



## Christian Voices for Life

### Weekly Pro-Life

#### Education

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### Google Searches Found to be Biased

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**Education:** Have a question? Doing an online search can be a quick, easy way to find an answer. But what if the search engine is biased in what results they show? And how about those auto-fill suggestions that come up after you enter a word or two? That sure makes it easy to save some typing if what you want to say is on the list. But a recent report from the Wall Street Journal If you search on the word “abortion” on various search engines, Google searches give markedly different results than Yahoo, Bing, and DuckDuckGo. (1) When you type in “abortion is”, 9 out of 10 of the auto-fill suggestions on Google are positive words like “healthcare”, “legal” or “a fundamental right”. For the other three search engines, 50% or more of the 6 -10 suggestions are negative, such as “bad”, “wrong”, “a sin” or “immoral”.(1) When searching on the term “abortion”, 14% of Bing’s first page results direct the seeker to Planned Parenthood; for DuckDuckGo it is 16%. But with Google, **39%** of the first page results are all directed to Planned Parenthood. (1)

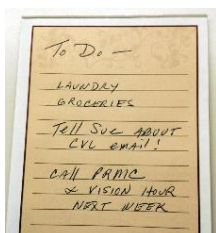
“Google” is so strongly identified with searches that the word has become a verb. The company holds a whopping 90% of the market share for search engines. Google executives have claimed that the search algorithms are objective, “unsullied by human bias or business considerations” (1) but the evidence shows otherwise. The Wall Street Journal article said the Google’s interference with unbiased search results had “increased sharply since the 2016 election.”

1. <https://liveaction.org/news/wall-street-journal-google-altering-abortion/>

Note: the original WSJ article is available online only to subscribers.



**Prayer:** Dear Father God, please have mercy on our country. Help those who control powerful technology be unsuccessful in making truth less available to the people of our nation. Lead all citizens to the full truth about abortion and its sorrowful consequences for the mothers and fathers and families as well as the loss of life for the children. Help the truth to be known about Planned Parenthood and the abortion industry. Help everyone to also be aware of the pregnancy centers that offer such generous help to women in difficult situations, to empower them to choose life. Bless the work of so many pro-life organizations that seek to educate the public and direct women to the centers.



**Action:** Next time the topic of Google searches comes up, make a comment that it is so unfortunate that Google uses its powerful search engines to produce biased results. Tell them about the Wall Street Journal article and the Live Action article that described the situation. Start using other search engines rather than Google, and encourage your friends to do the same.