

How brands can disrupt disinformation in the U.S. elections | Global Disinformation Index

By GDI

October 19, 2020

Voting has begun in the 2020 U.S. presidential election and disinformation actors are taking advantage of the divisive political climate. Well-known brands such as Bloomberg, Kohl's, and New Balance are providing a funding life-line to nearly 200 sites carrying election disinformation. These sites are earning at least US\$1 million a month from ads.

In the 2020 U.S. presidential election, brands must know the key disinformation narratives and high-risk sites circulating conspiracy theories so they can steer clear of funding them. Brands have a corporate responsibility to change their role in the disinformation ecosystem by directing their ad spend to credible sites. To help, GDI has launched a primer on U.S. electoral disinformation and the sites carrying this content.

[...]

Source: [How brands can disrupt disinformation in the U.S. elections - GDI](#)