

How to fight fake news in medicine?

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Presentation

Immunology

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The speaker argues that gastroenterologists and scientists should actively use social media to combat widespread medical misinformation, as over half of adults use social media platforms to find health information and patient-generated content dominates GI-related videos online.

KEY POINTS

- The speaker reported that 55% of adults use social media to find health information, with 74% of people under 30 and 42% of people over 65 doing so, according to a survey conducted in 2025.
- A study presented at ACG 2022 found that the top 100 constipation videos on social media received 300 million views, with 77% posted by laypeople and only one by a gastroenterologist.
- For IBS and IBD content, the speaker stated that only one in five of the top videos involved any healthcare provider, with frequent misinformation and underrepresentation of evidence-based treatments.
- The speaker has created social media content since 2023 and reported that one video about fatty liver disease reached 27 million views on TikTok and Instagram.
- The speaker recommends that gastroenterology societies and individual clinicians embrace social media as a platform to reach patients, amplify evidence-based information, and share research directly with the public.

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