Pretrial publicity

The belief bias and confirmation bias are relevant to jury decision making due to their inability to resisting the powerful effect. This bias influence the tendency of accepting the evidence and as the jury finds it difficult to accept the subject evidence that is against their views to special scrutiny. The confirmation bias is a cognitive bias that emphasizes on favouring information based on jurors previous beliefs or biases. This also leads to the rejection of actual facts or evidence. Biases are more likely to influence judgments of the jurors and affect the neutrality of their decisions.

It is important to know the media coverage where potential juror who has been exposed before the trial because it provides information about his credibility. The juror involved in bias is more likely to use bias in his future decisions also. The evaluation of the media coverage will highlight the chances of bias influencing the neutrality of the judgment. This is used for determining how likely the bias of the juror will impact his decision. it is also crucial for predicting the weaknesses and flaws of the decision making the ability of the juror (Takada & Murata, 2014).

Jurors are asked if they are capable of making a decision solely in response to the evidence presented or under the influence of their prior knowledge. This a realistic expectation because in many scenarios their prior beliefs or views can affect the accuracy and reliability of their decision. This also indicates that the right decision must rely on evidence and factual information. The expectation is thus realistic because it is used for examining the implications of personal bias on the decision-making of the jurors. The expectation stresses on the fact that the right decision must always follow evidence rather than personal biases of the juror.

Reference

Takada, M., & Murata, K. (2014). Accentuation of bias in jury decision-making. *Group Processes & Intergroup Relations , 17* (1).