



# The Effect of Confirmation Bias on Recognition Memory

Claudia Cabrera, Mary Ardoin, Jowita Chotkiewicz





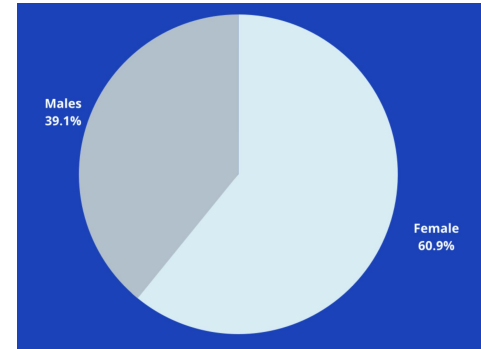
## Replicated Study:

“The effect of confirmation bias on memory  
and source monitoring”

(Frost, Casey, Griffin, Raymundo, Farrell, Carrigan, 2015)




# Current Study and Design:



- Procedure
  - The survey recorded participants gender, class year, political leaning, and stance on abortion
  - The first round of articles included 6 Pro-Life articles and 6 Pro-Choice articles and participants rated their likelihood to read them in the future on a 7 point Likert scale
  - Following this, individuals were presented with 24 articles, 12 Pro-Life and 12 Pro-Choice, and asked to identify which ones they had previously seen



# Hypotheses:

1. **Based on political stereotypes, we expect right leaning individuals to recall a higher percentage of articles that are Pro Life and left leaning individuals to recall a higher percentage of Pro Choice articles.**
    - We expect men to express the influence of confirmation bias on recall memory more than women.
    - We expect the total like score to be positively correlated with the total recall percentage.
- 

# Sample Stimuli Pro Choice

## If Men Needed the Abortions...

Representative Cori Bush, a Democrat from Missouri, talked about having an abortion at age 17 after surviving a rape, saying simply: “I was raped, I became pregnant and I chose to have an abortion.”



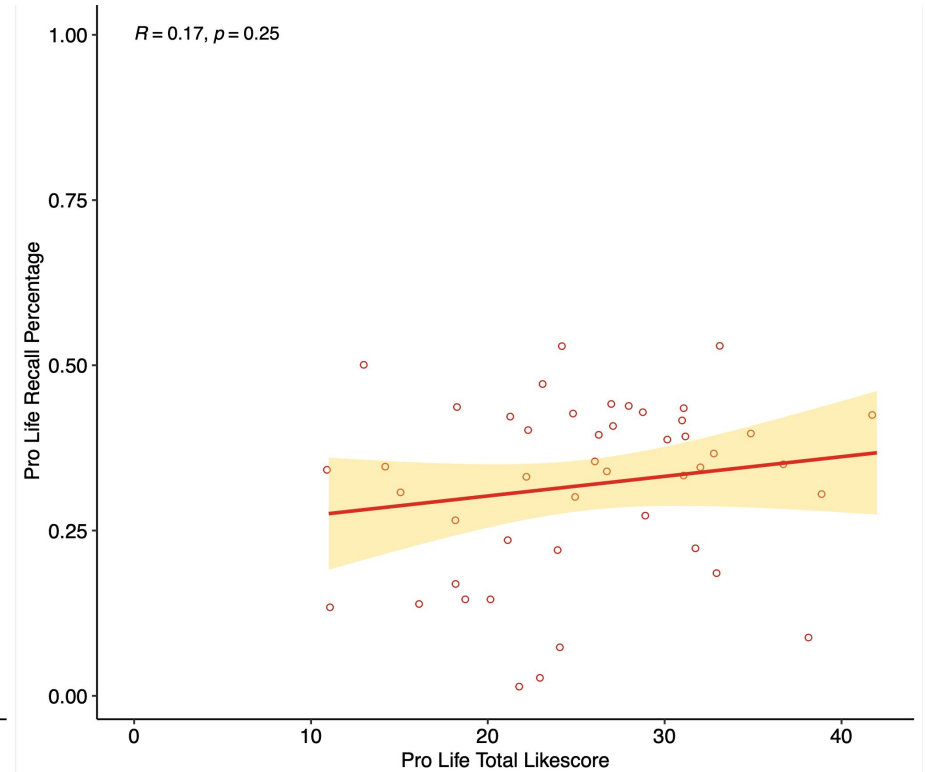
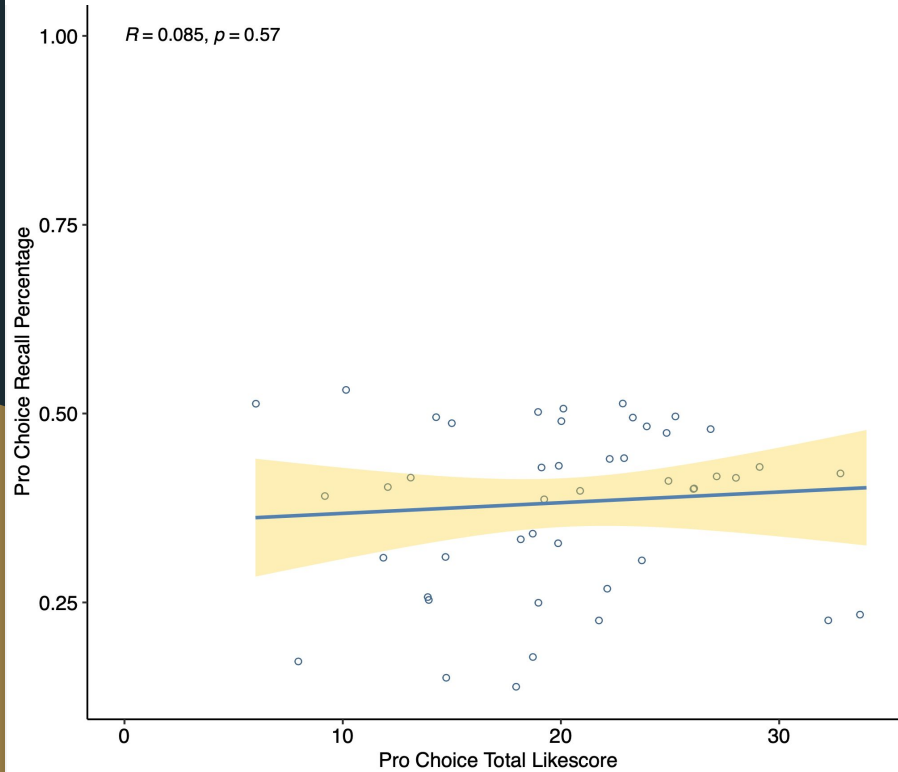
# Sample Stimuli Pro Life

## The Case Against Abortion

But with the court set this week to hear *Dobbs v. Jackson Women's Health Organization*, a direct challenge to *Roe v. Wade*, it seems worth letting the lawyers handle the meta-arguments and writing about the thing itself. So this essay will offer no political or constitutional analysis. It will simply try to state the pro-life case.

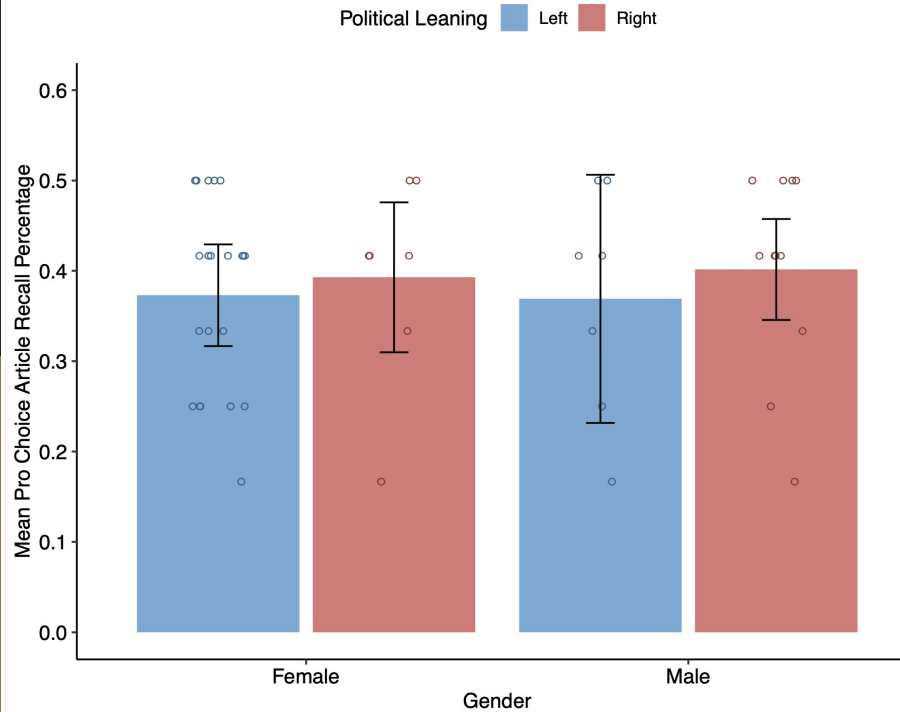


# Results - Correlation

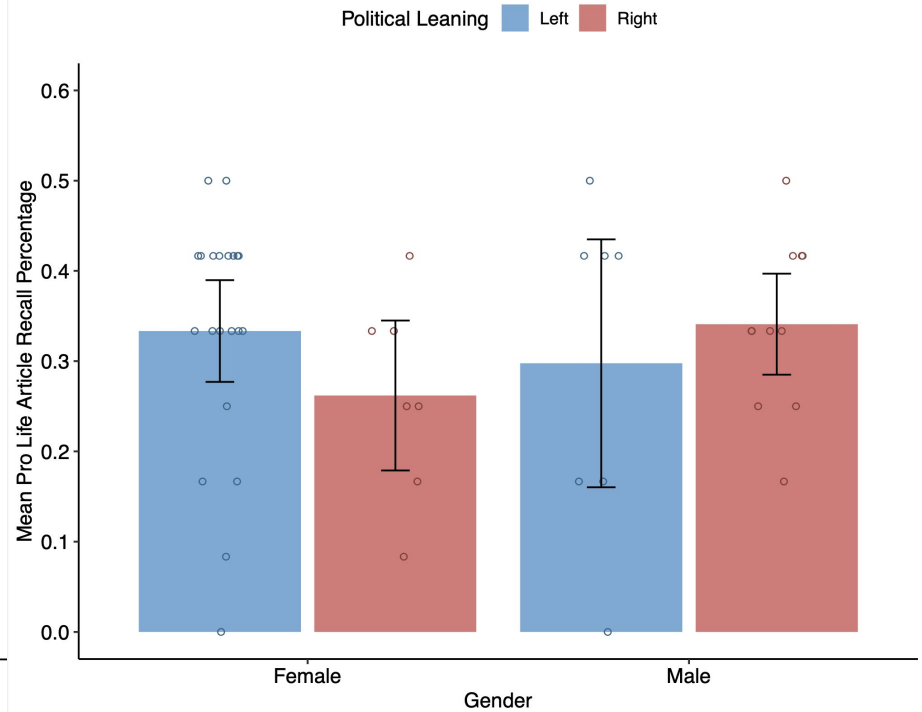


# Results

Mean Pro Choice Article Recall as a Function of Gender and Political Leaning



Mean Pro Life Article Recall as a Function of Gender and Political Leaning








# Conclusion and Implications

No statistical conclusion can be reached...

- How political affiliation can affect how we interact with different forms of media
  - Gender roles in confirmation bias
  - Ways to successfully reach and influence target audience
- 

# Limitations

- Lack of diversity in participants (males, conservatives, pro life)
- Small sample size
- Survey length/distraction/design
- Lack of clarity
- Willingness to participate



Thank you for your attention!  
Any questions?

