NOLA.com: Your online searches might be biased from the start. A Tulane professor studied the reason

August 20, 2025



Eugina Leung, assistant professor of marketing, was interviewed by NOLA.com 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.

> "I think it will be good if this research encourages the readers to be more critical of search results, especially on more complex topics. So they might ask themselves, “Hey, am I actually only seeing one side of this story because of the way I searched?” Another thing that I think would be an implication for the readers — I don't know whether you notice, when you search on Google, there’s a button called “I'm Feeling Lucky.” And so in this research, we thought that it would be good to actually have something

similar, but instead have a “Search Broadly” button, so if you click on that button, you can be exposed to a broader perspective."

To read the interview in its entirety, visit nola.com:

https://www.nola.com/entertainment_life/tulane-researcher-eugina-leung-searches-biased/article_bf978685-5154-4adc-a545-fa449e491fd2.html