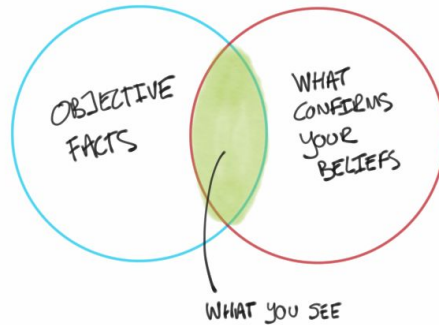


Confirmation Bias

What is Confirmation Bias?

- Confirmation bias is a cognitive fallacy or thinking error in which a person tends to seek, interpret, and remember information in a way that confirms one's existing beliefs, while ignoring or rejecting information that contradicts them.



How does confirmation bias affect our query?

- Choice of word
- Formulation/phrasing
- Example

Why are cats good/bad?

How is the results based on the query

why are cats bad

Bilder Videoer For the environment Nyheter Bøker Maps Flyvninger Finans

Omtrent 505 000 000 resultater (0,27 sekunder)

Populations of birds, small mammals, and other local wildlife can be decimated by the presence of cats. One study estimated that cats are responsible for the deaths of billions of mice, birds, and other small animals in the United States each year. 29. okt. 2023



PetHelpful
<https://pethelpful.com> › cats › Reasons-Not-to-Have-a-Pe...

15 Reasons Not to Have a Pet Cat - PetHelpful

Informasjon om sammendrag av søkeresultater · Tilbakemelding

Vox
<https://www.vox.com> › 2014/10/16

What research says about cats: they're selfish, unfeeling ...

16. okt. 2014 — Share All sharing options for: What research says about cats: **they're selfish, unfeeling, environmentally harmful creatures.**

South China Morning Post
<https://www.scmp.com> › article

13 reasons why cats are just plain evil - YP

28. aug. 2015 — **Cats are arrogant.** They definitely have a bad attitude, but even worse, they think they're better than you. They prance around like they own the ...

why are cats good

Bilder Videoer Nyheter Bøker Maps Flyvninger Finans

Omtrent 888 000 000 resultater (0,28 sekunder)

Cats offer companionship, unconditional love, entertainment, affection, lots of purring, comfortable silences and they're trainable! Cats are: Happy living indoors. Neat, grooming themselves regularly.



Dumb Friends League
<https://www.dflf.org> › resources › why-cats-make-great-...

[Why Cats Make Great Pets - Dumb Friends League](#)

Freshpet
<https://www.freshpet.com> › blog

10 Reasons Why Cats Make Great Pets

Studies have shown that **cats have a calming effect on their owners**, from the soothing action of petting to purring being an aid in falling asleep. Cats can even ...

HelpGuide.org
<https://www.helpguide.org> › articles

The Joys of Owning a Cat

30. mai 2023 — Why cats make great pets · **Cats are low maintenance.** Maybe cats' most alluring quality is that they are lower maintenance and cost less than dogs ...

Good Housekeeping
<https://www.goodhousekeeping.com> › ...

20 Reasons Why Cats Make the Best Pets - Facts About Cats

31. jan. 2020 — They're Actually Good for Your Health ... Research shows **cats can help lower your blood pressure and reduce the risk of dying from a heart attack.**

How does a searching engine minimize confirmation bias?

- Marginal relevance
 - A document has high marginal relevance if it is both relevant to the query and contains minimal similarity to the previous selected documents
- SERP Diversity
 - SERP (Searching Engine Results Page) diversity refers to the variety of results displayed by a search engine in response to a user's query
- Example: One of Google's approaches:
 - For broader queries, the result page has a limit of 3 URLs from one domain.
<https://www.searchenginejournal.com/googles-diversity-update-gives-smaller-sites-a-chance-to-rank/314635/>

How to minimize our own confirmation bias as a user?

- Choice of query
 - avoid asking question that imply a certain answer
 - avoid using culturally loaded terms
 - do multiple searches with different perspectives
- Evaluating the result
 - browse further down the page
 - be critical to the information and source