1 in 10 abortion search results in “Trigger Law” states lead to anti-abortion fake clinics
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.

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”

37% of Google Maps results presented anti-abortion providers as if they were local abortion clinics.
Of Google ads displayed at the top of search results for abortion clinics were for anti-abortion fake clinics.

Expectation vs Reality

Ad: https://special.clincenters.org/  (601) 565-4331
Abortion Pill Information - Free Clinics in Mississippi
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.

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.
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.

⭐⭐⭐⭐⭐ 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 childbirth and are complicit with unmasked teens sticking their heads in patient care windows and shove their literature in their faces while they try to reach the pink house.
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  
CEO, CENTER FOR COUNTERING DIGITAL HATE