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
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

Neurobehavioural effects of developmental toxicity

Dr Philippe Grandjean MD a b c, 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”

Views and Shares Across Social Media

Friday, 2/14/14

Monday, 2/16/14

54,000

100

*CNN, Forbes, Time, USA Today
Betweenness Centrality
Betweenness Centrality

Influencers

(Sentiment and Engagement)
Social Diffusion (Spread and Source)

- Webpage/Blog: 60%
- FB Page: 16.36%
- FB Group: 12.73%
- Media: 7.27%
- Research Article: 1.82%
- Government Report: 1.82%
Social Communication
Take Home Messages:

Highly connected social networks and the influencers within them, not science or evidence, 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

1. Target/engage top influencers
2. Betweenness Centrality
   - Increase online activity/consistent messaging/branding
3. Social Diffusion
4. Engagement
   - Source testing
5. Unregulated Sources
6. Sentiment
   - Message testing
7. Content testing

Digital Pandemics
THANK YOU!

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