



#22 Framing effect, #5 Context effect

The communication we use must have a trusting tone. Consistency in the form and type of information presented is very important. The user should not feel out of context on any page of the product. We need to identify the main criteria of trust for our users and their main concerns about the product. If our product involves working with users' personal data, we must focus on its safety and emphasize our adherence to the privacy policy.

#72 Consensus bias

We may foster a sense of false consensus on the platform by periodically pointing out that the user is doing the right thing on the product. Example: "Most of our users have this option turned on ([#50 Bandwagon effect](#)).

#43 Group attribution error

If our product allows, we can provide an opportunity for users to join groups/communities. At the same time, we can designate the types and descriptions of groups without the possibility of editing. This will allow us to specify categories and descriptions that will inspire confidence and comfort for the entire group as a whole.

#3 Illusory truth effect, #25 Confirmation bias

Suppose we were able to determine which value users associate with trust more. In this case, we can compose several short sentences/phrases that emphasize this property and use them systematically throughout our communication.

#4 Mere-exposure effect

Another effective way to increase trust in the project is to use objects that are familiar to our users. For example, we can create several packs of stickers, choosing the themes that users are most familiar with. You have certainly seen this in instant messengers.

#6 Cue-dependent forgetting

In the context of building trust, it can be helpful to create reminders of the good experiences the user has with the product. Example: Feature "The most liked photo of the month" on Facebook.



#62 Illusion of transparency

If our project involves our users' communication with each other, we should determine in what issues they may have discrepancies and figure out how to minimize them. This is especially true in the context of texting. The best example of solving such a problem is the "reactions" that Facebook allowed to add to messages. The more confident you are about the emotions experienced by your opponent in the chat, the more comfortable and calm you feel.

#28 Selective perception

We may analyze the data to identify the least used components of a product and identify its reasons. Perhaps the component, either by its form or by the communication used in it, falls out of the context of the product. Another reason may be the psychological discomfort that the user experiences when working with the component ([#30 Ostrich effect](#)).

#46 Functional fixedness, #58 Normality bias

We should avoid making changes to the most popular workflows in the product. We should keep all "surprises" to a minimum. User interactions should always be consistent and predictable.

#49 Automation bias

If the user feels hesitant when performing any action, we can help him by nudging him with the automatic suggestions of the system.

#70 Social desirability bias

Periodic public surveys are another powerful means of reinforcing user confidence in a product. Such surveys allow users to see that "the majority shares their values." A well-designed survey with socially desirable answer options can significantly affect users' trust in a project.

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Other biases to be considered in the context of working with trust:

[#47 Just-world fallacy](#), [#52 Out-group homogeneity](#), [#53 In-group favoritism](#), [#98 Implicit stereotypes](#).