#59 What to consider when mentioning political, social, or economic events in a company's texts/product? Part 1/2

Team · Development · Analytics

UX Core Guide by Wolf Alexanyan
https://uxcg.io

#90 System justification
In the vast majority of cases, we should avoid referring to the world / national / state conjuncture events. The reason is that we have no control over these events, and we have no idea how users will interpret them in the future. For example, today, we can support some kind of civil movement for human rights. Perhaps in the short term, both potential and actual users will like it, but what if this civil movement entails the death of innocent people? Our competitors can easily use the discredited movement that we supported to mix us with the dirt effectively. That said, it doesn't matter how "right" or "not guilty" we are (**#63 Curse of knowledge**).

#16 Self-reference effect
Referring to an event, we should choose wording to allow the user to see himself in it.

#17 Negativity bias
By referring to negative public events, we make the product user much more prone to any negative emotions when using the product.

#19 Conservatism (belief revision)
Almost any opinion that we express will certainly run counter to the ideological or socio-cultural values of some percentage of our audience.

#25 Confirmation bias
Our statements should be presented so that users can agree with them easily. Any discrepancy in communication can cause a reactive reaction (**#91 Reactance**).

#59 What to consider when mentioning political, social, or economic events in a company's texts/product? Part 2/2

Team Development Analytics

UX Core Guide by Wolf Alexanyan
https://uxcg.io

#28 Selective perception

We should limit commenting on our posts where we mention public events. The reason is that we will not benefit from allowing it. So, seeing our users' comments, we may feel that we "know our audience." Such "knowledge" can entail actions aimed at strengthening our course in discussing a public event. However, since we will only rely on a small percentage of our audience (only those who comment), we mistakenly extrapolate our findings to the entire audience (**#59 Survival bias**). Dissenting but not commenting users may assume that "most people here think so" and refuse to use the project (**#72 Consensus bias**).

#56 Not invented here

If we timed the release of some functionality to any public event, we run the risk of receiving distorted data on the use of this functionality. Many users can fundamentally refuse to use it, considering the reference to events as something inappropriate.

#100 Fading affect bias

If we misused references to public events, we should apologize and let time "heal" the situation. We should never stop product development. Updates should be released as usual, according to the schedule. Communication should be the same as it was before mentioning public events.

#70 Social desirability bias

The safest events that we can refer to are those in which we are talking about the unconditional good of all humanity.

#

The purpose of references to public events is to evoke the emotional reaction of users. On the other hand, emotional reactions can be a big problem and often lead to the loss of a user base. Our association with events will often be interpreted depending on several biases associated with stereotypes:
#52 Out-group homogeneity, **#53 In-group favoritism**, **#98 Implicit stereotypes**.