Microbiome research, nutrition and social media: A messaging muddle

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Author's statement: The author declares having no conflicts of interest in the five years prior to this submission.
Many Facebook users say they do not know the platform classifies their interests, and roughly half are not comfortable with being categorized.

% of U.S. adult Facebook users who say ___ after being directed to view their Facebook ‘ad preferences’ page

- 74% They did not know Facebook maintained this list of their interests and traits
- 51% They are not comfortable with Facebook compiling this information
- 27% The listings do not very or at all accurately represent them

Source: Survey of Facebook users conducted Sept. 4-Oct. 1, 2018. "Facebook Algorithms and Personal Data"
The causes and consequences of COVID-19 misperceptions: understanding the role of news and social media

We investigate the relationship between media consumption, misinformation, and important attitudes and behaviours during the coronavirus disease 2019 (COVID-19) pandemic. We find that comparatively more misinformation circulates on Twitter, while news media tends to reinforce public health recommendations like social distancing. We find that exposure to social media is associated with misperceptions regarding basic facts about COVID-19 while the inverse is true for news media. These misperceptions are in turn associated with lower compliance with social distancing measures. We thus draw a clear link from misinformation circulating on social media, notably Twitter, to behaviours and attitudes that potentially magnify the scale and lethality of COVID-19.
Teen has vaccinations after asking Reddit

Ethan Lindemenger from Ohio asked social media site Reddit if he could have vaccines without parental consent.

His mother would not give her permission, he wrote in the post, which had thousands of reactions.

He learned he had to wait until he was 18 - which he did, and has now had five vaccinations so far.
Attention economy
Keeping people creating and engaged
Generating clicks and shares
Advertising profiles
Content as product - users and corporations

Commercial
Product

Commercial? Product?

POPULARITY WINS! = MORE CLICKS AND MORE ATTENTION… LEADS TO MORE CLICKS AND MORE ATTENTION
CHILD Study awarded over $9M through Genome Canada grant

The researchers will look for a way to predict which babies will go on to have asthma, based on the microorganisms living in their intestines. Knowing this, in turn, may enable the elaboration of new strategies to prevent asthma from developing in the first place.

Microbiome  ➔  Healthy Gut (#guthealth)  ➔  Marketing tool for products

What’s an Unhealthy Gut? How Gut Health Affects You

- Signs and symptoms
- Treatment
- Foods
- The takeaway
- Food Fix: Beat the Bloat

A rhetorical product that can be used by almost anyone
How to Nurture Your Gut Bacteria to Improve Your Mood and Health

Learn how your gut bacteria is linked to your overall mood and well-being.

By David Perlmutter, MD, FACP, ABPM/Rhom

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Food Babe

@thefoodbabe · Public figure

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Ben Greenfield Fitness

Author, Speaker, Father, Leader, Lover. Man of God.
Co-Founder & Spokesman of @kion
tap.bio/@bengreenfieldfitness

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Healthy Gut, Healthy You: The Personalized Plan to Transform Your Health from the Inside Out

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The Shocking Truth About Vaccinations: Everything You Need To Know About Vaccines And Your Health.

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Introducing Truvani’s Glorious Gut Probiotic Supplement

By Food Babe

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The Importance Of Gut Bacteria In Pregnancy (and how we destroy it with modern practices!)

By Food Babe
Reboot your health
in just 28 days!
Happy Gut. Now Available in Paperback

Dr. Vincent Pedre
@Crdnus

The Bridge between Holistic & Western Medicine. Functional Medicine. Integrative Doctor. Author of Happy Gut
New York City hanspugilife.com Joined July 2009
4,331 following 8,975 followers
Followed by Susan Prentiss MDPhD and JMM Publications

Gut Tip
Listen to your gut feelings.

BOOK AN IN-CLINIC CONSULTATION
BOOK AN ONLINE CONSULTATION
FIND OUT MORE BY VISITING MY WEBSITE
BOTANIK BLEND PROTEIN POWDER DISCOUNT $ BLOG: PCOS & ANXIETY
Get started NOW by Purchasing a meal plan BLOG: Birth Control And Acne
BLOG - Could It Be Histamine Intolerance?
Using your menstrual cycle to YOUR advantage

The Gut Health Kitchen
Page 7. Let's like this
Healthy food ideas and recipes to look after your gut health.
CONCERNS

- Commercialization of products and programs lacking evidence
- Weakening of scientific understanding
- Contribution to media noise that drowns out helpful information
- Weakening of the role of experts and expertise
What to do:

- Monitor online information critically
- Be aware of the specific bunk on specific topics in particular contexts
- Need engagement from experts!
- Help people be aware of misinformation
- Guide people towards better information
- Continual education
- Help counter misinformation (debunking information that is)

Effective Debunking:

1. Provide the science (yes, this works!)
2. Use clear & shareable content
3. Ref trustworthy & independent sources
4. If possible, note scientific consensus (and that science evolves!)
5. Be nice, authentic, empathetic & humble
6. Consider a narrative (creativity wins!)
7. Highlight gaps in logic & rhetorical tricks
8. Make facts the hook (not the misinformation)
9. Remember the general public is the audience (not the hardcore denier!)