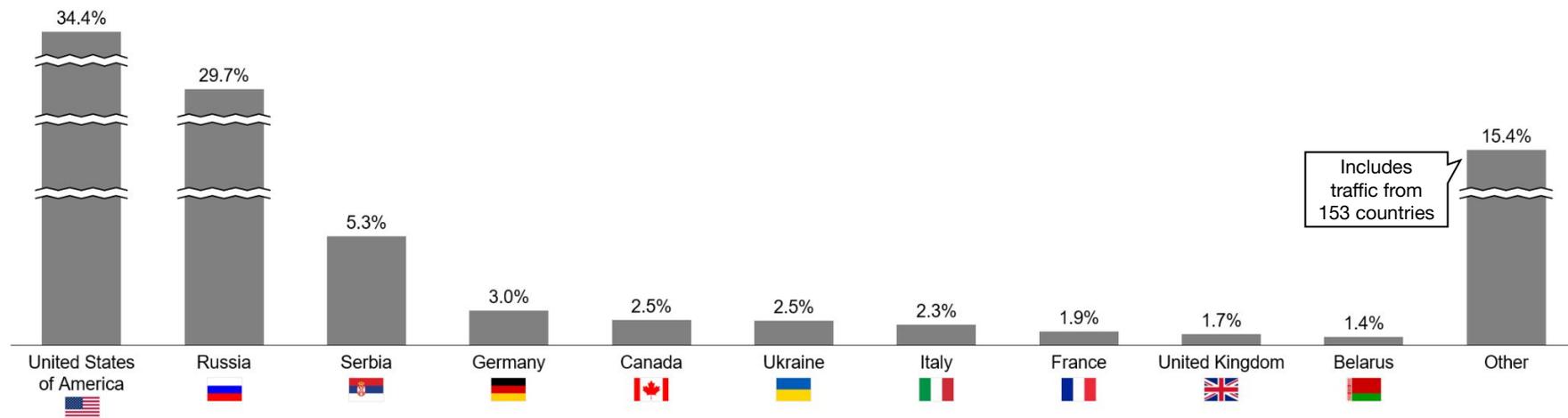
Number of articles published about the topic: 467

Number of articles identified as potential disinformation: 409

# Traffic on GDI's DEL domains spans across 150+ countries

Geographical coverage of GDI's DEL based on traffic

Overview, % of total monthly pageviews



# Publisher Policy coverage on Six Adversarial Narrative Topics

Overview, by disinformation topic, as of 16<sup>th</sup> May 2022

							
Voter fraud	✓	✓*	No data available	✓*	✗**	✗	✗
Antisemitism	✓	✓	No data available	✓*	✗	✗	✓
Climate change	✓	✓*	No data available	✓*	✗**	✗	✗
COVID-19	✓	✓*	No data available	✓*	✗**	✗	✗
Anti-vaccination	✓	✓*	No data available	✓*	✗**	✗	✗
Misogyny	✓	✓	No data available	✓*	✗	✗	✓

\* Policy does not specifically address disinformation topic

\*\* "Fake news" policy only addresses subset of disinformation

## 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>



**showmax**

**Brand:** Showmax  
(MultiChoice Group)

**Ad served by:** Criteo

**Site:** Kenyan-post.com

**Disinformation:**  
Misogyny



**NEW** **odi**  
**chap**  
**chap**

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Monday, May 17, 2021 – Revered boychild spokesperson, Cyprian Nyakundi, has caused commotion online after he shared a video of a woman bowing down as a sign of respect to her husband while serving him food.

Nyakundi evoked emotions after he said that all married women should always bow down while serving food to their husbands, something that is common in Uganda.



While most men supported Nyakundi's sentiments, feminists went on a ranting spree.

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**odi**  
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for NEW customers

Aris Limassol FC – Nefchi Bak PFC

Thu 21:07 (EST) 192 pm

Score / Interim	HTA	Score	HTA
Home	2.31	Draw	3.05
Away			3.

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0770000000 or 0100000000

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"Nyakundi evoked emotions after he said that all married women should always bow down while serving food to their husbands, something that is common in Uganda. While most men supported Nyakundi's sentiments, feminists went on a ranting spree.



Gabriel Boric Inaugurated As Youngest President Of Chile



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<https://cat.fr.eu.criteo.com/delivery/ck.php?cppv=3&cpp=ghsSSMUPic:9HaluTuZmkGqXW1W8Uqa...>



**Brand:**  
Brillen.co.uk

**Ad served by:**  
Google

**Site:**  
Voltaire.net.org

**Disinformation:**  
Anti-Ukrainian

**“A band of drug addicts and neo-Nazis**

By evoking a band of drug addicts and neo-Nazis in power in Kyiv, President Putin shocked many. The Atlanticist press tried to portray him as mentally ill. However, the facts are there: power in Ukraine is indeed occupied by a gang of drug addicts who have stolen the gas revenues. A race law was passed. Monuments to Nazi Collaborator Stepan Bandera have been erected. And two Nazi battalions have already been incorporated into the regular army.”

Renforçons le Réseau Voltaire

**2 varifocal glasses for £99**  
1 year protection plan included and Free eye exam included  
brillen.co.uk

Montée des tensions (11)  
**Ukraine : la grande manipulation**  
par Thierry Meyssan

Le Pentagone ne croit pas aux missiles hypersoniques russes

**La Russie s'apprête à quitter l'OMC**  
Réseau Voltaire

**Découverte d'une prison secrète ukrainienne**  
Réseau Voltaire

**Kiev interdit les partis politiques d'opposition**  
Réseau Voltaire

**Zelensky fraîchement entendu en Israël**  
Réseau Voltaire

**D'Ukraine en Itchkérie/Tchéchnie... et retour**  
Réseau Voltaire

**Bachar el-Assad aux Émirats**  
Réseau Voltaire

**Trois instructeurs US tués dans le Donbass**  
Réseau Voltaire

**Le Canal 24 (Ukraine) appelle à tuer tous les Russes, femmes et enfants compris**  
Réseau Voltaire

**Washington veut stopper l'énergie qu'il a prouvée**  
Réseau Voltaire

**Le site internet du Réseau Voltaire**  
Réseau Voltaire

Ukraine : le retour de la propagande de guerre  
par Thierry Meyssan

Le virus de la « dé-tresse »  
par Jean-Claude Paye, Tülay Umay

Possible rupture des relations diplomatiques Washington-Moscou

[https://adclick.g.doubleclick.net/acik?sa=lx&...=C2mTCucc6YsTEKPWN1fApQ5mjoAqK9bmOad\\_XuqHpD5aCzYWIFhABINirxgdgu76ug9AKoAGbjPOYA8...](https://adclick.g.doubleclick.net/acik?sa=lx&...=C2mTCucc6YsTEKPWN1fApQ5mjoAqK9bmOad_XuqHpD5aCzYWIFhABINirxgdgu76ug9AKoAGbjPOYA8...)

**Date of Capture:**  
March 23, 2022

# GDI calls for ad tech companies to take immediate action

- **Policy enforcement:** Ad tech companies should develop and enforce supply quality policies that specifically address narrative-led disinformation.
- **Audit:** Sellers should review existing publisher partnerships and take action against those that infringe on policies.
- **Demonetisation:** Sites that consistently infringe on supply quality policies should be completely demonetised. Removing ads only from infringing content allows offending websites to continue to profit from digital advertising.
- **Data:** Sellers should pass disinformation risk scores in the bid stream, allowing advertisers to more easily avoid inadvertently funding disinformation content.

For more information:

[info@disinformation.org](mailto:info@disinformation.org)