The British Psychological Society: Your search engine queries also maintain your online echo chamber

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Eugina Leung, assistant professor of marketing, was quoted in a story in the British Psychological Association's research publication The Psychologist about her finding that search engines tend to reinforce users' existing beliefs due to the search terms they're using.

> "Because AI and large-scale search are embedded in our daily lives, integrating a broader-search approach could reduce echo chambers for millions (if not billions) of users," Leung said in a press release, adding: "Our research highlights how careful design choices can tip the balance in favor of more informed, potentially less polarized societies."

To read the article in its entirety, visit www.bps.org.uk:

https://www.bps.org.uk/research-digest/your-search-engine-queries-also-maintain-your-online-echo-chamber