The hazards of confirmation bias in life and work
This presentation was curated by Entefy, the company building the first universal communicator—an AI-powered communication platform that seamlessly connects the people, services, conversations, contacts, files, apps, and smart things in your digital universe.
INTRODUCTION
“Confirmation bias” is interpreting new events using long-held expectations and beliefs
Here’s an example:
You’ve just decided to buy a blue car
And suddenly you notice blue cars everywhere you go
But there aren’t actually more blue cars on the road than before
Instead, your decision primed your brain to notice blue cars.
This sort of confirmation bias is harmless—but it can lead to unintended oversimplification and even prejudice.
Understanding how confirmation bias works is a great step in identifying and managing it.
BACKGROUND
The brain can’t process all the information that floods it
So it resolves conflicting thoughts by reinterpreting them
Reinterpretation restores mental coherency at the expense of accuracy.
Confirmation bias lightens the brain’s cognitive load but limits understanding.
Let’s look at how confirmation bias works for and against us
UNBELIEVABLE
Existing beliefs are strained when new information contradicts them.
The brain naturally favors **existing ideas** and dampens **conflicts**
Example:
We spend 36% more time reading about ideas we already believe in.
Confirmation bias:

- **Influences** how we interpret information
- **Dictates** what we investigate
- **Filters** what we recall from memory
The searches we make on the Internet generate results that implicitly support our beliefs.
Social media exposes us to confirmation bias too.
Product recommendation engines are designed to show us what we already like.
Question:
What happens if we’re only exposed to like-minded ideas?
Answer: Existing beliefs are reinforced by an affirmative feedback loop.
BURSTING THE BUBBLE
Reducing confirmation bias starts with acknowledging the value of different ideas
And simply admitting that our own views might be **incomplete**
It’s up to you to **burst** your own bubbles of bias
About Entefy

Entefy’s *universal communicator* is an intelligent communication platform that seamlessly connects the people, services, conversations, contacts, files, apps, and smart things in your digital life.