Scientific Inquirer: Why Searching for Truth Online Might Be Making Us More Biased

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Eugina Leung, assistant professor of marketing, was interviewed by Scientific Inquirer about her research finding that search engine users tend to reinforce their own beliefs and biases as a result of the search terms they use.

> “Search engines like Google or ChatGPT are engineered to deliver the most relevant results for the specific words you used. So, a search for ‘dangers of caffeine’ will return a list of articles about its negative effects. The algorithm is doing its job perfectly, but the result is a narrow slice of information that matches the bias in your original query.”

To read the article in its entirety, visit scientificinquirer.com:

https://scientificinquirer.com/2025/06/25/why-searching-for-truth-online-might-be-making-us-more-biased/