#65 Illusion of asymmetric insight
Perhaps we overestimated our ability to understand users and made it rude without noticing it. Or maybe users accidentally saw too obvious manipulation or financial interest in our actions.

#81 Escalation of commitment
We may have been the victim of an "Escalation of commitment" bias. Sometimes the reasons behind our users' anger can be hidden. The reason is that we do not know the living conditions and actions that took place in the user's life before he came to us. Suppose we are a bookmaker and a new user who has not even deposited money yet accuses us of dishonesty. We do not know what experience he had with other products and what prompted him to join us. Consequently, we can simply never find it out, and that's okay.

#91 Reactance
In our communication, we referred to the limitations of the user's service plan or the license agreement that he accepted during the registration. At such moments, the user may feel a violation of their freedom (yes, this is irrational) and interpret our communication as rude and aggressive.

#89 Backfire effect
The user told us his version of what happened to him. We showed the system logs proving the inconsistency of his arguments. Confused, he criticized our system for mistakes, us for being rude, and the project for mediocrity and lies.

#19 Conservatism (belief revision)
When communicating with the user we did not consider his ideological beliefs, moral and ethical values. Also, it is possible that we unsuccessfully commented on some public events on behalf of the project.

#74 Dunning-Kruger effect, #31 Subjective validation
We have accidentally touched the fragile ego of an incompetent person.

#47 Just-world fallacy
With our actions or communication, we have done something "unfair" from our users' point of view.

#16 Self-reference effect, #22 Framing effect
In our public communication with the audience, we unsuccessfully touched upon the personal aspects of our audience's life.