

# Fake News

Misinformation in the media.

Learning to spot persuasive tactics, and helping consumers do the same!

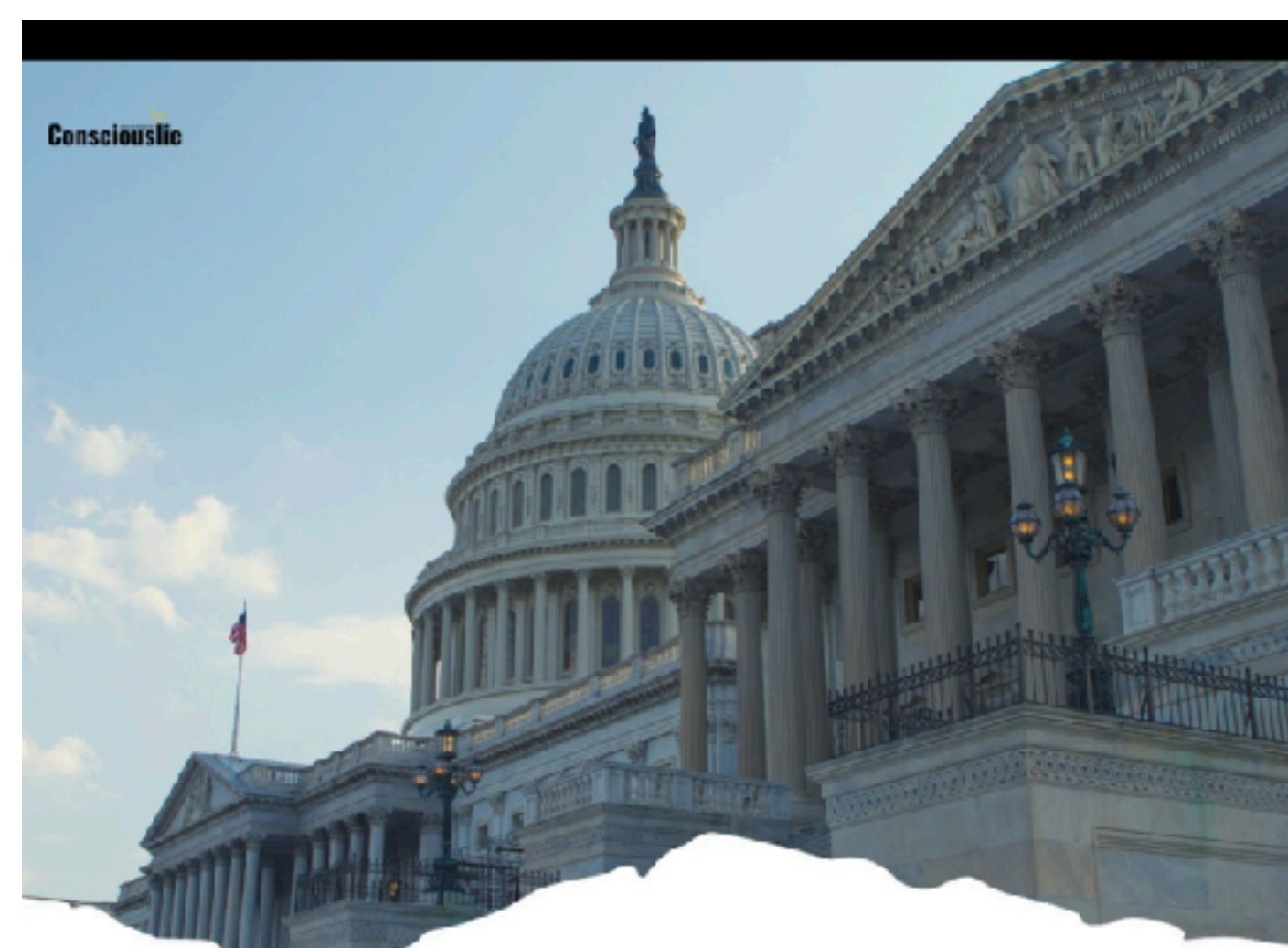






Gwyneth Paltrow  
Shares Her  
Wellness Routine

What's your wellness  
routine look like now?



## Why are there so many toxic chemicals in products?

BECAUSE **BIG FOOD**, **BIG AG**, AND **BIG CHEMICAL** HAVE WHAT THE VAST MAJORITY OF AMERICANS DO NOT: DEEP POCKETS AND ACCESS TO THE HIGHEST LEVELS OF GOVERNMENT.

consciouslie • Follow

consciouslie We as average citizens rely on our government to protect us. To stand up to big corporations. To stop bad things from happening. But when organizations like the #FDA and the #EPA have revolving doors these protections break down.

What do I mean by revolving door? Often individuals who work for #BIGFOOD, #BIGAG, or #BIGCHEM will leave their corporate jobs to work inside the agencies. Without a "cooling-off" period. Then you'll see them bounce back to the corporate world a few years later.

This allows for two things to happen:

- 1) These individuals get to influence rules, practices that should be maintained by the agencies. Often the corporations and NOT what's in the best interest of the consumer.
- 2) These individuals make connections and learn the workings of the agencies. They can then use this and their connections to help the corporations in their lobbying efforts once they return to the corporate world.

While industry knowledge and expertise are important, there should be protections in place that keep individuals from doing this in order to protect the vital work these agencies have been expected to do, and in turn, protect the consumer.

Liked by consciouslie and others

DECEMBER 10, 2022

Add a comment...

Search jobs Sign in Search The Guardian International edition ~  
News website of the year

## 'Disturbing': weedkiller ingredient tied to cancer found in 80% of US urine samples

CDC study finds glyphosate, controversial ingredient found in weedkillers including popular Roundup brand, present in samples



flavcity

3,433 Posts 1.9M Followers 92 Following

Bobby Parrish  
Digital creator  
The Grocery Store Guy  
Download my FREE App & Grab a Bag of Protein


Dirty Food Secrets

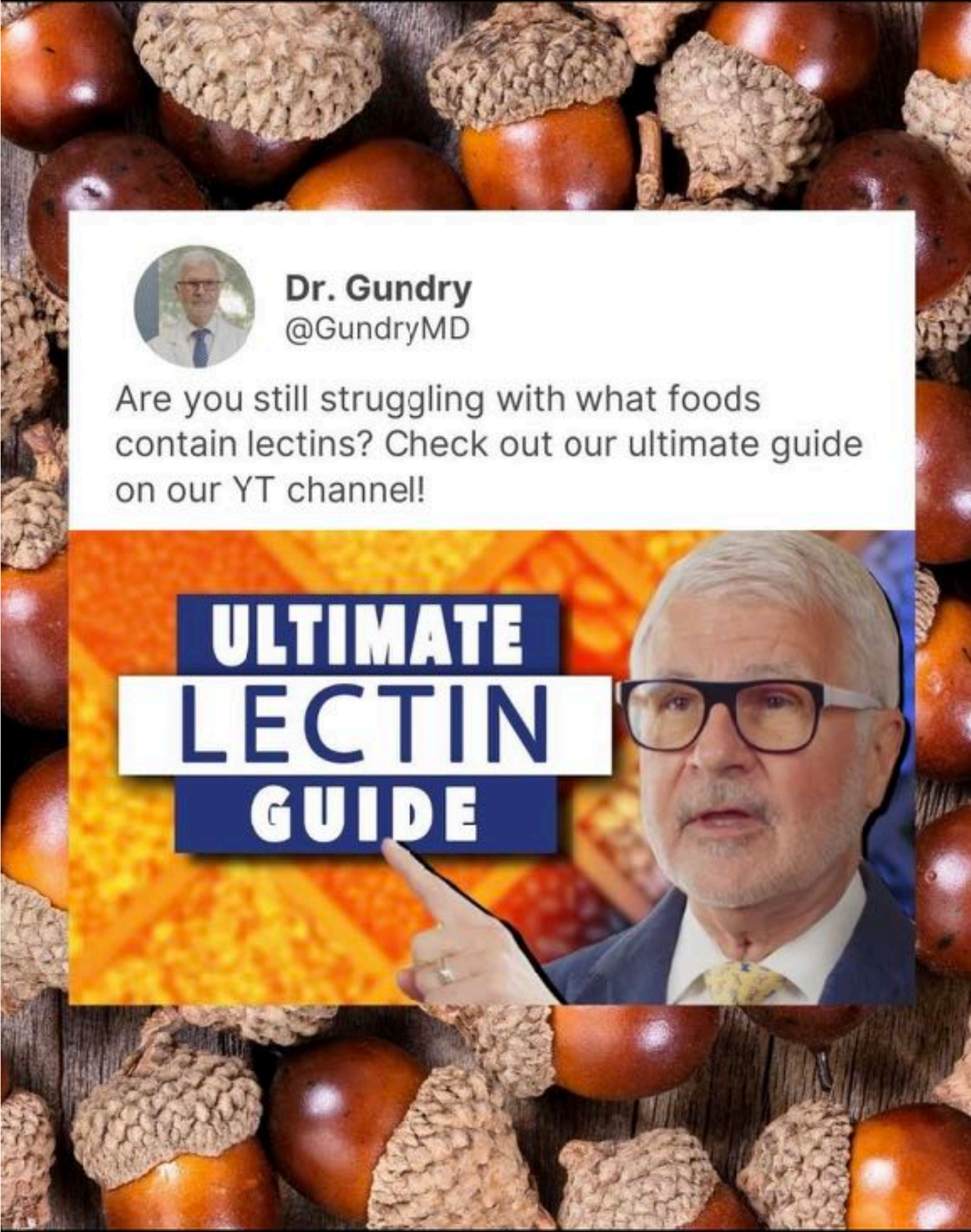
Vinegar


Costco Deals

630K 461K 974K 428K 432K 1.1M





**gundrymd**









**Dr. Gundry**  
 @GundryMD

Are you still struggling with what foods contain lectins? Check out our ultimate guide on our YT channel!





- Public and Scholarly Opinion
- Structure of Pertinent Legislation
- Production and Marketing

- Substantive into the Environment
- Restrictions on GMOs in Foodstuffs
- Liability Regime
- Prominent Judicial Decisions



@tastehaus

The European Union (EU) has in place a comprehensive and strict legal regime on genetically modified organisms (GMOs), food and feed made from GMOs, and food/feed consisting or containing GMOs. The EU's legislation and policy on GMOs, based on the precautionary principle enshrined in EU and international legislation, is designed to prevent any adverse effects on the safety of humans and animals, and the environment, and to ensure the freedom of choice for consumers.

## WHY THERE'S CONTROVERSY ABOUT GMO IN YOUR FOOD

GMO imports are strictly evaluated on a case-by-case basis for a 6-year period by the European Commission, provided for in Regulation (EC) No 1831/2003. The European Commission, under the supervision of the European Parliament and the Council, ensures the intentional release of GMOs into the environment, the European Food and Safety Agency (EFSA) conducts risk assessments. GMOs, are assessed to ensure traceability and labeling choices.

Sir, I was going to google but not sure if I can get a reliable answer. Why do other countries ban GMO's? Just curious! I haven't thought about that before

Replies: morethanjustfitwhit's comment

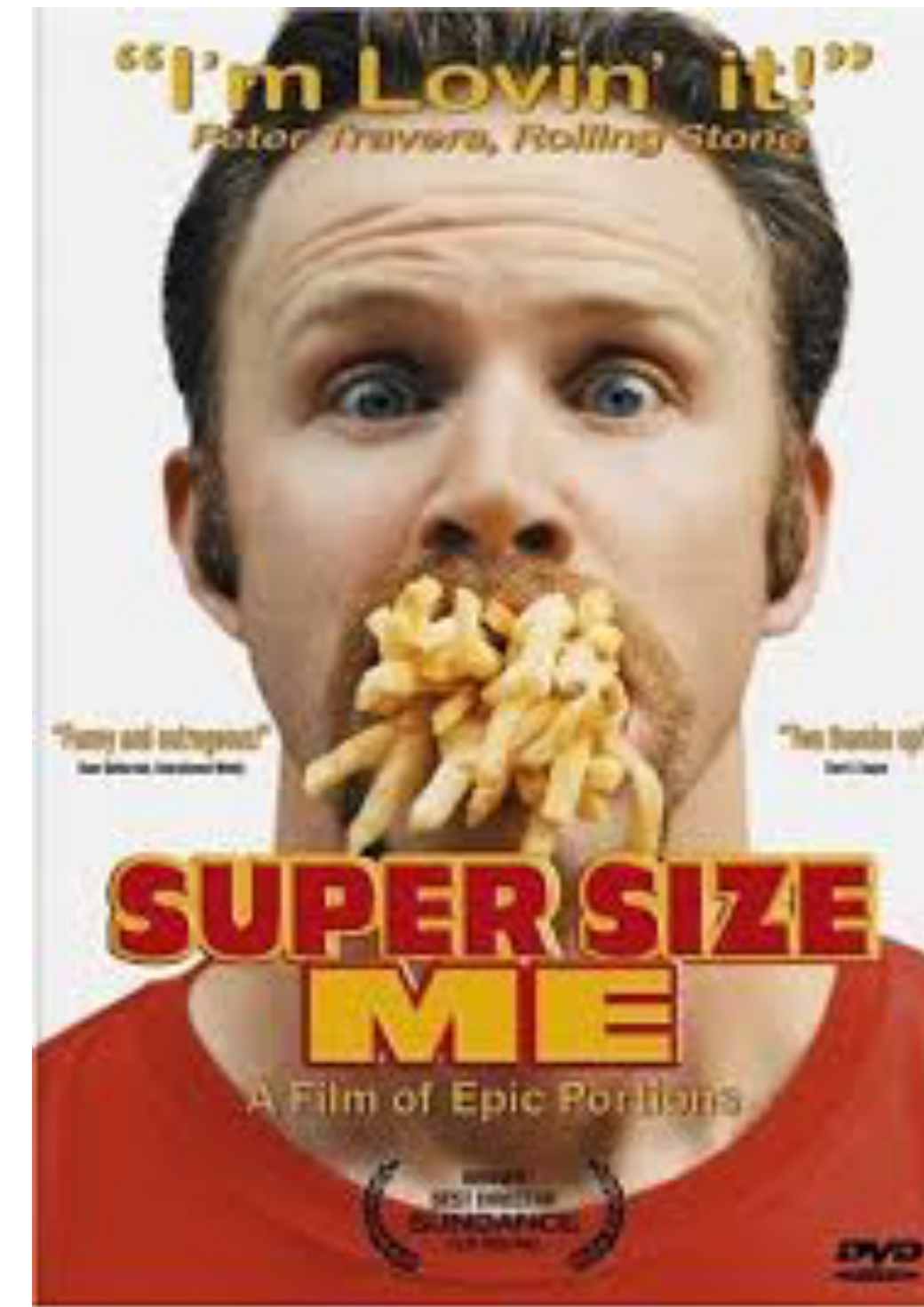
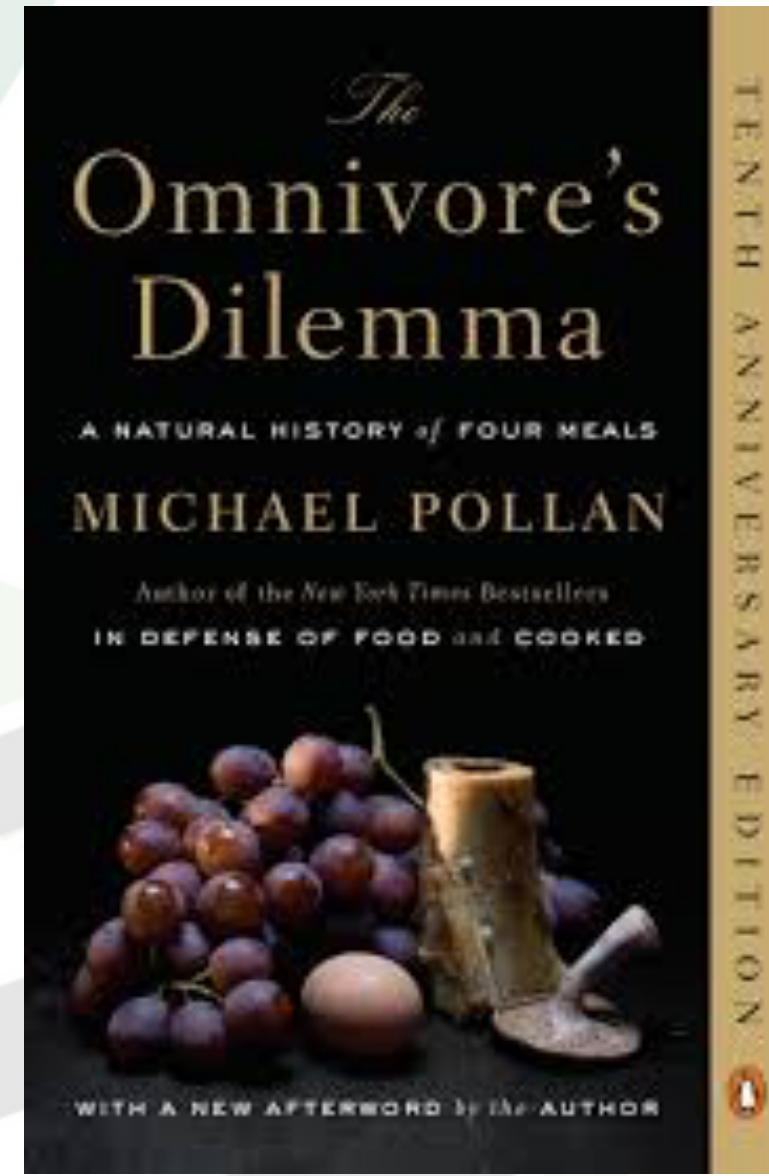
Ho... wh... au... mc... Wi... GM... let... re... en... pl... M... c... d... v... e... c... n...



# Storytime!

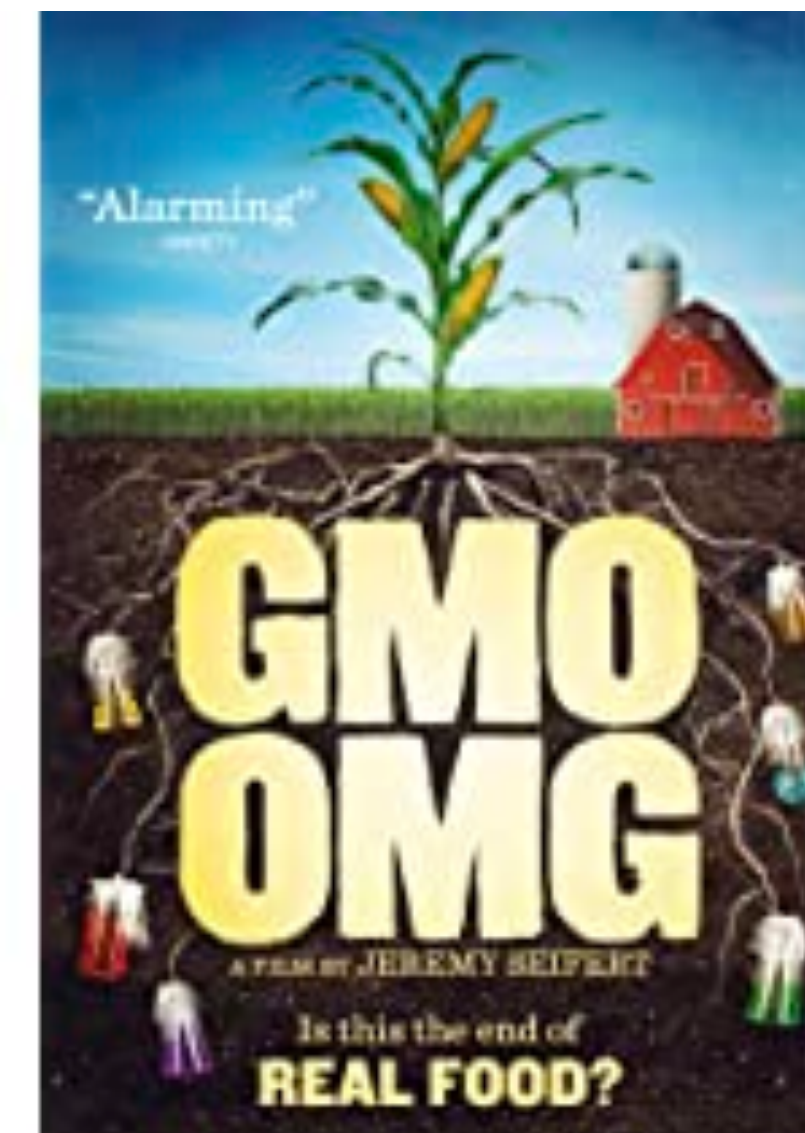
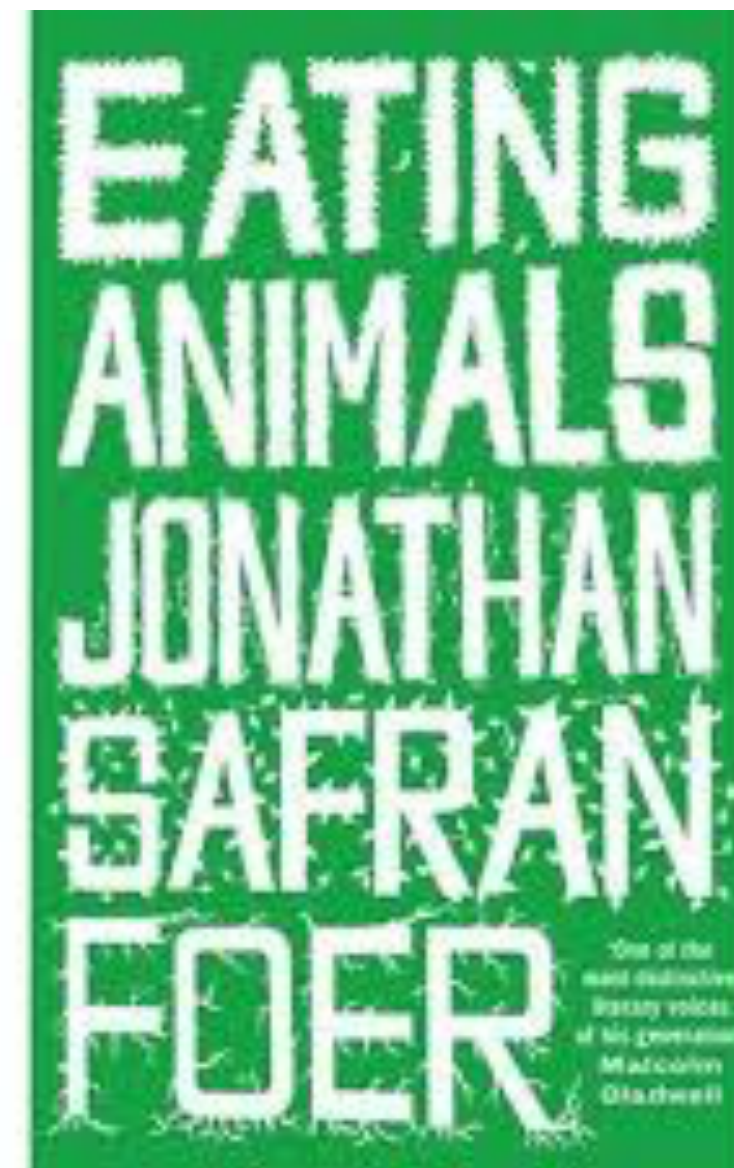
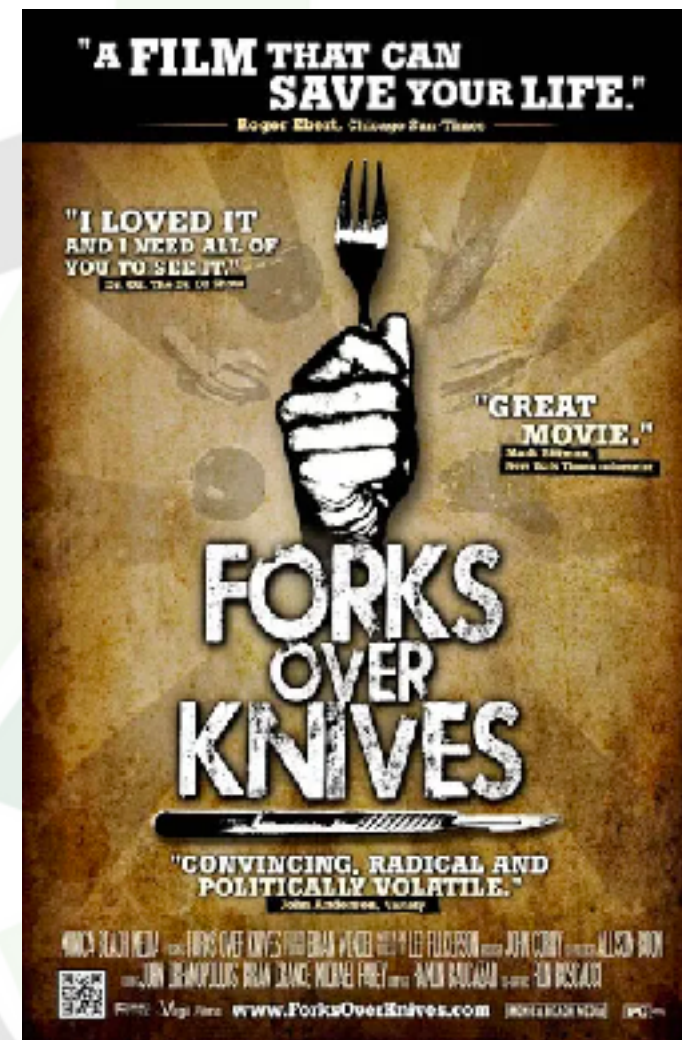






## IN DEFENSE OF FOOD

AN EATER'S MANIFESTO





## GREATER IMPACT THROUGH PARTNERSHIP: A CASE STUDY

Erin MacGregor is a registered dietitian, professional home economist and food and nutrition communications expert. She is a clinical dietitian and the co-founder of *How to Eat*, a food and nutrition blog and business that inspires Canadians to make healthy decisions about food.

Once an open skeptic of certain ag practices, Erin is now a champion for science-based ag education and regularly shares agricultural innovations with her urban audience.



### AG OUTREACH

Regularly shares positive ag-related information through digital and social media channels.

➡ 2018

- Guest lecturer for Food and Nutrition at Brescia College
- Presented to dietitians at Sunnybrook Health Sciences about consumer food fears with a focus on GMOs

#### Recent ag-related blog posts on *How to Eat*:

- Four big myths about food and farming: Debunked
- The World's Scariest Butterfly
- What's the deal with pesticides: From farm to Food
- How My Food Philosophy Changed in 2017



12,000  
unique monthly  
website visitors

6,000  
collective followers  
on social media

[howtoeat.ca](http://howtoeat.ca)

[@how\\_to\\_eat](https://twitter.com/how_to_eat)

[/howtoeatblog](https://facebook.com/howtoeatblog)

[@how\\_to\\_eat](https://instagram.com/how_to_eat)

## WHAT'S THE DEAL WITH PESTICIDES? FROM FARM TO FOOD



This post was sponsored by CropLife Canada who represent developers, manufacturers and distributors of pest control and modern plant breeding products, however any opinions held within it are 100% my own. And the facts are just that, facts! I recently wrote about how my experience learning from agriculture experts has helped me become a better...

[READ MORE](#)

## THE REASONS I DO (AND DON'T) EAT ORGANIC



This is part 2 of series on food labeling and label claims. In part one, I briefly described how Canada's labelling system works (not boring, promise!) and waded through one of the most commonly misrepresented claims, "natural". This time, I'm diving into organic, and geez folks, it's not a simple one. It's probably why there...

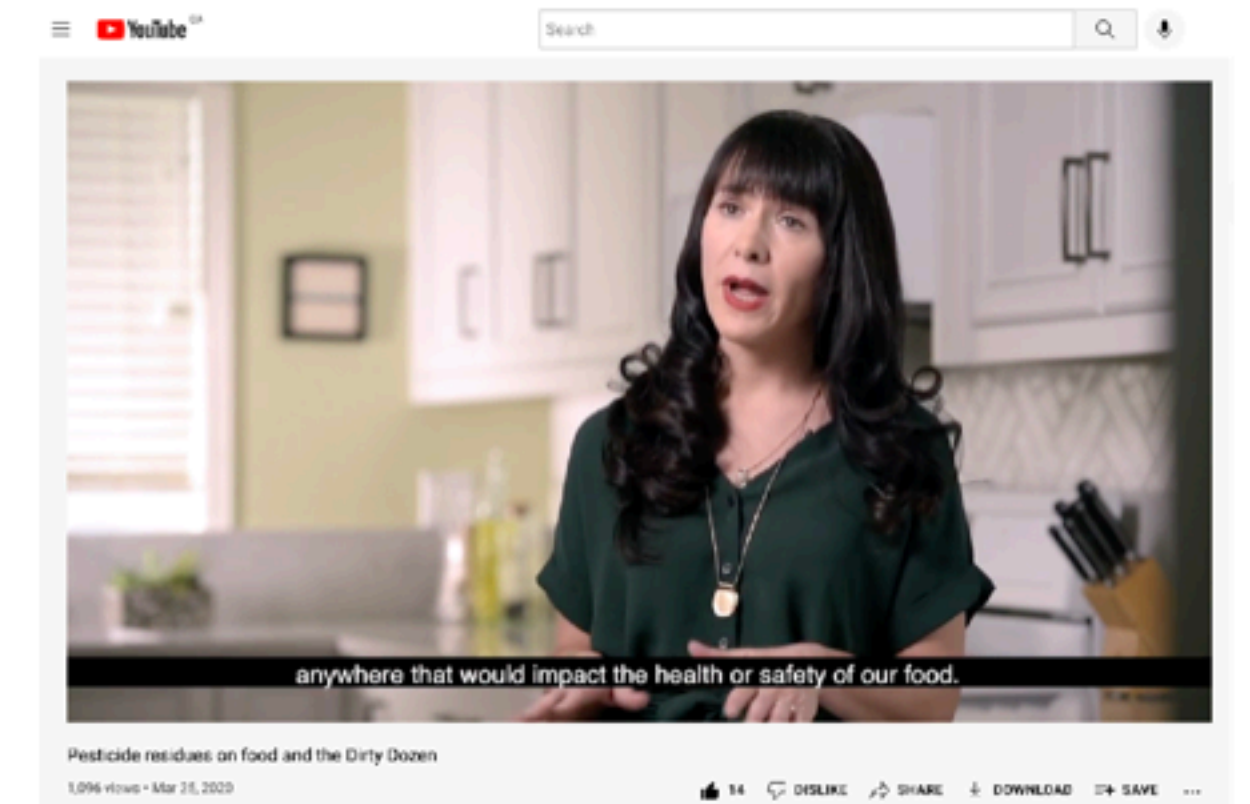
[READ MORE](#)

AUGUST 15, 2018 BY DORA DORR 2 COMMENTS

## FOUR BIG MYTHS ABOUT FOOD AND FARMING: DEBUNKED



Here at How to Eat, 2018 has been a fruitful year of hands-on learning about where our food comes from. Over the past several months, Dora and I have had opportunities to meet farmers, plant scientists and agriculture experts in a number of different settings, and we've learned a lot about what is and isn't...



Today's Parent

[Getting Pregnant](#) [Pregnancy](#) [Baby](#) [Family](#) [Product Reviews](#) [Recipes](#) [MORE](#)

FAMILY HEALTH

## Stop feeling bad about giving your kids non-organic strawberries and apples

The Dirty Dozen foods list has long been a source of parental guilt, but maybe it's time to start ignoring it.

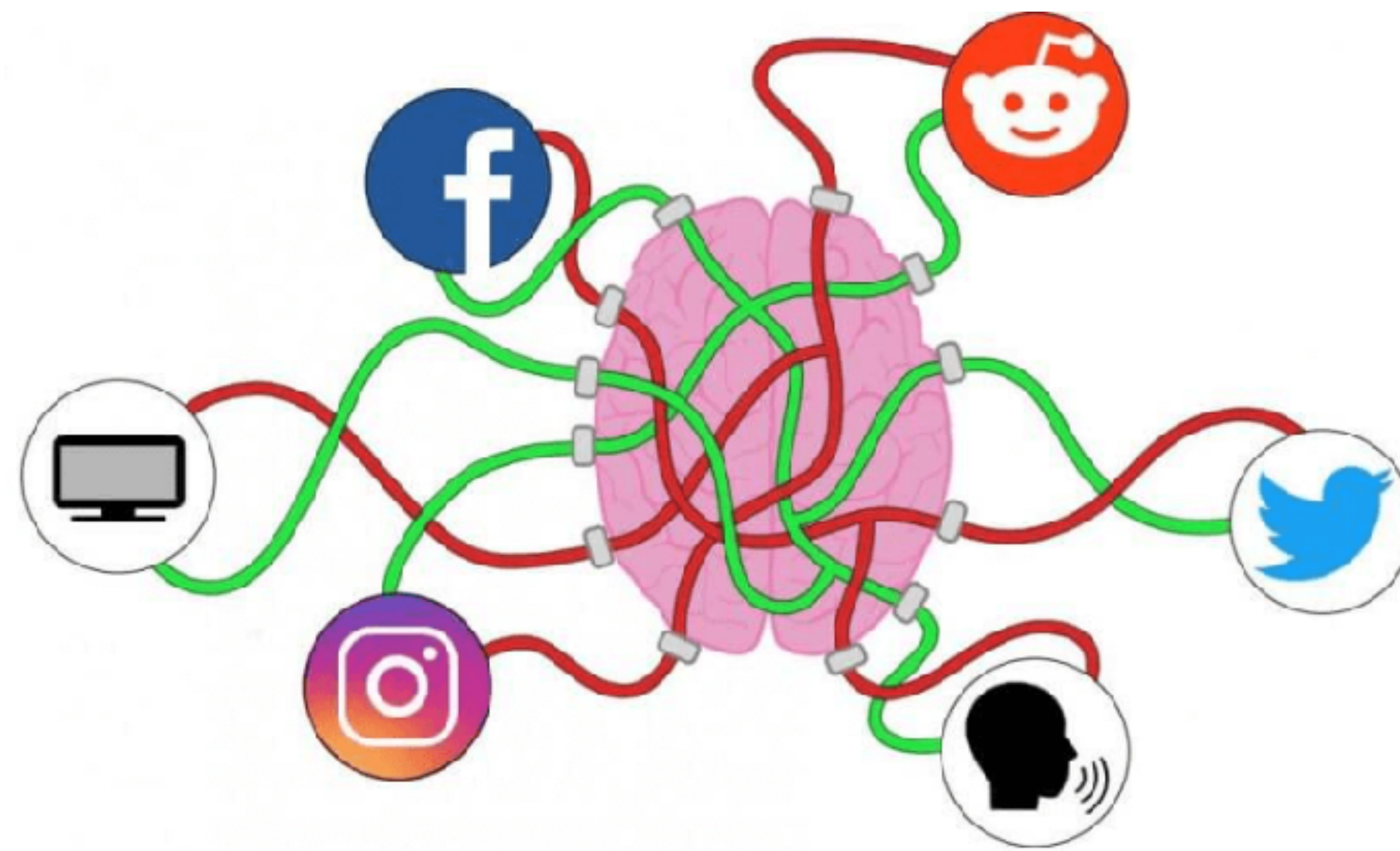
By Wendy Klassen  
October 20, 2019





# INFODEMIC (*noun*)

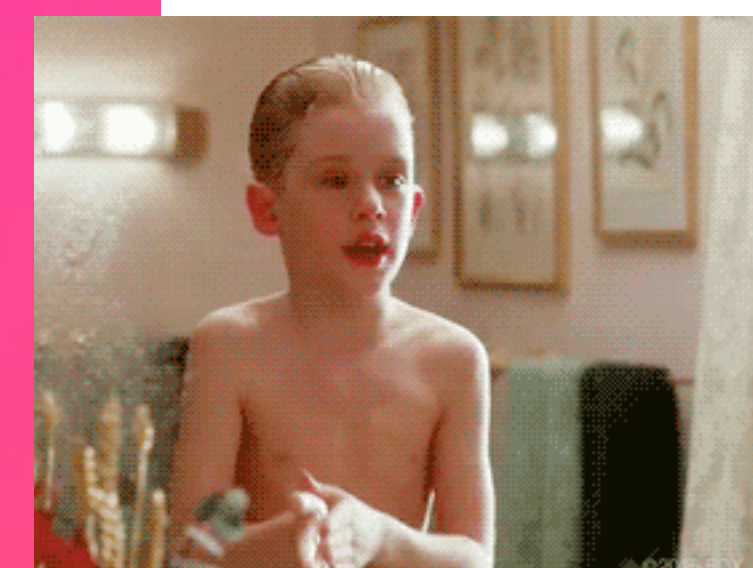
The avalanche of information, both accurate and inaccurate, that must be navigated on a daily basis, usually online. The large volume of which can make it difficult to extract what is true and relevant.





% of misinformation with origin on social media

(A)	10%
(B)	25%
(C)	55%
(D)	85%



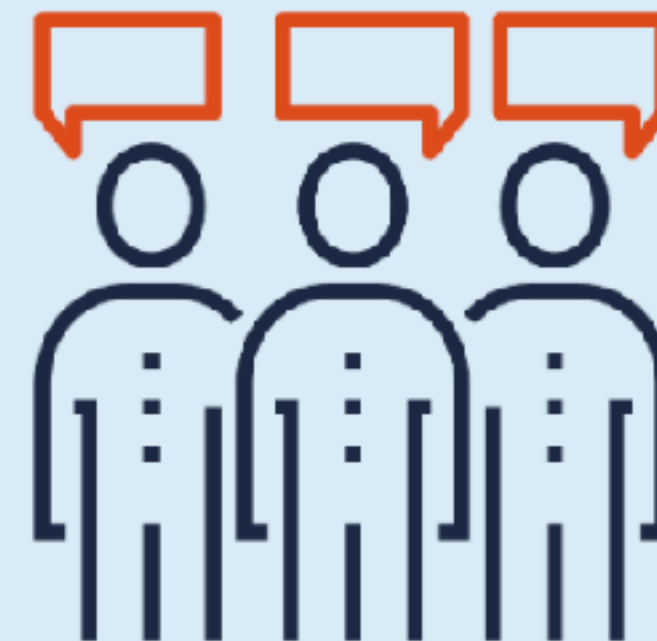


MDM can be identified as three main forms of informational activity that can cause minor or major harm.

**Misinformation** refers to false information that is not intended to cause harm.

**Disinformation** refers to false information that is intended to manipulate, cause damage, or guide people, organizations, and countries in the wrong direction.

**Malinformation** refers to information that stems from the truth but is often exaggerated in a way that misleads and causes potential harm.





**FALSEHOOD  
FLIES,**

**AND TRUTH COMES  
LIMPING AFTER IT**

- JONATHAN SWIFT

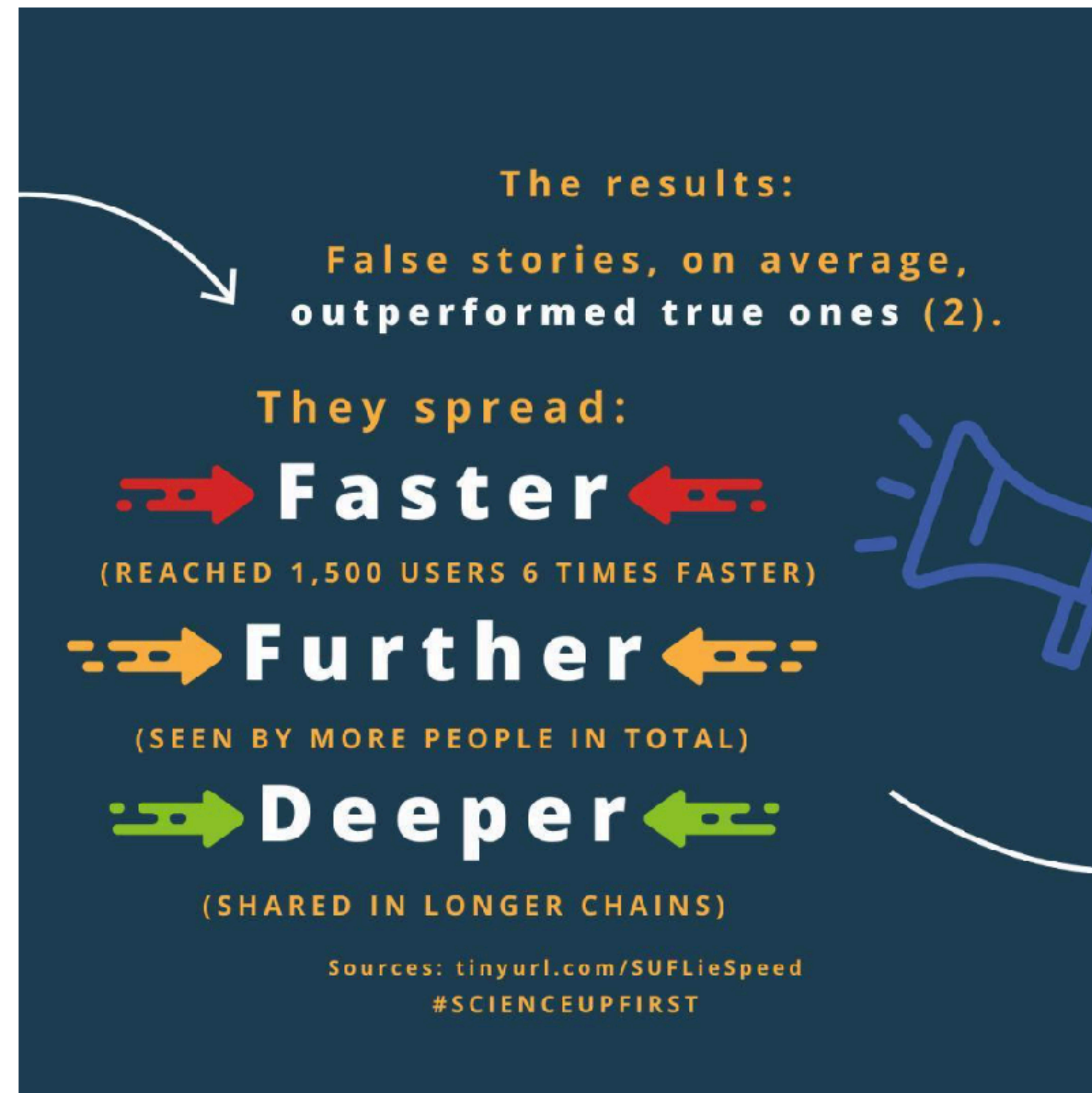


IT'S AN OLD QUOTE,  
BUT IT'S STILL TRUE  
ON SOCIAL MEDIA →

#SCIENCEUPFIRST







+ they were 70% more likely to be retweeted!

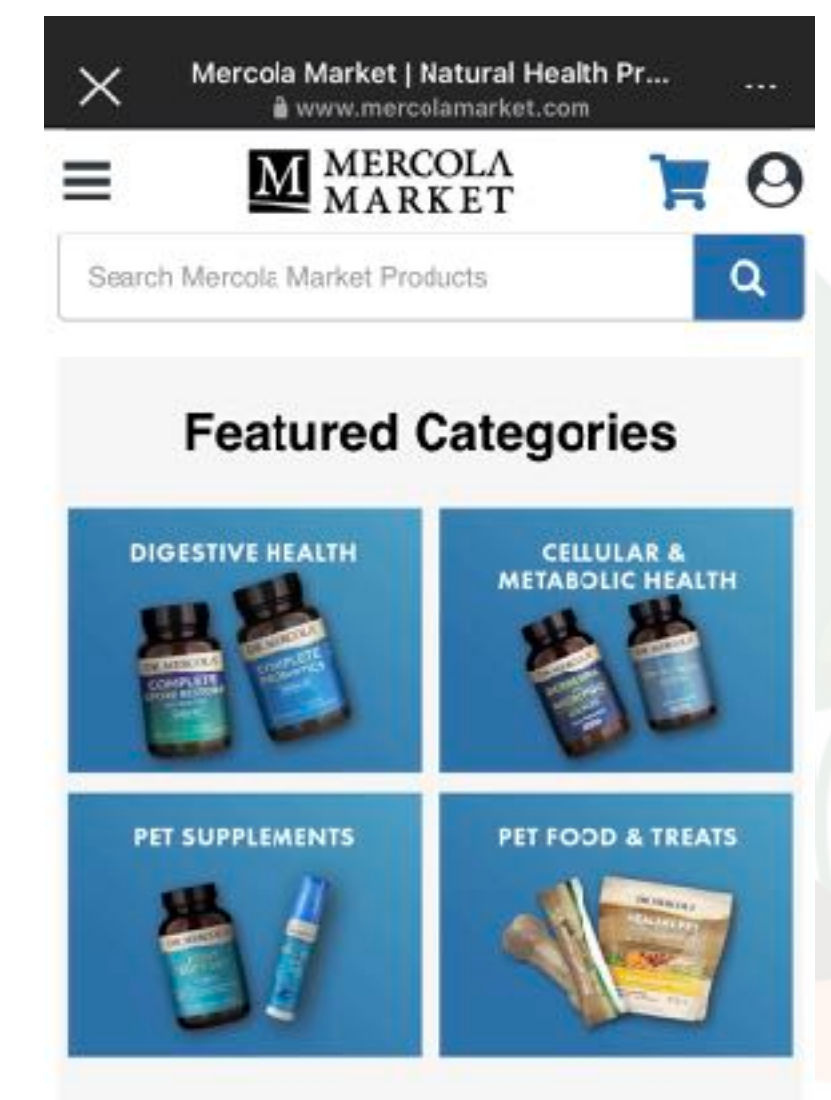
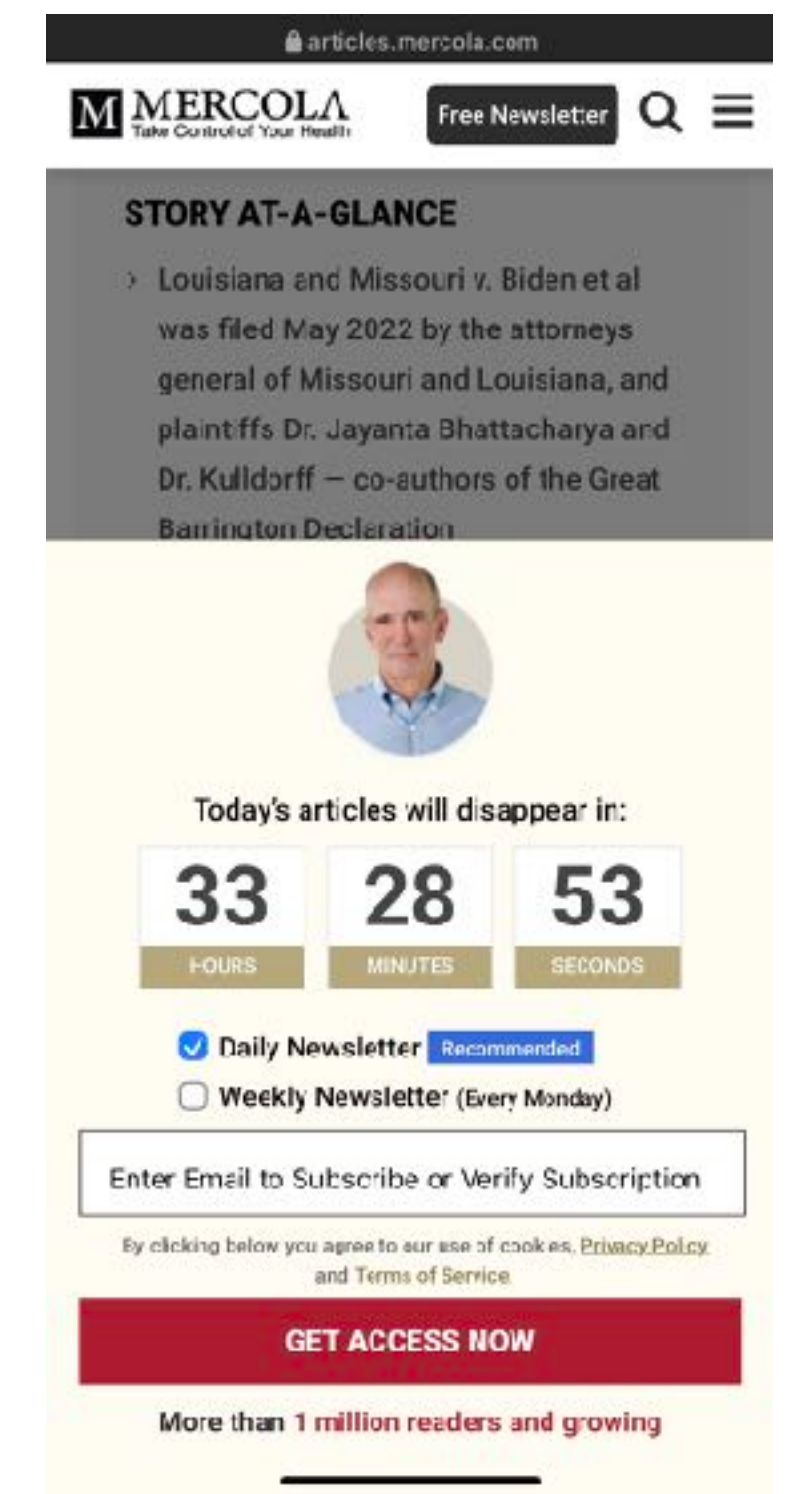
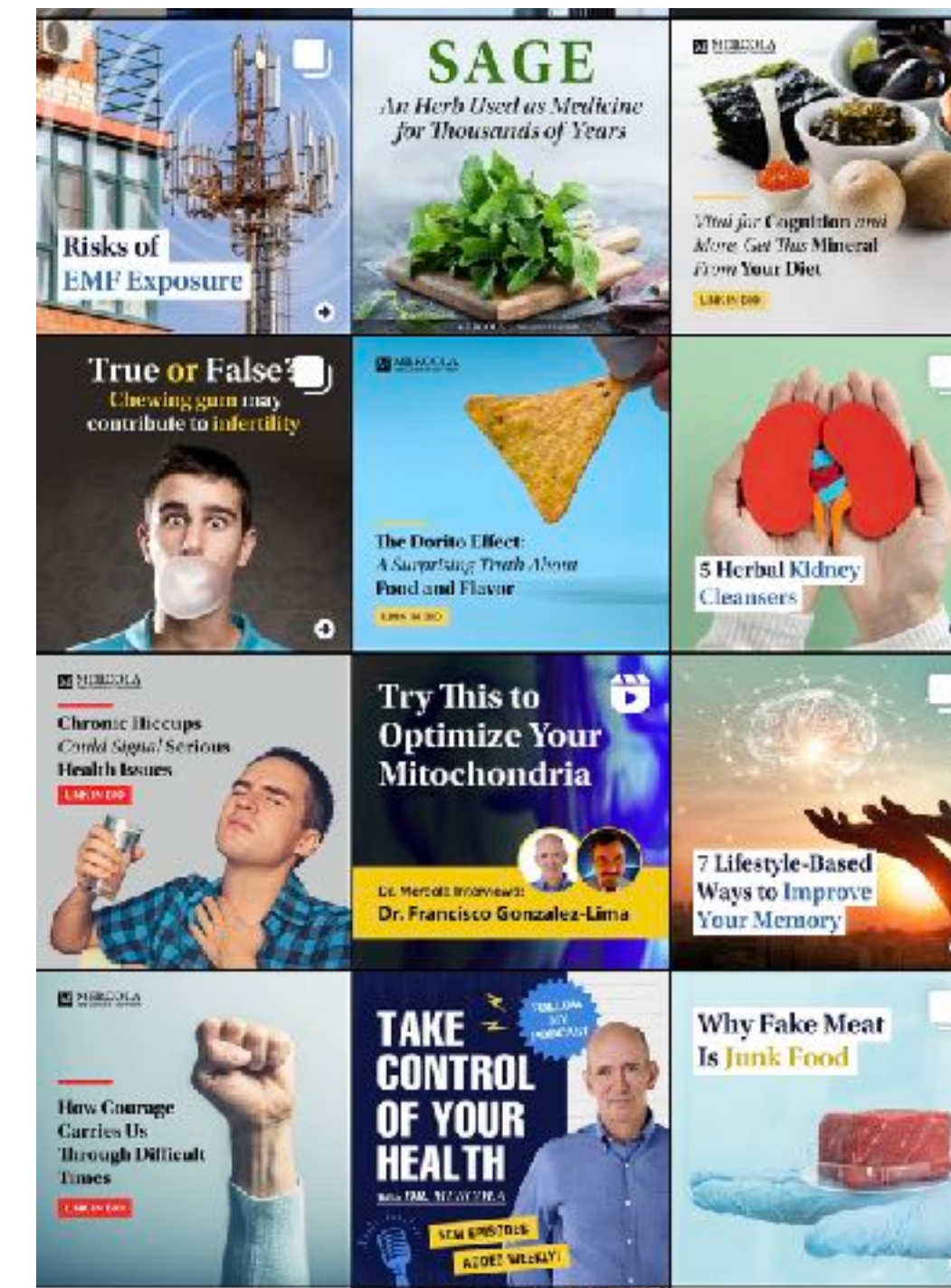


**Did You Know that  
Misinformation is More  
Profitable than Real  
Information?**

**How Misinformers are  
Using Social Media  
Platforms to Make Money**

Misinformers' social media **accounts** have seen a huge follower growth during the pandemic (17). They use these social media platforms as "marketing funnels" to redirect people to their external website where you can find (1,17,18):

- **Products to buy (i.e. alternative health products, supplements, programs, books, apparel, videos, movies, docu-series, etc.)**
- **Paid access to "censored" articles, banned from social media platforms for being misinformation.**
- **Ads, generating revenues for every visit**
- **Paid newsletter subscriptions and membership**







**1 BILLION + in revenue**





Misinformation is clearly a big problem.

When it spreads:

- **People get polarized (5)**
- **Vaccine uptake slows (6)**
- **Mental health decreases (7)**



Sources: [tinyurl.com/SUFLieSpeed](https://tinyurl.com/SUFLieSpeed)  
#SCIENCEUPFIRST



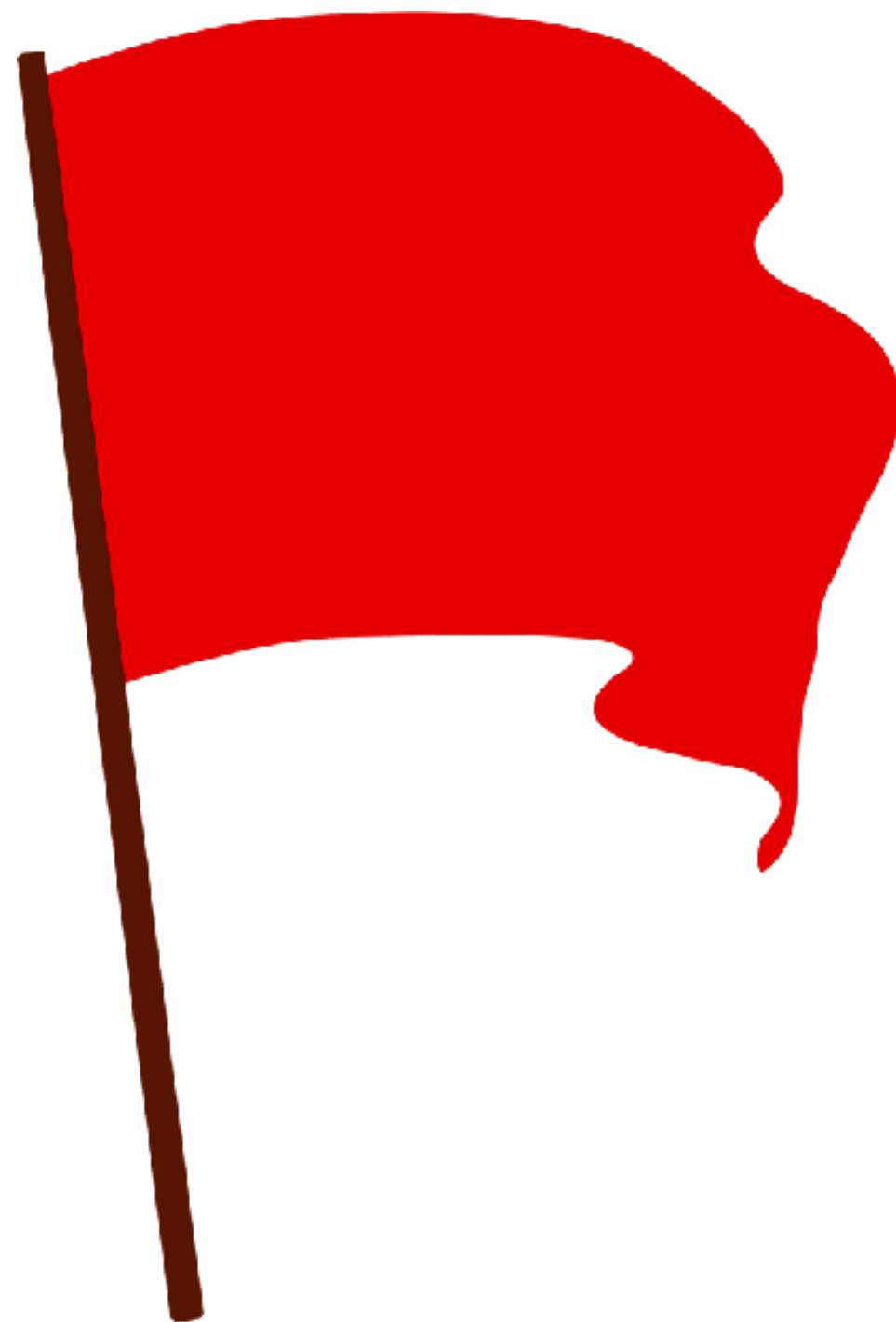


# MISINFORMATION RED FLAGS






# INFORMATION NOT BACKED BY SOURCES





Paul Saladino

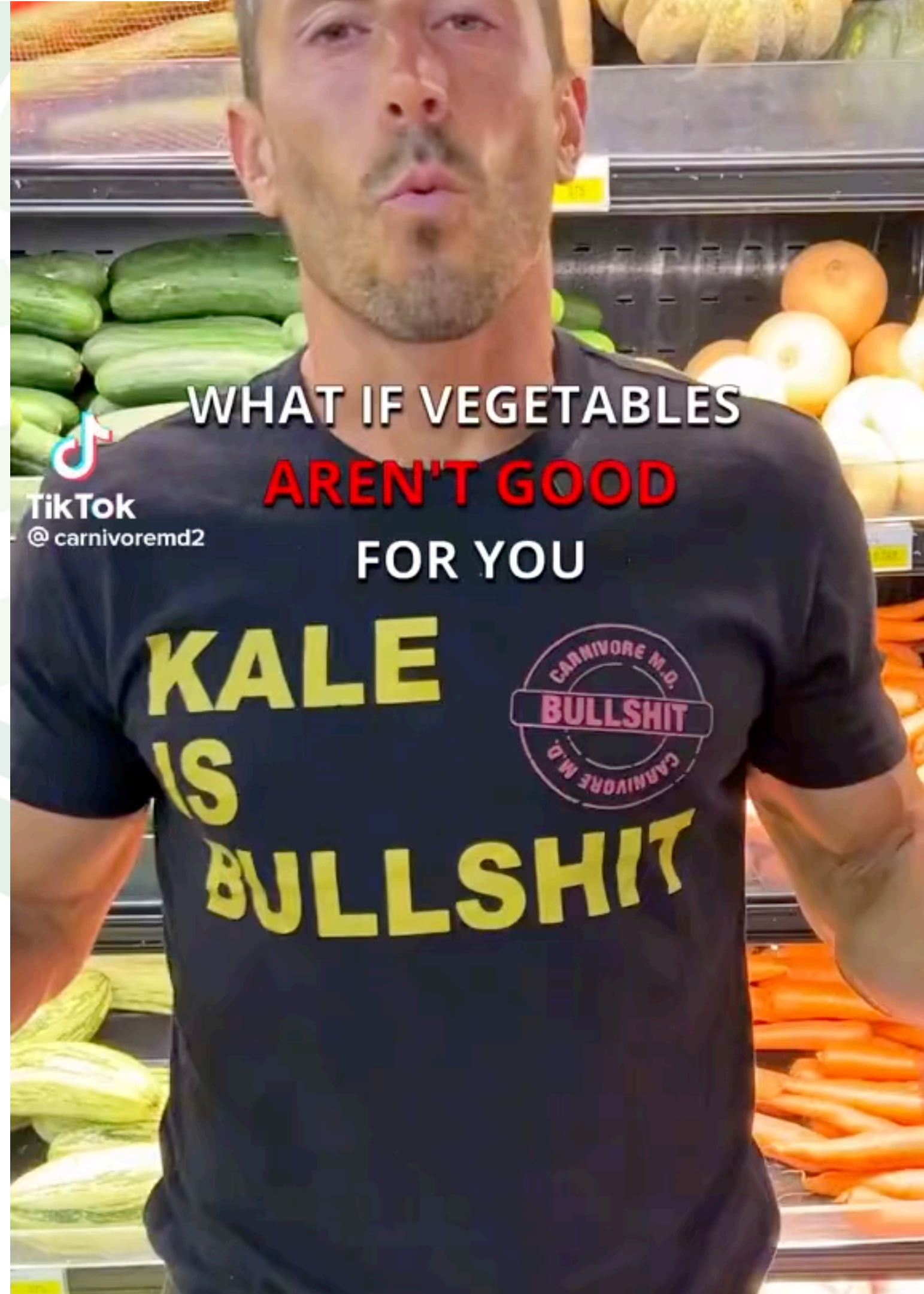


@carnivoremd2

10 Following 321.3K Followers 4.6M Likes

Follow

Earned but back 🍌  
Organs, meat, fruit, honey and raw dairy =  
#animalbased



< lindseyelmore



3,456 Posts 121K Followers 1,432 Following

Dr. Lindsey Elmore  
Scientist  
PharmD, BCPS, CYT-250  
📧📧📧 www.wellnessmadesimple.us  
📧 lindseyelmore.com  
📧 @lindseyelmoreshow more  
www.lindseyelmore.com

< All Posts



Lindsey Elmore  
@lindseyelmore

Want to increase your body's ability to metabolize glyphosate?

Take a shot of apple cider vinegar daily.

It increases the number acetobacter aceti in your microbiome, and this bacteria eats Round Up for breakfast.



Liked by juliamarrin and others

**lindseyelmore** Did you know that Bayer Pharmaceuticals owns Monsanto?

Monsanto originally developed glyphosate as an antibiotic, but it was too dangerous to give to people so they decided just to spray it all over our food without proving if it was safe.


Great plan. Thanks.

We now basically have no food that isn't contaminated (organic helps, but with wind and all, it's def not foolproof).

We now know that is directly causes cancer. And that it is ubiquitous.



< Ben Azadi Keto Kamp



@thebenazadi

232 Following 321.9K Followers 2.5M Likes

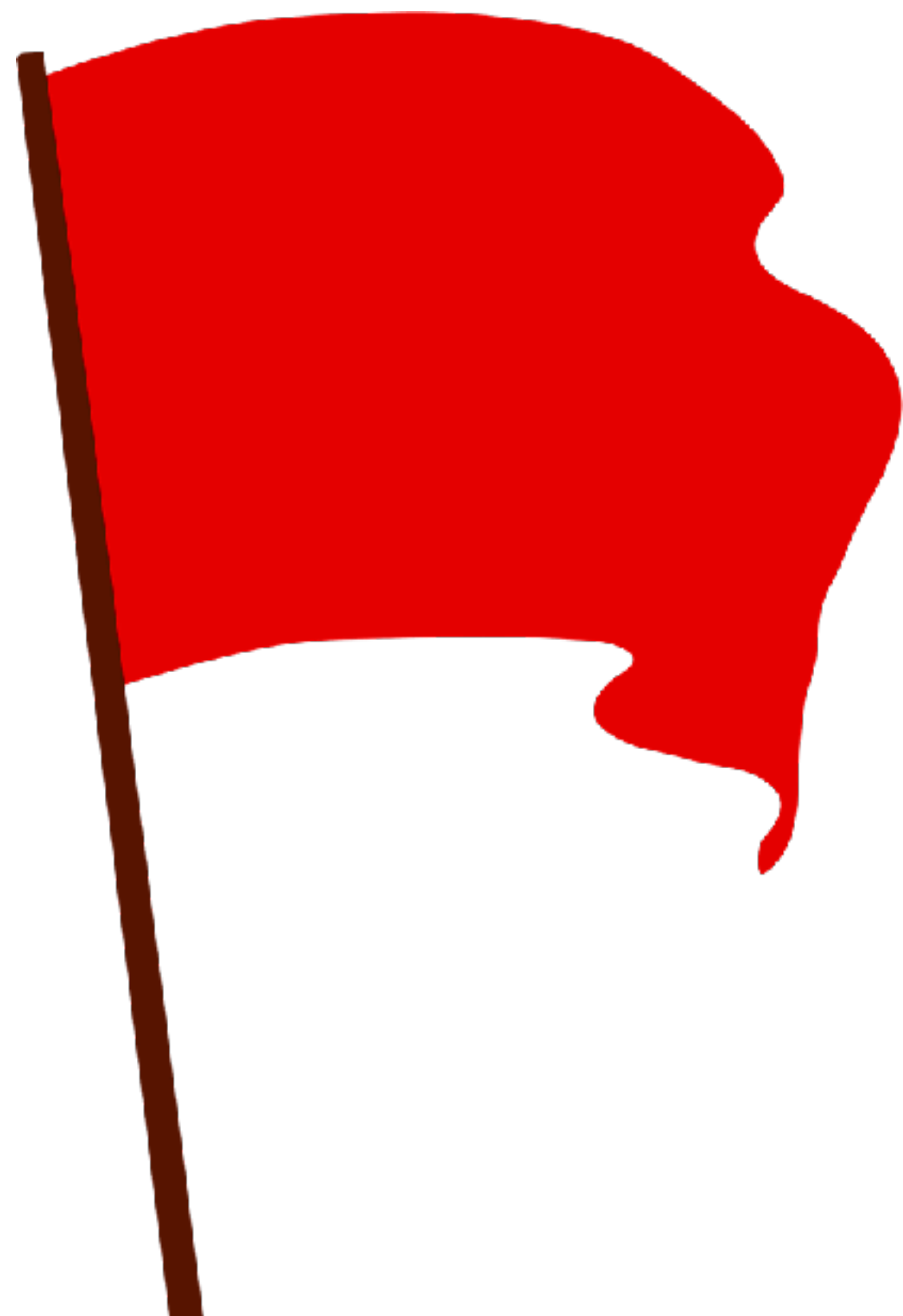
Follow

Nutrition & BioHacking  
Best Selling Author  
#1 Source For Keto & Fasting

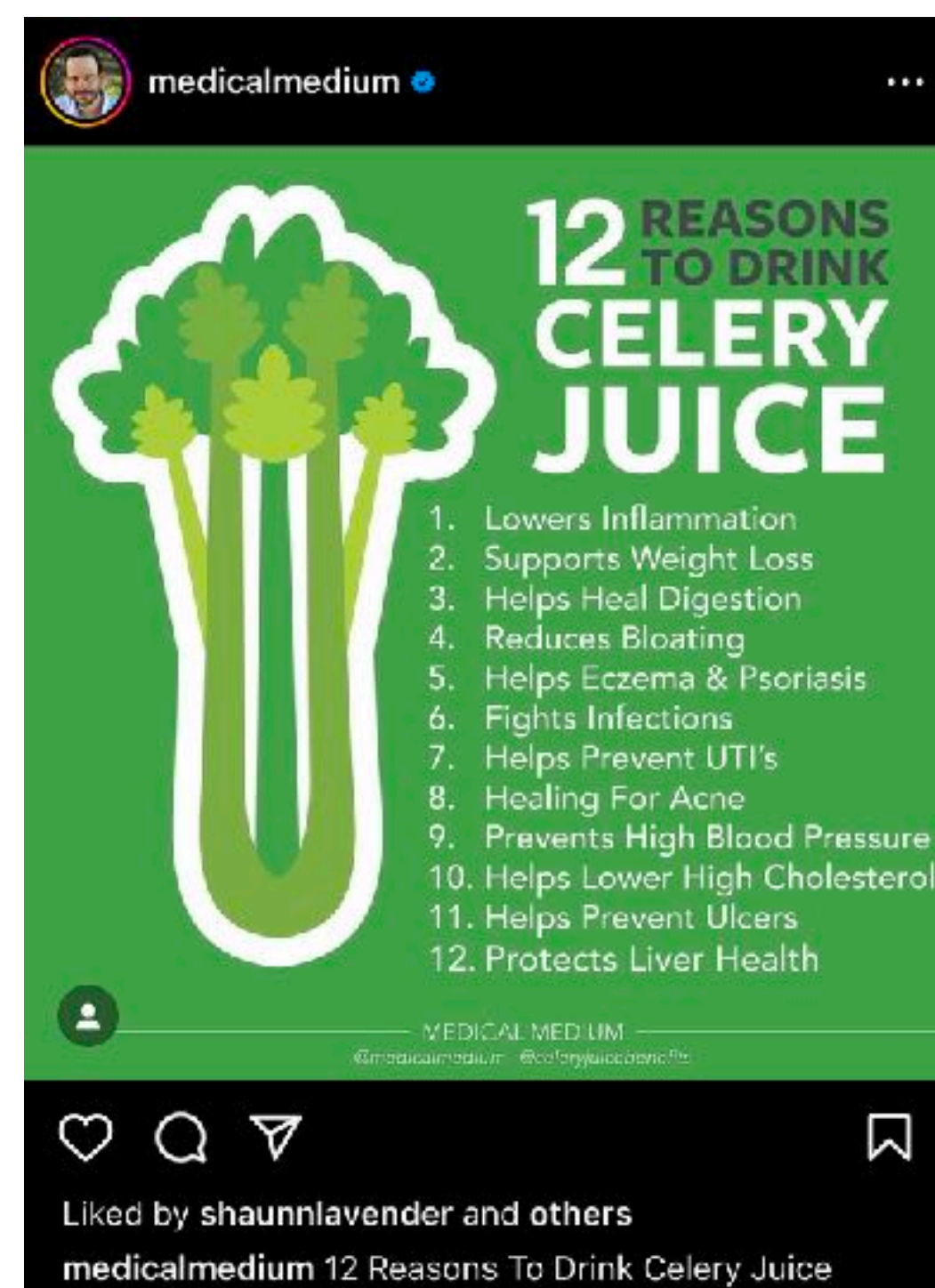




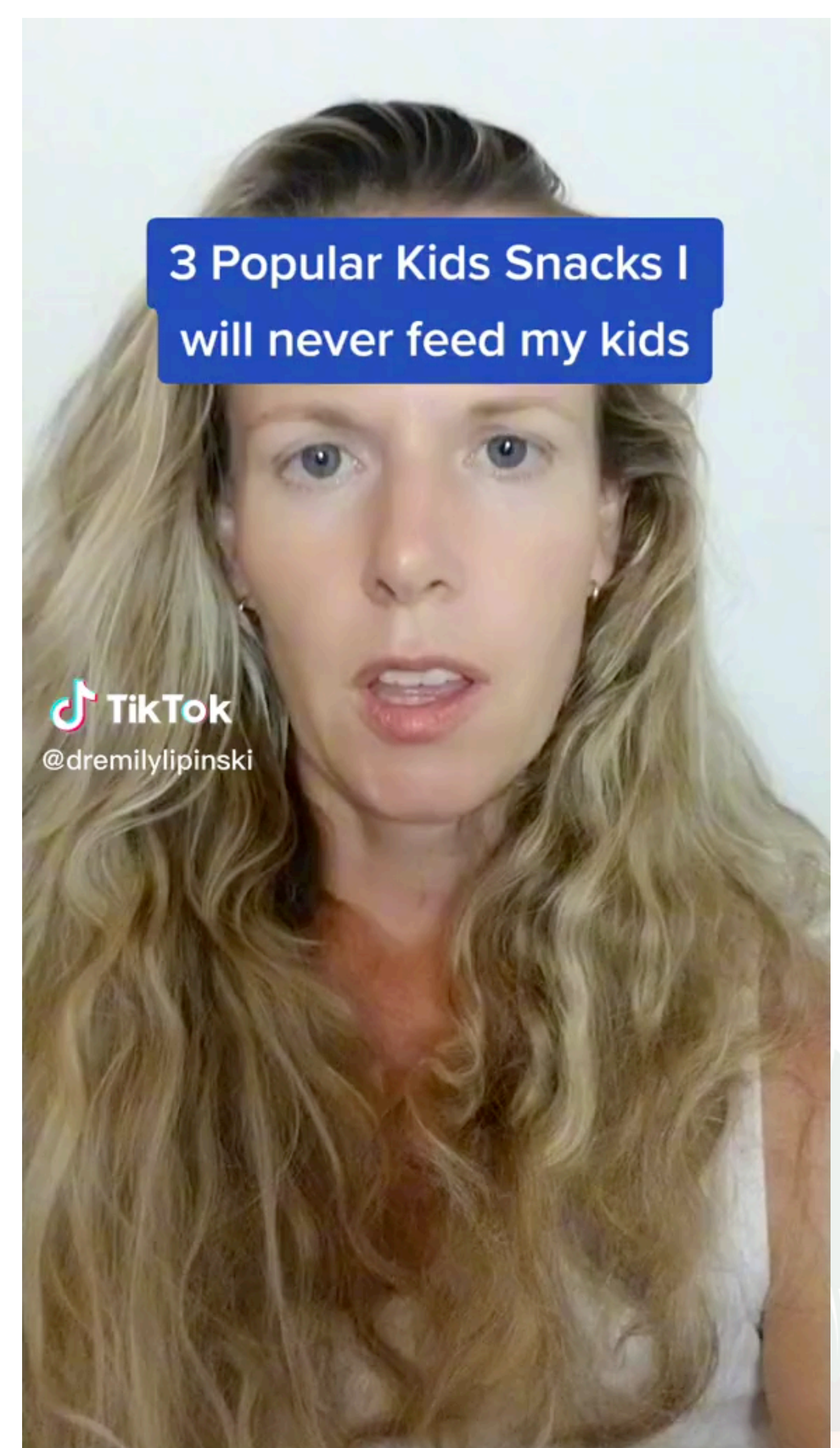
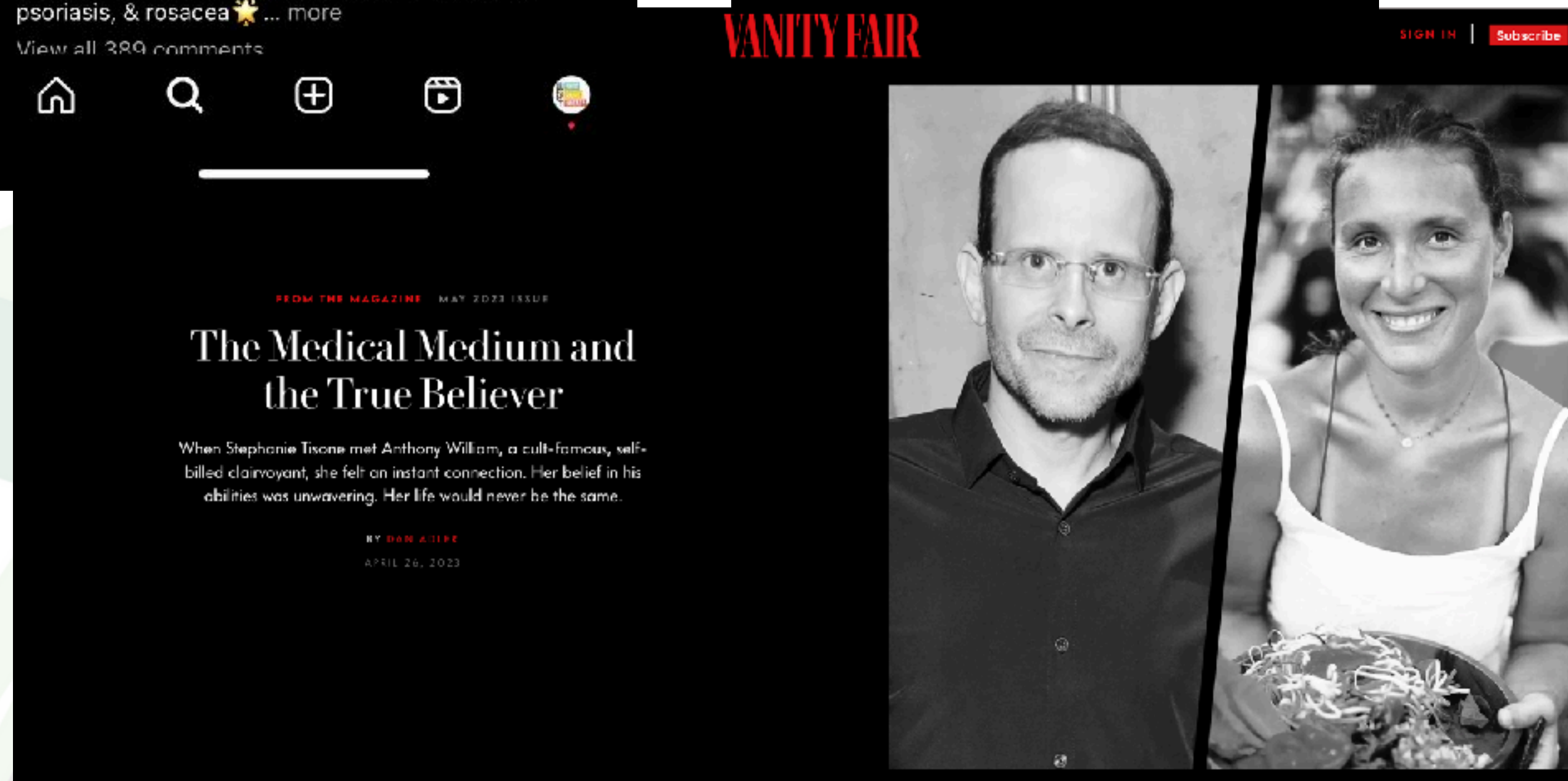
# EMOTIONAL APPEAL





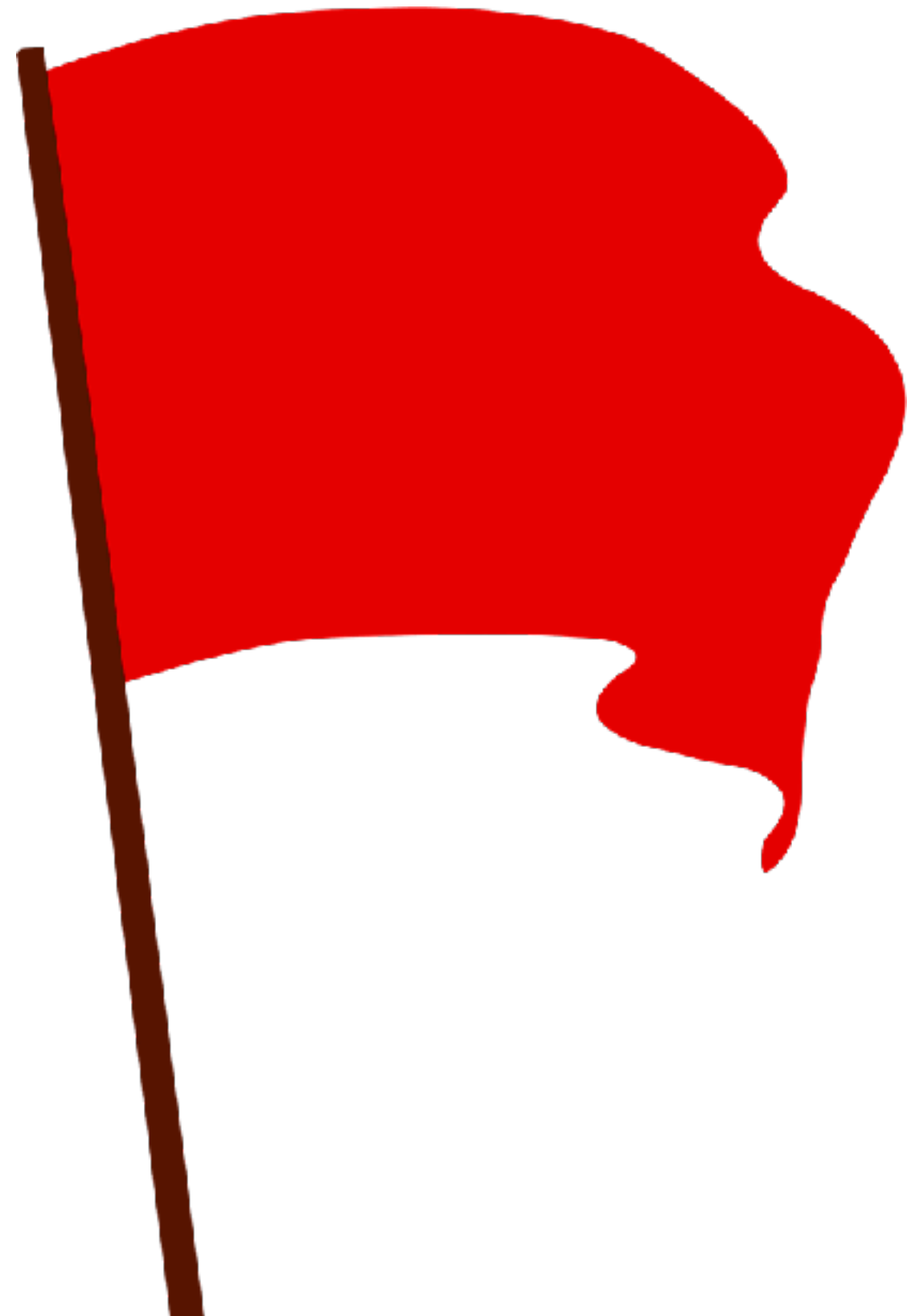


VANTY FAIR





# ONE SIDED STORY





## biden pesticide kids

Articles 4641

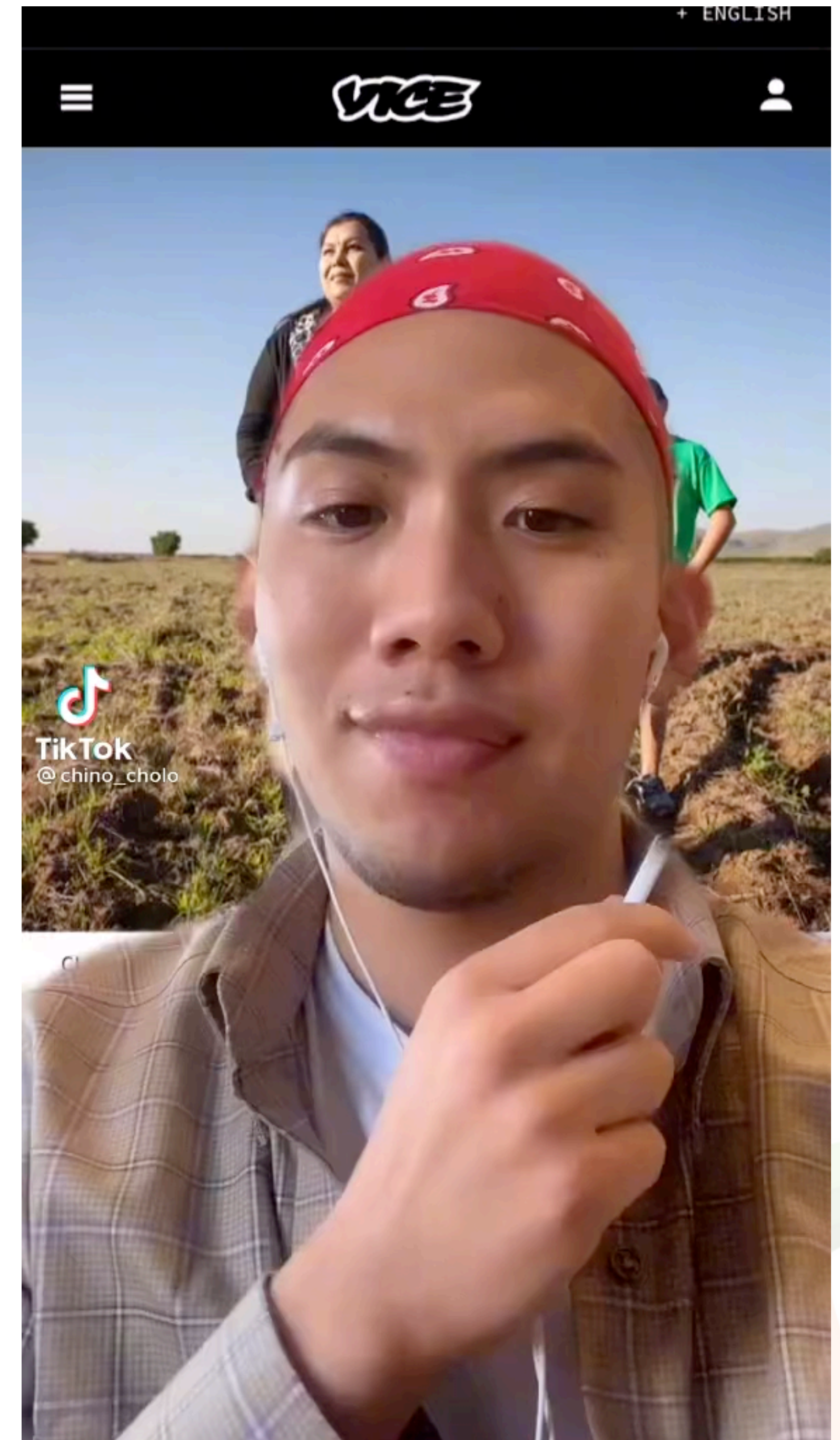
Videos 74

Shows 2



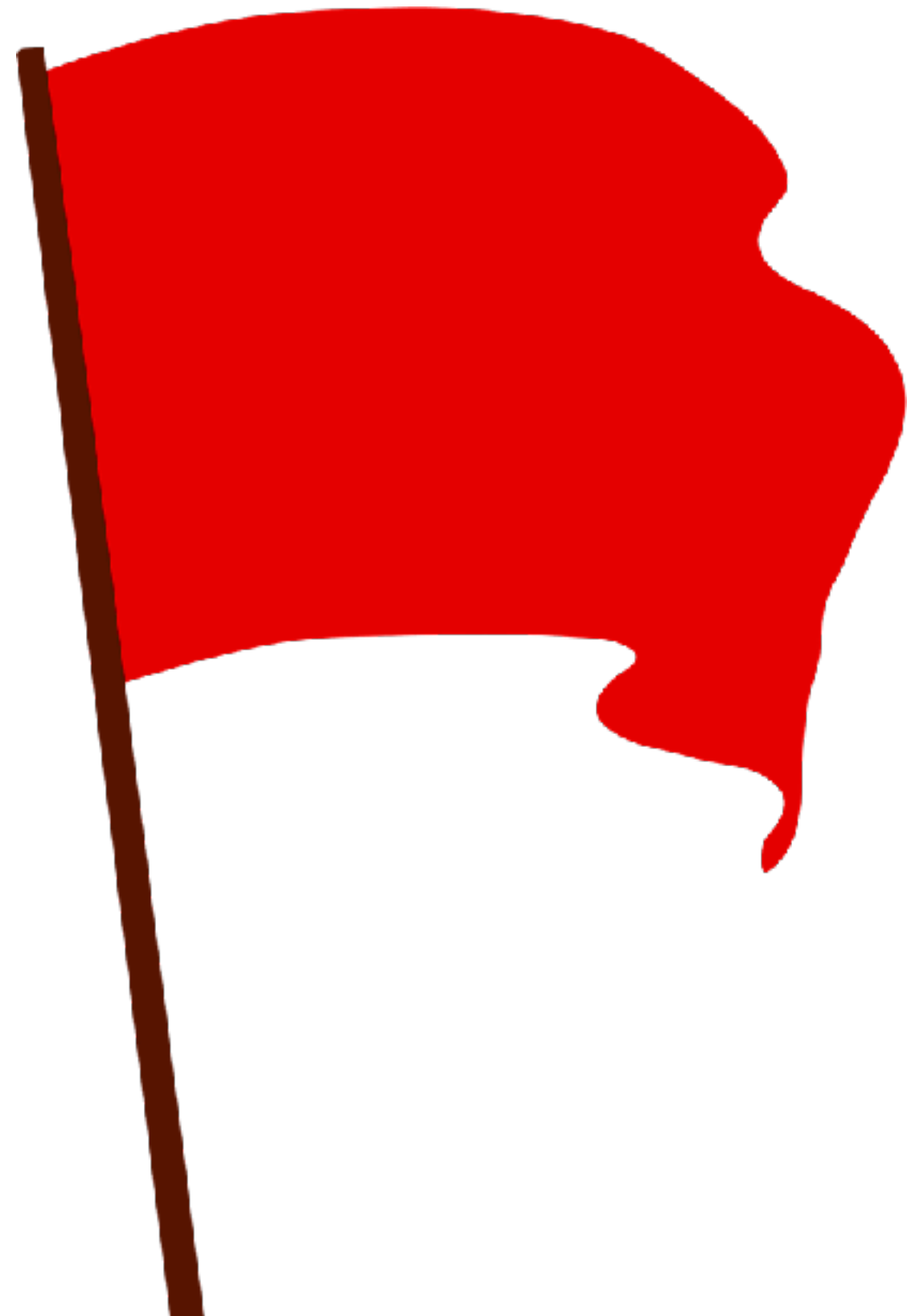
### Biden Might Finally Ban a Pesticide that Studies Say Poisoned Kids' Brains for Decades

Even as farm workers alleged in lawsuits that chlorpyrifos had made them sick, Trump's EPA refused to ban it. One of Biden's first executive actions might change that.





# LOGICAL FALLACIES



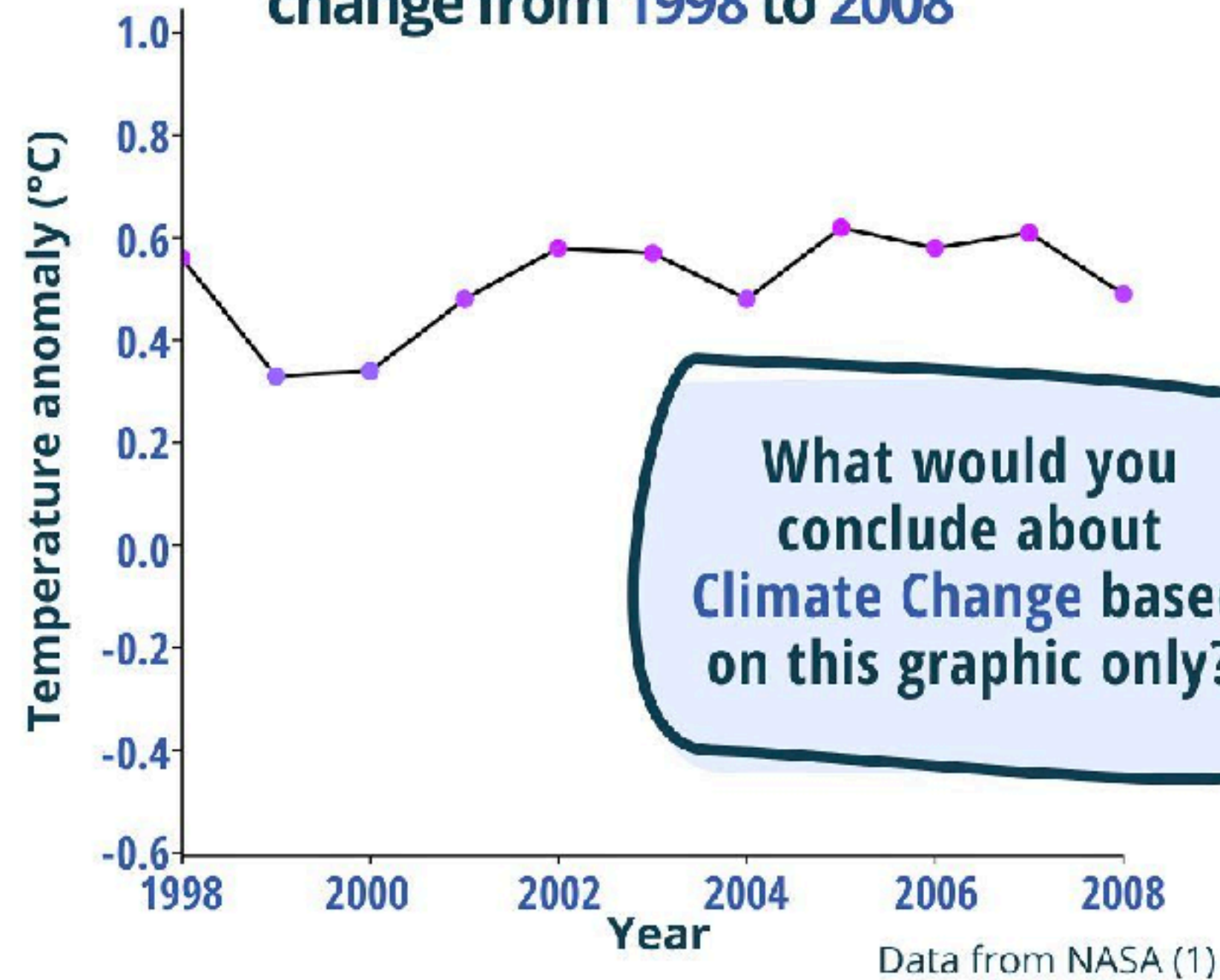


## MISINFORMER TACTIC:

# DATA MISREPRESENTATION

## DATA MISREPRESENTATION LACK OF CONTEXT

Global mean surface air temperature change from 1998 to 2008

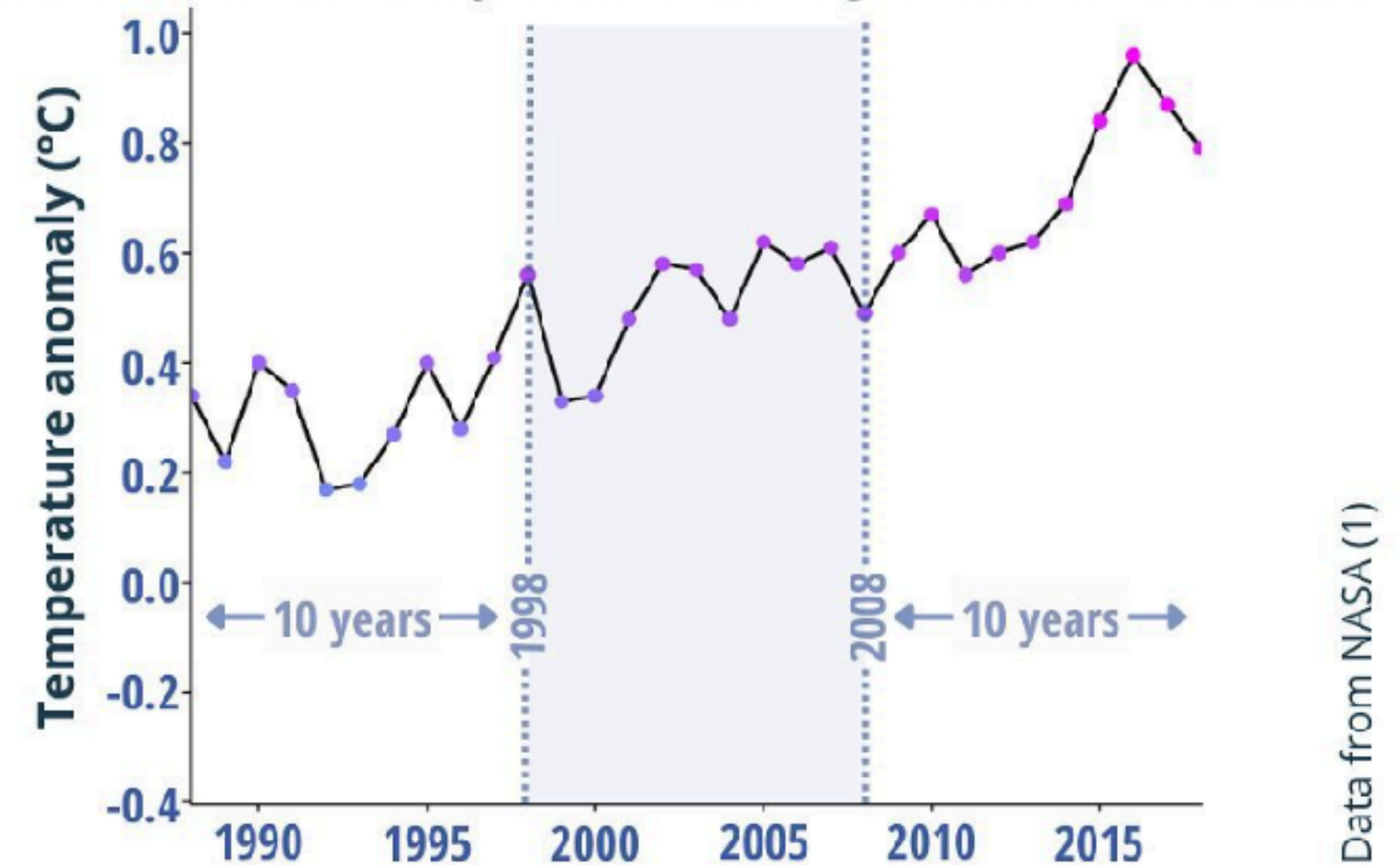


#ScienceUpFirst

## THIS GRAPHIC LACKS CONTEXT

This graphic is **misleading** as it is missing critical and necessary context. Because climate varies normally, **temperature variations are typically measured on at least a 30-year cycle** in order to get historical context (2,3).

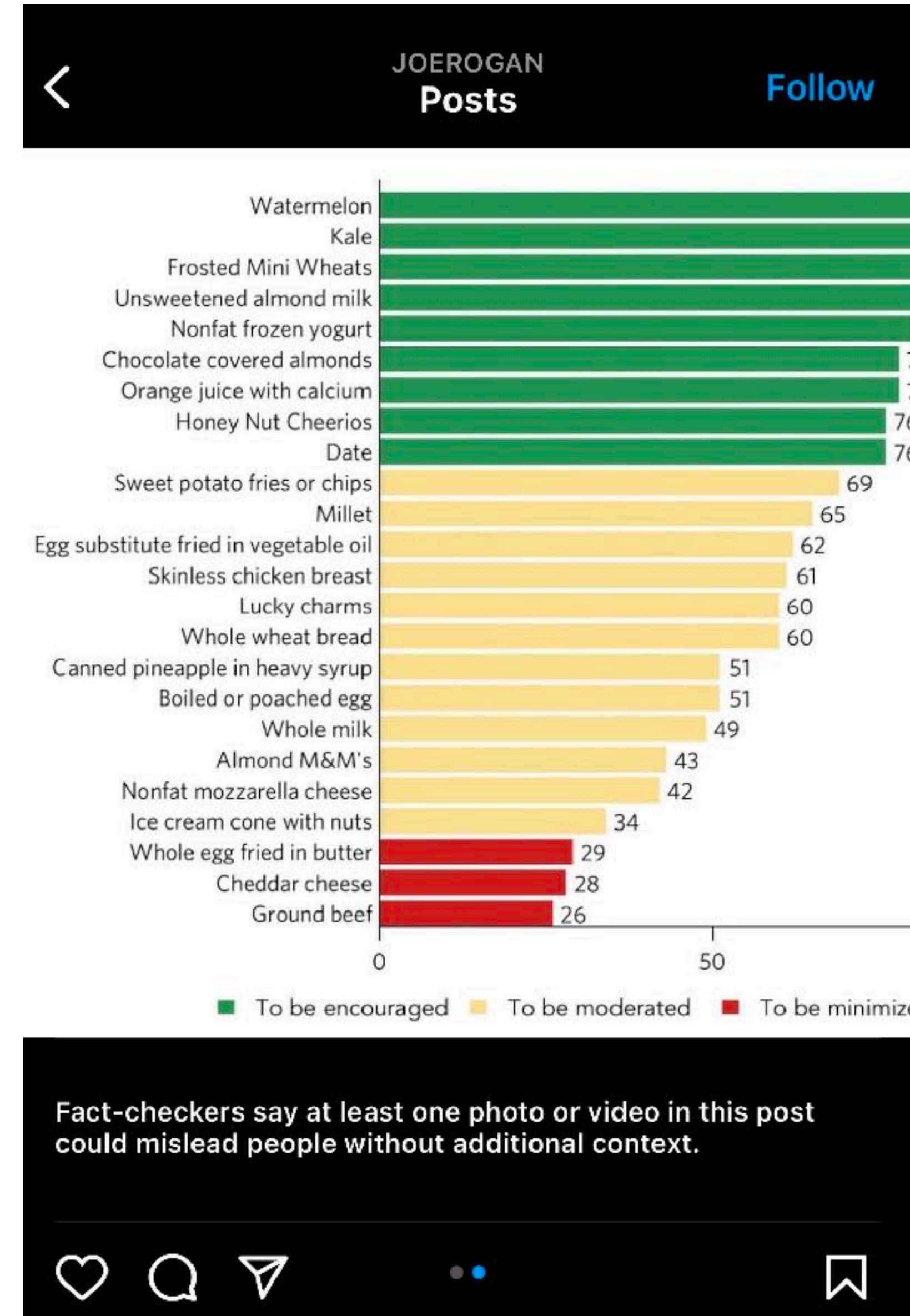
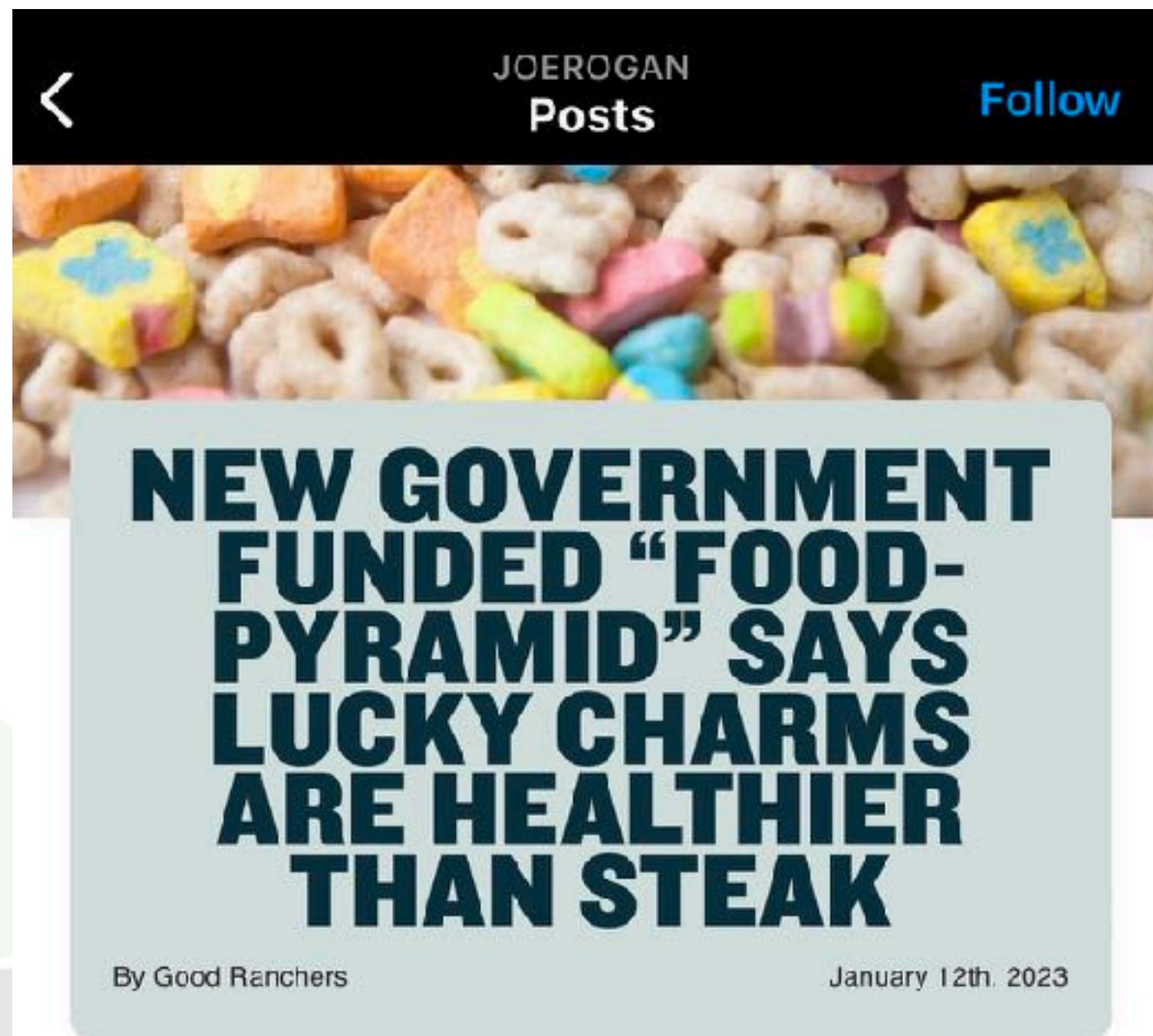
Global mean air temperature change from 1988 to 2021



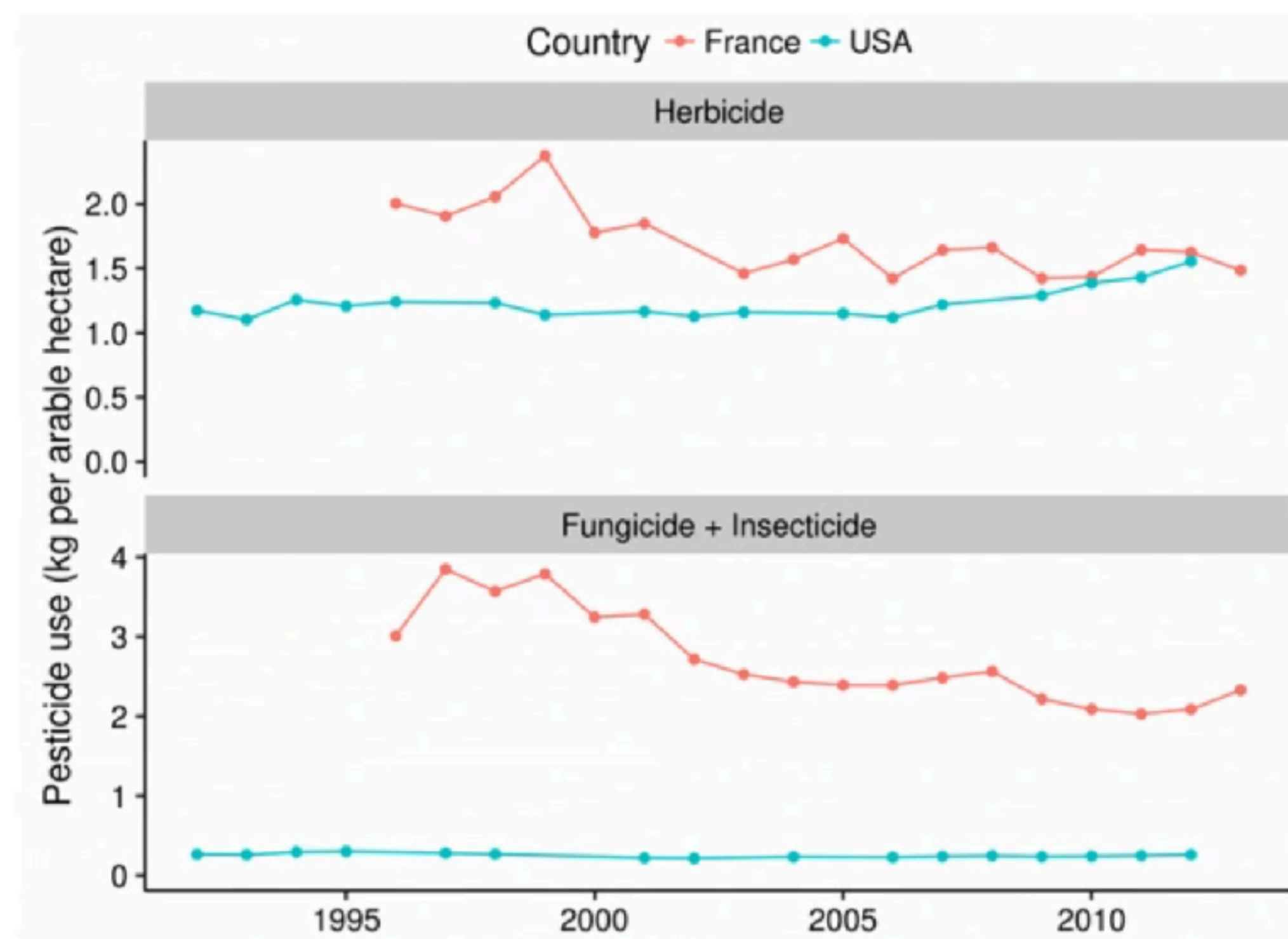
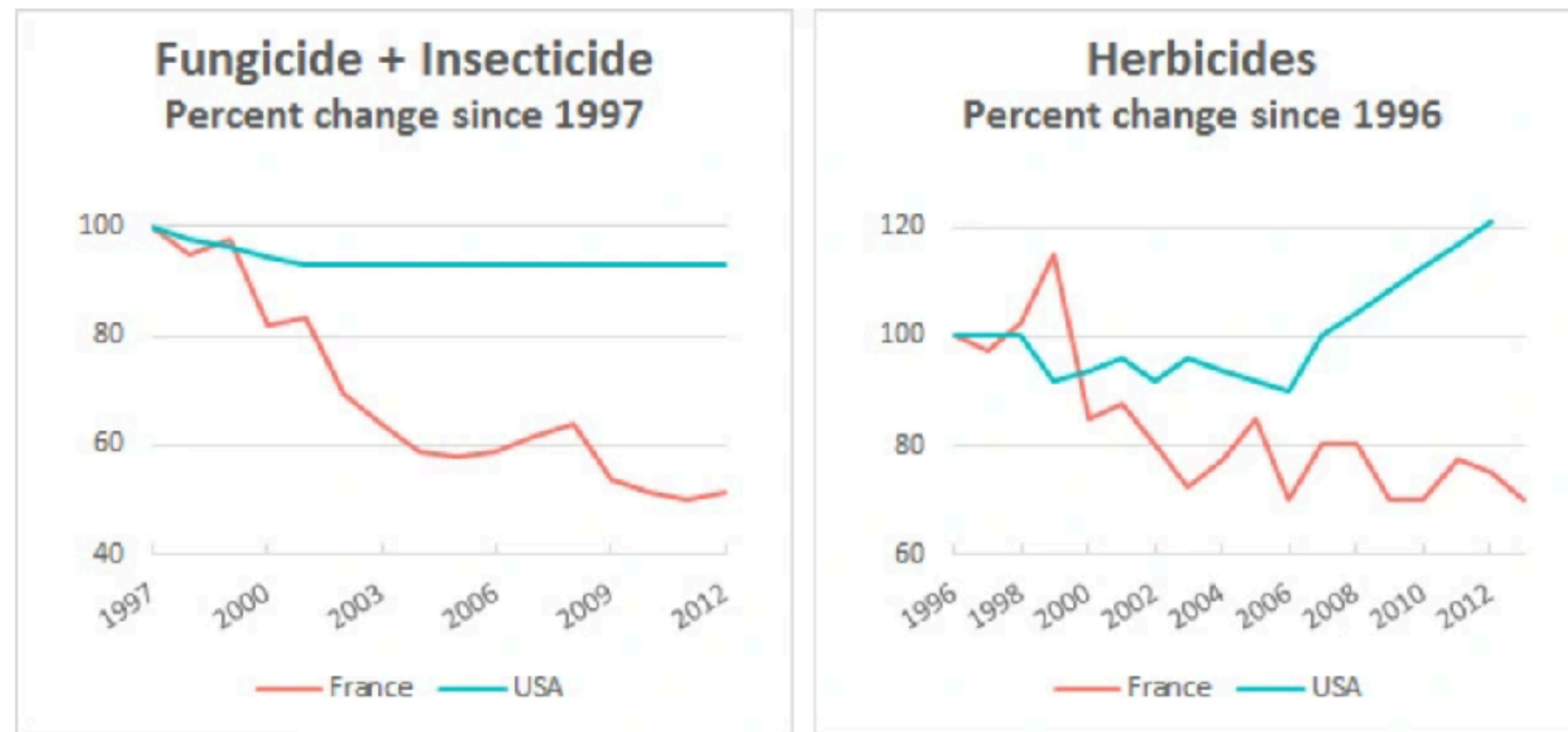
Sources: [tinyurl.com/SUFDDataLackingContext](https://tinyurl.com/SUFDDataLackingContext)

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**MISINFORMER TACTIC:**



**#ScienceUpFirst**







### CONCERNED ABOUT PESTICIDES?

Get your **FREE** copy of EWG's Dirty Dozen™ and Clean Fifteen™ lists!

GET THE GUIDE

EWG'S 2022

DIRTY 12™

SEE THE LIST

EWG'S 2022

CLEAN 15™

SEE THE LIST



Ban **CANCER-LINKED PESTICIDE** Found in Kale

TAKE ACTION

All Inboxes

2,682 messages

Inbox - Google

8:01 PM

2023 Dirty Dozen™ List

raising our 2023 Dirty Dozen™ list. SIGN UP NOW. FW...

Inbox - Google

7:40 PM

Inbox - Google

8:01 PM

LogIMQ\_4461.jpg BancaH

port cards went home ta...

Inbox - Google

1:42 PM

Review

one review to your

re across: https://doi.org/...

Inbox - Google

11:55 AM

Inbox - Google

11:55 AM

remind me to send an

in now on. I'll talk to the...

Inbox - Google

11:16 AM

ng Stay at Holiday Inn...

information for Thursday

ay for this week is here...

Inbox - Google

10:50 AM

on 1...

ment in workspace

ative. Log in to Canadi...

Inbox - Google

Yesterday

news: Feb 27.pdf W

School Board would like...

Inbox - Google

Yesterday

an registered News for

I accidentally waked my...

Inbox - Google

Yesterday

Snider Service Update

Rory, I have requested Stenes come after three. I will

let you know what they say. I will have to reschedule...

Inbox - Google

Yesterday

GrillSpot.ca

6 Tips for Charcoal Grilling in Cold Weather

Charcoal grilling in cold weather is absolutely doable...

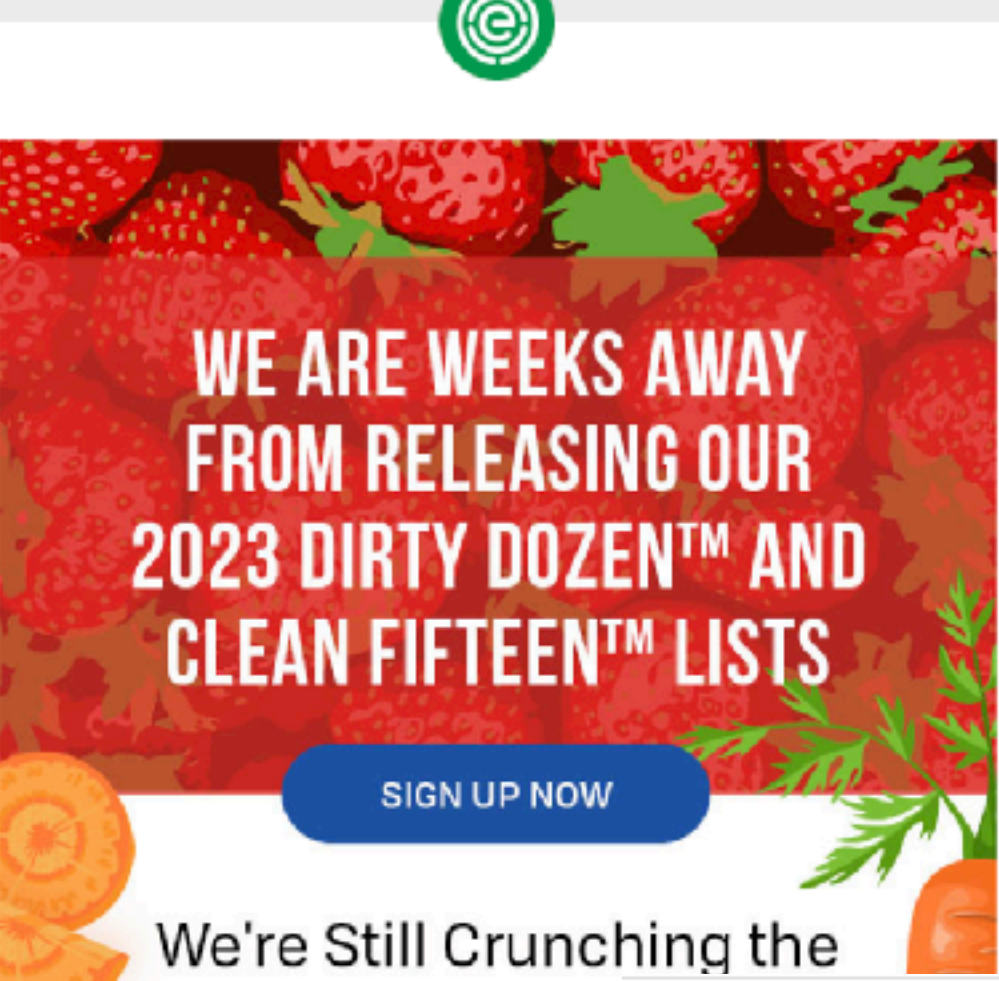
family

House

Nutrition

CHEA

online purchases




WE ARE WEEKS AWAY FROM RELEASING OUR 2023 DIRTY DOZEN™ AND CLEAN FIFTEEN™ LISTS

SIGN UP NOW

We're Still Crunching the Numbers, But We

Ag Is Going to Try

Our Work



dirty dozen pesticide


Upload

Log in

Top


Accounts

Videos



Are you eating pesticides?

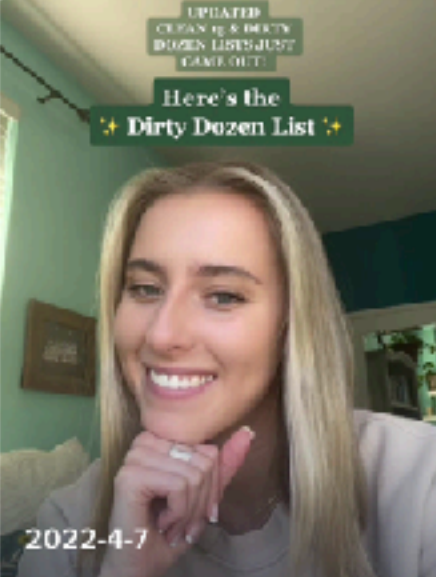
2020-5-18



Are you eating pesticides? Learn how to remove pesticides from...


askdebbiea...

98.9K




Here's the Dirty Dozen List


2022-4-7



12 CONTAMINATED FRUITS & VEGGIES



What foods should I buy organic



12 Most Pesticide Contaminated Fruits and Veggies

[NEWS](#)
[VIDEO](#)
[LOCAL](#)
[SHOWS](#)
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ADVERTISEMENT

HEALTH | News

## Dirty Dozen 2022: U.S. produce with the most and least pesticides


Pesticides on Spinach

Most pesticides by weight of all produce tested

DDT: a toxic pesticide banned in the U.S. - found on 40% of spinach samples

Up to 19 different pesticides found on a single spinach sample

Permethrin: a neurotoxic bug killer not allowed on food crops in Europe - found on 76% of spinach samples



environmentalworkinggroup

Follow

environmentalworkinggroup

On average, spinach sam had nearly two times as much pesticide residue by weigh any other crop tested, landing it the second spot on #EW Dirty Dozen™ list. Learn more about spinach and the EW 2022 Shopper's Guide to Pesticides in Produce™ at the li our bio.

#EnvironmentalWorkingGroup #Pesticides #Spinach #DirtyDozen #Clean15

11w

erinfoster

All non organic or also on organic? Does washing it help

11w 16 likes Reply

View replies (5)

homegrownjoan

If you plant organic spinach seeds in the early spring they'll flower by July. When you see the flow is a good time to plant seeds again. We still have spinach growing here on Longisland NY. Let the flowers dry and ti to seed and you'll never have to buy seeds agsin. Grow them in composted soil without ANY added pesticides

Let the flo

10w 1 like Reply

Liked by natalie.higby and others

NOVEMBER 9, 2022

Add a comment...



**MISINFORMER TACTIC:**

**SLIP & FALL  
SLOPPY**

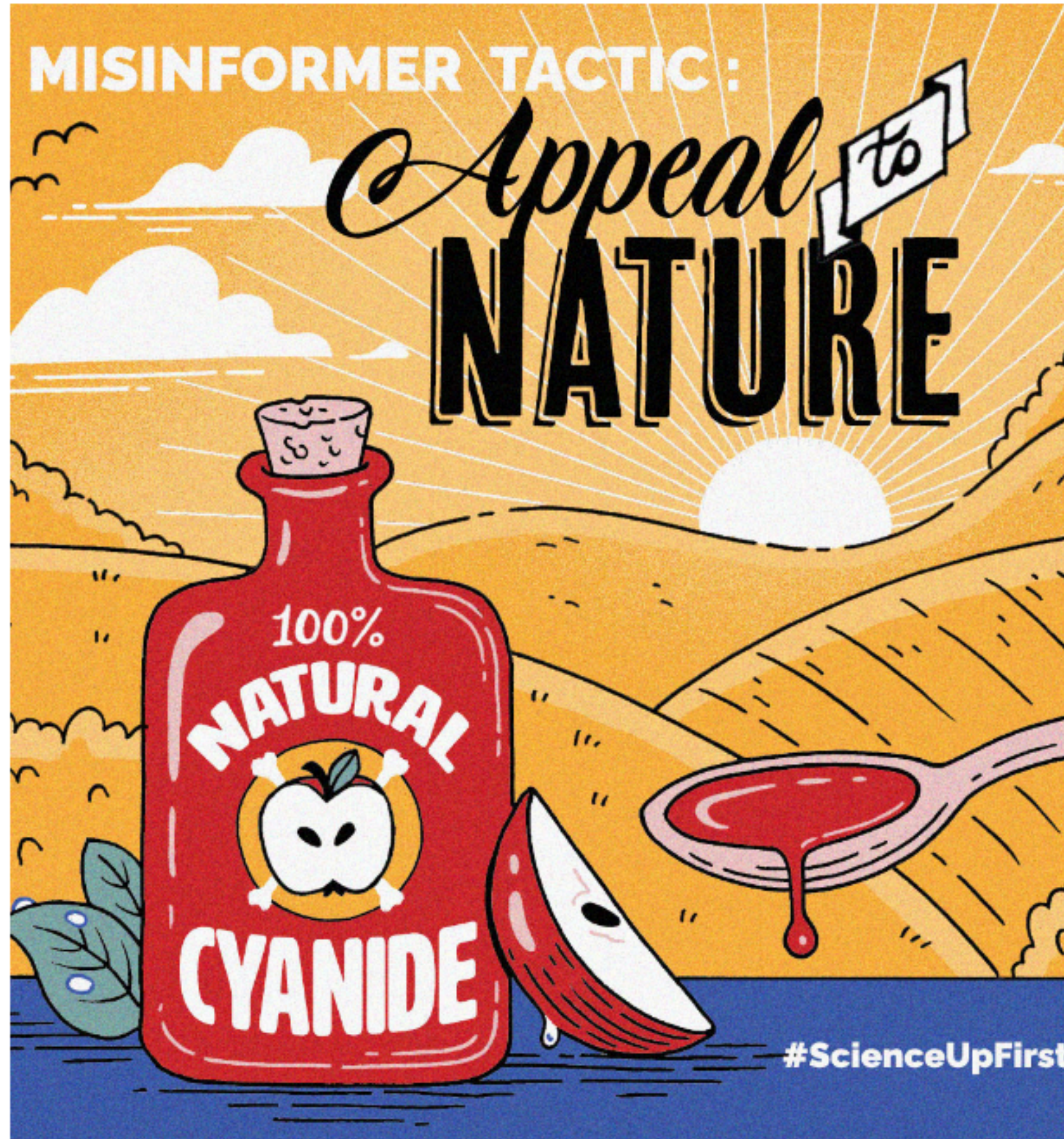
**#ScienceUpFirst**



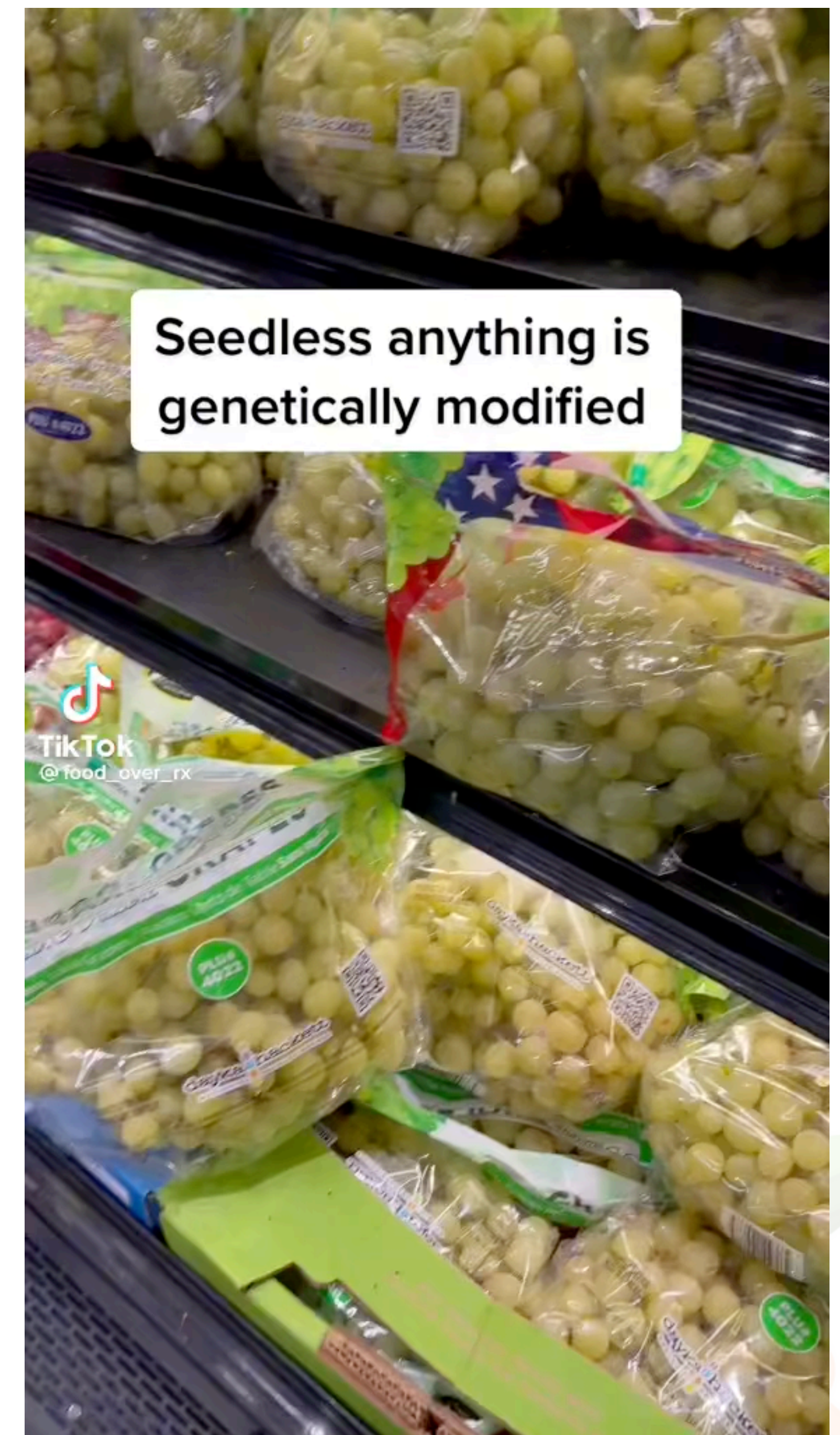
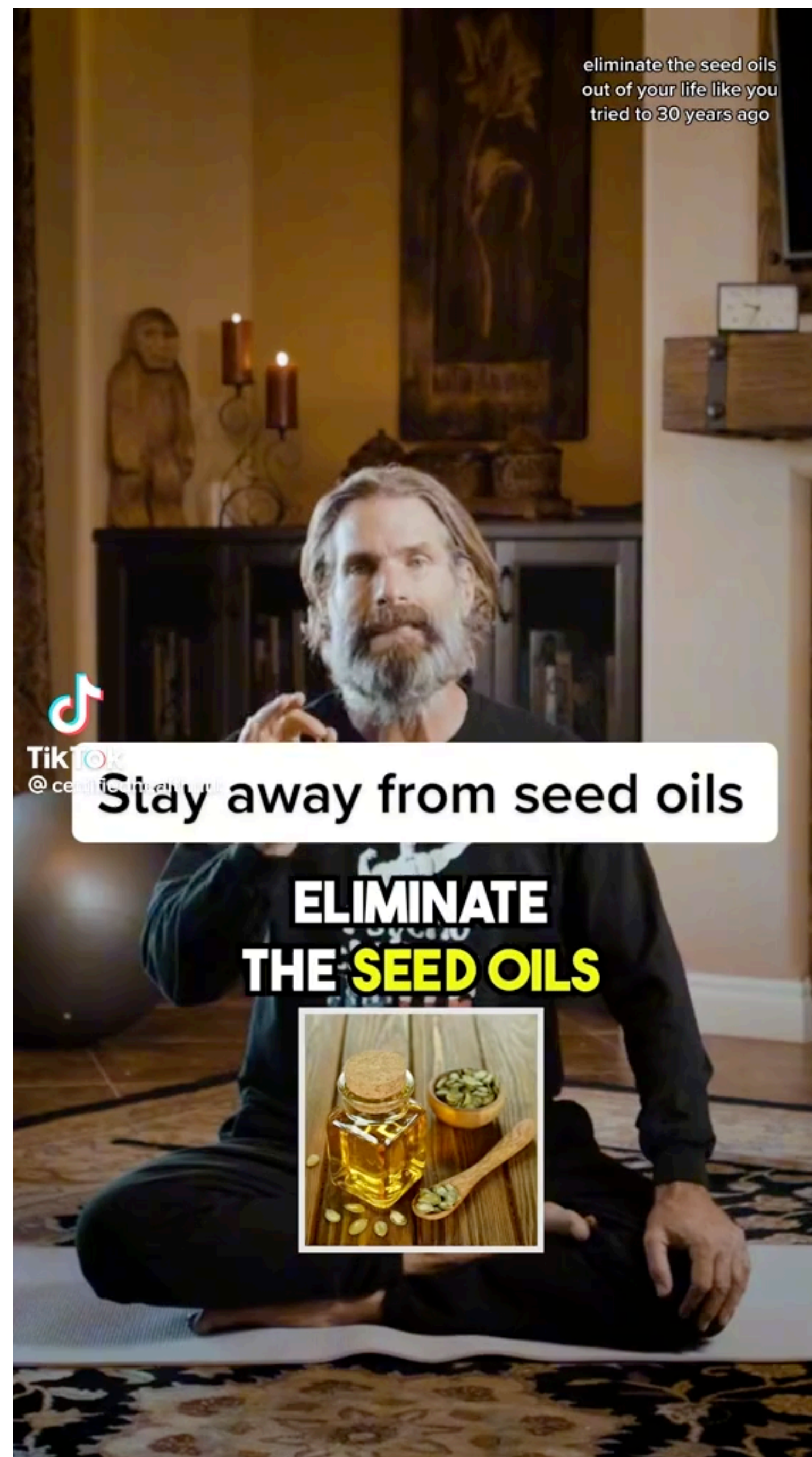
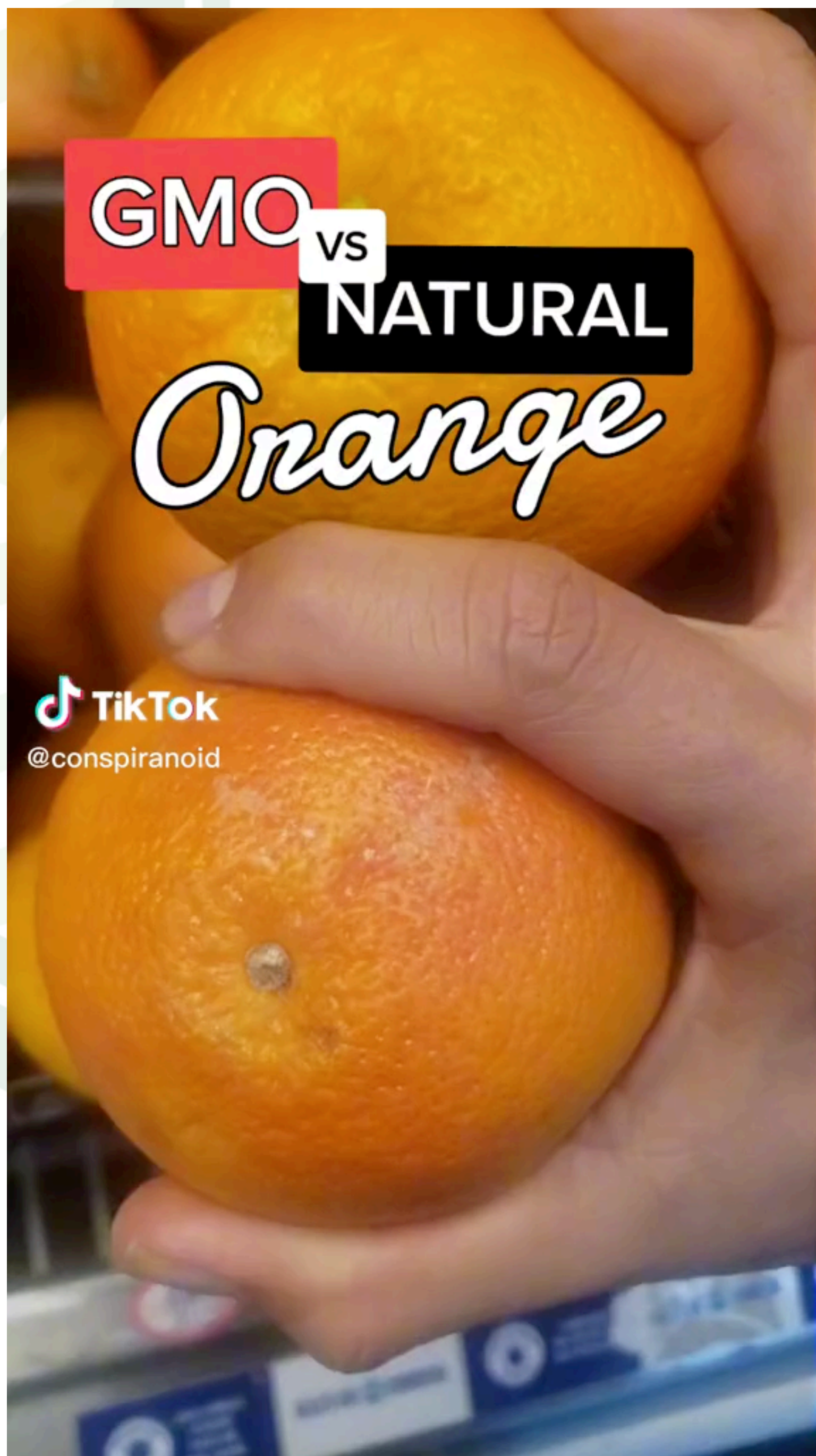








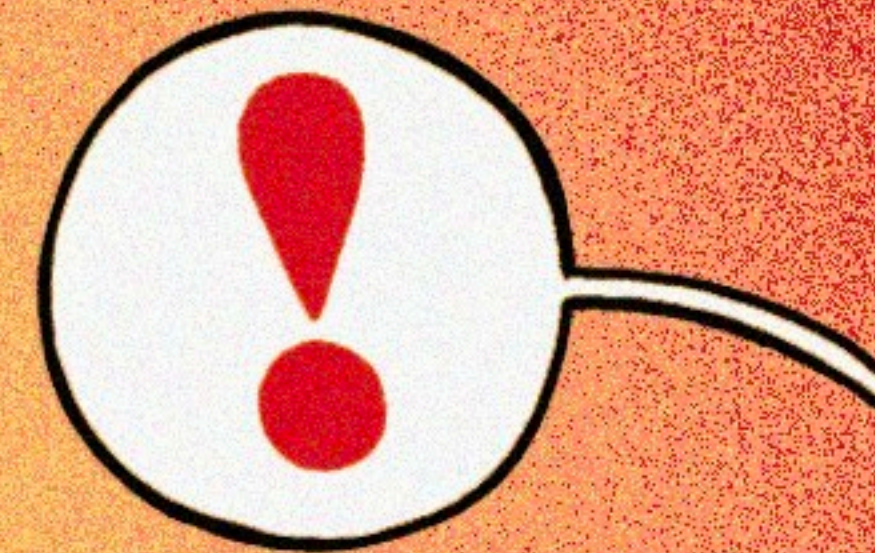
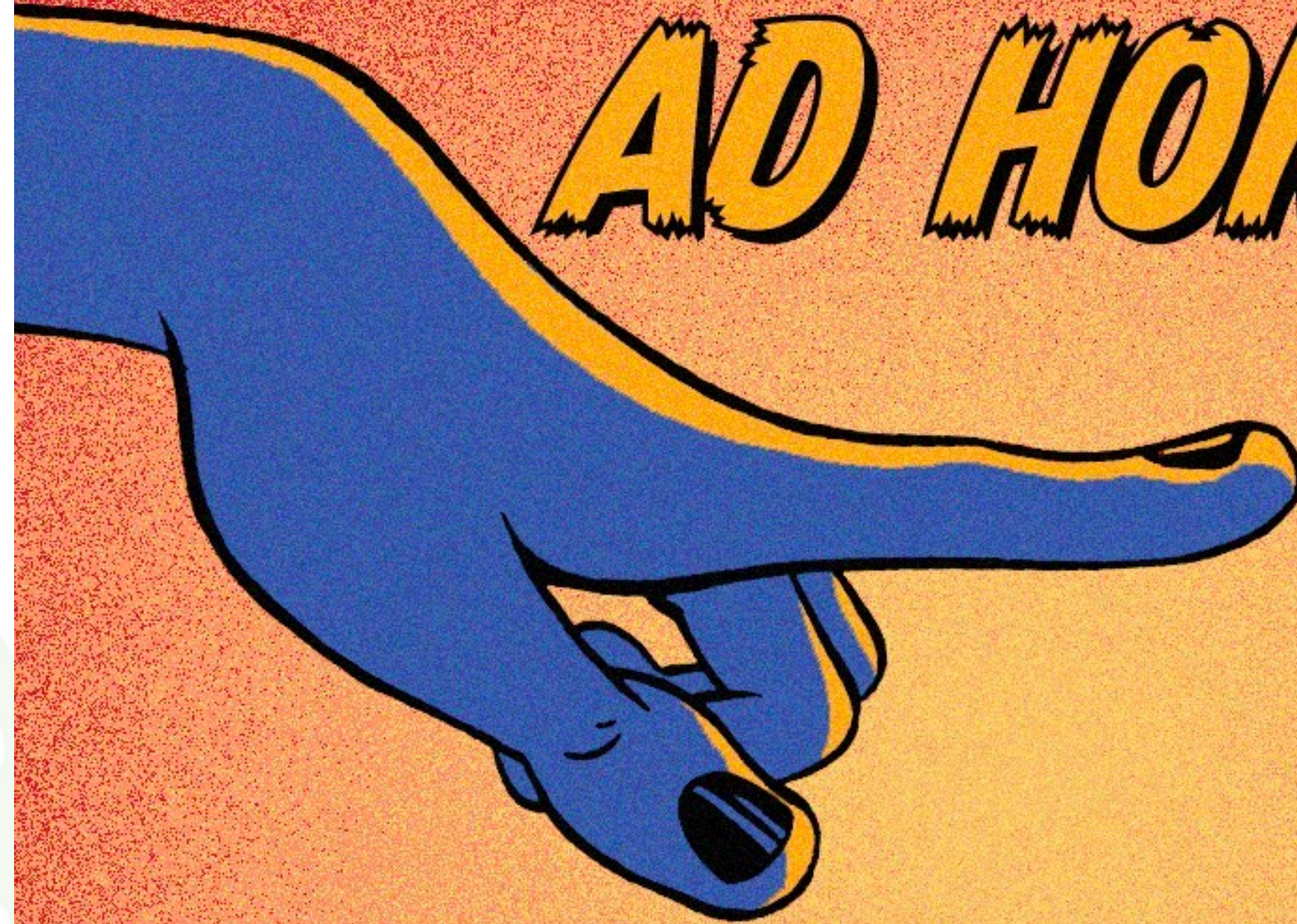






**MISINFORMER TACTIC:**

**AD HOMINEM**



**ATTACK**

**#ScienceUpFirst**

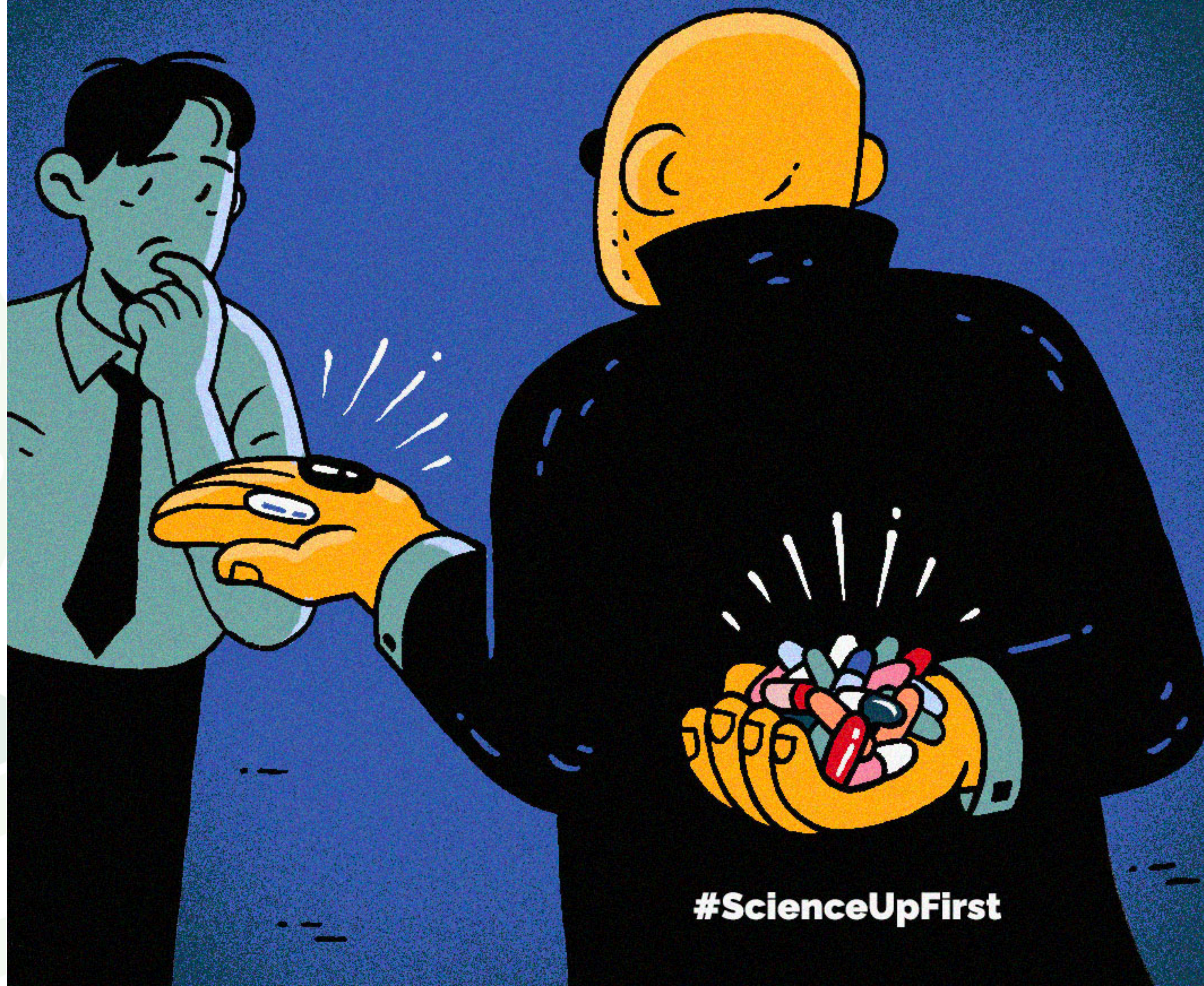






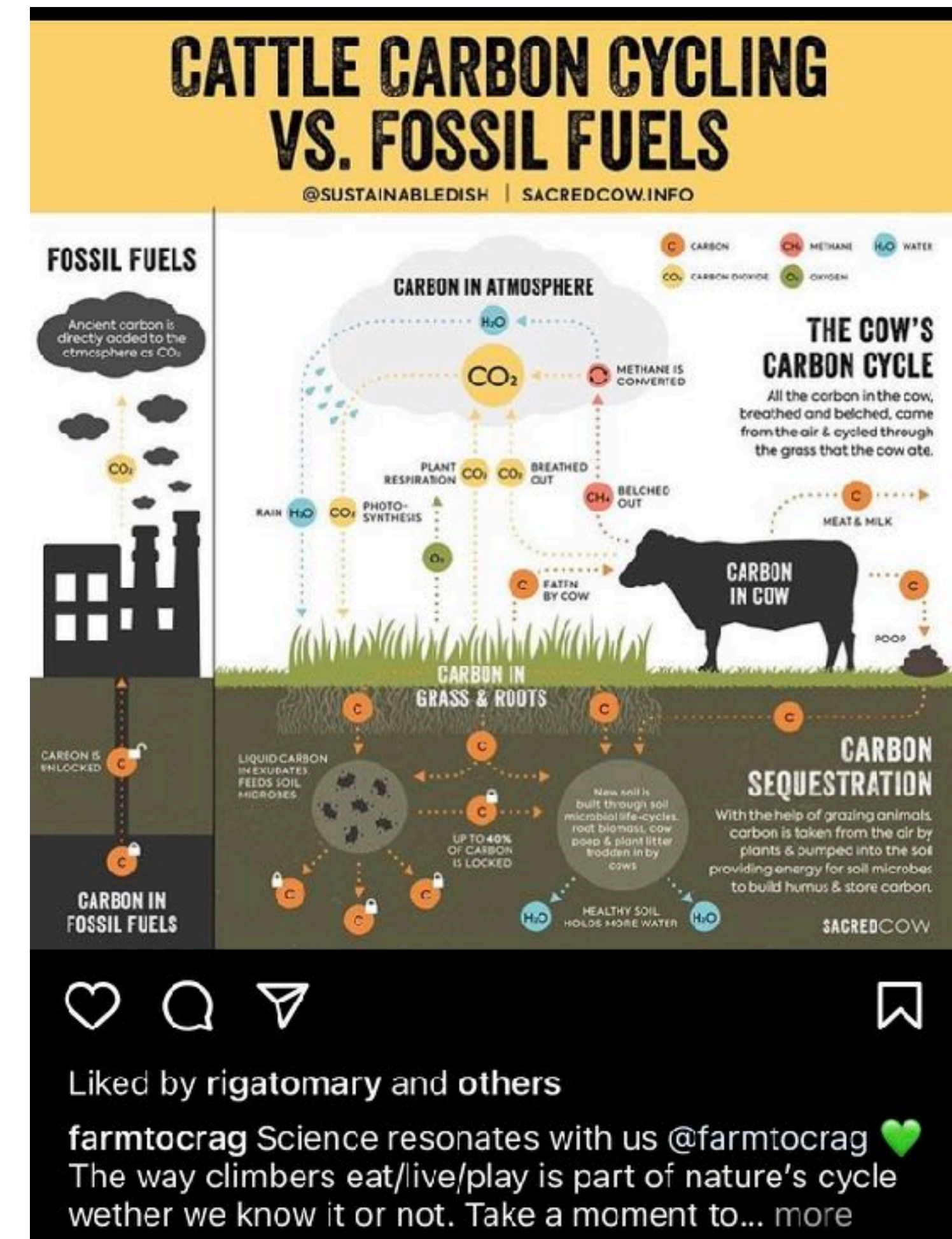


# MISINFORMER TACTIC: **FALSE // DICHOTOMY**



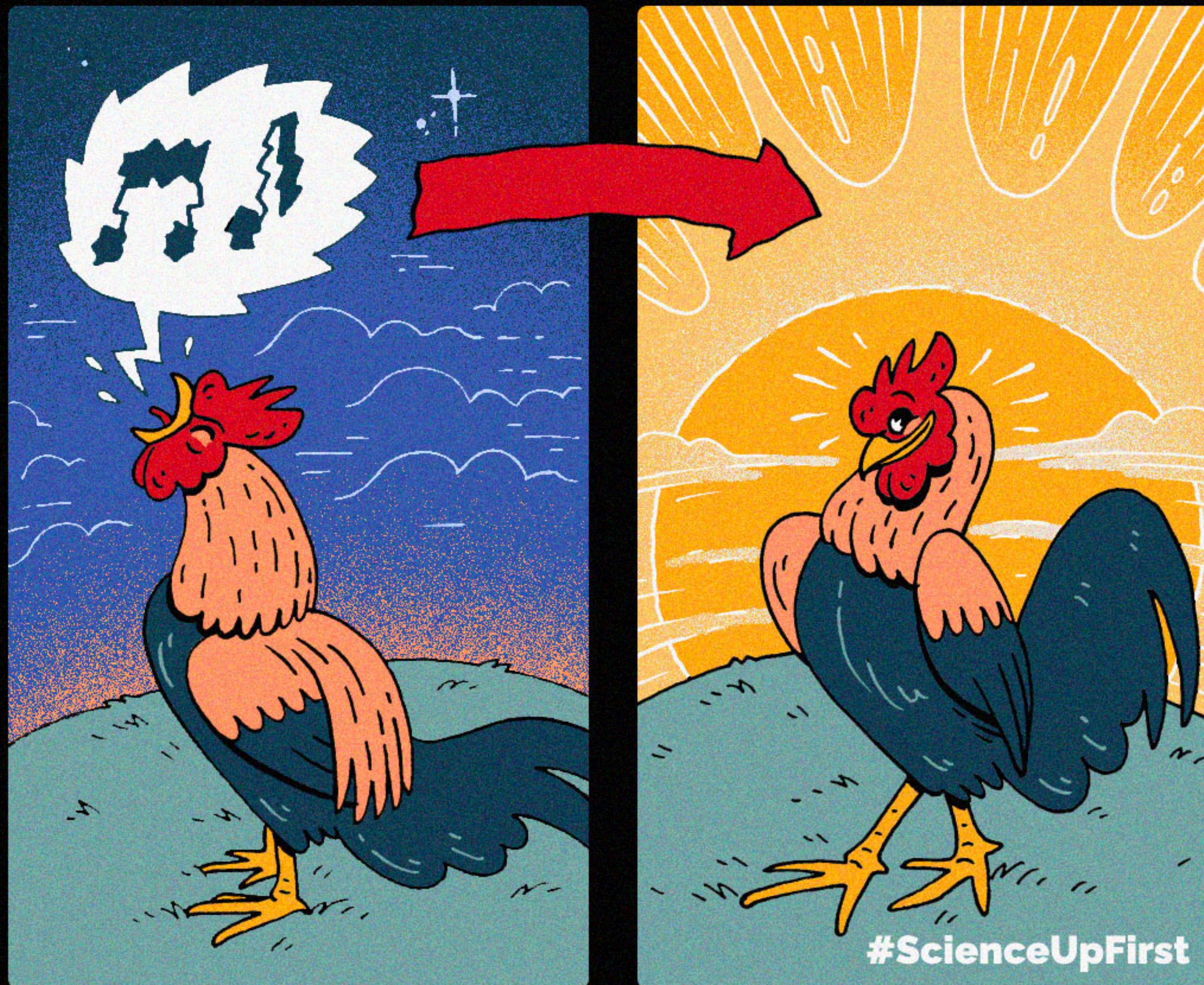


*“If the COVID vaccines actually worked, then why are vaccinated people getting COVID?”*





# MISINFORMER TACTIC: CAUSAL FALLACY

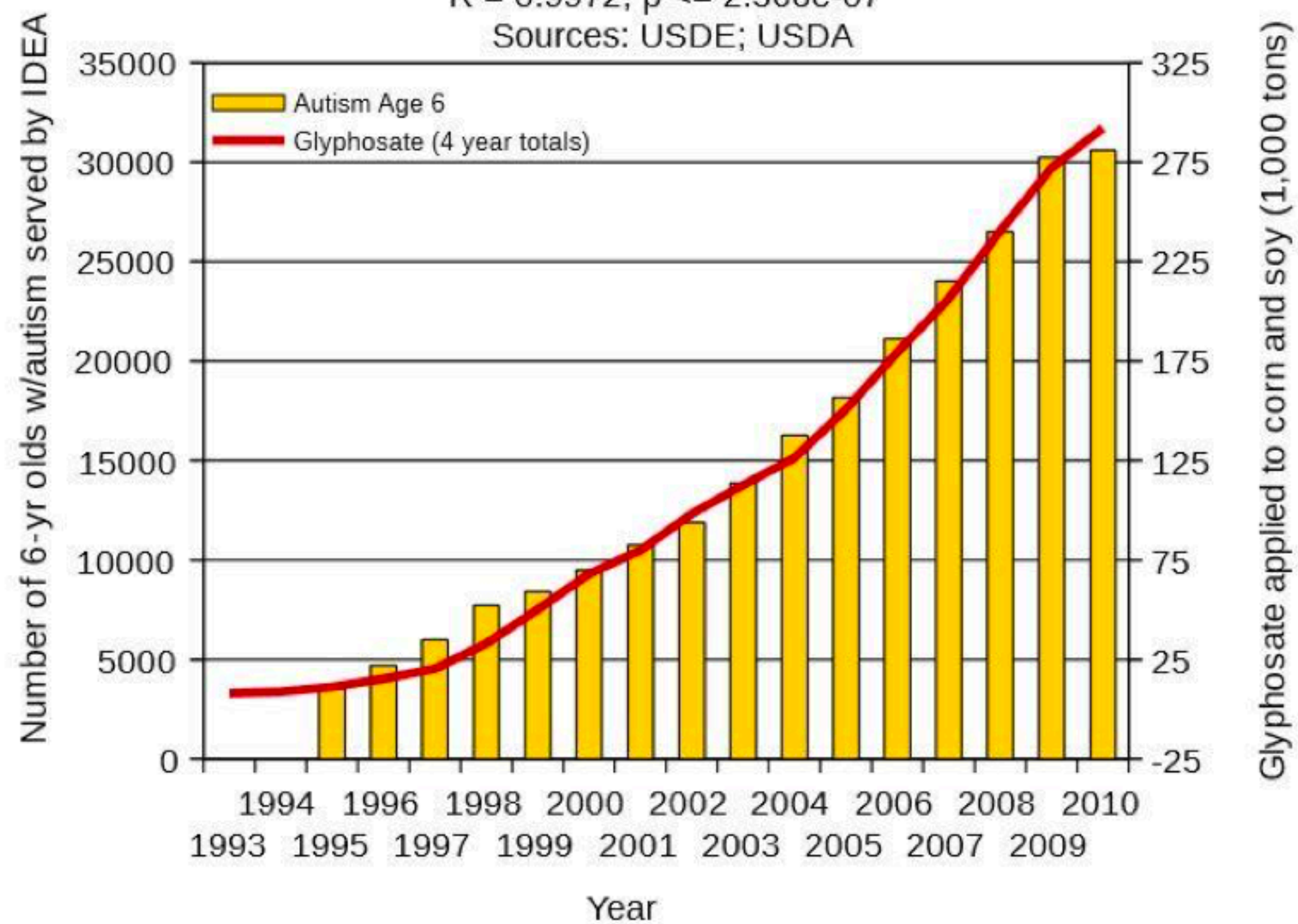




Autism Prevalence 6 yr-olds  
& Glyphosate applied to corn & soy crops  
glyphosate is total of year indicated + 3 previous years

$R = 0.9972$ ,  $p \leq 2.366e-07$

Sources: USDE; USDA

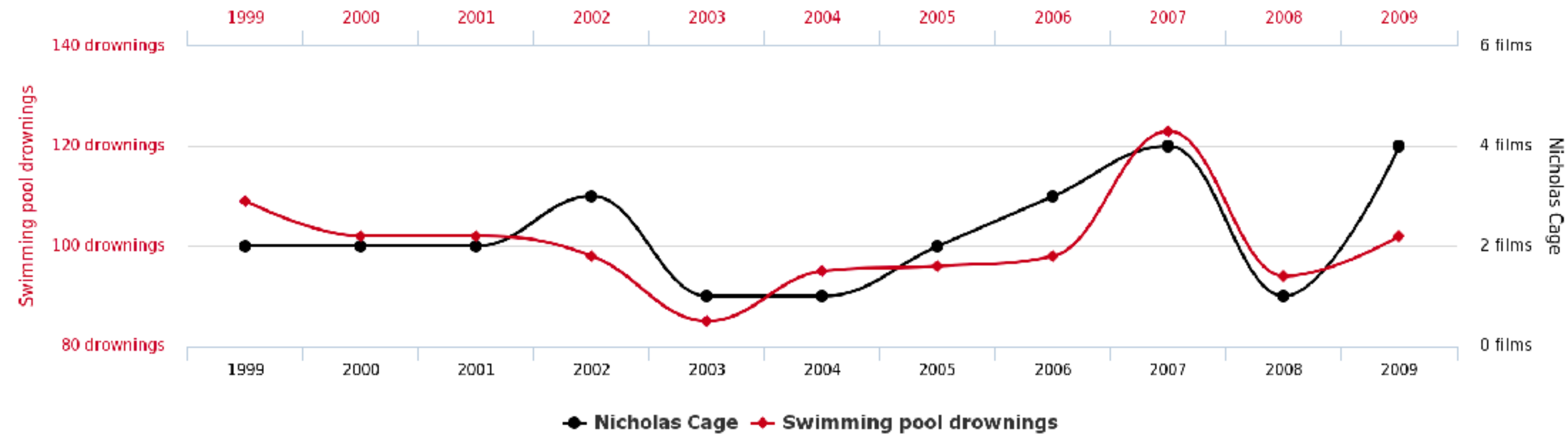




## Number of people who drowned by falling into a pool

correlates with

## Films Nicolas Cage appeared in



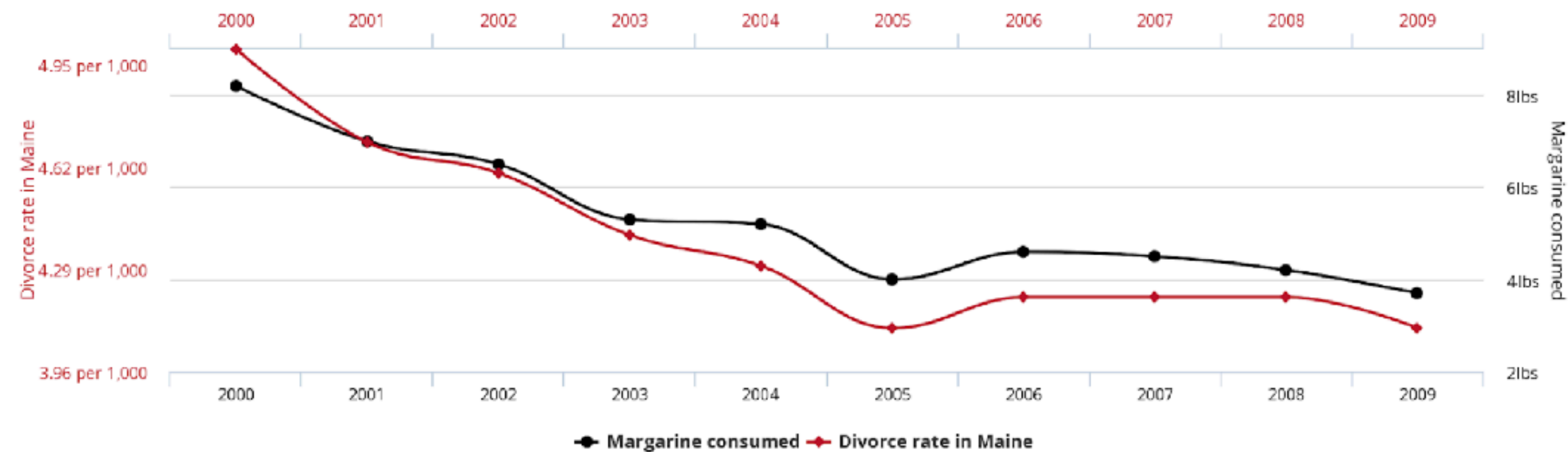
tylervigen.com

Save

## Divorce rate in Maine

correlates with

## Per capita consumption of margarine



tylervigen.com





**MISINFORMER TACTIC:**



**#ScienceUpFirst**





A woman with blonde hair tied in a bun, wearing glasses and a grey cardigan over a grey tank top, is speaking directly to the camera. She is in a living room with a grey sofa and a framed painting of a Buddha on the wall. A white box with the text "GMOs" is in the top left, and a TikTok watermark is on the left side.

The European Union (EU) has in place a comprehensive and strict legal regime on genetically modified organisms (GMOs), food and feed made from GMOs, and food/feed consisting or containing GMOs. The EU's legislation and policy on GMOs, based on the precautionary principle enshrined in EU and international legislation, is designed to prevent any adverse effects on the safety of humans and animals, and the environment, and to protect the interests of consumers, farmers, and the environment.

# WHY THERE'S CONTROVERSY ABOUT GMO IN YOUR FOOD

GMOs are imported into the EU from other countries. The EU has a strict evaluation system for GMOs, based on a case-by-case basis. The evaluation is carried out by the European Commission, the European Food and Safety Authority (EFSA), and the Member States. The evaluation is based on the safety of the GMO, the safety of the food and feed, and the safety of the environment. The evaluation is carried out over a period of 18 months. The evaluation is based on the safety of the GMO, the safety of the food and feed, and the safety of the environment. The evaluation is carried out over a period of 18 months. The evaluation is based on the safety of the GMO, the safety of the food and feed, and the safety of the environment. The evaluation is carried out over a period of 18 months.

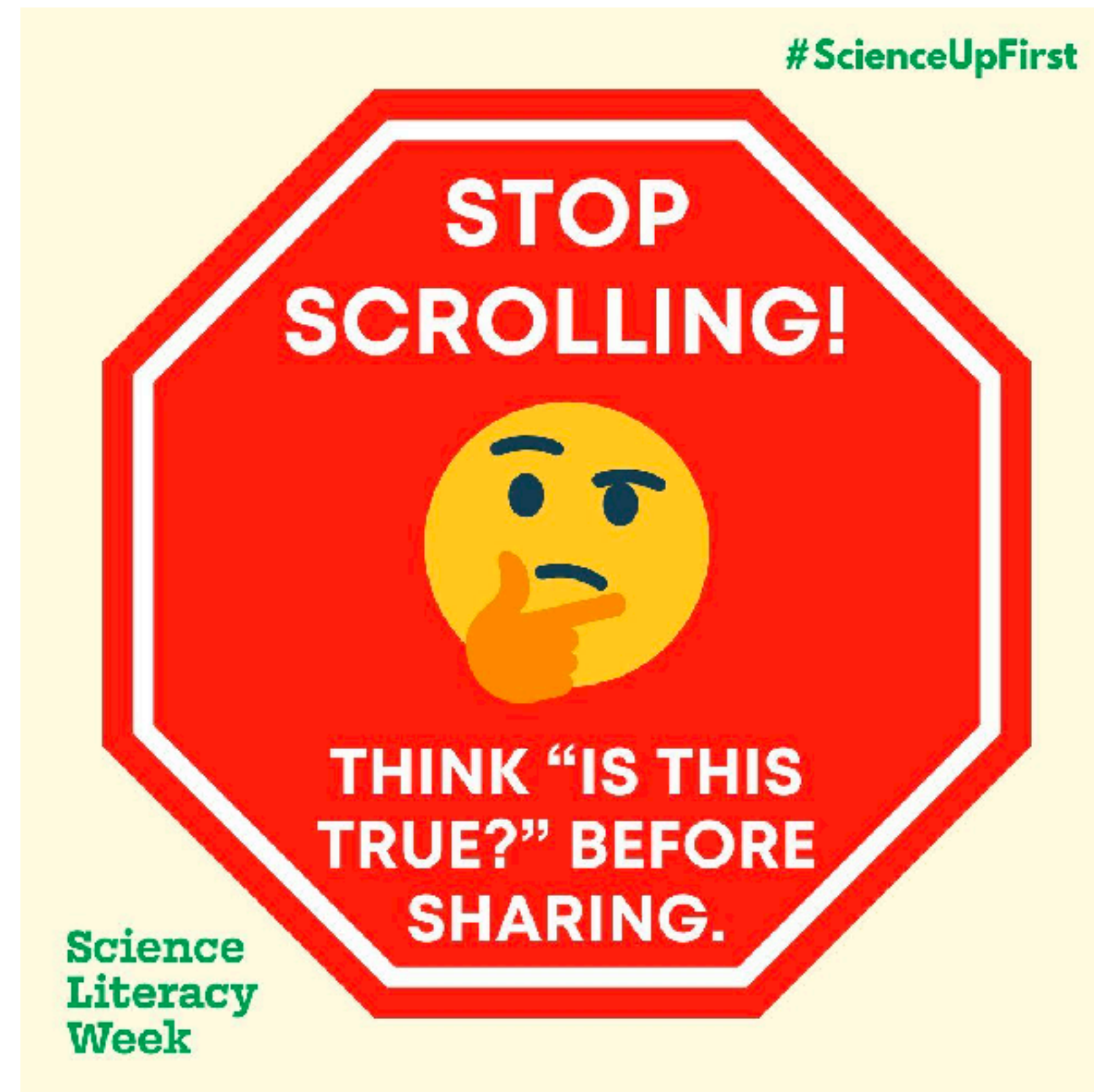
Sir, I was going to google but not sure if I can get a reliable answer. Why do other countries ban GMO's? Just curious! I haven't thought about that before







# 1. Reflect on Accuracy





Article | [Open Access](#) | [Published: 28 April 2022](#)

# Accuracy prompts are a replicable and generalizable approach for reducing the spread of misinformation

[Gordon Pennycook](#) ✉ & [David G. Rand](#) ✉

[Nature Communications](#) **13**, Article number: 2333 (2022) | [Cite this article](#)

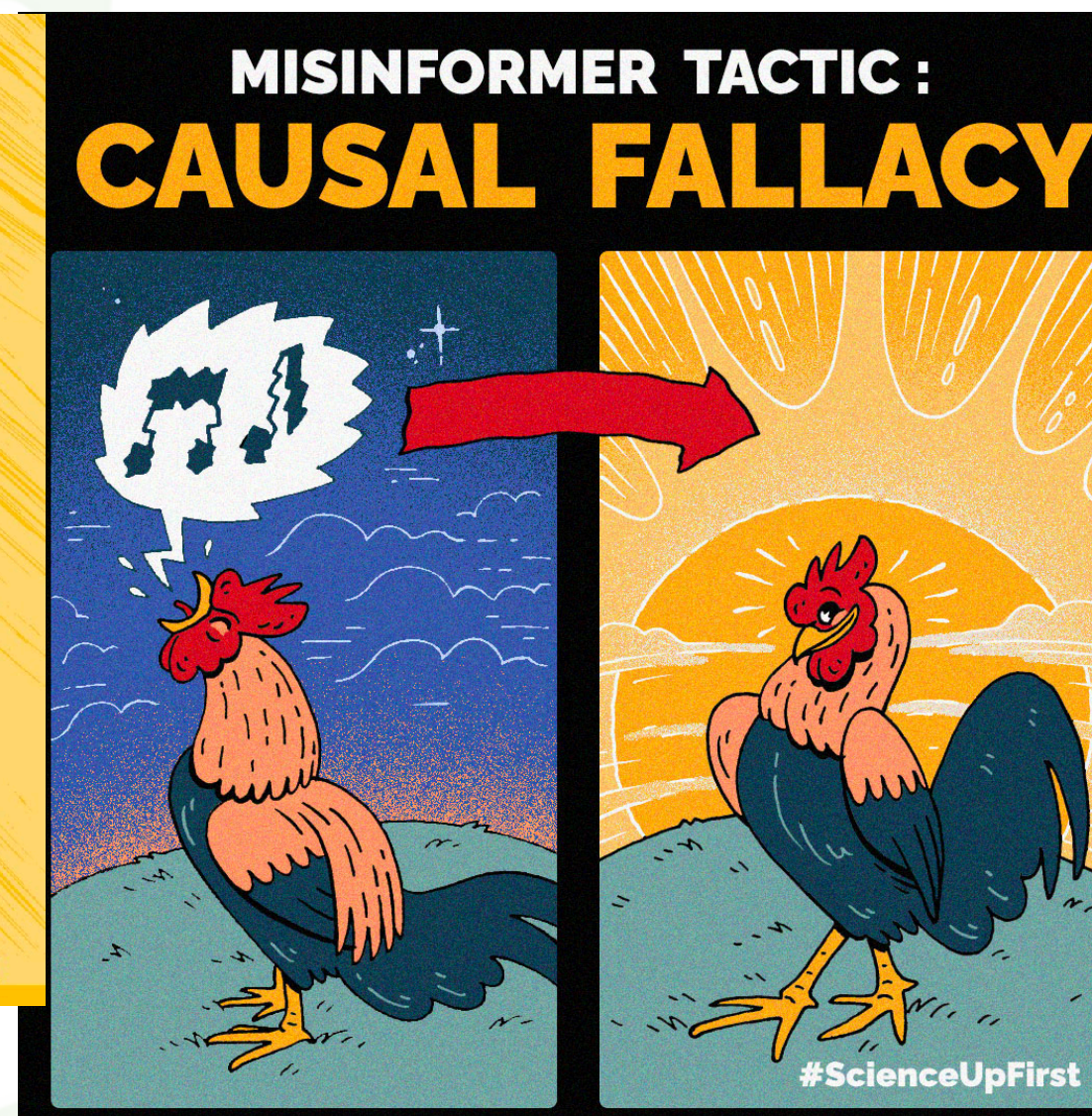
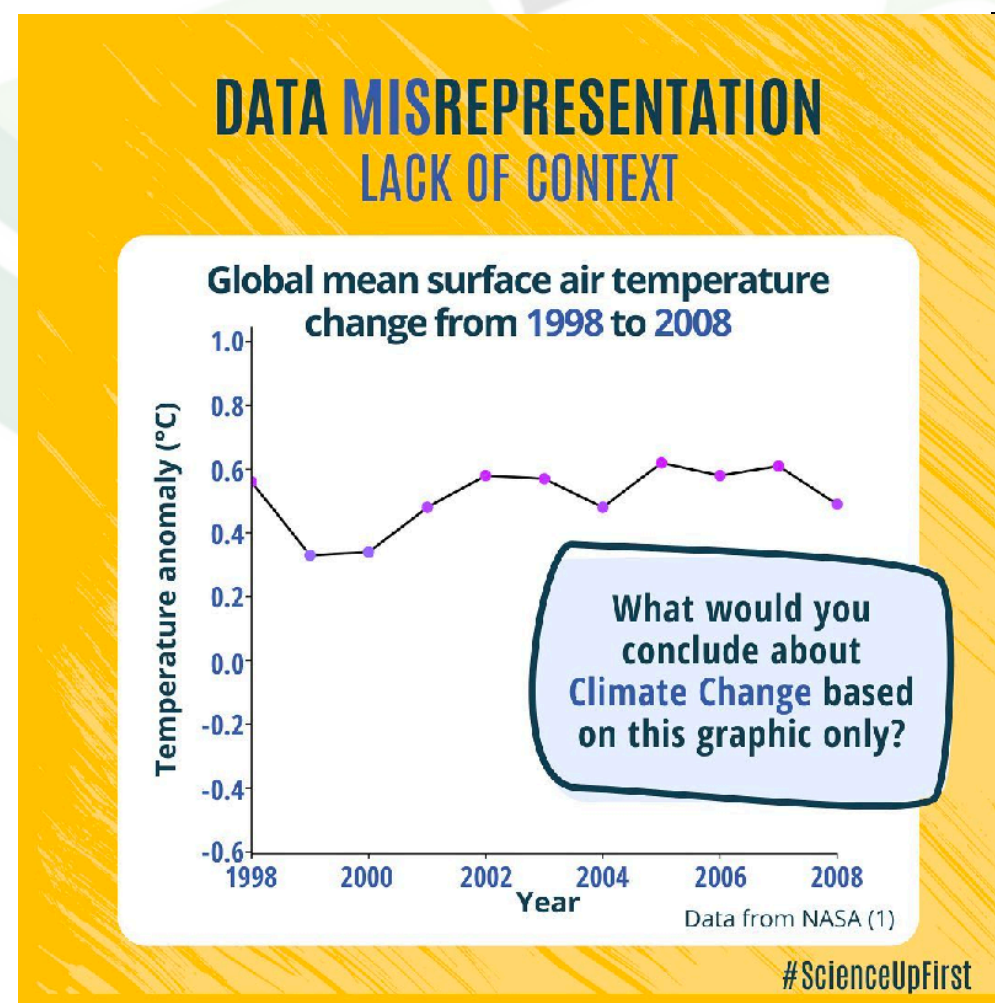
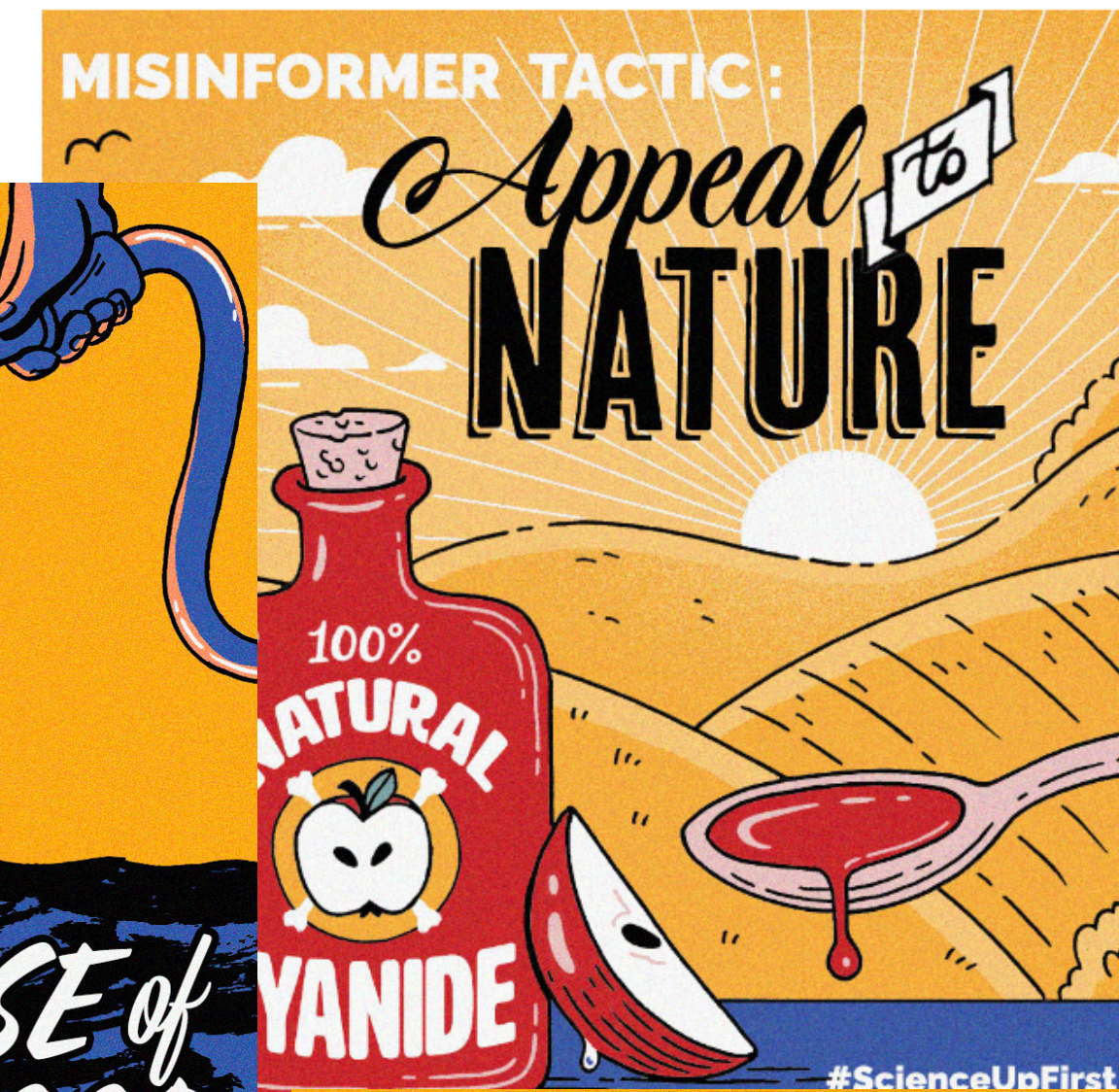
**5296** Accesses | **5** Citations | **120** Altmetric | [Metrics](#)

Group 1:  
How likely are you  
to share this  
headline on  
Facebook?

Group 2:  
Rate the accuracy of this  
headline.  
+  
How likely are you to share this  
headline on Facebook?

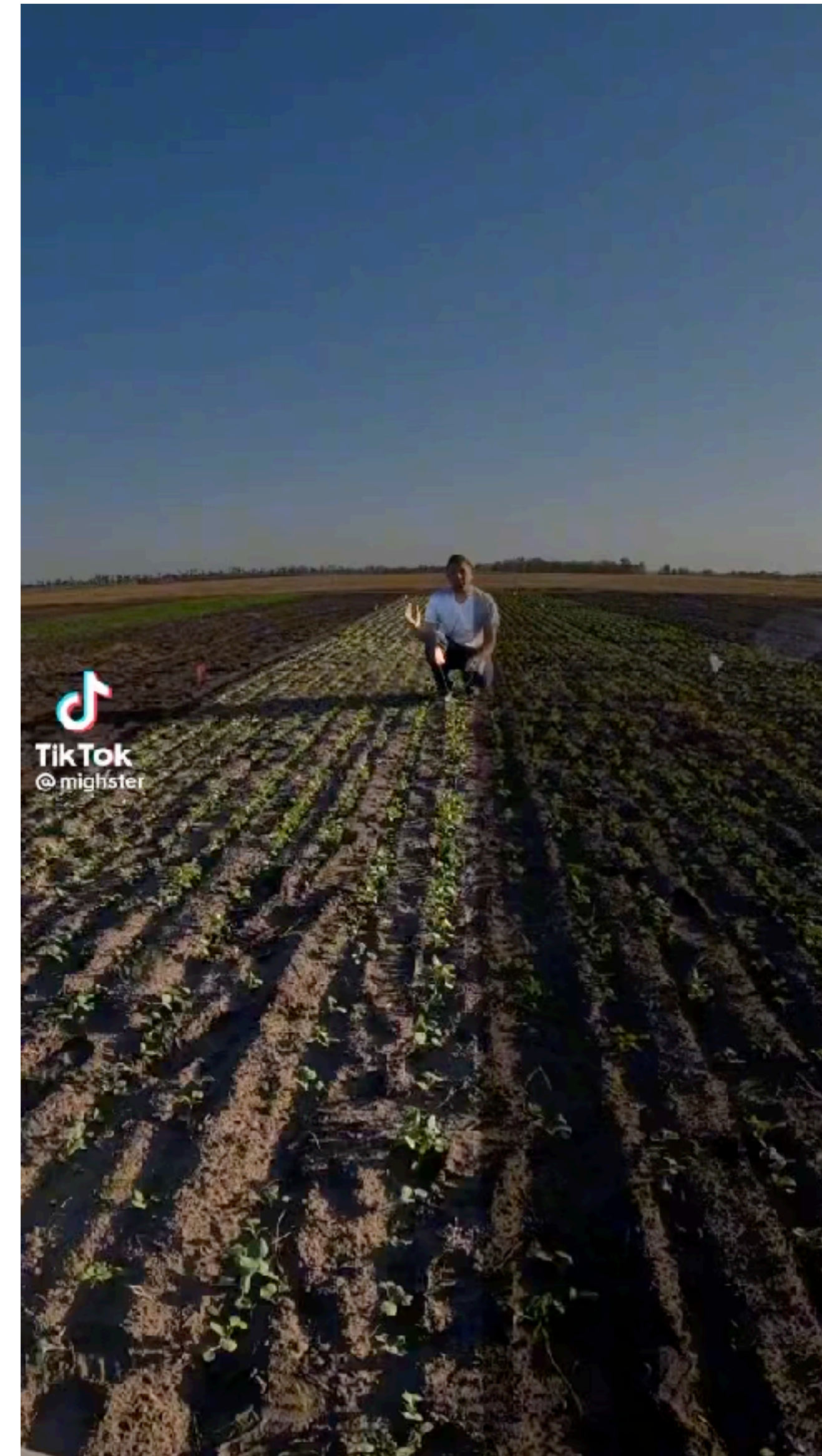
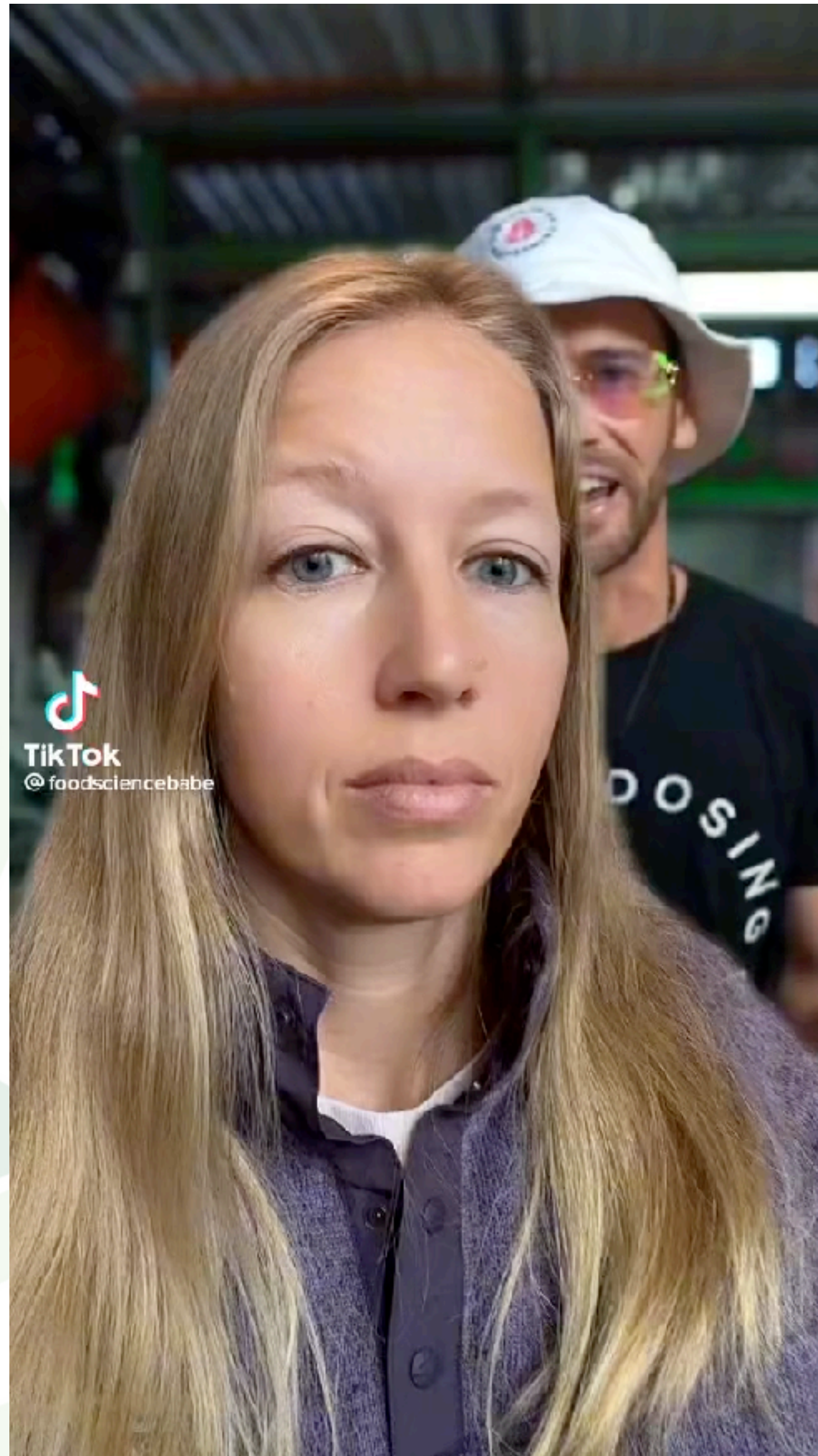


## 2. Media Literacy





### 3. Debunk!







- Avoid scientific jargon or complex, technical language.
- Well-designed graphs, videos, photos can be helpful to convey complex or statistical information clearly and concisely.
- You must invest effort in translating complicated ideas so they are readily accessible to the target audience—so they can be easily read, easily imagined, and easily recalled.







**THANKS A BUNCH**





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