

# Searching for Affirmation.

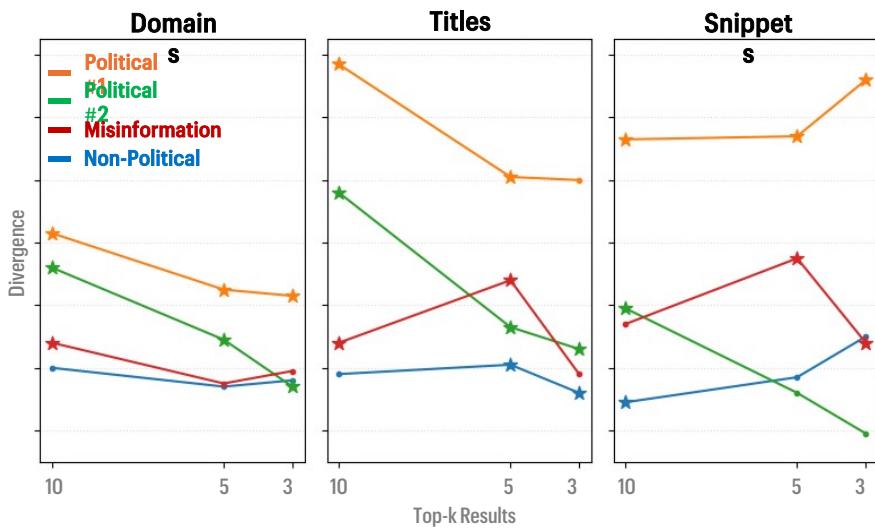
## How Partisan Audiences on Google Search Induce an Abortion-Related Filter Bubble Effect

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Google's quasi-collaborative search infrastructure lets biased queries and personalization create abortion-related filter bubbles; countering polarization requires transparency, query-framing assistance, and better designs that expose cross-cutting sources during political information seeking.

We surveyed 227 participants about abortion attitudes, had them perform search tasks, recorded queries and results.

Users with opposing attitudes on abortion or legality of abortion were served **different** and **reinforcing** search results. This was largely due to queries formulated with **similar** semantics but **different** vocabulary. We think, this is an outcome of Google using click-through collaborative filtering to “understand” the queries.



Pro-life and pro-choice participants received different results with the lower divergence for top rated results.