

Let Google Be quiet

GOOGLE
HAS NOT
A SEXUAL LIFE.
ASK
WHO KNOWS
ABOUT IT.

1. What is sexual orientation?
2. What causes homosexuality?
3. What type of person has a homosexual orientation?
4. Is sexual orientation a choice?
5. Is homosexuality a mental illness or emotional problem?
6. Can homosexuality be cured?
7. What attempts have been made in the past to change gay people into heterosexuals?
8. How many gay people are there?
9. Does the number of gay individuals matter?
10. Are humans the only animals that engage in homosexual behavior?
11. Why are there different sexual orientations?
12. What does "transgender" mean?
13. Are transgender people gay?
14. What is the "gay lifestyle"?
15. Are gay and lesbian people more likely to molest children than heterosexuals are?
16. What is the "closet"? What is meant by "coming out"?
17. Some heterosexuals don't discuss their sexuality, why do gay people need to discuss theirs?
18. Why do some gay people come out?
19. Why do some gay people prefer not to come out?
20. Where do gay people mostly work?
21. Do gay people usually come out at work? How might my business and professional relationships be affected if I assume employees and co-workers are heterosexual?
22. When the subject of homosexuality comes up, we usually focus on our feelings about gay people. What are gay people feeling? Why are some gay people angry or depressed?
23. Why is homophobia sometimes called "the last socially acceptable prejudice"?
24. Why are the words "faggot" and "dyke" offensive and what do they mean?
25. What is the relationship between antigay rhetoric and attitudes and antigay violence?
26. If it were understood that one's sexual orientation is not a choice, would that significantly reduce prejudice against gay people?
27. Why should we grant civil rights protection on the basis of behavior?
28. What are "special rights"?
29. What was the landmark 2003 Supreme Court case, Lawrence v. Texas? Why was it important?
30. How did the Supreme Court rule in the Lawrence case?
31. What is the legal status of civil marriage for gay couples in America?
32. What other rights do gay people lack?
33. What is meant by heterosexuals "coming out"? What can I do?
34. What is life like for gay youth?
35. Do gay teenagers always deal directly with their orientation?
36. Do families know if their children are gay?
37. What happens to families initially when children come out?
38. What happens when well-meaning parents initially reject their children?
39. Can these initial wounds be healed?
40. What does it mean when a married person announces that he or she is gay? Isn't that a type of change in orientation?
41. What does the issue of sexual orientation have to do with Christian education or Christian family life? What about family values?
42. What are the public perceptions of gay and straight people which gay individuals and their families find offensive and/or ironic?
43. How can we interact with transgender people and their families in a sensitive way?
44. Are religious people antigay?
45. How does new information about sexual orientation affect church policy?
46. How do gay people and their families feel about the church?
47. In what ways have societies used different interpretations of the Bible to "prove" a point?
48. What did Jesus say about homosexuality?
49. Does the Bible condemn homosexuality?
50. If Jesus never mentioned it, what does the rest of the Bible say about homosexuality?
51. What do we know of references to same-sex activity in the Bible?
52. Were Sodom and Gomorrah destroyed because of homosexuality?
53. What is the Holiness Code?
54. What about the teachings of Paul regarding homosexuality?
55. When reading the Bible, how does one use the historical perspective?
56. How might families feel when their full acceptance of gay loved ones conflicts with an exclusionary church policy?
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P R O B L E M

Talking about sexual orientation makes wall between young and adult. For this reason **it's easier googled sexual questions.**

I N S I G H T

Sexuality-related questions are Googled 10 times as much as other issues.

I D E A

Let specialists answer about LGBT question instead of Google.



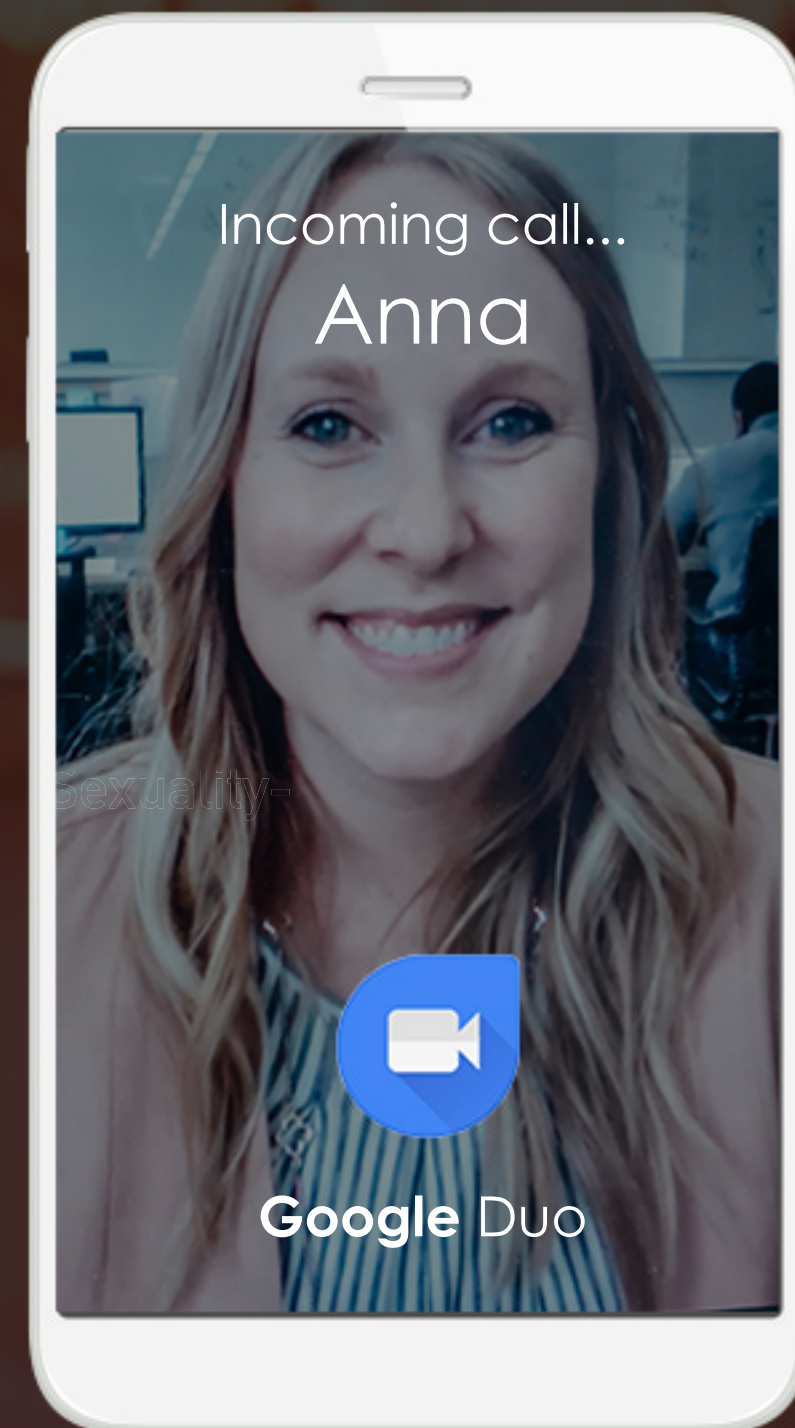
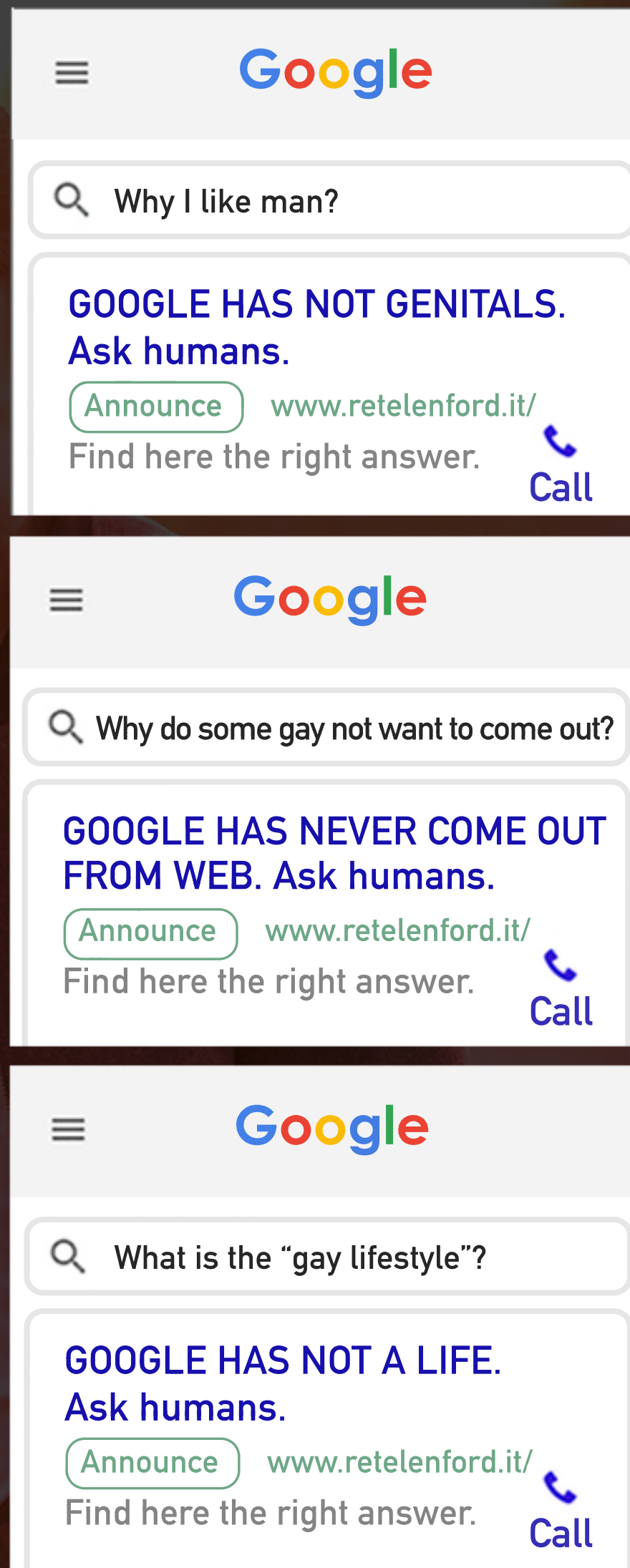
Rete Lenford
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EXECUTION

Rete Lenford creates an AdWords campaign, with **Key Words selected from frequently asked questions about LGBT.**

When people google these questions, the first announce that appears invite them to ask human instead of Google.



Taping the link, **People can call experts** or people that have already lived the same situation, to finally find the answers.