

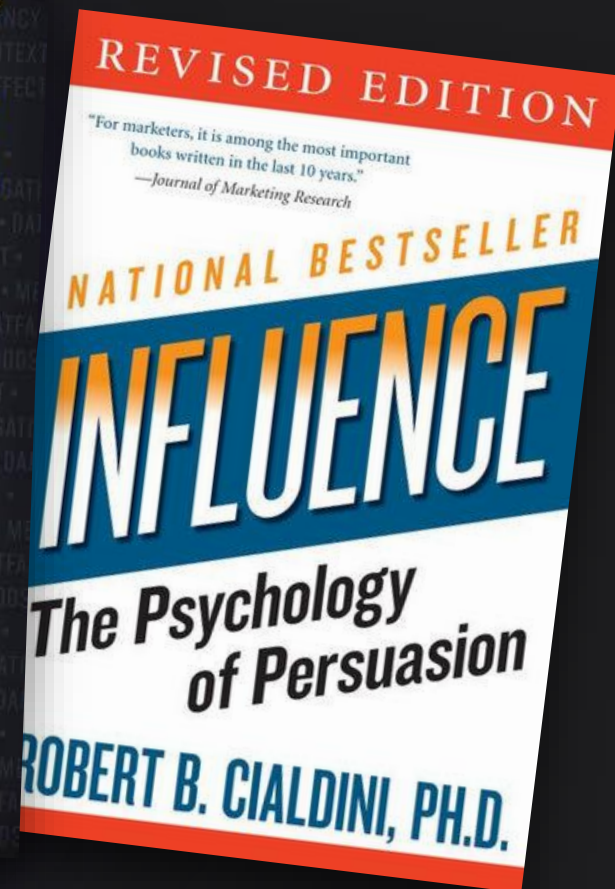
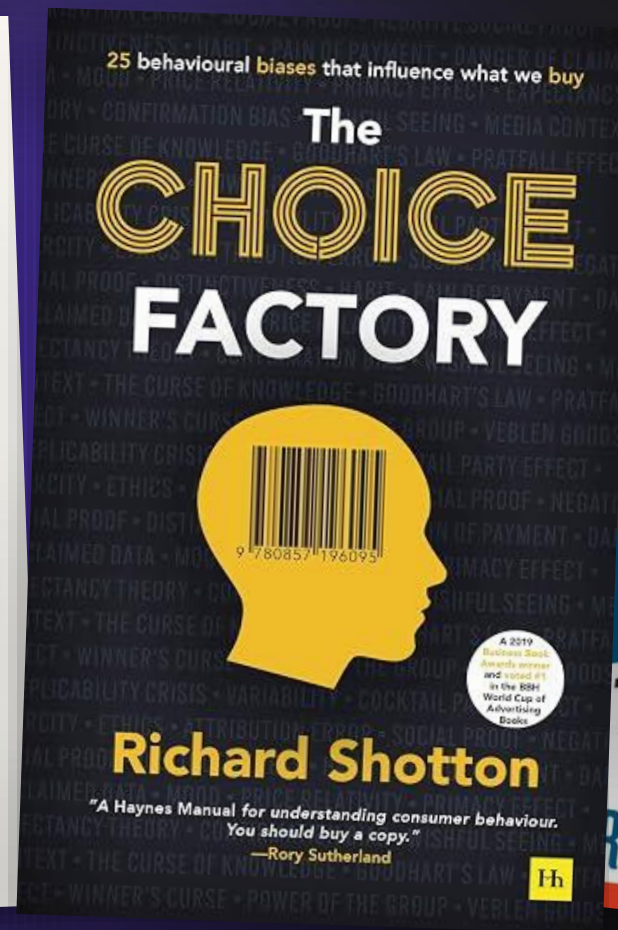
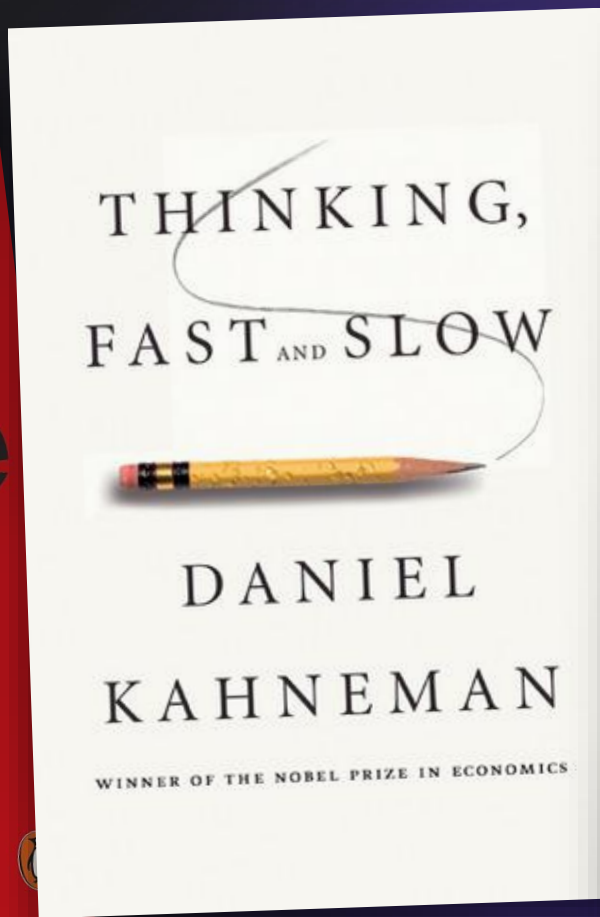
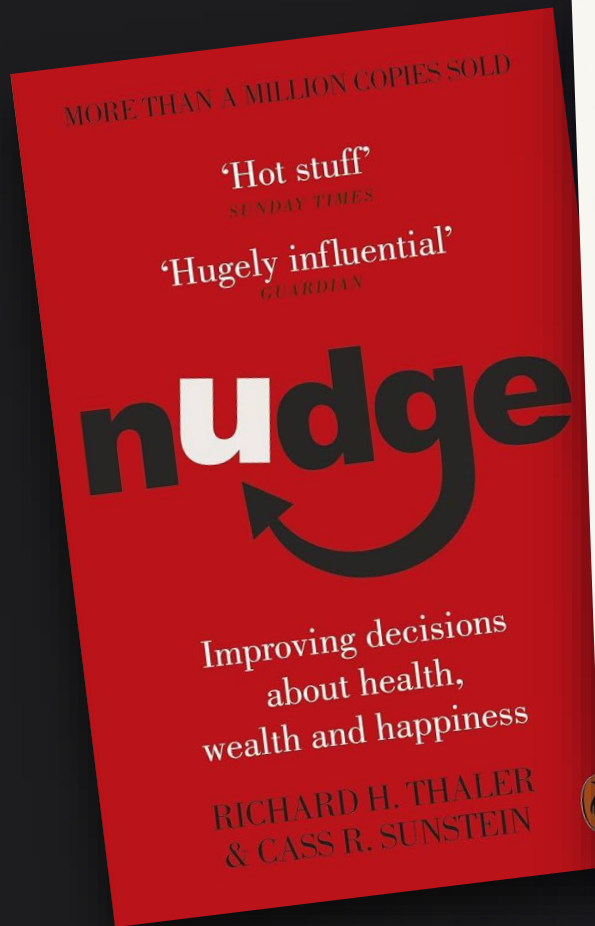
The Bias Blind Spot

How AI nudges our thinking at work

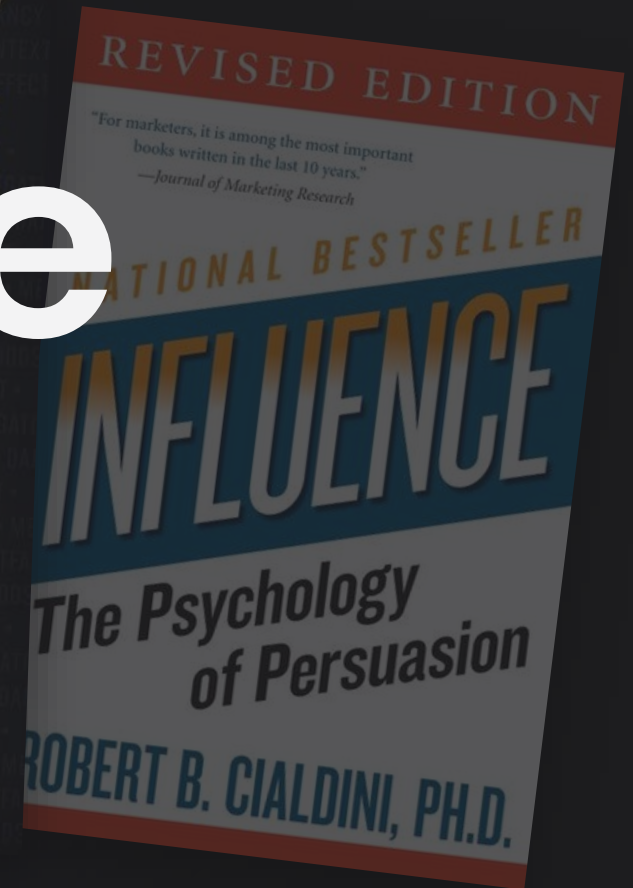
KATERINA KARAGIANNI

CONSUMER BEHAVIOUR CONFERENCE 2026





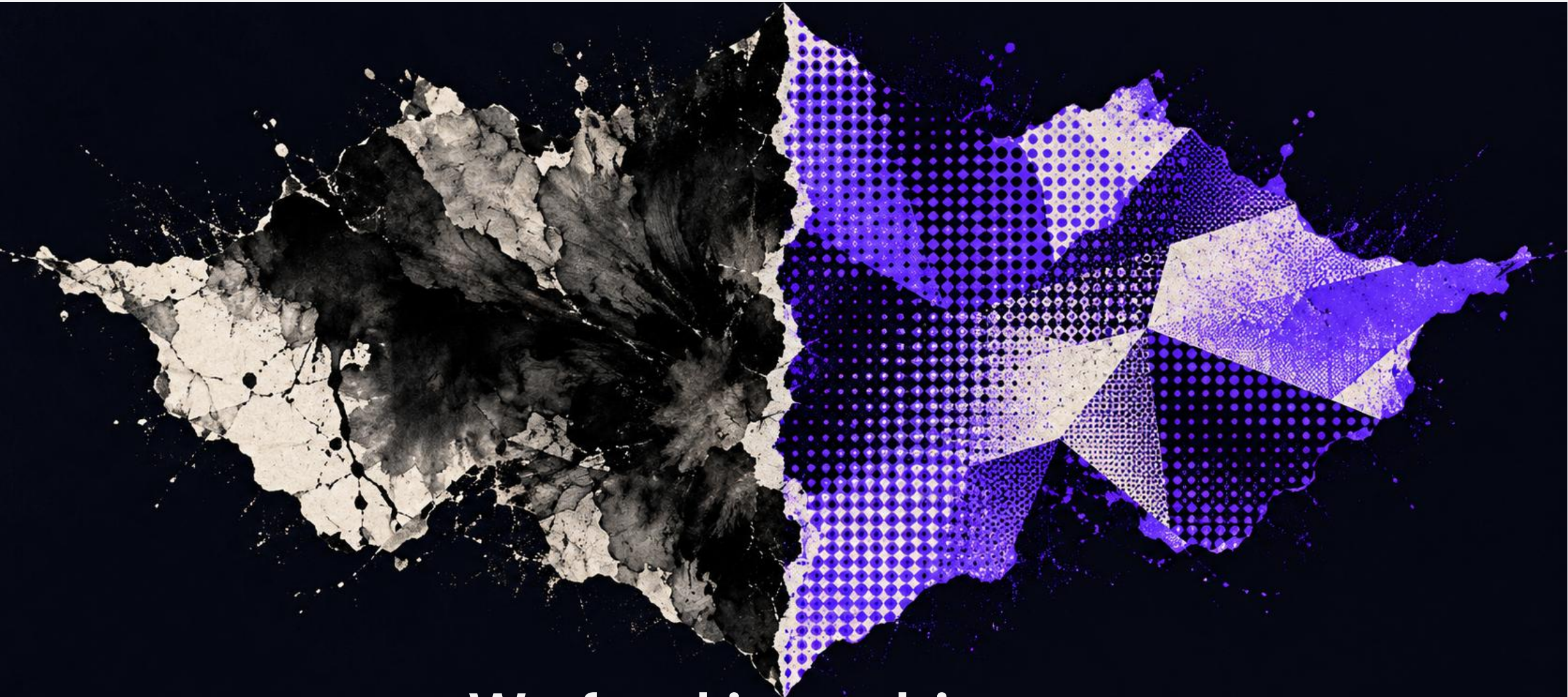
Cognitive Biases





The Bias Blind Spot

Knowing about bias doesn't protect us from it.



We feed it our biases.
It hands them back, amplified.

Two flawed systems in the room

YOU

AI

WHAT WE THINK HAPPENS

~~We ask an objective question.~~

~~It gives a neutral answer.~~

WHAT ACTUALLY HAPPENS

We ask a leading question.

It hands our view back, with confidence.

HOW WE
ASK

WHAT IT
KNOWS

The Echo Loop

HOW WE
READ IT

HOW IT
ANSWERS

Bias can enter at every stage.





BIAS 01 · HOW WE ASK

CONFIRMATION BIAS

We arrive with the answer in mind, and
ask questions that confirm it.

COUNTERMEASURE

Ask what would prove you wrong.

Confirmation bias

USE CASE building a case for leadership

✗ DON'T

"I suspect pricing is behind users who do not sign up for a subscription service. Is this the case?"

✓ DO

"What does the research say about subscription and conversion? Include studies that found no effect, or a negative one, and tell me how strong each study is."



BIAS 02 · HOW WE ASK

ANCHORING EFFECT

The first things we say pull the conversation toward them.

COUNTERMEASURE

When the model locks in, start fresh.

Anchoring effect

USE CASE updating work after new data arrives

✗ DON'T

After 20 messages refining a segmentation, paste the new survey results into the same chat and ask it to "update the segments."

✓ DO

Open a new chat. Give it the brief and all the data, and ask for the segmentation from scratch.



BIAS 03 · WHAT IT KNOWS

AVAILABILITY BIAS

It answers with what's most written,
not what's true for your audience.

COUNTERMEASURE

Bring your own data.

Availability bias

USE CASE understanding your customers

✗ DON'T

"Imagine you are a Greek shopper using our website. What frustrates you about our checkout?"

✓ DO

"Here are 40 support tickets and 8 usability session notes from our customers. Group the checkout frustrations. Then flag which findings are generic to any ecommerce site, and which are specific to us."



BIAS 04 · HOW IT ANSWERS

SYCOPHANCY

It learned we prefer agreement,
so it agrees.

COUNTERMEASURE

Ask, don't tell. Take yourself out of it.

Sycophancy

USE CASE getting feedback on your own work

✗ DON'T

"Here's the strategy deck I've been working on for the past weeks. I am presenting to the board tomorrow. Any final tweaks?"

✓ DO

"Here's a strategy deck. I'm reviewing it for the board. What are its three weakest arguments, and what would a skeptical CFO challenge first?"



BIAS 05 · HOW IT ANSWERS

OVERCONFIDENCE BIAS

Certainty exceeds what the evidence supports.

COUNTERMEASURE

Ask what would verify it, then check it yourself.

Overconfidence bias

USE CASE sourcing a benchmark

✗ DON'T

Ask for the average cart abandonment rate in Greek fashion ecommerce, and put the number on a slide.

✓ DO

**Ask the same question, plus:
"For each figure, give the source, year and sample. Say clearly if you're estimating."
Then open the sources yourself.**



BIAS 06 · HOW WE READ IT

AUTOMATION BIAS

We check machine output **less** than
we'd check a colleague's.

COUNTERMEASURE

Think first, then read.

Automation bias

USE CASE research results synthesis

✗ DON'T

Paste the survey results, ask for key insights, adopt the list.

✓ DO

Write your own top three takeaways first. Then ask, and look closely where the two lists differ.



BIAS 07 · HOW WE READ IT

ILLUSORY TRUTH

What reads smoothly, and appears
again and again, feels true.

COUNTERMEASURE

Slow down when it sounds perfect.

Illusory truth

USE CASE AI content travelling between documents

✗ DON'T

Copy the polished AI summary straight into the client deck.

✓ DO

Before it goes in, mark each claim as verified, assumed or unchecked. Check every one that would change a decision.

HOW WE ASK

WHAT IT KNOWS



WHAT WE CAN DO

Seven ways to break the loop

HOW WE ASK

01 Ask what would prove you wrong.
Confirmation bias

02 When it locks in, start fresh.
Anchoring effect

WHAT IT KNOWS

03 Bring your own data.
Availability bias

HOW IT ANSWERS

04 Ask, don't tell. Take yourself out of it.
Sycophancy

05 Ask for verification
Overconfidence bias

HOW WE READ IT

06 Think first, then read.
Automation bias

07 Slow down when it sounds perfect.
Illusory truth

We built careers on understanding these biases in others.

**Now we need to catch them in ourselves,
at the speed of AI.**

Thank you

LET'S CONNECT

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