

A quick walkthrough of

# Harnessing Confirmation Bias for Better Decision-Making



**Confirmation Bias** is the tendency to favor information that supports our existing beliefs while ignoring information that contradicts them.



# Confirmation Bias in Daily Life

- Watching news that aligns with your political views (e.g., NDTV vs. Zee TV).
- Choosing faith-based or scientific info based on personal beliefs.
- Following fitness tips that match your habits, like cardio over weights.
- Reading positive reviews for products you're already drawn to.



# Confirmation Bias in Leadership

A leader favors a high-performing team member, ignoring recent issues due to past success, which affects the team's overall performance.



# Confirmation Bias in Customer Experience

Many iPhone users believe Apple products are more user-friendly, focusing on design and compatibility while **overlooking limitations**. This confirmation bias strengthens their loyalty to Apple.



# Spot and help user via design

- **Highlight Key Features:** Emphasize valued features, like privacy settings for security-focused users.
- **User-Friendly Defaults:** Align default settings with user preferences, e.g., secure login.
- **Show Social Proof:** Display stats like “Trusted by 40,000+ users.”
- **Provide Reassurance:** Use comforting phrases like “No risk, cancel anytime.”
- **Encourage Progress:** Offer positive feedback for completed actions.
- **Emphasize Privacy:** Assure users with “Your data is safe with us.”
- **Show Success Stories:** Feature testimonials from satisfied users.
- **Ease Complexity Gradually:** Use progressive disclosure for complex features.

