



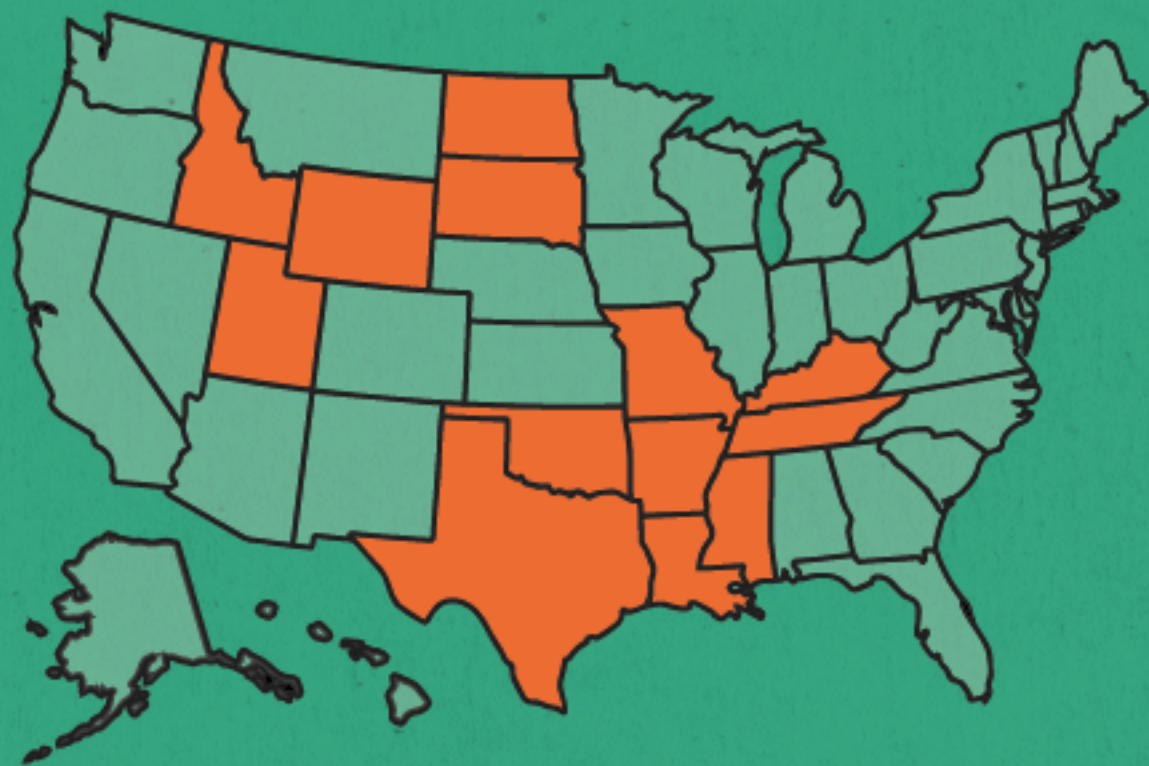
1 in 10

**abortion search results
in “Trigger Law” states
lead to anti-abortion
fake clinics**



CC DH

WHAT IS A “TRIGGER LAW” STATE?



There are **13 American states** with laws banning abortion that will go into effect – or be “triggered” by – the overturning of **Roe v. Wade** by the Supreme Court of the US.

DATA COLLECTION



To get localized Google results, we used the Google Chrome extension **Location Guard** to set our geographic location to the 13 “trigger law” states



Researchers recorded the first page of Google results for the following two search queries:

“abortion clinic near me”
“abortion pill”



For each search result recorded, researchers assessed whether the web page the result linked to was for an **anti-abortion fake clinic**



These assessments were then checked by a second researcher

New research by the Center for Countering Digital Hate has found that

11% of Google search results for abortions in US “Trigger Law” states lead to websites of anti-abortion fake clinics.



WHAT IS AN ANTI-ABORTION FAKE CLINIC?

These “fake clinic” websites misleadingly appear to offer independent advice on abortions but are **actually run by organisations that oppose abortion, shame abortion care, or promote alternatives to abortion.**

They are also known as “crisis pregnancy centers” or “pregnancy resource centers”

“Abortion clinic near me”

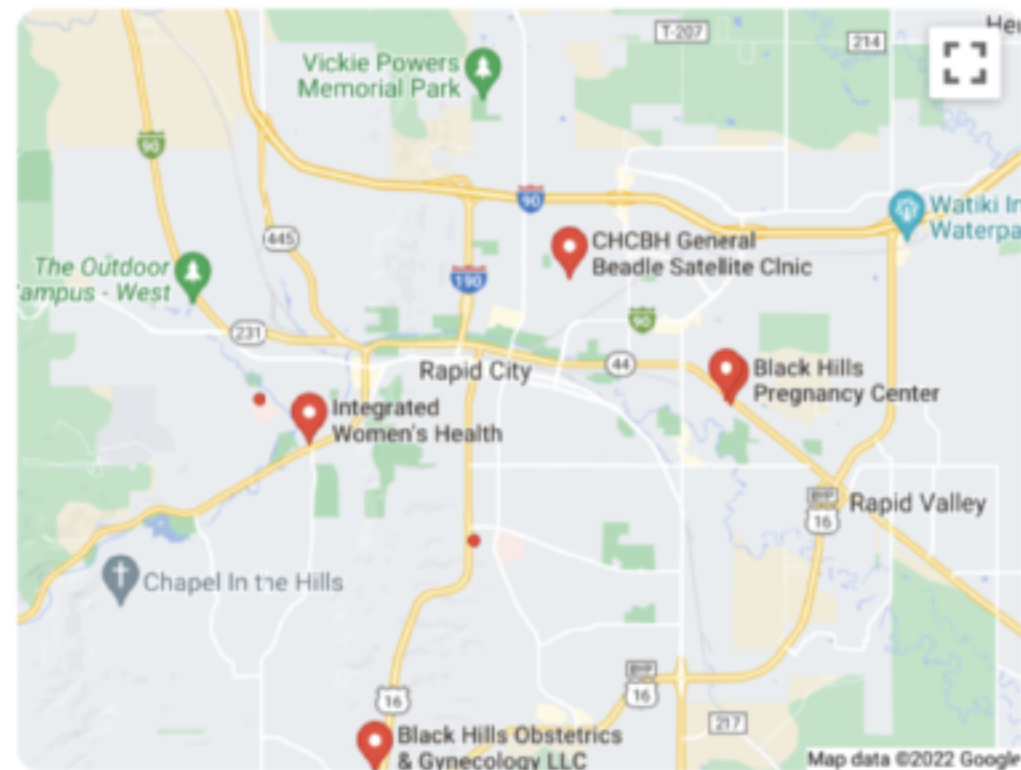
Abortion Clinic : Rating Hours Sort by

Black Hills Pregnancy Center
3.7 (6) · Pregnancy care center
2.6 mi · 1774 Centre St #1 · (605) 341-4477
Closed · Opens 9AM
Their website mentions **abortion clinic**
Website Directions

Integrated Women's Health
4.4 (7) · Women's health clinic
1.8 mi · 1621 Sheridan Lake Rd Suite B · (605) 388-2655
Closed · Opens 8AM
Website Directions

Care Net Pregnancy Resource Center
1.0 (1) · Pregnancy care center
2.5 mi · 1774 Centre St Suite #1 · (605) 341-4477
Directions

→ More places



37%

**of Google Maps results
presented anti-abortion
providers as if they
were local abortion
clinics.**

~28%

of Google ads displayed at the top of search results for abortion clinics were for anti-abortion fake clinics.

EXPECTATION

Ad • <https://special.clinecenters.org/> (601) 565-4331

Abortion Pill Information - Free Clinics in Mississippi

No Insurance Needed. Confirm Your Pregnancy & Learn More About The **Abortion Pill** & Plan C.

Get The Information You Need About An Unplanned Pregnancy. Click Or Call For More...

Does not provide abortions

Abortion Pill

Everything You Need To Know Free Consultations Available.

Looking For A Clinic?

Two Locations In Jackson North Jackson & Fondren

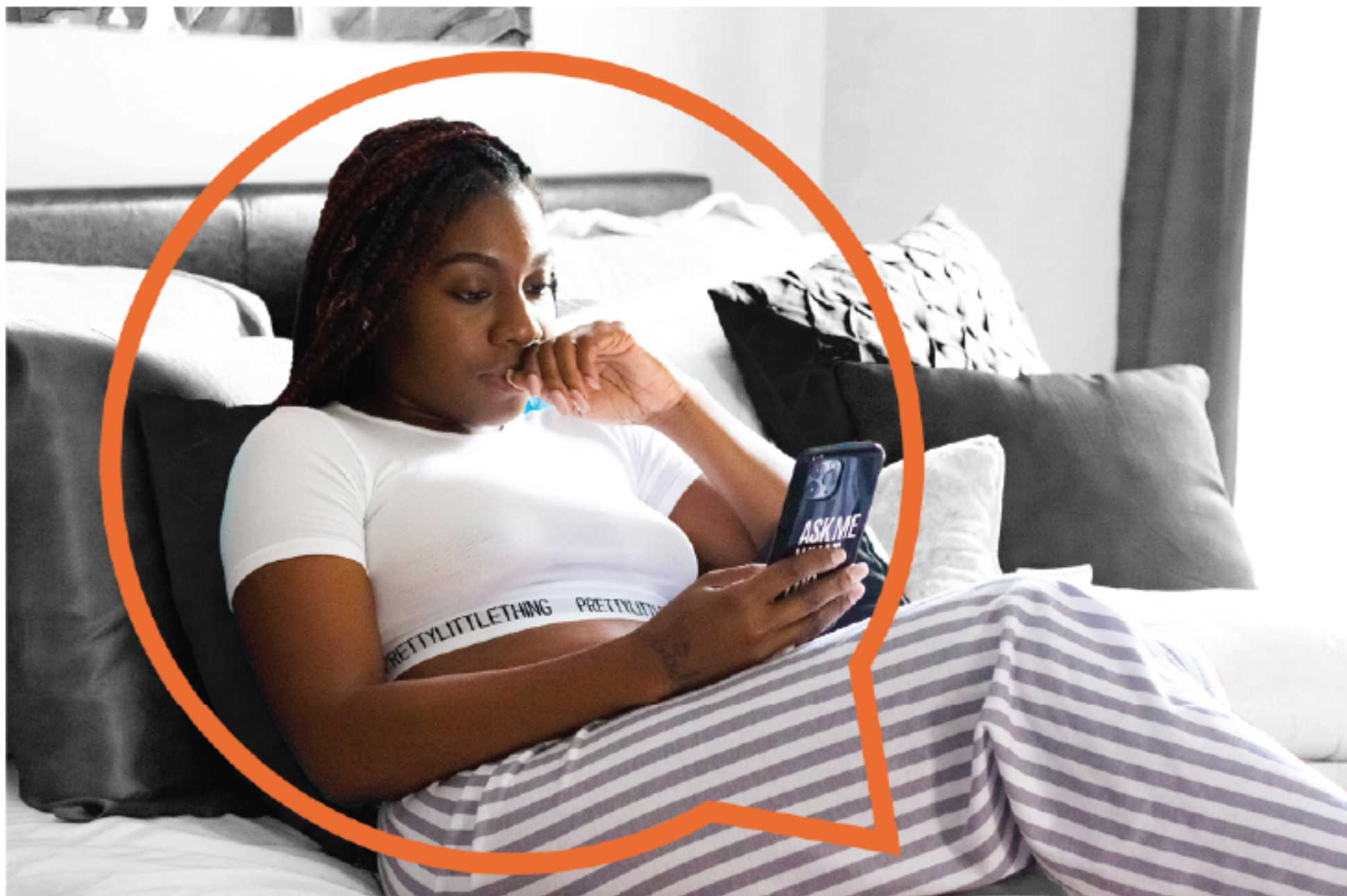
Abortion Consultations

Totally Free & 100% Confidential. Our Team Of Women Want To Help.

REALITY



The information presented on this website is intended for general education purposes only and should not be relied upon as a substitute for professional and/or medical advice. Our clinics do not perform or provide referrals for abortion procedures.



★★★★★ a year ago

This is a fake clinic. Despite making it appear that they offer medication abortion, they do not. This is a religious organization that does not provide medical care, will lie/exaggerate about risk associated with abortion (they are minimal And much safer than child birth) and are complicit with unmasked teens sticking their heads in patient car windows to shove their literature in their faces while they try to reach the pink house.

THE USE OF LIES + FEAR

- **Suggest that a hysterectomy may be required to halt bleeding following an abortion.**
- **Claim that “suicidal impulses” are “common” following an abortion.**
- **Claim that so-called abortion “reversal” has a 65% success rate.**

WHY THEY ARE A GROWING RISK

**Fake clinics now outnumber
real abortion clinics 3 to 1**

**There are approximately 2,600
operating in the US***

**The Supreme Court is poised
to overturn Roe v. Wade,
which will ban real abortion
clinics and, in some cases,
criminalize abortion, in 13
“trigger law” states.**

*** according to a study by the Alliance, a coalition of state
advocates for women's rights and gender equality.**





“

When people search for information or services relating to their sexual and reproductive health,

Google is sending them to sites that users might expect contains robust, scientific, evidence-driven healthcare information –

but they actually contain ideologically-driven opinion and misinformation.

”

IMRAN AHMED

CEO, CENTER FOR COUNTERING DIGITAL HATE

We have a right to expect that safety by design is a key consideration for any tech platform.

If Google refuses to guarantee users' right to good information, it will be up to lawmakers to step in to ensure that people aren't harmed by Google's negligence and greed.

IMRAN AHMED
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