

Searching for Affirmation.

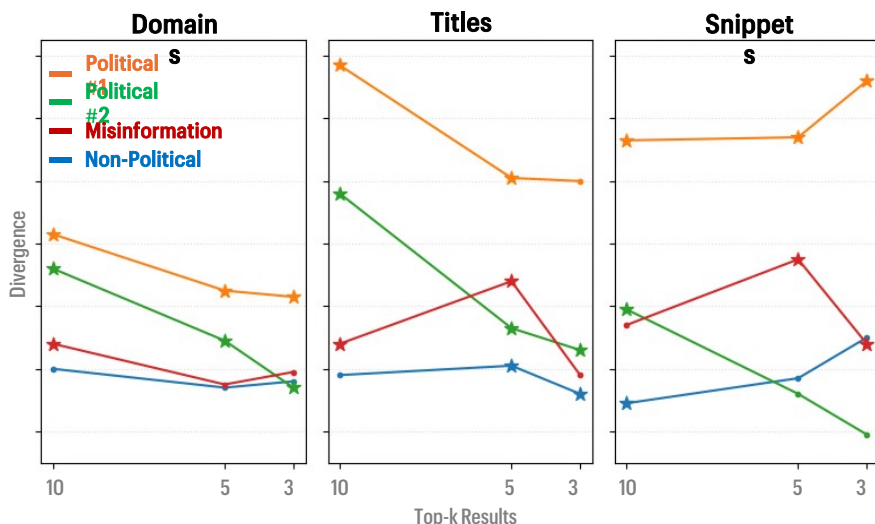
How Partisan Audiences on Google Search Induce an Abortion-Related Filter Bubble Effect

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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 o abortion on 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.