


Women's Disinformation Defense Project (WDDP)



00.00.01 THE WDDP

The Women's Disinformation Defense Project (WDDP) is a coalition of more than 40 gender and racial justice groups led by UltraViolet and focused on combating gendered misinformation, disinformation, and malinformation, which are disproportionately harmful to women, particularly Black women and women of color, and LGBTQ+ people.

00.00.02 Definitions

- **Misinformation:** It's false or inaccurate information, regardless of whether it's intended to deceive.
- **Disinformation:** It's a lie, with an agenda.
- **Malinformation:** It could be true or false, but it's meant to inflict damage and is often shared out of context.

00.00.03 THE THREAT

Gendered and racialized disinformation supercharges the far right's campaign to bar women, especially Black women and women of color, and LGBTQ+ people from building economic, social, and political power and from fully participating in our nation's democracy. Abortion bans, abortion bounty hunter laws, and laws that ban African American history in schools were once considered fringe ideas, but are now being codified into state law and normalized, in large part because of well-funded, targeted, and coordinated disinformation campaigns.

A healthy democracy relies on an informed and engaged electorate. The far right's manipulation of facts aims to confuse and mislead key audiences and voters, to advance their dangerous agenda. To protect our families, communities, and democracy, we must confront this crisis with a coordinated communications and social and traditional media accountability strategy.

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00.00.04 THE SOLUTION

The WDDP includes a diverse group of feminist researchers, gender and racial justice advocates, social and traditional media experts, and progressive political organizers who work together to neutralize and counter the spread of sexist and racist lies and intentionally misleading information online and in mainstream media.

With UltraViolet's leadership, the WDDP uses a three-pronged approach:

- Monitoring and tracking gendered and racialized misinformation, disinformation, and malinformation narratives online and determining which narratives pose the greatest threat to key audiences and women leaders.
- Launching coordinated responses to inoculate key audiences from gendered misinformation, disinformation, and malinformation and debunk lies when they get picked up by traditional media.
- Holding social media platforms and traditional media accountable when they spread gendered and racialized misinformation, disinformation, and malinformation.



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