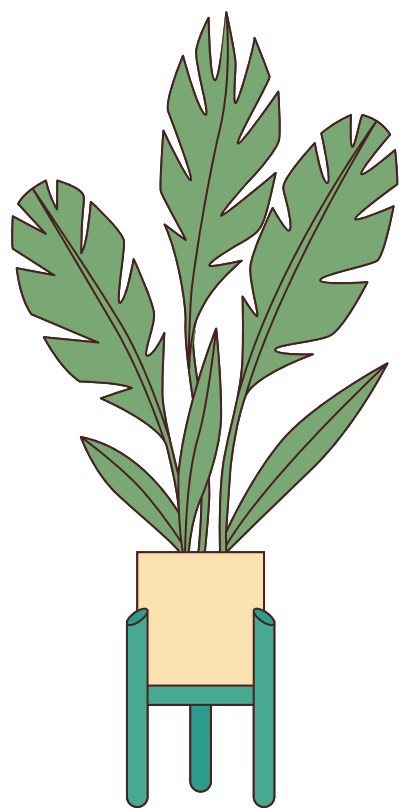

Confirmation Biases that affect UX

Confirmation Bias

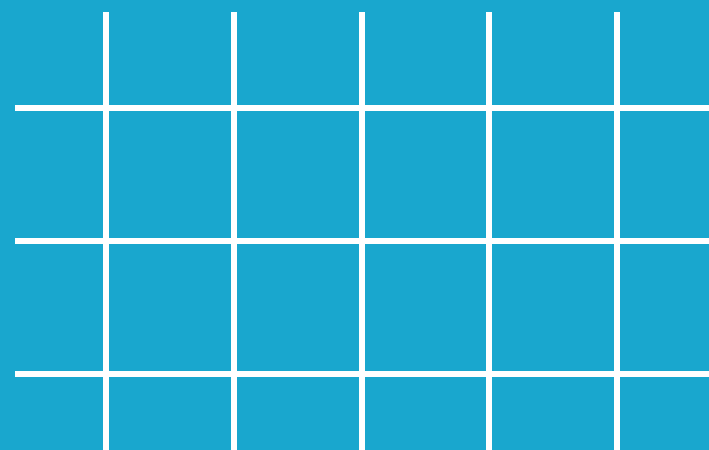
**How it affects
Product Design**



Confirmation bias is one of many human cognitive biases. It refers to the tendency to favor information that confirms or supports a pre-existing belief. It manifests in three ways – in how we search for, interpret and recall information.

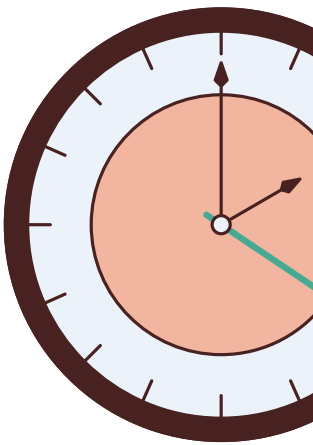
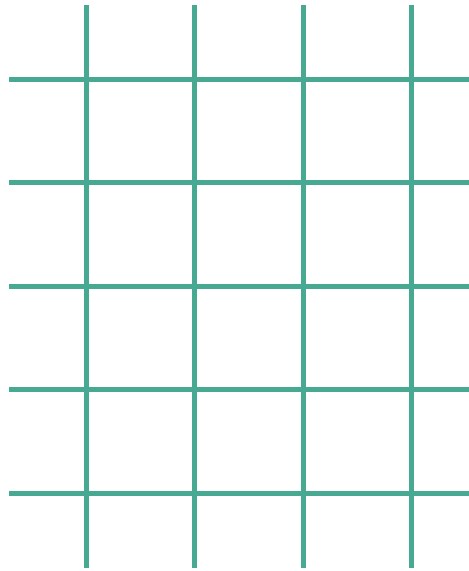


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Biased search

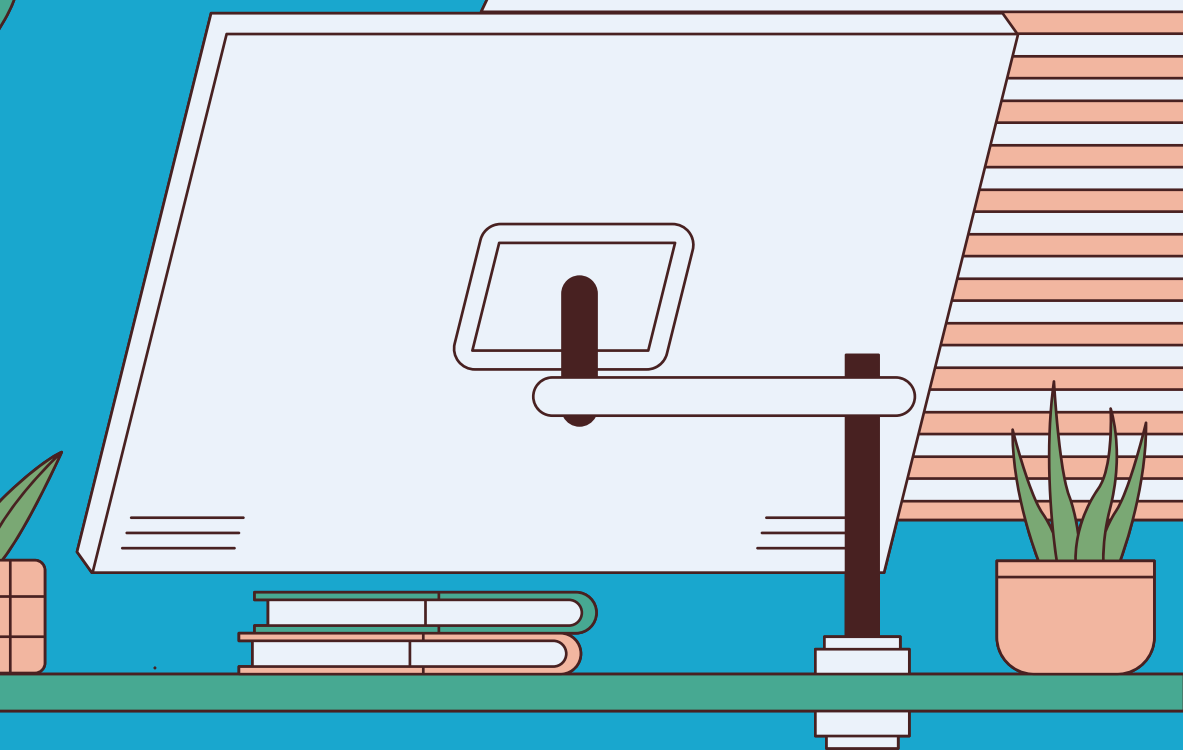
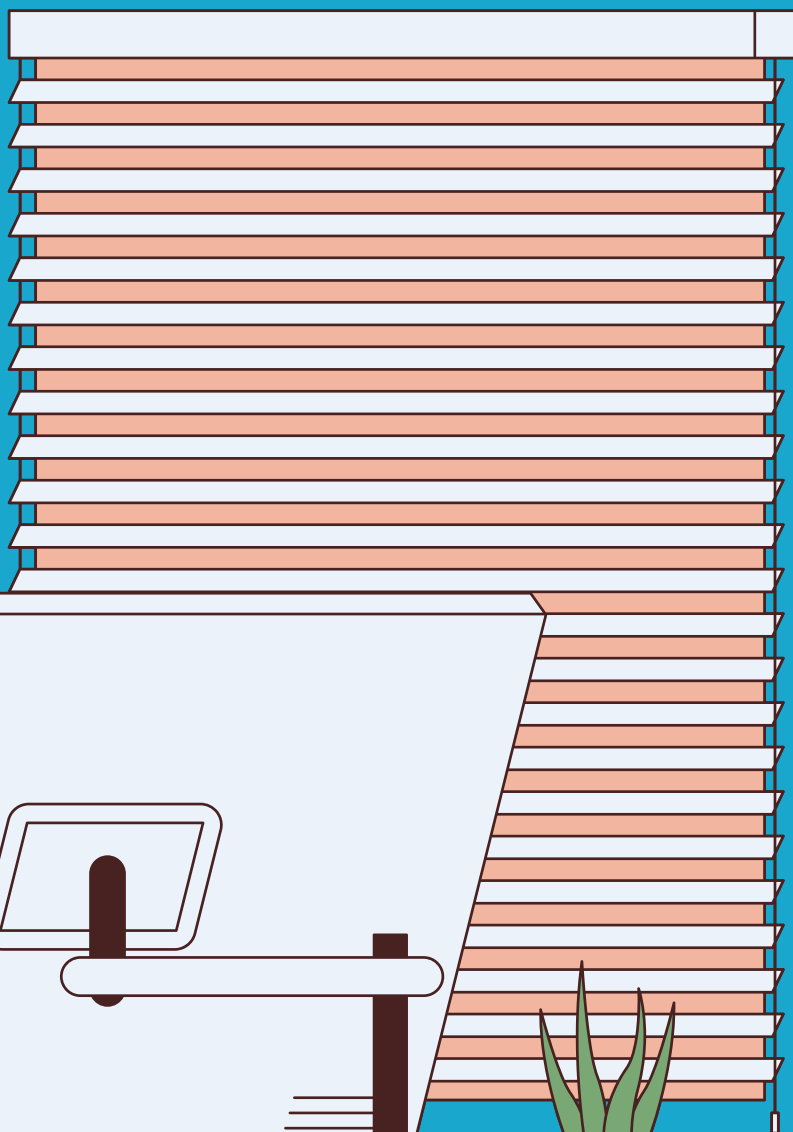
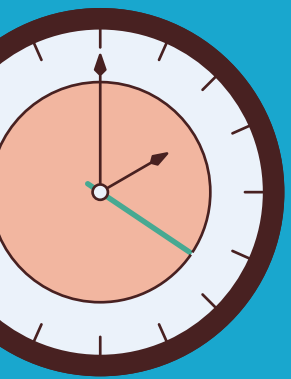
When we have a hypothesis, we tend to search for information that supports our hypothesis and ignore information that contradicts it. Psychology experiments have repeatedly found that people search for information in a one-sided way.



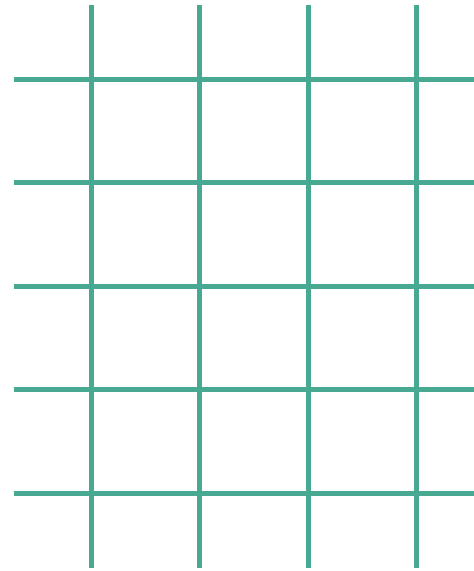
Human bias can also extend to how we interpret information. We might interpret data in a way that supports our hypothesis, even if the data contradicts it.

Research has shown that two people with different hypotheses can interpret the same data in different ways that support their hypotheses.

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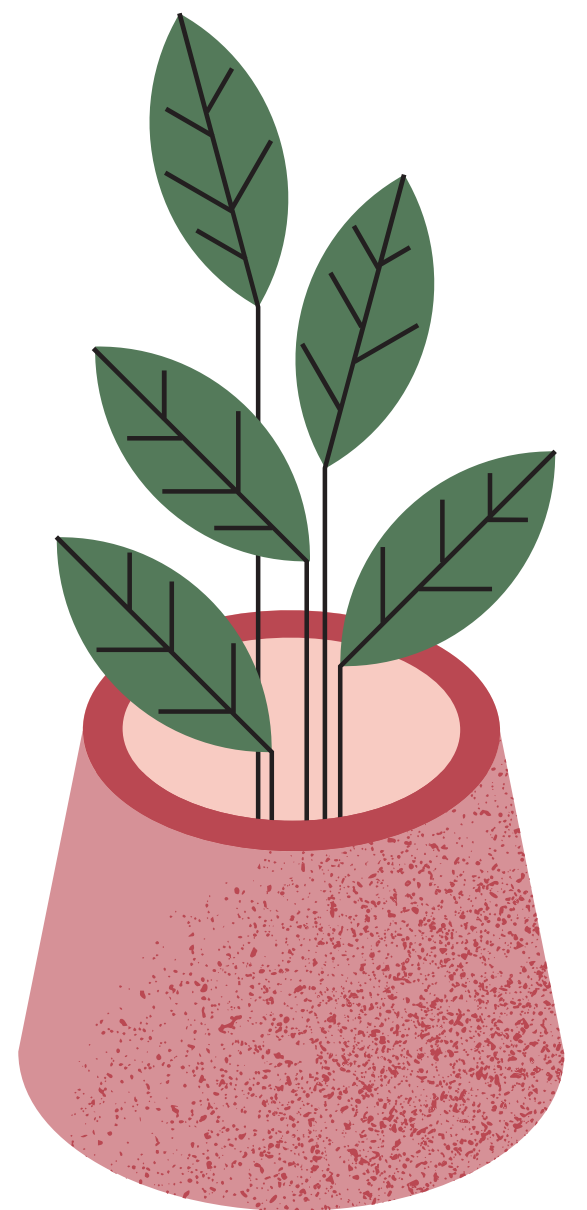


Biased recall



The way we remember events can also be biased. We might remember information selectively to reinforce expectations. So we might remember events that support an idea rather than those that might disprove it.

This bias reinforces stereotypes, because we might remember details about a person that supports our existing expectations about them.



Effects on UX

Confirmation bias is more likely to show up in UX work on the research side. UX researchers may favor research or user feedback that supports their design choices and ignore contradictory information.

Stakeholders may also ignore research that contradicts their desired expectations. This could affect downstream design decisions that aren't beneficial to the users and ultimately to the company.

