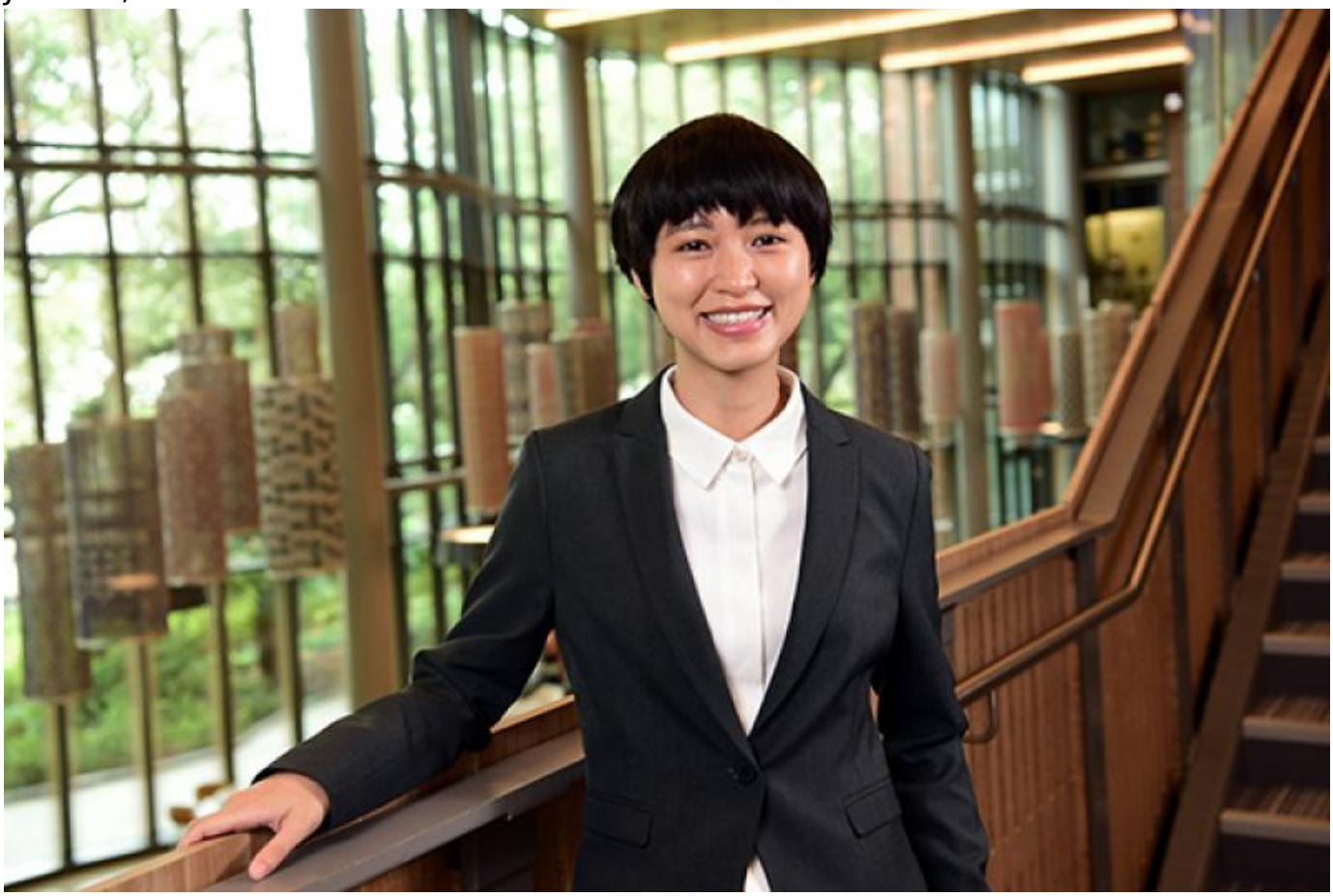
CNET: The Scientific Reason Why ChatGPT Leads You Down Rabbit Holes

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Eugina Leung, assistant professor of marketing, was interviewed by CNET for a story about her research that search engines tend to reinforce users' existing beliefs due to the search terms they're using.

> "When people look up information, whether it's Google or ChatGPT, they actually use search terms that reflect what they already believe," Eugina Leung, an assistant professor at Tulane University and lead author of the study, told me.

To read the story in its entirety, visit cnet.com:

https://www.cnet.com/tech/services-and-software/the-scientific-reason-why-chatgpt-leads-you-down-rabbit-holes/