The bias Elizabeht Kolbert is introducing us to is confirmation bias. Confirmation bias is the tendency to interpret new evidence as confirmation as one’s beliefs. Researchers through the multiple experiments Elizabeth mentions seem to reinforce the idea that “impressions are remarkably perseverant once formed.” The three studies seemed to show this through making up evidence and seeing if the students vies changed which in many a situation the students only solidified their beliefs.

Two scientists, Mercier and Sperber, prefer to use the term “myside bias” rather that confirmation bias as humans are not credulous randomly. Humans tend to be able to spot weaknesses in other’s arguments but tend to blind about their own positions. A study done by Mercier showed this by having about 50% of the testees not notice their own answer to an early question. Mercier and Sperber tend to think this mentality to prevent us from being screwed over by other people.

This relates back to the Parker’s in the Diet of Hell who had many biases based on their beliefs and refused to change their beliefs even with evidence of the opposite being true. One of these Biases was the Parkers belief that feeding their children animal products along with fats and other snacks would cause them to be unhealthy. While too much of something can be bad for your body the same can be said of having too little and that fact didn’t register with the Parker’s even as their children started to show signs of malnutrition and other health issues related to not having enough calorie and fat intake. They doubled down on their beliefs that what they were doing was best for their kids and eventually that led them to the eventual court case in which their beliefs were scrutinized heavily. Whether or not that scenario changed their minds or not we don’t know but it does at least show that they did have some sort of bias to the way they were doing things.