

Confirmation Bias - Decision Making Problem

Quantum biology (QB) has identified the process whereby one's beliefs are stored in glial cells and retained in subliminal memory and very difficult to change. An easy to understand and verify example is the memory of chronic pain that is stored in neuropeptide Y long after the source of the original pain is resolved.

This same "memory" mechanism can be applicable in business, science, etc.

The original research for the process was conducted by Nobel Laureate Eric Kandel for clinical applications but not transposed into mechanisms for decision making.

Note: Max Planck described the confirmation bias problem in the scientific realm when he said "A new scientific truth does not triumph by convincing its opponents and making them see the light, but rather because its opponents eventually die."