

Searching for Answers: Disrupting Disinfo in the Fight for Ohio's Abortion Rights

January 2024

Presented by:

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Best Use of
Opposition Research



Best Use of Online Targeting
for Ballot Initiative

TLDR; Search is overlooked

RWB effectively used search targeting to find persuadable audiences where they were searching for clarity on Ohio Issue 1.

Search is a critical component in the digital information ecosystem as voters are searching for answers online. Its inherent power lies in its dual ability to meet immediate information needs while commanding high trust and influence.

Additionally, it offers rare windows into a voter's decision-making journey, revealing which considerations are top of mind. This method was a pivotal tool to disrupt mis- and disinformation pathways and lead voters to accurate, fact-based information.

910,000

searches answered directly from **paid search**

460,759

searches prevented from seeing state website misinformation from **organic search**

+26%

lift in Google searches confirmed after viewing RWB's YouTube Ads

Challenges

- Consistent efforts by opposition groups to mislead voters led to **widespread confusion around Issue 1**
- Rampant mis and disinformation exploiting the confusion created by the opposition
- Data voids and content imbalance resulting from steady stream of digital opposition messaging in narrative summaries - including content from a State Senator
- Saturation of major media channels like YouTube and TV meant broad coverage, but unlikely for us to get our message through
- Gaps in voter information needs from search

Why the Abortion Ballot Question in Ohio Is Confusing Voters

Ballot questions have been a winning strategy for abortion rights, even in red states. But complicated ballot language and misinformation have some abortion rights supporters worried.

"Actually, I don't know anymore," said Ariana Allen, a nursing student at Ohio State University's Lima campus. She was trying to make sense of the ballot question after talking to an anti-abortion activist who was visiting her campus.

Allen says she wants to do more research to make sure that she votes in line with her values.

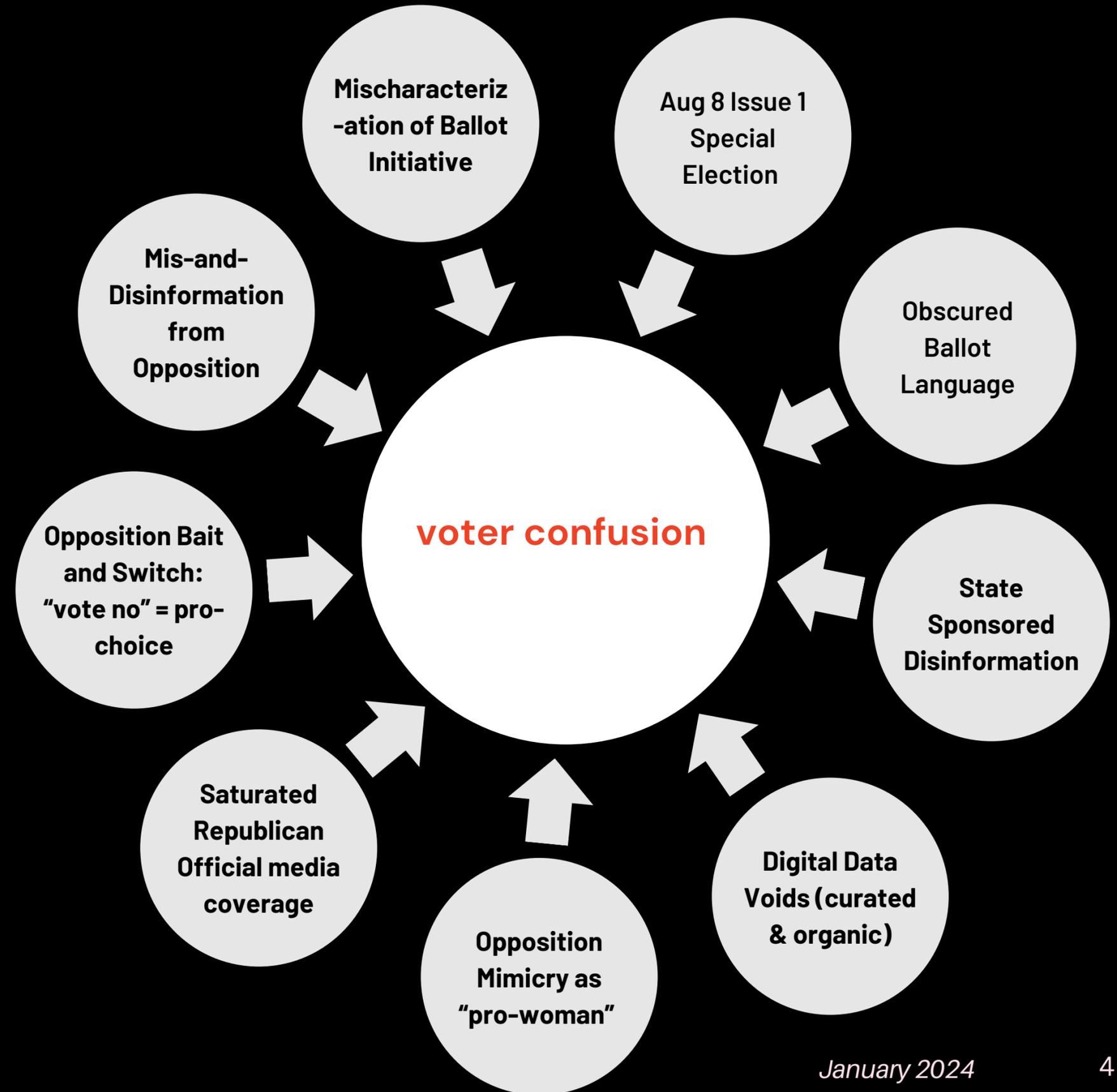
"So I don't make [a] mistake — because I am for abortion rights," Allen explained.

"Over the course of a few hours on Monday, several were unaware the referendum was happening, with others asking which side was "yes" and which was "no" and what the difference was between the August special election and November's contest.

"As they approached dozens of Ohio State students over the course of four hours on Monday, staff and volunteers with the group **Students for Life of America** told them that voting against the amendment "would keep abortion accessible up to 21 weeks and six days" while approving the amendment would "stop the debate."

Landscape: Multifaceted Environment

- This intricate web of opposition strategies crafted a complex landscape for voters, making it significantly more difficult to make a clear and well-informed decision regarding Issue 1.
- For each event, opposition groups seized the opportunities to exploit



Opposition Strategy

- Republican-controlled offices and conservative groups instrumental in crafting opposition strategy of misleading narrative
- Consistent efforts by opposition groups to mislead voters led to widespread confusion
- Aimed to sway public opinion by exploiting confusion and injecting mis-and-disinformation
- Strategy focused on controlling information flow amidst strong support for reproductive rights
- Engineered and exploited data voids in tandem with multi-channel campaigns to direct voters to misleading information, including government website content
- Google search was an effective method of disinformation spread

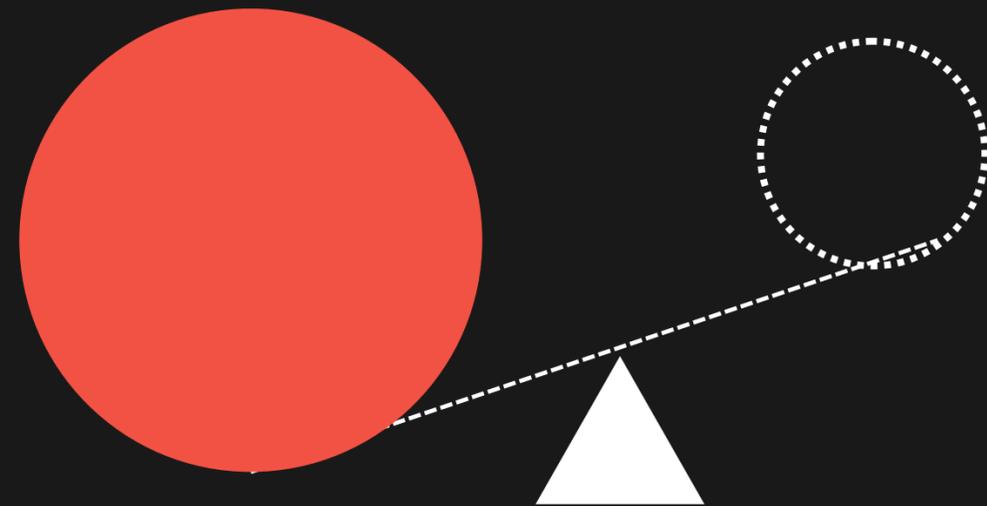


The screenshot shows the top of an AP news article. At the top right is the AP logo and a search icon. Below the logo are three red dots followed by the text: "Israel-Hamas war", "Harvard whistleblower allegation", and "Mormon church records". The main headline reads: "Misinformation is flowing ahead of Ohio abortion vote. Some is coming from a legislative website". Below the headline is a large photograph of a crowd of people marching down a street, carrying a large yellow banner that says "LIFE WINS". Below the photo is a caption: "1 of 4 | FILE - Marchers move down Front Street during the Ohio March for Life after a rally at the Ohio State House in Columbus, Ohio, Friday, Oct. 6, 2023. (AP Photo/Carolyn Kaster, File) Read More". Below the caption is the byline: "BY JULIE CARR SMYTH AND CHRISTINE FERNANDO" and the update date: "Updated 7:42 PM CST, October 27, 2023".

<https://apnews.com/article/election-2023-ohio-abortion-amendment-misinformation-6b870f06abe5d70e8aa0a535b2e9dd1a>

A critical finding by RWB highlighted the spread of misinformation about Issue 1 through a post by State Senator Roegner on the Ohio Senate website.

Landscape: Data Voids



Data Voids: Where there's a lack of balanced, relevant, reliable, or high-quality content to adequately address a search query or search intent

Opposition groups engineered and exploited data voids, in addition to leveraging multi-channel campaigns to drive Ohioans to manipulated and misleading search environments

"There are many search terms for which the available relevant data is limited, non-existent, or deeply problematic." -[Golebiewski, Boyd](#)

Opposition Tactics: Confusion from Search

Content Focus:

- 'Yes' vs 'No' confusion
- Issue 1 confusion / 'Didn't I already vote?'
- Impact on parents rights
- Impact on women's health
- Late-term abortion
- Impact on Ohio abortion law
- Ballot language
- General explanation of Issue 1



Opposition Tactics: Nudging Strategies

- Nudging strategies - media literacy tactic encouraging research to evaluate for truth
- Nudging strategies often backfire in environments where data voids exist
- Opposition groups relied on nudging strategies across a variety of platforms, leading voters to carefully constructed data voids
- Google can only be a weapon against misinformation and disinformation if fact based content is easily accessible to searchers and in high search positions



The screenshot shows the top portion of a Nature journal article page. At the top is the 'nature' logo. Below it are navigation links: 'Explore content', 'About the journal', and 'Publish with us'. The breadcrumb trail reads 'nature > articles > article'. The article title is 'Online searches to evaluate misinformation can increase its perceived veracity'. Below the title are the authors: 'Kevin Aslett, Zeve Sanderson, William Godel, Nathaniel Persily, Jonathan Nagler & Joshua A. Tucker'. There are also links for 'Open access', 'Published: 20 December 2023', 'Cite this article', and 'Metrics'. The URL at the bottom of the screenshot is 'https://www.nature.com/articles/s41586-023-06883-y'.



Prominent video from See The Language (American Policy Roundtable) that echoes content across their digital presence, provoking more questions about the Ohio Issue 1 ballot language

Opposition Tactics: State Misinfo



AP

Israel-Hamas war Harvard whistleblower allegation Mormon church records

Misinformation is flowing ahead of Ohio abortion vote. Some is coming from a legislative website



1 of 4 | FILE - Marchers move down Front Street during the Ohio March for Life after a rally at the Ohio State House in Columbus, Ohio, Friday, Oct. 6, 2023. (AP Photo/Carolyn Kaster, File) Read More

BY JULIE CARR SMYTH AND CHRISTINE FERNANDO

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<https://apnews.com/article/election-2023-ohio-abortion-amendment-misinformation-6b870f06abe5d70e8aa0a535b2e9dd1a>

Discovery of misinformation on State website and publication in AP News

Issue 1 ignores Ohio's already existing exceptions for the life and health of the mother in favor of establishing abortion on demand through all nine months. Issue One would eliminate many basic health and safety protections for women currently in law. 4 days ago

The Ohio Senate (.gov)
<https://ohiosenate.gov/news/on-the-record/issue-1-...>

ISSUE 1 WOULD BE THE MOST RADICAL PRO-ABORTION ...

About featured snippets Feedback

A post by State Senator Roegner on the Ohio Senate website, positioned prominently in Google's search results inserted factually incorrect and misleading information about the impact of Issue 1 directly into summary content from search results.

Studies reveal that Americans hold a profound trust in information displayed in top search results.

A 2023 ACM Study found that featured snippets from Google's search result pages could significantly influence users' attitudes towards debated topics. Multiple studies have reported similar findings from other top SERP positions.

Opposition Tactics: State Misinfo

Featured Snippets and SERP summaries influence beliefs based on info presented

High trust in information displayed in top search results.

Issue 1 ignores Ohio's already existing exceptions for the life and health of the mother in favor of establishing abortion on demand through all nine months. Issue One would eliminate many basic health and safety protections for women currently in law. 4 days ago

The Ohio Senate (.gov)
https://ohiosenate.gov › news › on-the-record › issue-1-...

ISSUE 1 WOULD BE THE MOST RADICAL PRO-ABORTION ...

About featured snippets • Feedback

Source reputation

Connected to well defined knowledge graph

Authorial Authority: elected official with topic authority

Connected to author expertise and topic authority

Kristina Roegner
Ohio State Senator

Age: 55 years
Party: Republican Party

Senator Kristina D. Roegner - Ohio Senate

Newsfeed - A Christmas Update from State Senator Kristina Roegner - Roegner Votes to Protect Life - Roegner Supports Israel - September 2023 - Roegner ...

Biography

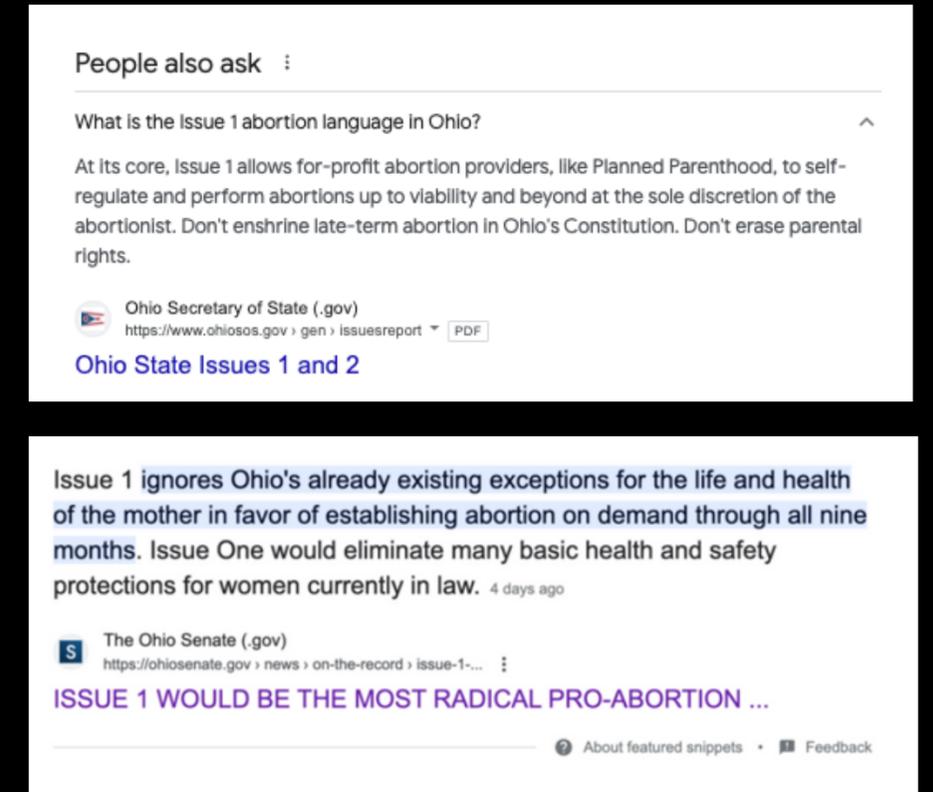
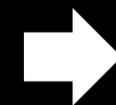
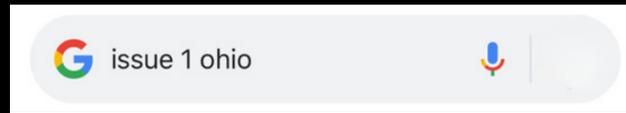
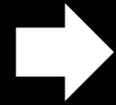
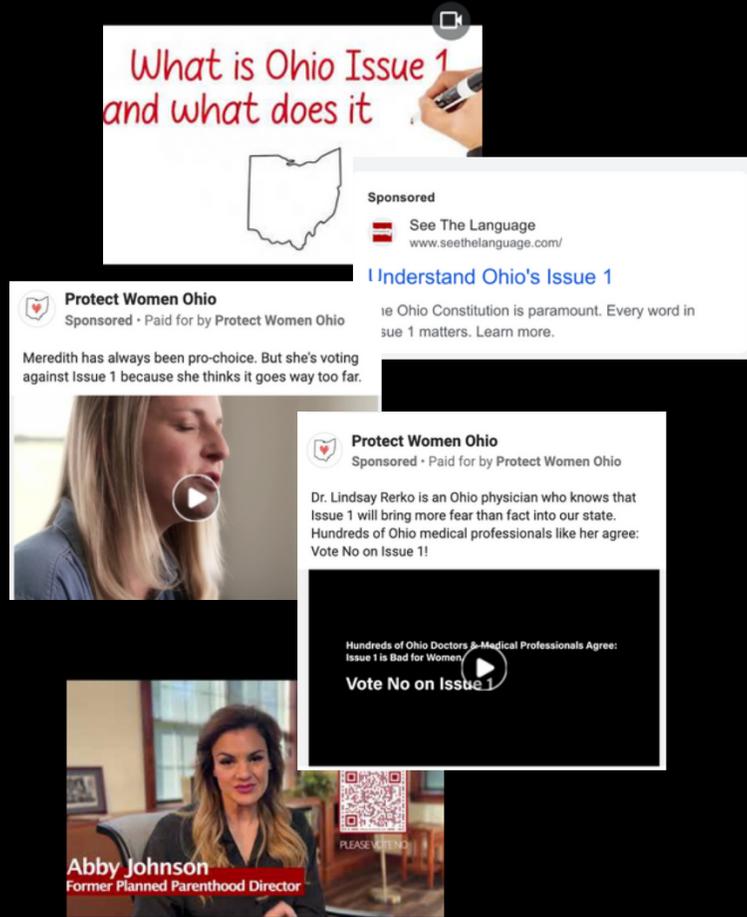
About
ohiosenate.gov
Kristina Roegner is an American politician who serves as a member of the Ohio Senate. She has represented the 27th senatorial district since 2019. Her district encompasses the ...

Abortion on demand at
By Kristina D. Roegner
October 18, 2023

KRISTINA D. ROEGNER LEGISLATION	
Primary Sponsored Bills	
Bill	Title

January 2024

Challenges: Story of a Search



Surround sound cross-platform campaigns

Informational search

Biased search result from trusted source

The Role of Google Search

- Google Search, often perceived as a reliable information source, has paradoxically become a top source of misinformation spread
- Academic research confirms Google search results influence opinions, and how people perceive and understand events
- Search intent is very revealing, closely linked to real world behavior and actions
- Despite declining trust in traditional news media, people still turn to Google for personal research on issues and political topics

81.8%
of Americans
trust Google as a
source

-SEOClarity

72%
of Americans relied
on Google to research
political topics in
2020

-PewResearch

70%
of persuadable voters
used search engines
to decide their votes
in the 2022 midterms.

-Google

Search & The Voter's Journey: Cross-Platform

Platforms co-exist and contain unique roles in information environment

Cross-browsing behaviors ⓘ

		Also visited			
		google.co...	bing.com	openai.co...	tiktok.com
Visitors to	google.c...		2.15%	1.64%	2.71%
	bing.com	33.34%		1.99%	2.16%
	openai.co...	82.63%	4.70%		4.38%
	tiktok.com	62.90%	2.21%	1.80%	

Source: [Similar Web](#)

Google - research, hard information, more detail, validation, verify, news; consumed for all types of content, viewed as more trustworthy content, more specific information, personal research, narrative

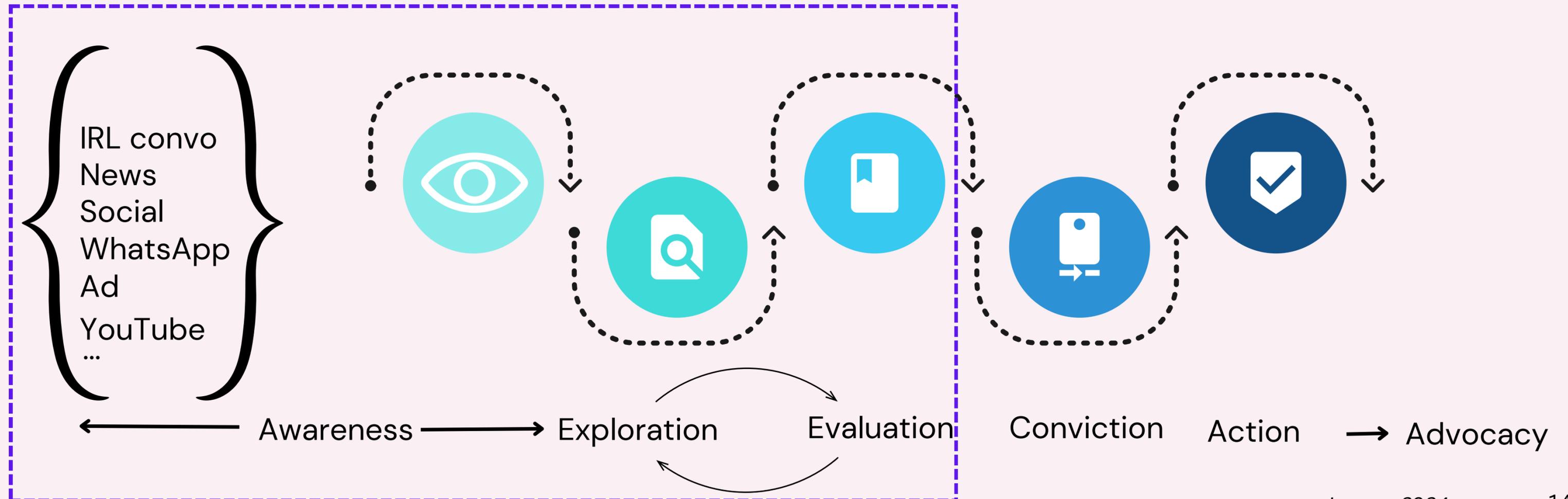
Social - perspectives, news & topic discovery, peer to peer storytelling, trusted messenger perspectives, stream disruption, entertainment, cultural trends

ChatGPT - work functions, analysis, creative assistance (copy generation), internet connected research

Search & The Voter's Journey: Persuasion Windows

This concept represents the full end-to-end progression of an individual's journey through online research.

Search is a self guided tour through a persuasion window, and is widest during the awareness through evaluation phases of the search journey



*Britt's working model adapted from a hybrid of the marketing funnel and online decision process, aligned with the ladder of engagement and search intent patterns.

Approach: Overarching Strategy

1

Intercept Post-Exposure

Intercepting individuals after exposure to provide a timely counterbalance within their persuasion window to prevent disinformation & harmful narratives from cementing.

2

Limit & Prevent Exposure

Limiting and preventing exposure to misinformation and disinformation by diverting attention, reducing visibility of harmful narratives, and thwarting future exposure throughout an individual's research journey.

Approach: Strategic Pillars

Strategic Landscape Analysis

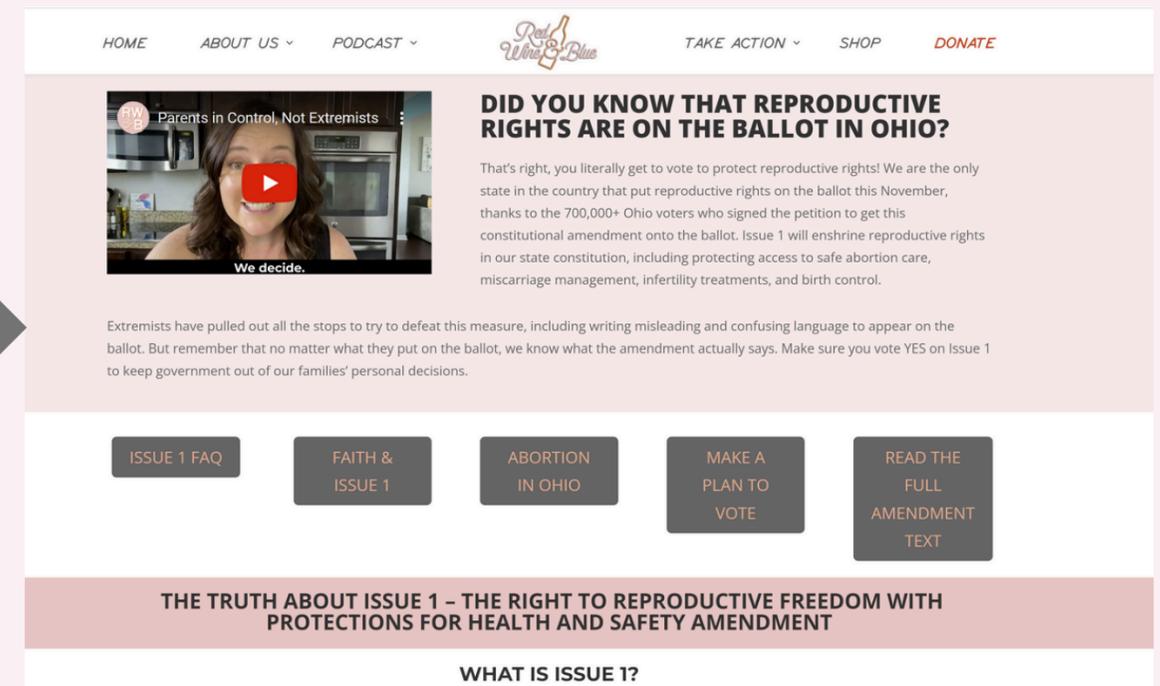
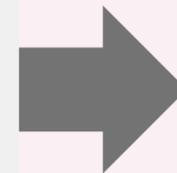
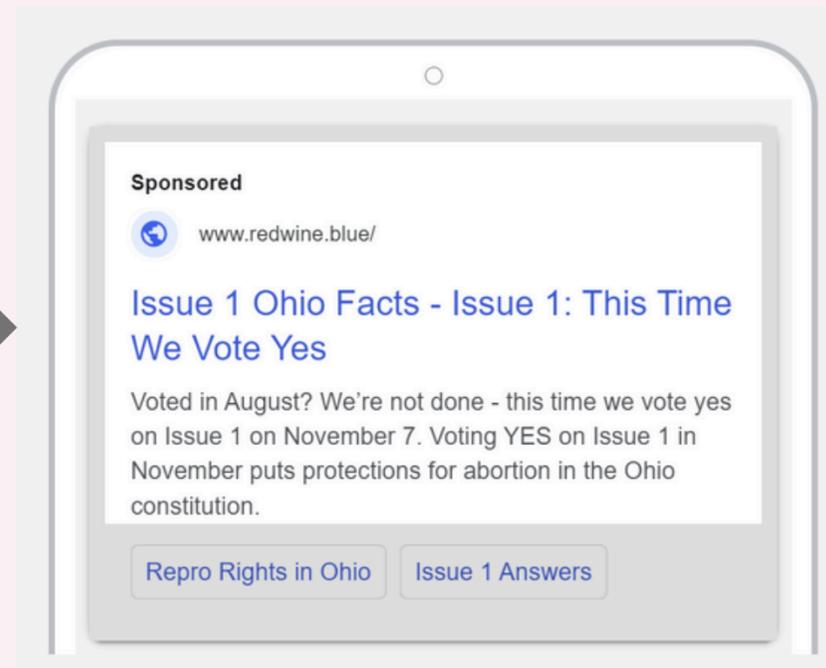
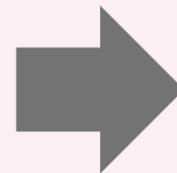
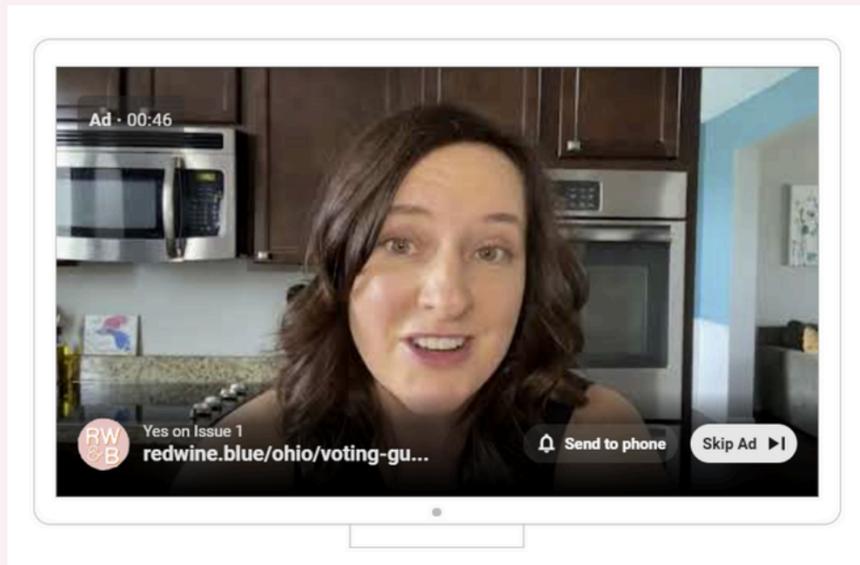
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graph TD; A[Strategic Landscape Analysis] -.-> B[YouTube Validator Videos]; A -.-> C[Paid Search Ads + Content Strategy]; A -.-> D[Exposure & Takedown Strategy (Organic Search)];
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YouTube
Validator Videos

Paid Search Ads +
Content Strategy

Exposure &
Takedown Strategy
(Organic Search)

Approach: YouTube Ads



Brand Lift:

Consideration: +1.82%
[0.15%, 3.49%]

Search Lift:

Keyword Group #1: +10%
Keyword Group #2: +26%
Keyword Group #3: null effect

Action Rate:

CTR: +26.1%

AI Driven YouTube Data Mining

AI driven YouTube analysis allowed us to dissect narrative seeding from oppositions content and comments in rapid response environment

Exposure to YouTube video ads shape Google search behavior

- [Full case study here](#)
- Language in content align closely with searched terms after exposure



American Policy Roundtable
Shown 5M – 6M times
From Oct 2 – 30, 2023 (29 days)
Spent \$45K - \$50K



American Policy Roundtable
Shown 3M – 3.5M times
From Oct 30 – Nov 8, 2023 (9 days)
Spent \$35K - \$40K



American Policy Roundtable
Shown 1M – 1.25M times
From Oct 28 – Nov 3, 2023 (8 days)
Spent \$10K - \$15K

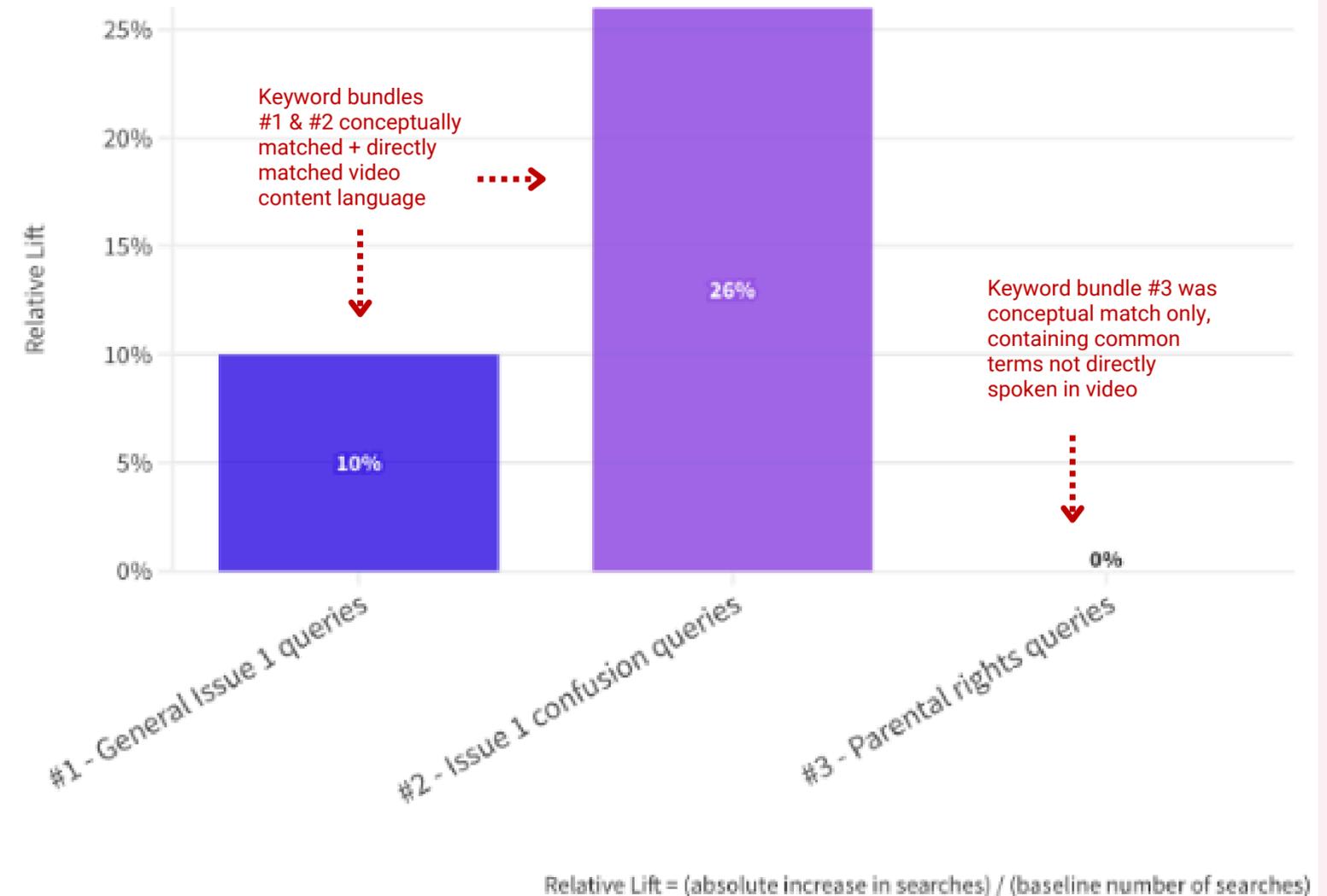
Approach: YouTube Ads Search Lift

Exposure to YouTube video ads influences viewers' subsequent Google searches, confirmed by RWB Google Search Lift study reflecting a direct relationship.

Search terms used align closely with specific language from the video content.

In this study, this effect was stronger on Google searches rather than YouTube, highlighting Google's dominance as a search platform and informing future cross-platform campaign strategies, and further experimentation.

Google Search Lift: Relative Lift by Keyword Bundle
Women A25+, Ohio Target DMAs



[Full case study here](#)

Approach: Paid Search Strategy

PROBLEM

- Knowledge gaps, confusion and disinfo exposure
- Voters lacked accessible factual information
- Data voids around persuasion and confusion searches
- Prominent disinfo in search results
- Limited time, rapidly evolving environment

SOLUTION

- Paid search ads for rapid dissemination
- Provide voter informed counter-narratives
- Preemptive strategy leveraging competitive insights
- Influence algorithmic conditioning

Approach: Quality Content

HOME ABOUT US ▾ PODCAST ▾  TAKE ACTION ▾ SHOP DONATE

DOES THE AMENDMENT DISTINGUISH BETWEEN MINORS AND ADULTS?

Issue 1 protects women and girls, but it doesn't say they have the same rights. It's just like with guns — we don't let 12-year-olds buy guns, even though our constitution doesn't distinguish between minors and adults.

The sad truth is sometimes minors need protection for reproductive healthcare decisions, too. Just look at what happened in 2022 to the 10 year-old who was forced to leave Ohio for an abortion. That decision should have been left up to her, her mom, and her doctor, not politicians.

The people who are trying to scare you into voting against this amendment are the same people who passed the ban that forced that 10 year-old girl to leave Ohio to seek care, and they've made no apology for it. This amendment protects all Ohioans who may need reproductive healthcare.

[Back To Top](#)

HOW DOES ISSUE 1 IMPACT TRANSGENDER HEALTHCARE FOR MINORS?

The amendment has nothing to do with gender-affirming healthcare and does not mention it. Remember that in Ohio, minors [have to have parental permission](#) for medical procedures, including gender-affirming care.

The truth is some politicians and outside groups are trying to confuse and scare parents because they know Ohio women want reproductive freedom and disinformation is the only way they can win. We won't be fooled.

[Back To Top](#)

WOULD ISSUE 1 ALLOW FOR LATE-TERM ABORTIONS IN OHIO?

Extremists who want to distract us from their attempts to ban abortion entirely use this term to deceive voters. Let's be clear. Abortions later in a pregnancy are extremely rare and happen because something has gone terribly wrong. [Zero abortions occurred](#) in Ohio after 24 weeks in 2022. These are tragedies where there is a lethal fetal diagnosis or the life or health of the mother is in jeopardy. Women in those situations desperately need the ability to make decisions with their doctors—not politicians or the government.

If Issue 1 passes, patients, in consultation with their doctors, will be able to make these decisions [based on their needs](#).

[Restore Roe Ohio landing page](#)

Some data voids are easier to solve than others; where appropriate, create quality content to provide counter balance.

Built high quality, informative, and plainspoken content evolved with shifts in voter confusion and the news cycle.

Established topical authority early on with a variety of owned media content that established our expertise, experience, authority, and trustworthiness (EEAT)

Search results that affect our audiences and communities from low quality information.

Focused on information intent searches that indicated exposure to misinformation or disinformation, and NOT those that were clear confirmation bias.

Approach: Paid Search Strategy

- Leveraged value-based search intent targeting and messaging by query topic, focusing on terms linked to disinformation exposure, opposition targeting, and informational searches.
- Strategic messaging themes of “freedom” and “people, not the government choose” (validated from pre-flight and in-flight message testing).
- Crafted messages to directly answer queries by intent and encouraged searchers to access our guides.
- Highlighted misinformation threats, urging voters to seek out factual information.
- Deployed real-time online listening, and landscape analysis to adapt content and targeting based on emerging threats and audience shifts.

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 www.redwine.blue/

Issue 1 Language Get Facts

Confused about the ballot language? Extremist politicians want you to be. Don't be fooled.

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What's in Issue 1 Amendment?

Voting Yes protects your rights to make decisions instead of the government. Get the guide

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 www.redwine.blue/

Issue 1 Ohio Facts - Issue 1 Pros and Cons?

This time we vote YES on Issue 1 - protect reproductive freedom with an amendment. The vote to put an abortion amendment in the Ohio Constitution is November 7. Vote YES.

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Parents Decide Not Politicians - Get Facts on Parental Consent

Parents in control, Not Politicians - this time, vote YES on Issue 1. Don't be duped by the “parents rights” disinfo on Issue 1. Get the facts.

What's in Issue 1 Amendment? | Ballot vs Amendment Language | Read the Language on Issue 1

 www.redwine.blue

Voting Yes protects your rights to make decisions instead of the government. Get the guide. See the language politicians don't want you to see - read the full amendment text here.

[Repro Rights in Ohio](#)

[Issue 1 Answers](#)

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How to vote on Issue 1 - Issue 1: This Time We Vote Yes

The vote to put an abortion amendment in the Ohio Constitution is November 7. Vote YES. This time we vote YES on Issue 1 - protect reproductive freedom with an amendment.

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What does no on Issue 1 mean

Vote no is anti-choice, and anti-freedom. Don't fall for their tricks. Get the facts.

Sponsored ·

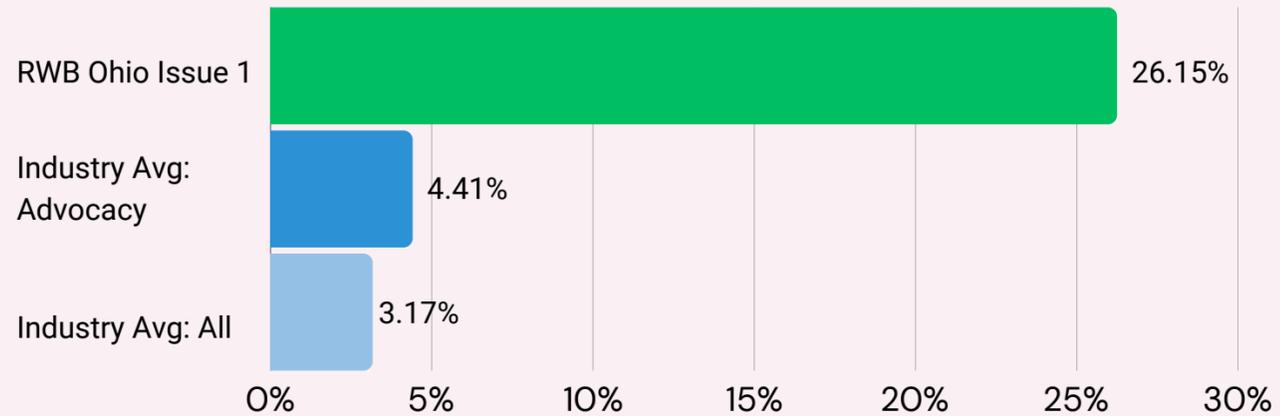
 www.redwine.blue/

Issue 1 and Abortion

Issue 1 would protect Ohio women in life and death situations. Get the facts.

Approach: Paid Search Results

RWB Paid Search Clickthrough Rate vs Industry Average



- **493% increase** in CTR over industry average of 4.41% (nearly 6x more effective than average)
- High engagement metrics of this campaign significantly underscores the ads' relevance and attractiveness to the target audience, as well as the profound resonance of messaging with an engaged demographic.

910,000

Paid Search Impressions

238,000

Paid Search Clicks

26.15%

Avg. Clickthrough Rate

Ad group	CTR
Ad group 1, issue 1 no	24.75%
Ad group 2, issue 1 parental consent	20.6%
Ad group 3, issue 1 yes	16.95%
Ad group 4, issue 1 yes/no confusion	28.14%
Ad group 5, ballot language disinfo	11.34%
Ad group 6, late-term abortion disinfo	16.77%
Ad group 7, GOTV, ballot & election info	6.11%
Ad group 8, impact on abortion law / women / heartbeat bill	31.68%

Approach: Mitigating the Spread (Organic Search)

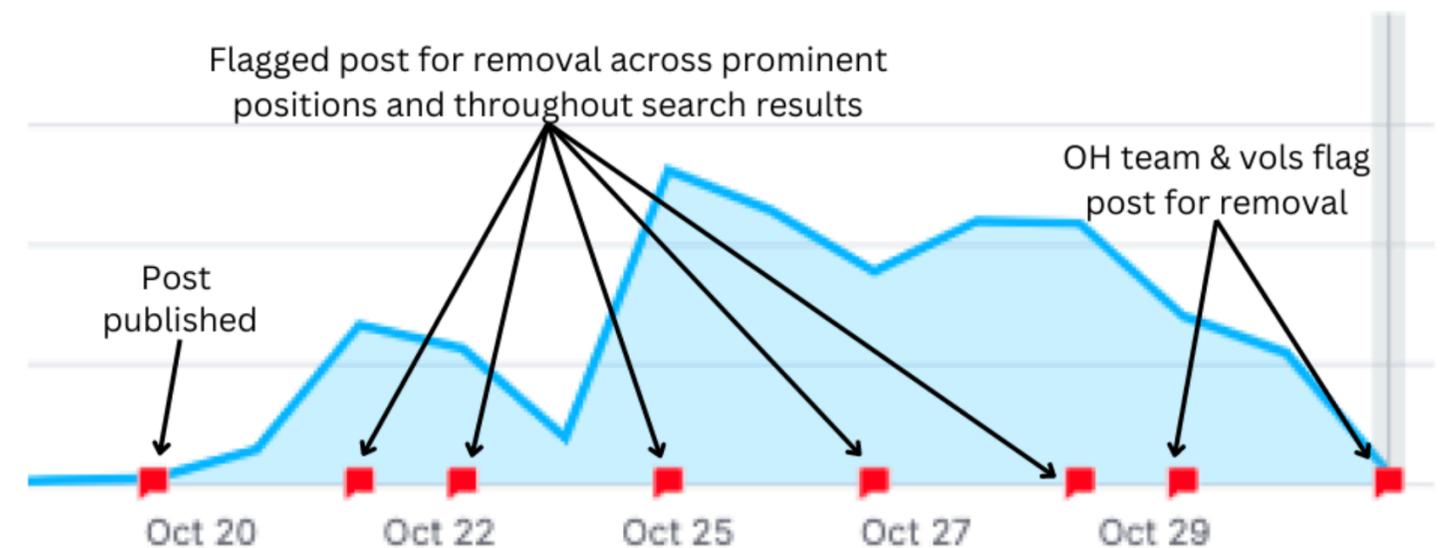
- RWB devised a strategy to mitigate the spread of disinformation from Roegner's post from organic search results by reducing its visibility from top targeted search queries
- The intervention involved:
 - digital organizing with volunteers in Ohio and appealing to Google to remove the post based on the grounds of guideline violations and unsubstantiated claims
 - targeted removal requests from the posts' top search queries
 - digital organizing to assist with link sculpting & amplification of credible counter narratives from non-social sites & forums

The intervention prevented approximately **460,759** searches from exposure to misinformation.

Impact on Traffic Trend From Organic Search

<https://ohiosenate.gov/news/on-the-record/issue-1-would-be-the-most-radical-pro-abortion-law-ever>

1M 6M 1Y 2Y All time



[Full case study here](#)

State Disinfo: 2024 & Beyond

More can and should be done to keep government websites neutral

- Policy and enforcement around partisan opinion on government websites
- Website directives to prevent from Google indexation, noindex from robots.txt, disable from AI learnings
- Appoint non-partisan, neutral webmasters to oversee content neutrality
- Policy and enforcement for public transparency on government websites

Recommendations

Start NOW

- Build your content arsenals to establish topic authority in your issue lanes now
- Launch search campaigns early and ready to deploy in rapid response
- Experimenting with low dollar paid search campaigns now to get ahead of algorithmic learning during rapid response
- Early intervention is key to shaping narratives and combating misinformation effectively

Recommendations

Data

- Start early with data analysis across the digital information ecosystem, being watchful for trends
- Use the combined insights from offline feedback and digital listening to inform and adapt your strategies, ensuring they are responsive to real people's needs and behaviors
- Tune your data analysis based on insights into your audience's behavior, preferences, and information consumption patterns as well as competitive maneuvers
- Continuously monitor campaign and landscape performance and be ready to adapt strategies based on real-time data and evolving situations
- Monitor online conversations to tailor messaging and identify misinformation trends

Recommendations

Content

- We need a diversity of voices and organizations to contribute to the narrative through content; this collective effort can strengthen the progressive narrative and ensure a wider reach across different communities
- Invest in building a repository of high-quality, credible, and engaging content that balances expertise with relatability through plainspoken content to build trust and authority
- Create content that meets people where they are in their respective search journeys
- Organic content with high topic authority gives high credibility and a leg up for ad quality score
- Work with other organizations to strengthen progressive narratives across different channels and platforms, leveraging collective resources for a broader impact
- Listen to the people, and let their questions, concerns, and intents guide your content creation

Recommendations

Messaging

- Counter disinformation by providing fact-based content without directly repeating the false narratives, especially to audiences who were previously unaware (target messages appropriately)
- Message authentically for the communities you serve and in a way that resonate with your target audience using language and references familiar to them. Avoid one-size-fits-all messaging; what works for one group may not work for another
- Engage audiences in their own conversational style; authenticity and relatability are key to building trust and ensuring your message is heard and understood. This also ensures that AI and NLP can match your content with the context, need, and intent of your audience
- Center messaging on the user with relatable stories and narratives
- Be flexible and be open to experimenting with messaging strategies and conducting in-flight testing to see what works best, adjusting tactics as needed based on real-time feedback and results

Recommendations

Targeting

- Target by intentions rather than hyper focus on keywords, listen to the people and let their needs guide you
- Create strategies that consider cross-platform user behavior respective to the role each plays in the digital ecosystem and shaping beliefs
- Challenge belief echoes caused by data voids through competitive search strategies, directing people with factual information
- Immediate follow up with an alternative narrative after exposure to disinformation or misinformation before persuasion window closes
- Meet people in a moment of persuasion when they are most open to change their minds (search is a natural method to identify persuasion windows)

Recommendations

Dissemination

- Consider the cross-channel narrative landscape and user behaviors in relation to each channel's role within the digital information ecosystem
- Create strategies that are responsive to the level of threat in addition to how and where disinformation is spread and consumed
- Utilize paid search strategies alongside comprehensive content to quickly respond to emerging threats or rapid response moments (start early)
- Expand digital volunteer & organizing programs to assist with threats

Progressives have a crucial role in molding and safeguarding narratives within the information ecosystem, including search experiences. It's essential to ensure that communities, constituents, and voters have priority access to content grounded in facts as they seek answers to make informed decisions.

Contact

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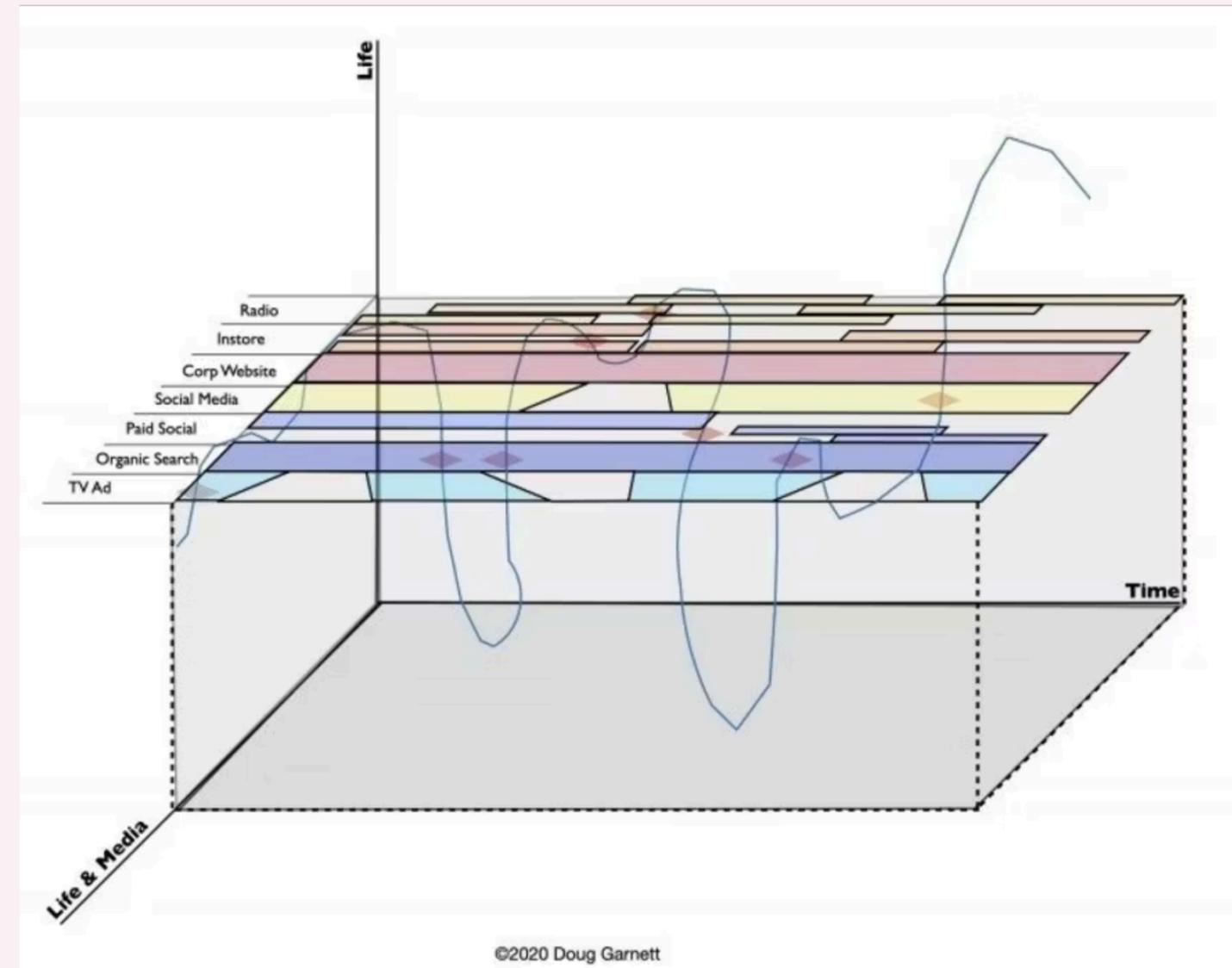
Appendix | Case Studies

Further insights, methodologies, and data analyses are accessible in the case studies provided below:

- AI Driven Data Mining Summary
- Search Lift Study: Impact of YouTube Ads on Search Behavior
- Case Study: Defeating State Owned Disinformation in Organic Search

APPENDIX | Information Journey

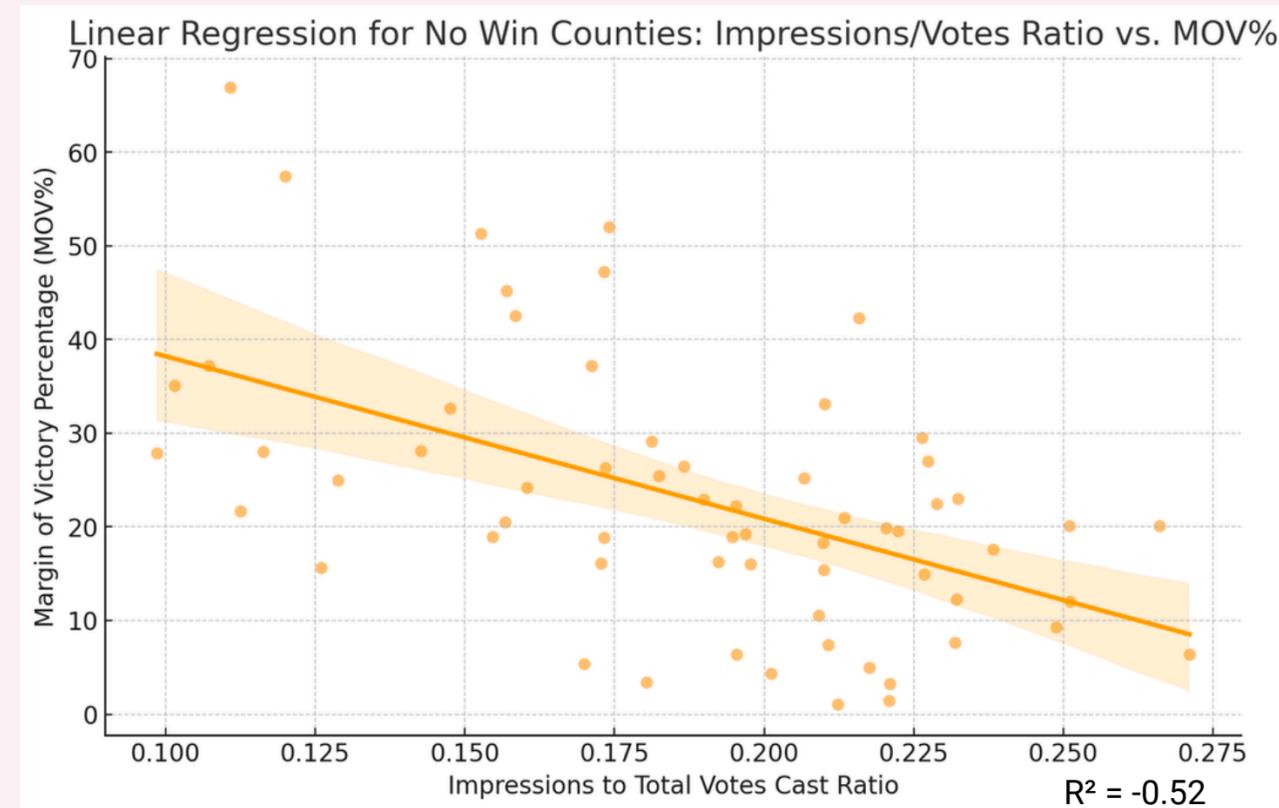
- Commercial marketers are increasingly reconsidering the traditional funnel model that assumes a steady progression from awareness to consideration to action.
- Information-seeking behavior is often non-linear and prompted by triggers from “push” forms of communication like paid media, earned media, and conversations with friends and family.
- Mapping out the multi-dimensional space like Doug Garrett’s diagram shows how information stimuli like an ad can prompt Google searches.



<https://www.marketingweek.com/sales-funnel-100-years/>

APPENDIX | Paid Search

- In counties where 'No' won, the correlation between the 'Impressions to Total Votes Cast' ratio and the Margin of Victory is approximately -0.52 , indicating a notable relationship, and suggests that in counties with a 'No' majority, as the ratio of impressions to total votes cast increases, the Margin of Victory (as a percentage of total votes) tends to decrease.
- Our Data suggests the campaign's impact was strongest in areas with high exposure to disinformation and opposition content. This highlights the importance of proactive counter-disinformation efforts to fill data voids and provide alternative perspectives.



The analysis revealed specific confusion search queries with high impressions correlated with lower "No" vote margins.

APPENDIX | Additional Resources

[Can “Googling” correct misbelief? Cognitive and affective consequences of online search](#)

[Here’s how Google is helping, not hurting, democracy](#)

[Google/Public Opinion Strategies/Global Strategy Group, Reaching Voters Online in 2022, AZ, FL, GA, NC, NV, PA and WI, 2022](#)

[Investigating the Influence of Featured Snippets on User Attitudes](#)

[Google Search and the creation of ignorance: The case of the climate crisis](#)

[Fact-Checking Ohio Issue 1 TV Ads as Election Day Nears](#)

[Reshares on Social Media Amplify Political News But Do Not Detectably Affect Beliefs or Opinions](#)

[WhatsApp Increases Exposure to False Rumors but has Limited Effects on Beliefs and Polarization: Evidence from a Multimedia-Constrained Deactivation.](#)