THE SOCIOLOGY OF NETWORKS AND ONLINE INFLUENCE: AN ANTI-FLUORIDATION CASE STUDY

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When advocacy obscures accuracy online

https://www.youtube.com/watch?v=bIv9wDF2jsw

Video abstract: Seymour B, Getman, R. Zhang, L. Saraf, A. Kalenderian E. When advocacy obscures accuracy online: unpacking "digital pandemics" of public health misinformation through an anti-fluoride case study. *Am J Public Health*. 2015 Mar;105(3):517-23.

Today's Internet Practices:

Today's Internet Practices:

"The Four C's"

Today's Internet Practices:

Consumption

"The Four C's"

Today's Internet Practices:

Consumption

Creation

"The Four C's"
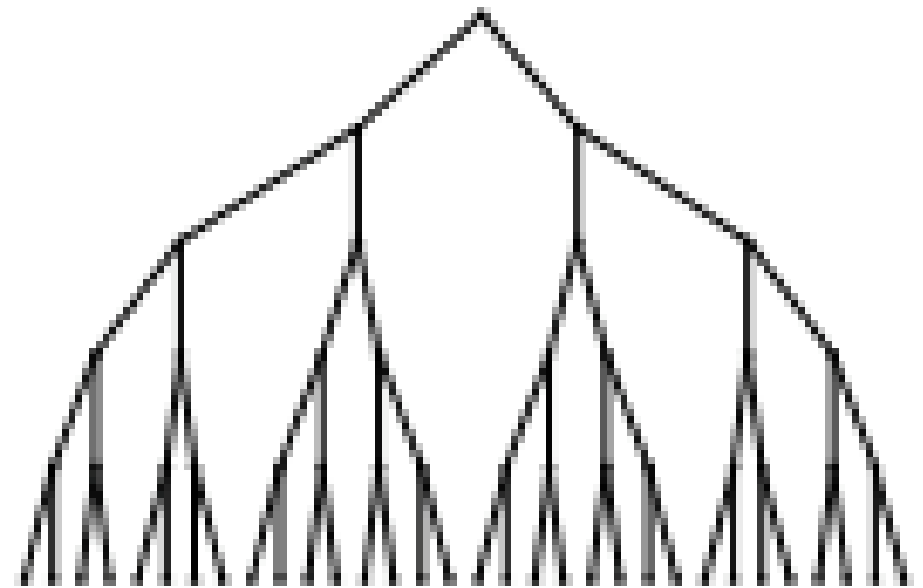
Today's Internet Practices:

Consumption

Creation

Curation

"The Four C's"

Today's Internet Practices:
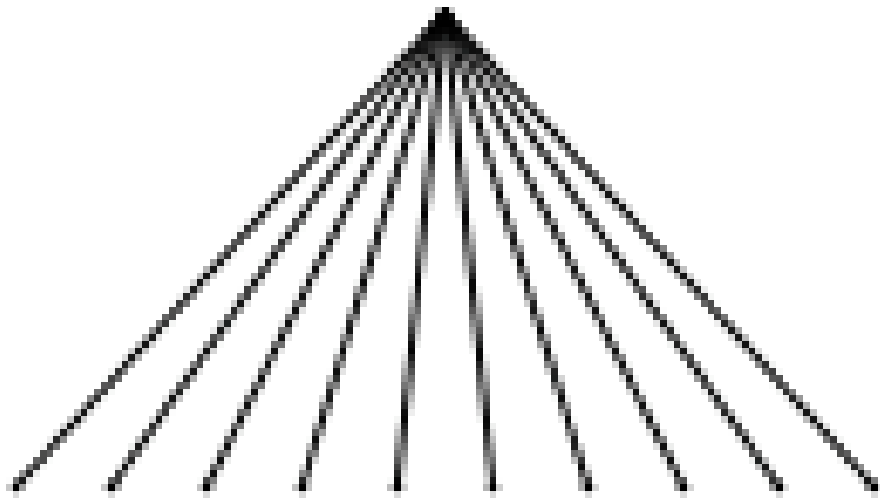
Consumption

Creation

Curation

Conversation

"The Four C's"

Broadcast vs. Social Diffusion:

"The Four C's"

Image source: Goel, et al. The structural virality of online diffusion. 2013

It's messy out there

< Previous Article

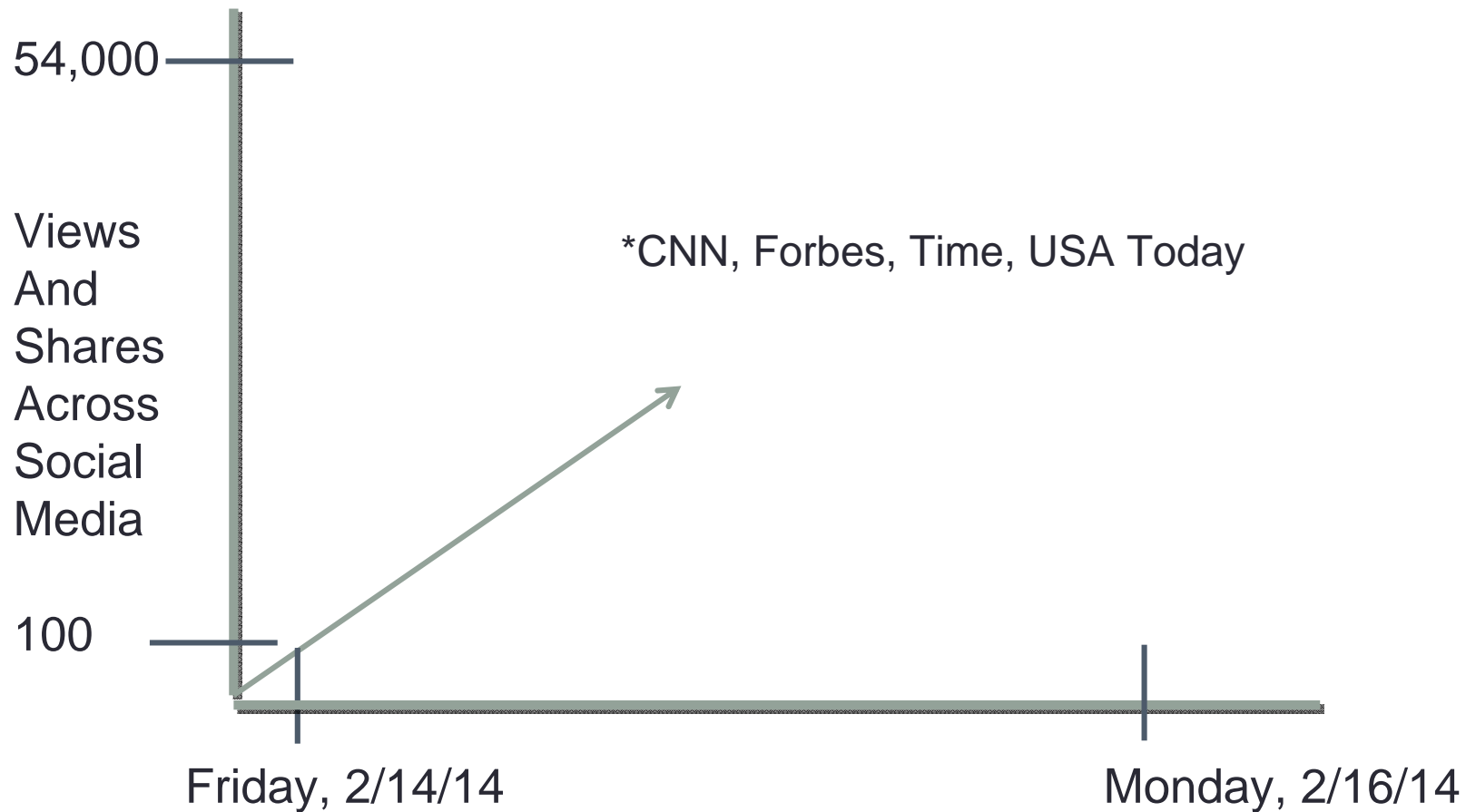## Neurobehavioural effects of developmental toxicity

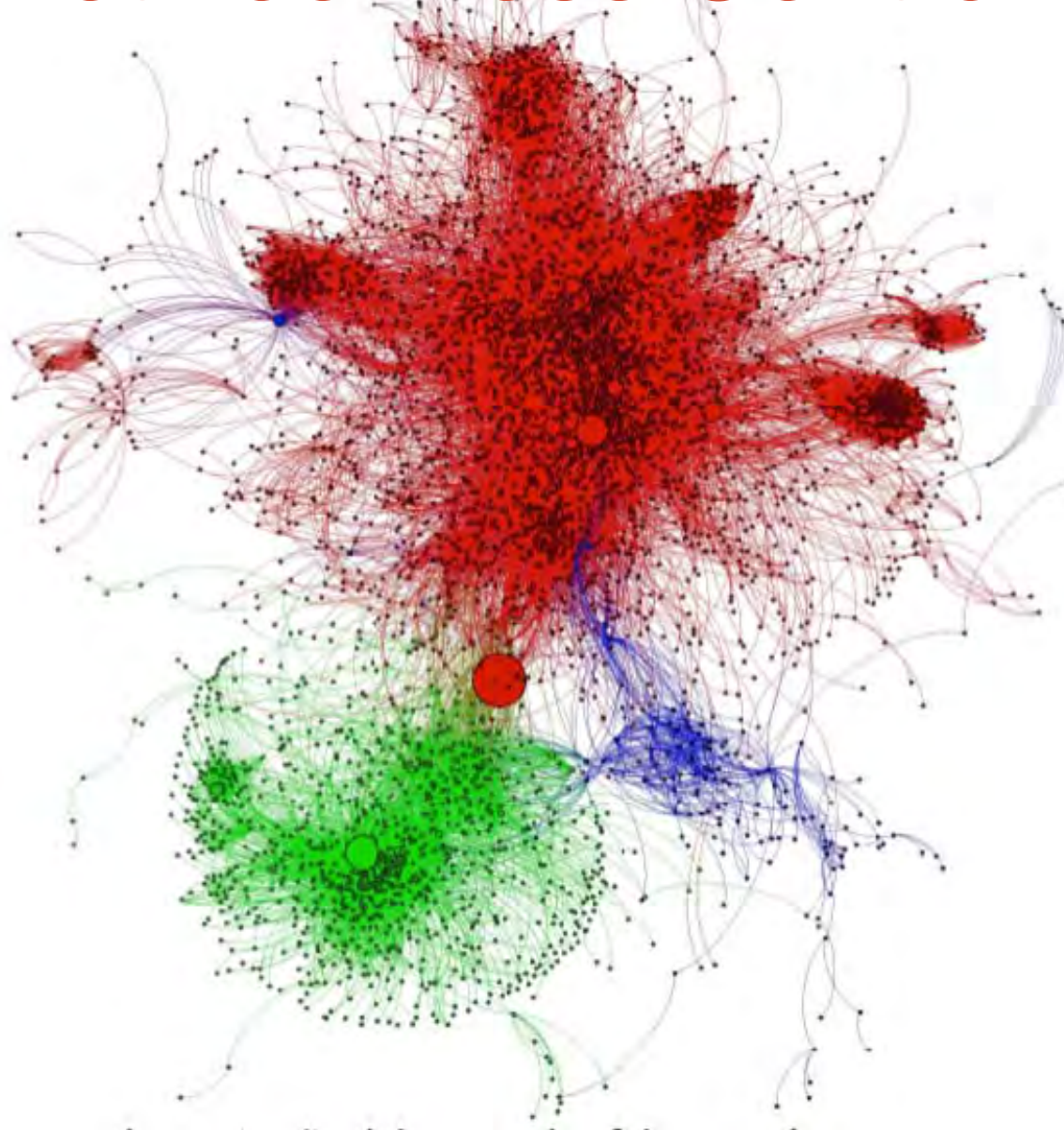Dr Philippe Grandjean MD a b 📝✉, Philip J Landrigan MD c

Summary

Neurodevelopmental disabilities, including autism, attention-deficit hyperactivity disorder, dyslexia, and other cognitive impairments, affect millions of children worldwide, and some diagnoses seem to be increasing in frequency. Industrial chemicals that injure the developing brain are among the known causes for this rise in prevalence. In 2006, we did a systematic review and identified five industrial chemicals as developmental neurotoxicants: lead, methylmercury, polychlorinated biphenyls, arsenic, and toluene. Since 2006, epidemiological studies have documented six additional developmental neurotoxicants—manganese, fluoride, chlorpyrifos, dichlorodiphenyltrichloroethane, tetrachloroethylene, and the polybrominated diphenyl ethers. We postulate that even more neurotoxicants remain undiscovered. To control the pandemic of developmental neurotoxicity, we propose a global
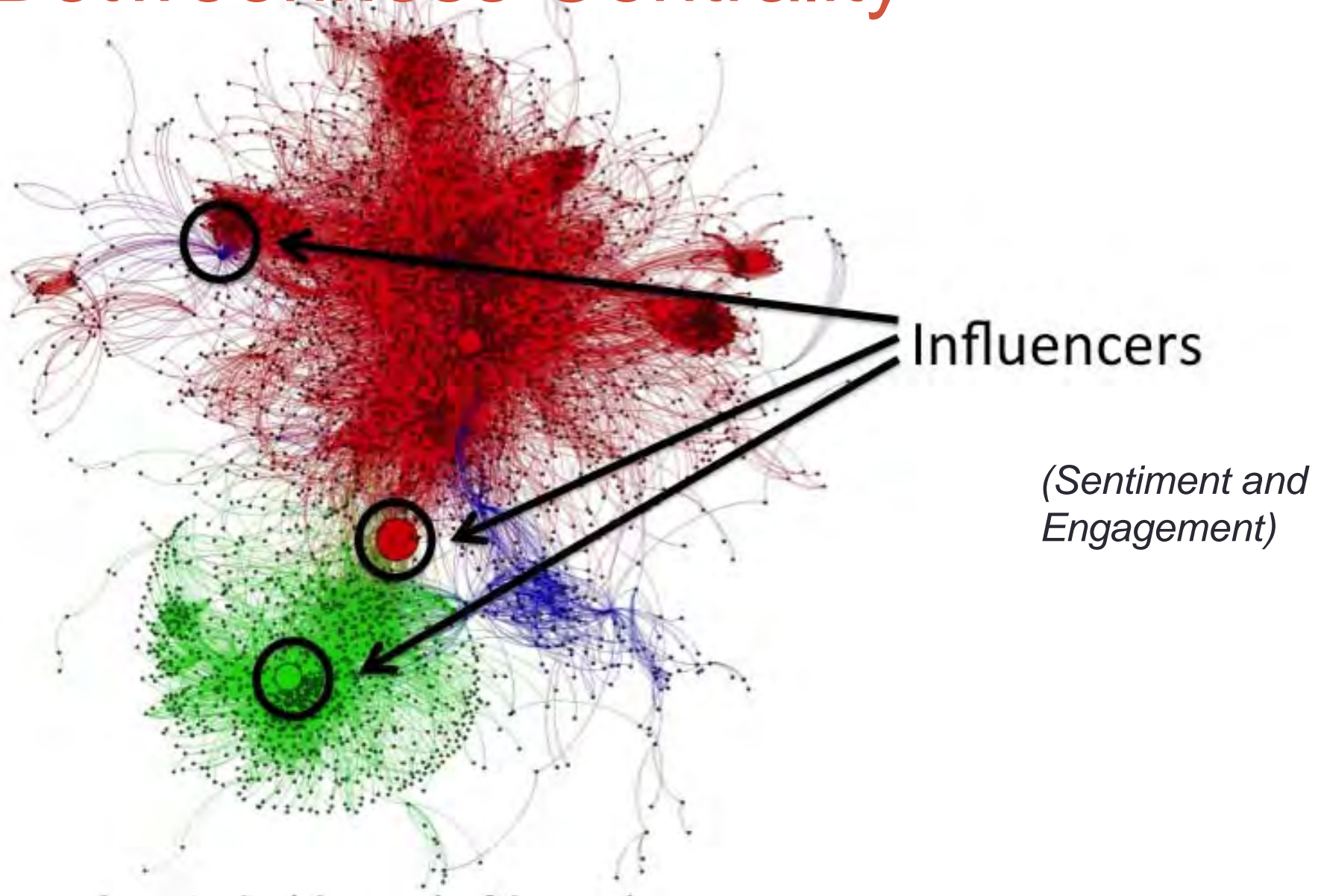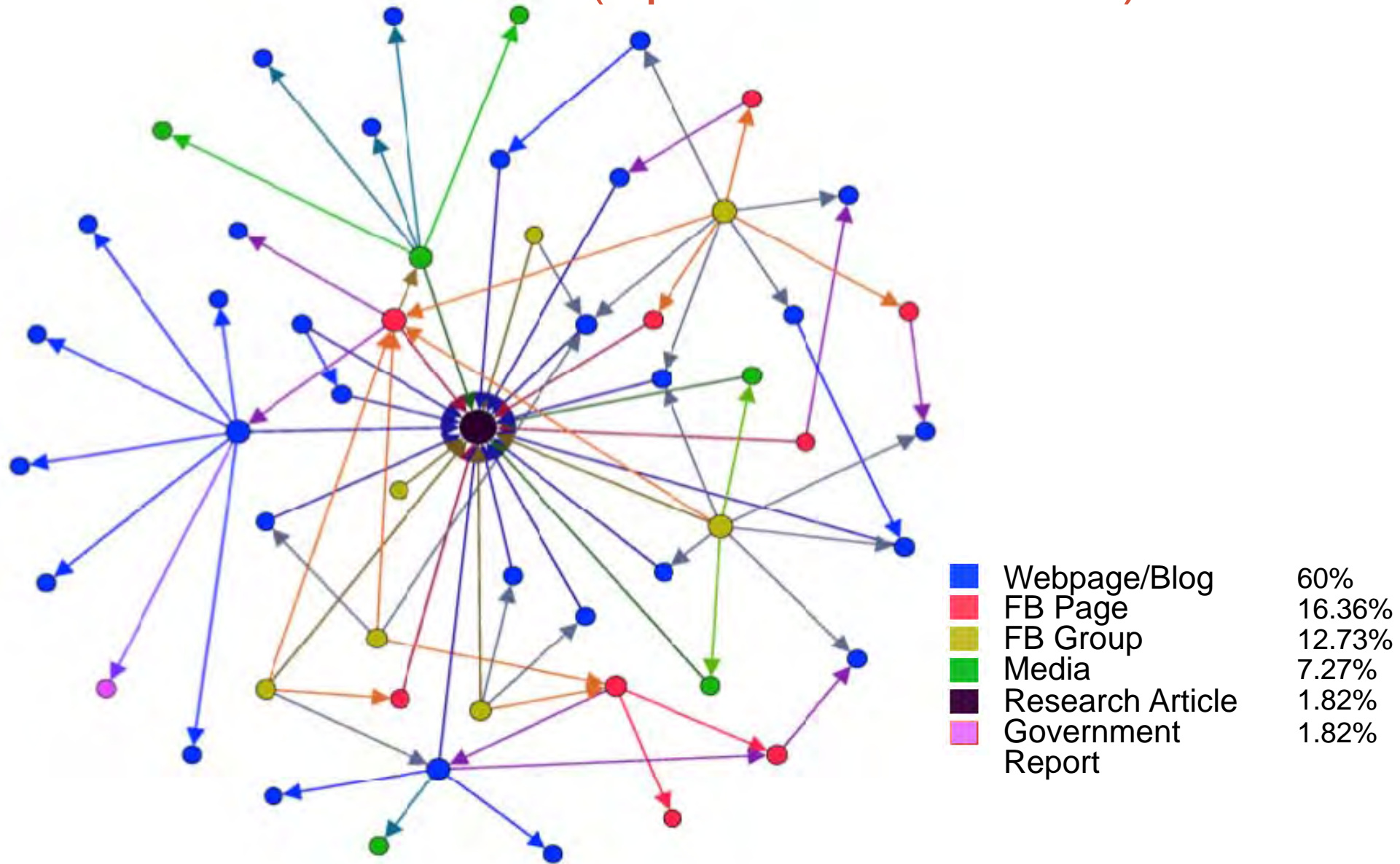
A "digital pandemic"

54,000 ——

Views
And
Shares
Across
Social
Media

*CNN, Forbes, Time, USA Today

100 ——

Friday, 2/14/14   Monday, 2/16/14

Betweenness Centrality

Betweenness Centrality

Influencers

(Sentiment and Engagement)

Social Diffusion (Spread and Source)

|		
■ (blue)	Webpage/Blog	60%
■ (pink/red)	FB Page	16.36%
■ (olive/yellow)	FB Group	12.73%
■ (green)	Media	7.27%
■ (dark purple)	Research Article	1.82%
■ (magenta)	Government Report	1.82%

Social Communication Take Home Messages:

Highly connected social networks and the influencers within them, <u>not science or evidence</u>, are driving digital pandemics

➤ Peers over authority/expert

➤ Content creation, curation, and conversation versus consumption only (4 C's)

➤ Social first, information second

➤ Advocacy versus accuracy

Social Communication Strategy
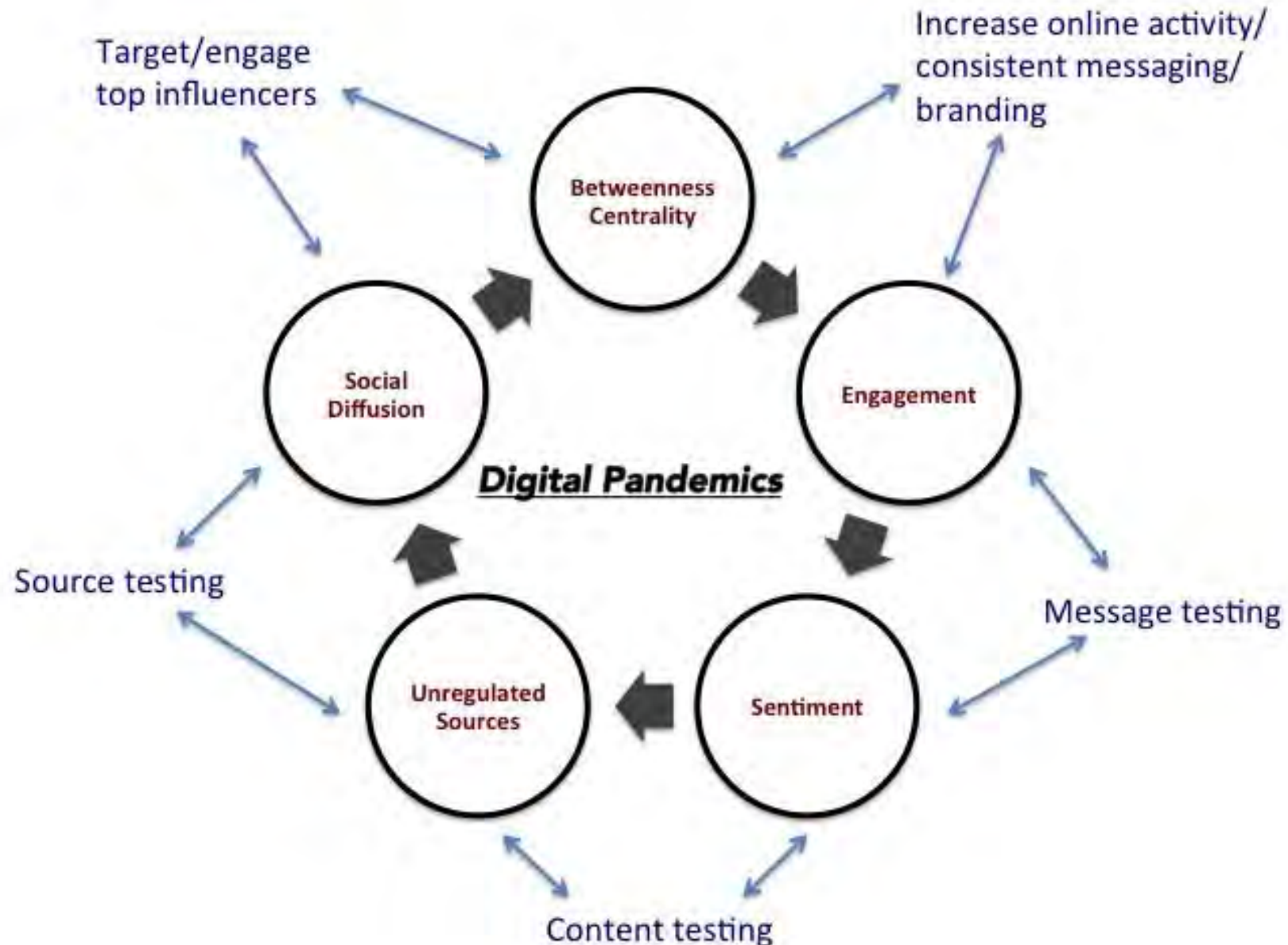
THANK YOU!

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