PsyPost: Scientists show how you’re unknowingly sealing yourself in an information bubble

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Eugina Leung, assistant professor of marketing, was interviewed by PsyPost for a story about her research study on how people's prior beliefs are often reinforced by the search terms they use, trapping them in an informational echo chamber.

> “The most important takeaway is that we all create our own mini ‘echo chambers’ without even realizing it,” Leung told PsyPost. “Our existing beliefs unconsciously influence the words we type into a search bar, and because search engines are designed for relevance, they show us results that confirm our initial belief.”

To read the article in its entirety, visit psypost.org:

https://www.psypost.org/scientists-show-how-youre-unknowingly-sealing-yourself-in-an-information-bubble/