



# Handling Nutrition Misinformation on Social Media

Daiva E. Nielsen, PhD

Associate Professor

Canada Research Chair in Ingestive Behaviour

McGill University, School of Human Nutrition

Chef Culinary Conference 2026





# Overview

- About me
- What is misinformation and why is it so prevalent in the field of nutrition?
- Why does misinformation spread so quickly online?
  - The influence of influencers.
- What can nutrition professionals do to respond to misinformation?

# About me



- Trained in Nutritional Sciences at University of Toronto.
- Postdoctoral fellow at Genomes2People Research Group at Harvard Medical School.
- Canada Research Chair in Ingestive Behaviour at McGill
  - Complex contributors to eating behaviour including genetics, sensory perception, and neurocognitive factors.
- Director of the McGill Clinical Nutrition Research Unit

*Are eggs bad for me?*      *Do I have a gluten sensitivity?*      *Should I cut out caffeine?*  
*Will intermittent fasting help me lose weight?*  
*Should I only use coconut oil?*

# What is misinformation?

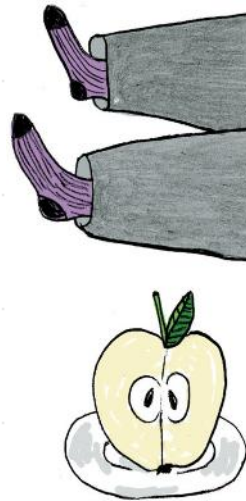
- **Misinformation:** “Inaccurate or incomplete information that can mislead through negligence, unconscious biases, or even an honest mistake.”(Fallis 2015)
- **Disinformation:** Intentional spreading of inaccurate information. (Karlova and Lee, 2011)



<https://www.agilitypr.com/pr-news/public-relations/disinformation-in-society-new-institute-of-pr-research-examines-and-tracks-its-spread/>

# Why is misinformation so prevalent in the field of nutrition?

- We all eat, multiple times a day.
- Many people are looking for a quick fix.
- Conflicting scientific evidence and public health communication.
- Diet can become part of one's identity.
  - Cultural Belonging
  - Values and Ethics
  - Social Identity



g. The New York



# Social media nutrition misinformation fuels food-based attachments

Published: September 11, 2025 9.03am EDT

Through Instagram, TikTok, Snapchat and others, wellness hacks and fad diets are spreading faster than ever. (Unsplash)



Whether you're at a party, a family gathering or even at work, chances are you've heard someone say: "I'm on the (insert name) diet. It's amazing!" Or maybe you've been the one to say it. Either way, it's not surprising.

Diet trends are as old as, well, the grapefruit diet of the 1930s. But in today's social media world, endless online wellness hacks

## Authors



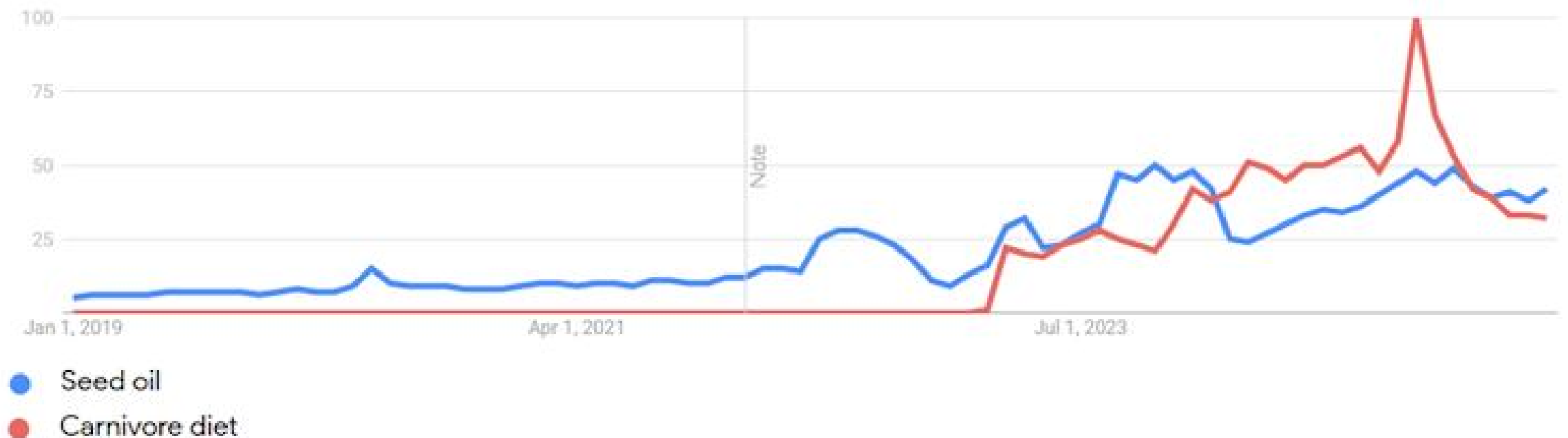
**Pablo Arrona Cardoza**  
Ph.D. Candidate in Human Nutrition, McGill University



**Daiva Nielsen**  
Associate Professor, School of Human Nutrition, McGill University

>10,000 reads, covered by media outlets in Canada, USA, Australia, India, and elsewhere

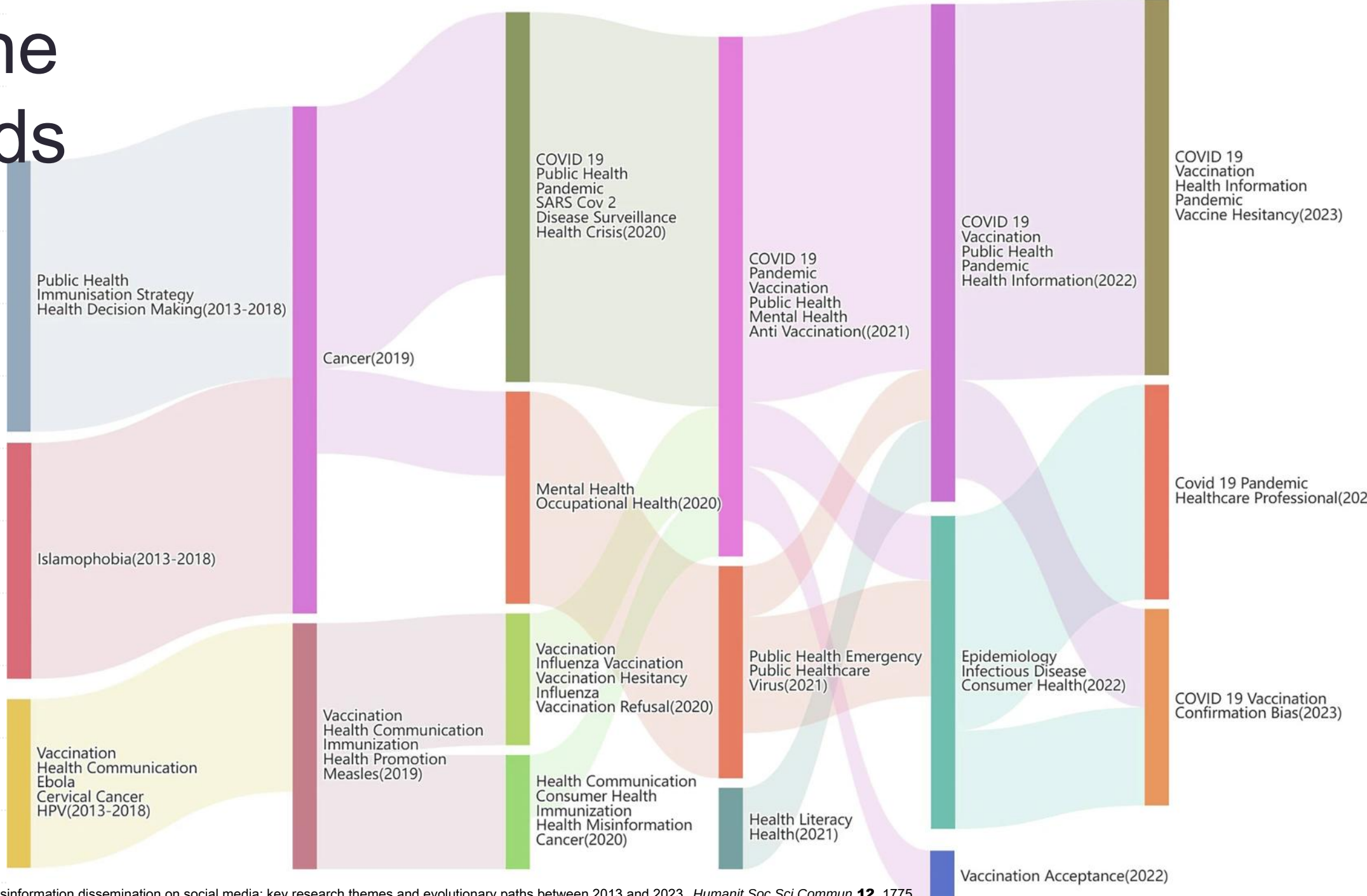
# Prominent online nutrition misinformation trends



Popularity of Google searches for the terms 'seed oil' and 'carnivore diet' from 2019 to 2025 (Google Trends).

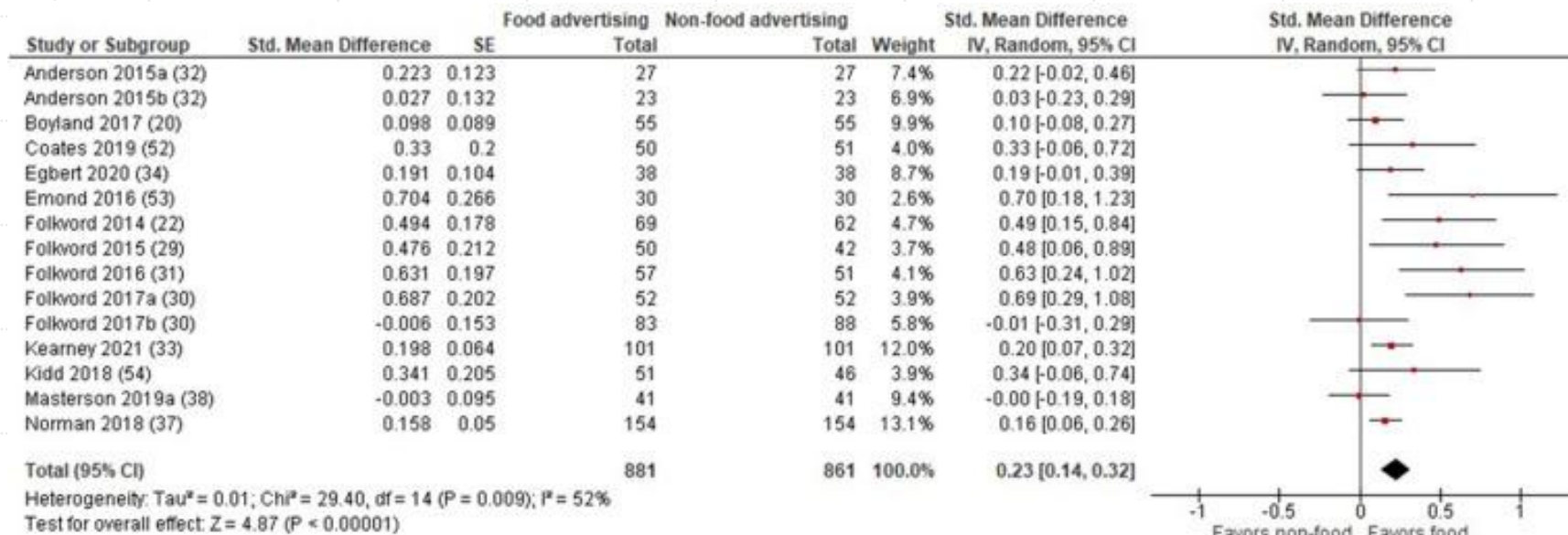
# Timeline of trends

■ Misinformation has roots in vaccine hesitancy (mid 2010s)

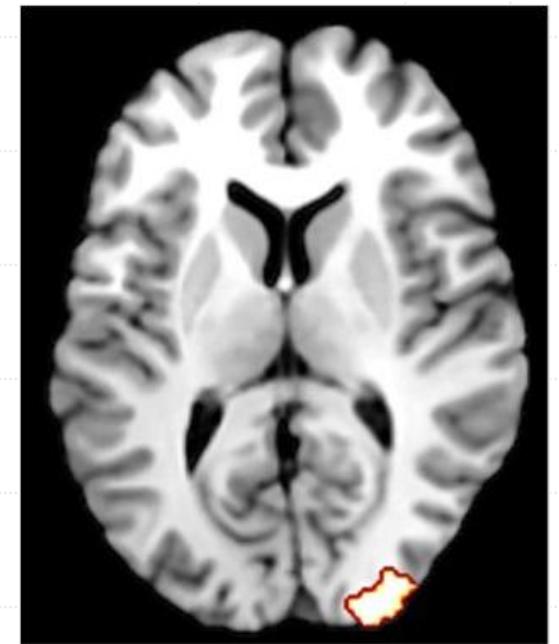


# Food stimuli and the human brain

- The human brain is highly responsive to food cues.
- Traditional marketing can have an influence on eating behaviours.
  - Is this influence similar in the modern digital environment?



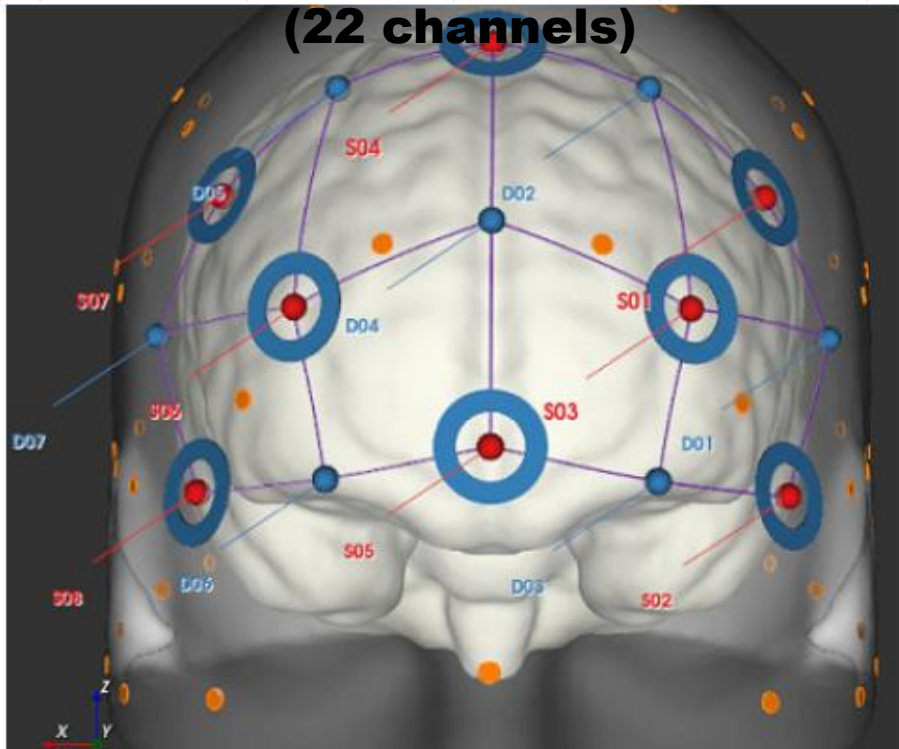
Acute exposure to food advertising resulted in increased food intake (SMD: 0.23, 95% CI: 0.14, 0.32)



Significant cluster in right occipital gyrus

# Neurocognitive responses to food-content on social media

## Prefrontal Cortex (PFC) Montage (22 channels)



- Within-subjects functional near-infrared spectroscopy (fNIRS) study.
- n=119 (80 women, mean BMI=23.1 kg/m<sup>2</sup>; mean age=23.7 years)
- 30 images of mock Instagram posts: healthy food (<100kcal/100g), unhealthy food (≥100kcal/100g), or landscape controls.

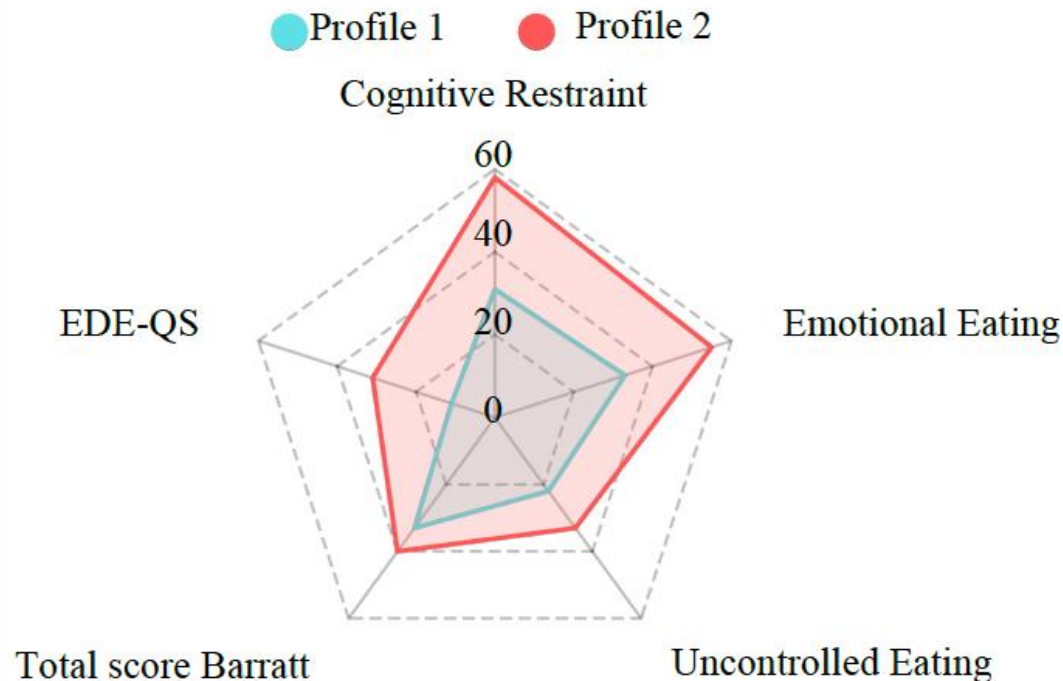




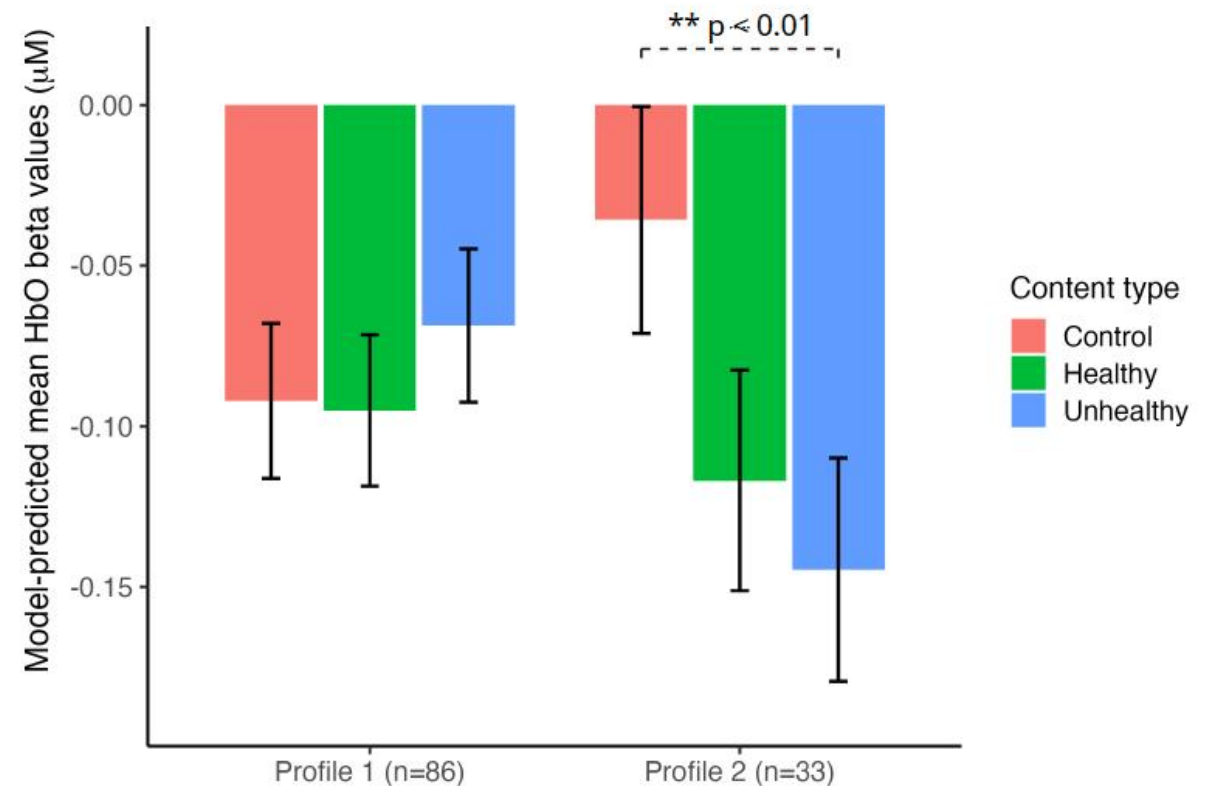
**Figure 2.** Experimental design

- **Objective:** To examine whether brain activity in PFC varies in response to social media content type (healthy, unhealthy, non-food) and individual eating-related psycho-behavioural characteristics.
- **Latent profile analysis** (LPA) based on: Three-Factor Eating Questionnaire-R18 (TFEQ), Barratt Impulsiveness Scale-11 (BIS), and Eating Disorder Examination Questionnaire Short Form (EDE-QS).
- **Linear mixed models** examined changes in oxygenated hemoglobin (HbO) as a function of content type and psycho-behavioural profile, adjusting for BMI, sex, age, hunger level, dominant hand, and education level.

- Profile 1 (n = 86): lower eating-related dysregulation profile, Profile 2 (n = 33): higher eating-related dysregulation profile
- Content alone was not associated with a significant change in HbO, but depended on the psycho-behavioural profile.
- A higher dysregulated profile showed a greater HbO decrease in response to unhealthy food than to control content (overall PFC and dlPFC).

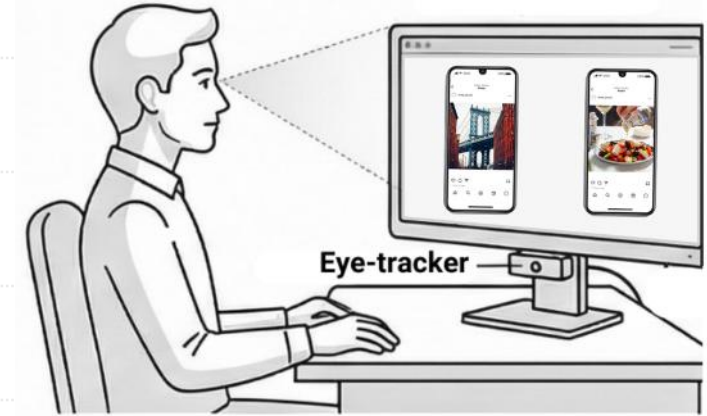


**Figure 3.** Radar plot of Psycho-behavioural measures

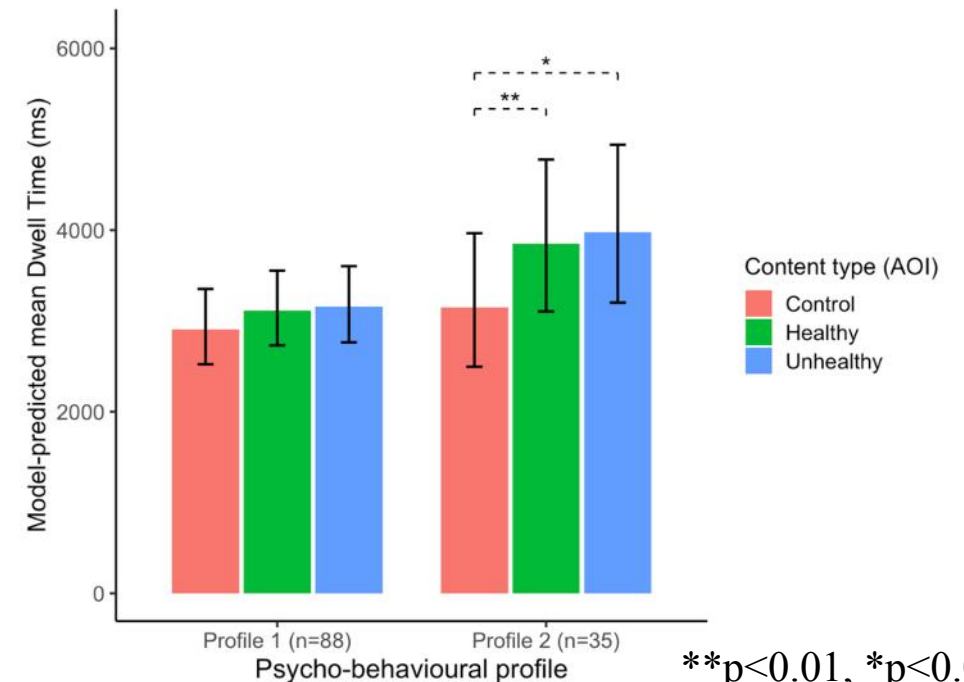


**Figure 4.** HbO responses by content type and psycho-behavioural profile

# Visual attention to social media content using eye-tracking

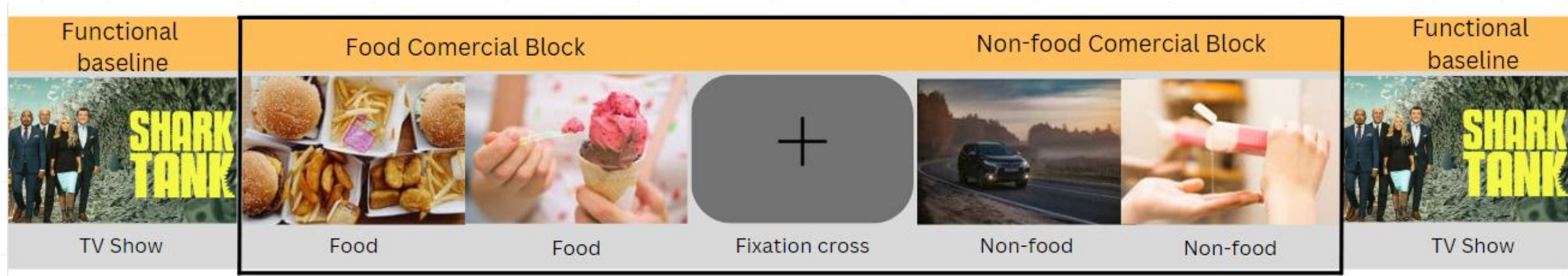


- Within Profile 2 (higher dysregulated eating), dwell time was longer on both healthy and unhealthy food content, compared to control content.
  - Healthy: Mean Ratio=1.22, 95% CI: 1.042–1.44,  $p=0.009$ .
  - Unhealthy: Mean Ratio=1.26; 95% CI: 1.013–1.58;  $p=0.035$ .



\*\* $p<0.01$ , \* $p<0.05$

# Complementary neurocognitive study on digital food advertising



- Also combining eye-tracking and fNIRS to examine visual attention and brain responses to food advertising encountered in digital environments.
- Preliminary findings illustrate similar patterns to the social media study.

# How much time does society spend on social media?

- Nearly 3/4 of the global population uses social media<sup>1</sup>
  - ~90% of Gen Zers use social media regularly, ~54% of baby boomers<sup>2</sup>
- Use in USA is highest among young adults aged 18-24y (~2.5h/day)
  - Lowest use among adults 65+ (~20m/day)
- Facebook, YouTube, and Instagram are most used platforms globally
  - TikTok, Instagram, YouTube are more popular among younger age groups.

<sup>1</sup><https://datareportal.com/global-digital-overview>

## Average Daily Time Spent With Social Networks by US Adults, by Age, 2024

hrs:mins

|              | Facebook*   | Instagram   | Snapchat    | TikTok      |
|--------------|-------------|-------------|-------------|-------------|
| 18-24        | 0:11        | 0:43        | 0:28        | 0:57        |
| 25-34        | 0:20        | 0:29        | 0:15        | 0:28        |
| 35-44        | 0:23        | 0:17        | 0:06        | 0:19        |
| 45-54        | 0:25        | 0:12        | 0:03        | 0:09        |
| 55-64        | 0:26        | 0:07        | 0:01        | 0:07        |
| 65+          | 0:15        | 0:03        | 0:01        | 0:03        |
| <b>Total</b> | <b>0:20</b> | <b>0:16</b> | <b>0:08</b> | <b>0:18</b> |

Note: ages 18+; includes all time spent on the referenced social network; includes usage via any device; \*excludes Instagram

Source: EMARKETER Forecast, June 2024

286463

 EMARKETER

<sup>2</sup><https://www.emarketer.com/content/us-adults-spend-most-social-media-time-facebook-but-not-gen-z>

# Food content on social media

| User-Generated Content                                                  | Advertisement Content          |
|-------------------------------------------------------------------------|--------------------------------|
| Food/meal photos                                                        | Food/supplement advertisements |
| Recipe videos                                                           | Online groceries               |
| What I Eat in a Day                                                     | Online restaurant orders       |
| Mukbang/Food Porn/Junk-Fluencer                                         |                                |
| Unqualified Advice/Personal Anecdotes (#fibermaxxing, #protein-maxxing) |                                |
| Support groups for diets                                                |                                |

# Exposure estimates

- 42% of social media content is advertising.<sup>1</sup>
- A large proportion of these advertisements are food-related.
  - Up to ~190 food ads/week to adolescents (27 ads/day).<sup>2</sup>
  - >80% of food ads are products high in sugar, fat, or salt.
- Exposure linked to distorted food norms, elevated cravings.

<sup>1</sup><https://www.blumevideo.com/blog/why-social-media-advertising-is-on-the-rise>

<sup>2</sup>Potvin Kent M et al (2019). Children and adolescents' exposure to food and beverage marketing in social media apps. *Pediatr Obes*; 14.

Filippone et al. *Journal of Eating Disorders* (2022) 10:184  
<https://doi.org/10.1186/s40337-022-00698-4>

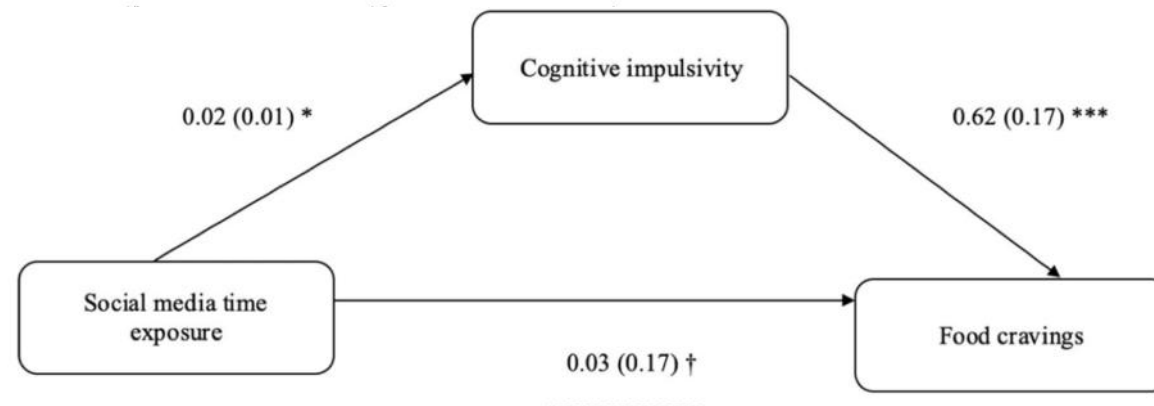
Journal of Eating Disorders

## RESEARCH

Open Access

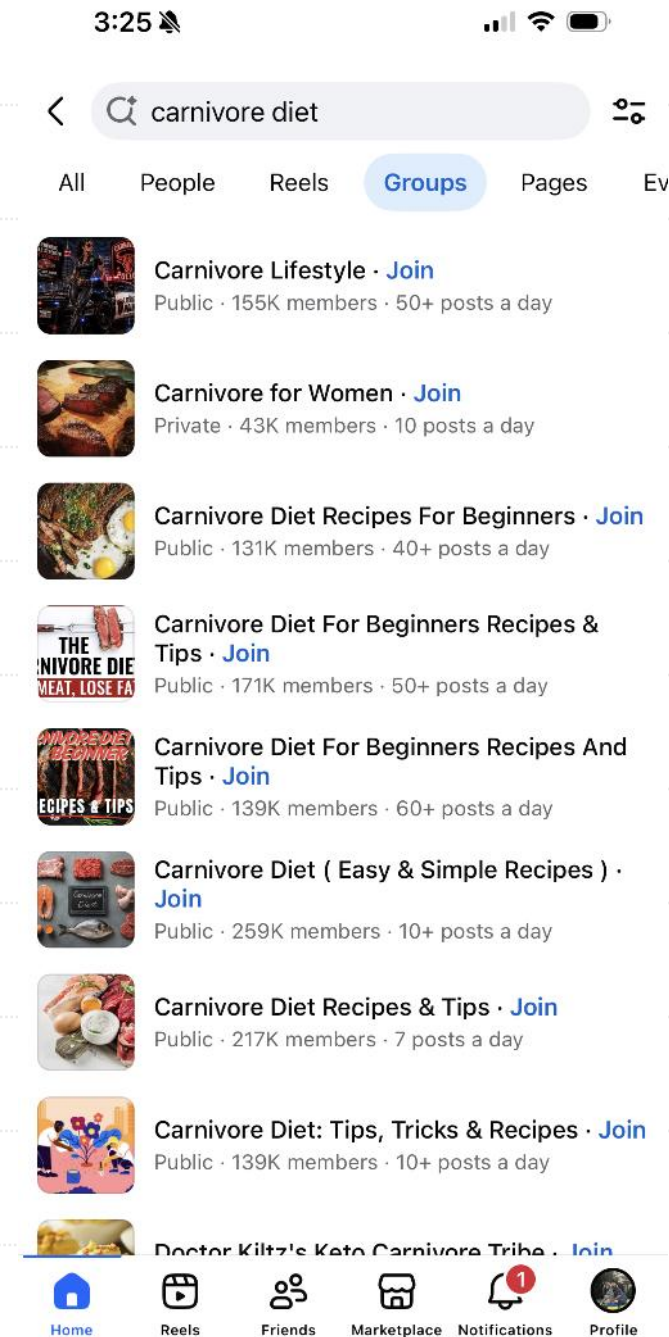
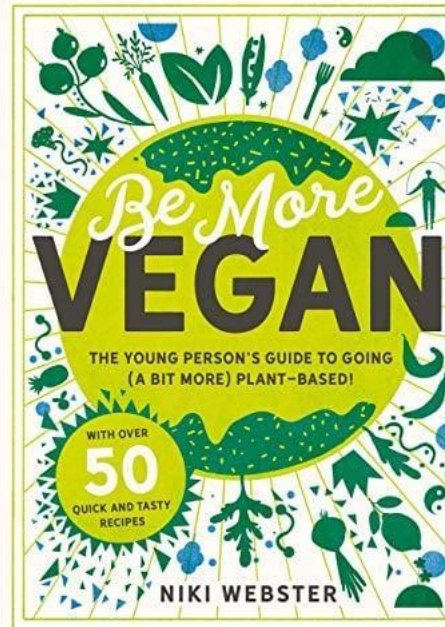
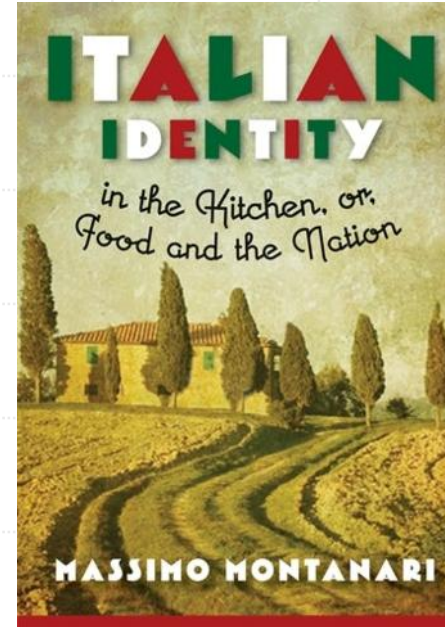


The relationships between social media exposure, food craving, cognitive impulsivity and cognitive restraint



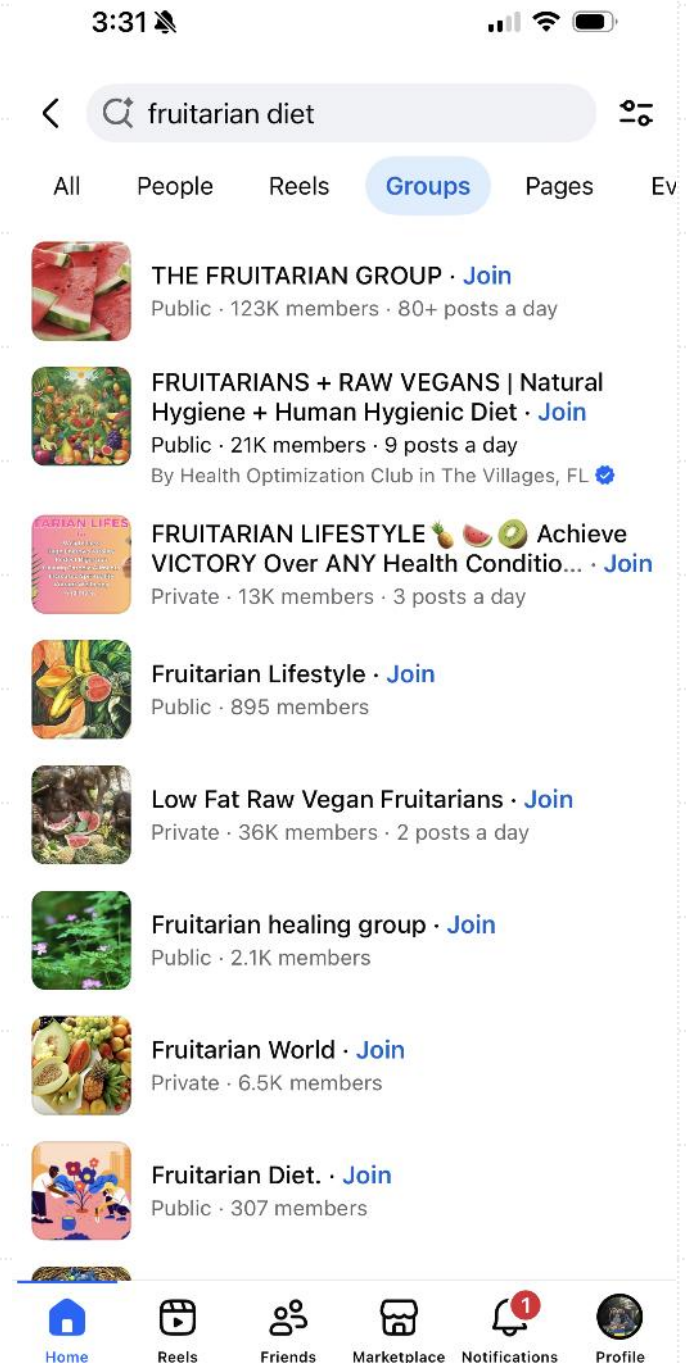
# Food and Identity

- Food can be a socio-cultural force that shapes how we see ourselves.
  - Cuisines and heritage
- People can find a sense of community & belonging in a type of diet.
  - Self-expression and Values
  - Belonging and Group Allegiance
  - Self-Transformation
  - Control



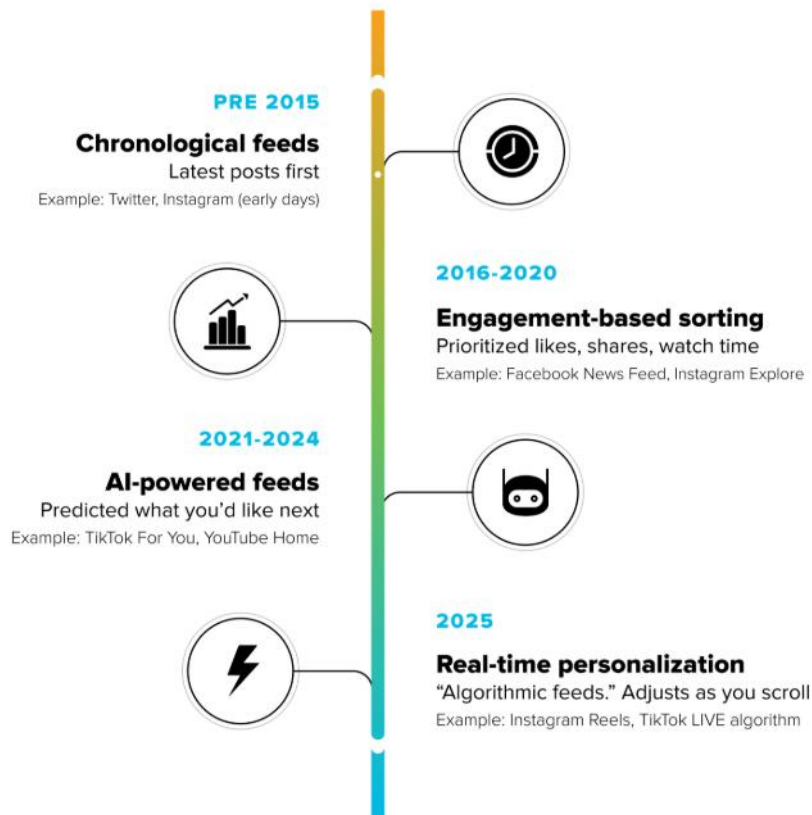
# Online communities as echo chambers

- Online communities are highly prevalent for fad diets.
  - Peer confirmations of perceived benefits of fad diets.
  - Recount personal experiences and share tips.
- Echo chambers reinforce beliefs and shield from external skepticism.
  - Alternative opinions are ignored/excluded.
- Harms of echo chambers:
  - Polarization and hostility
  - Rejection/distrust of credible/verified information
  - Rapid proliferation of misinformation
  - Health harms: vaccine hesitancy, eating disorders



# Why does nutrition information spread so quickly online?

## The Evolution of Social Media Algorithms (2010–2025)



```
[1]. begin
[2].   initialize  $T_{\max}$  iteration,  $Max_{fitness}$  evaluation, and  $Max_{pop}$  (i.e., maximum population)
[3].   initialize population as views  $x_i (i = 1, 2, \dots, Max_{pop})$  based on Eq. (2)
[4].   define  $mood \in \{imitation, conversation, disputation, innovation\}$ 
[5].   while (stopping criteria not met (i.e.,  $t < T_{\max}$  iteration))
[6].     for each search agent (i.e., agent  $x_i (i = 1, 2, \dots, Max_{pop})$  do
[7].        $mood = \text{random selection} \in \{imitation, conversation, disputation, innovation\}$ 
[8].       if ( $mood == \text{"imitation"}$ )
[9].         update  $x_i^{t+1}$  based on Eq. (3)
[10].      else if ( $mood == \text{"conversation"}$ )
[11].        update  $x_i^{t+1}$  based on Eq. (4)
[12].      else if ( $mood == \text{"disputation"}$ )
[13].        update  $x_i^{t+1}$  based on Eq. (5)
[14].      else if ( $mood == \text{"innovation"}$ )
[15].        update  $x_i^{t+1}$  based on Eq. (7)
[16].      endif
[17].      if ( $fitness(x_i^{t+1})$  is better than  $fitness(x_i^t)$ )
[18].        set  $x_i^t = x_i^{t+1}$ 
[19].      end for
[20].       $t = t + 1$ 
[21].      find  $best_{agent} = \arg \max_{x_i \in X^t} fitness(x_i)$ 
[22].      break while loop when ( $fitness \text{ evaluation} \geq Max_{fitness}$  evaluation)
[23].    end while
[24].    return the global best agent,  $best_{agent}$ 
[25]. end
```

## Pseudocode for social network algorithm

Zamli et al. (2022). Utilizing the roulette wheel based social network search algorithm for substitution box construction and optimization. Neural Computing and Applications. 35. 1-21

# Facebook's Meaningful Social Interaction (MSI) Algorithm

- 2018: Replaced News Feed with algorithm that generates content based on user's engagements. Designed to improve community-building.
  - Prioritizes shares, comments, and reactions (e.g. "loves") over "likes"
- Intended to promote content within a user's social network (reduce content from media/business).
- MSI has promoted polarizing and emotionally-charged content, inadvertently rewarding high-conflict interactions.

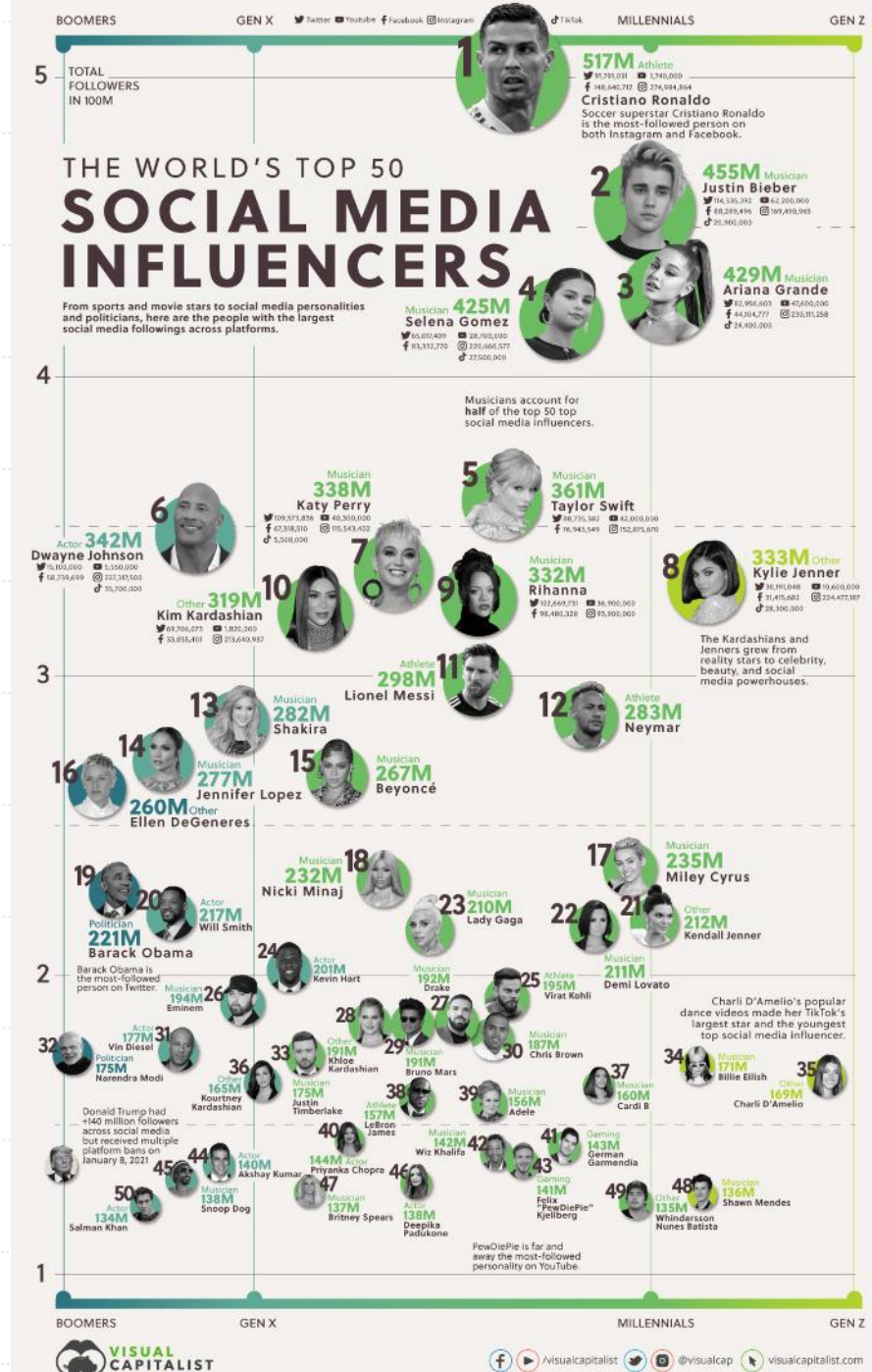
Metzler H, Garcia D (2024). Social Drivers and Algorithmic Mechanisms on Digital Media. *Perspect Psychol Sci.* 19(5):735-748.



“Social media algorithms personalize users’ online experiences, recommending engaging content that will interest them and possibly spark outrage. They are siloed and face away from each other because the architecture of platforms may facilitate echo chambers.”

<https://www.science.org/toc/science/381/6656>

# The influence of influencers.



<https://awards.journalists.org/entries/the-food-industry-pays-influencer-dietitians-to-shape-your-eating-habits/>

<https://www.visualcapitalist.com/worlds-top-50-influencers-across-social-media-platforms/>

# Factors that may make some individuals susceptible to misinformation.

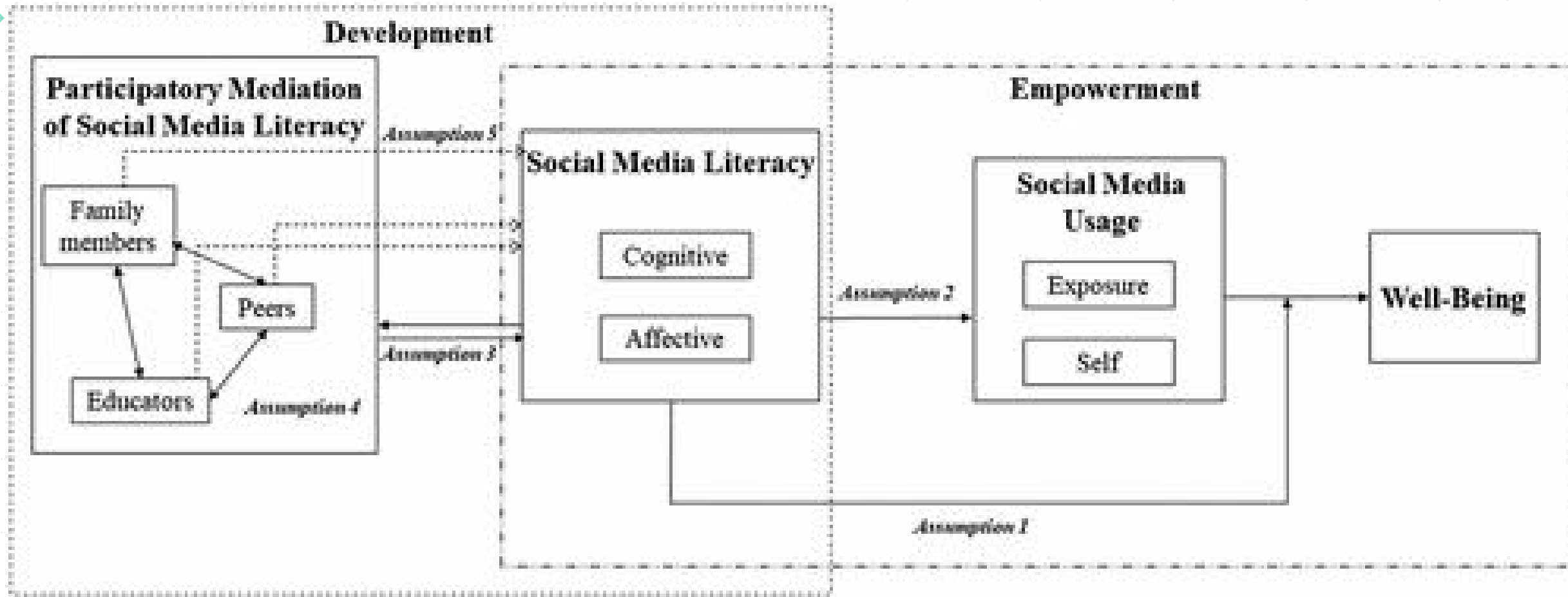
- Conspiratorial ideation and other psychological correlates<sup>1</sup>
  - Reliance on intuition, seeking quick fixes, desire for control
- Antagonistic traits<sup>1</sup>
  - Attention-seeking, risk-taking, lack of empathy
- Lower media literacy<sup>2</sup>
  - Expansion to digital/social media literacy given proliferation of online content since early 2000s.
- Habit formation promoted by platforms<sup>3</sup>

<sup>1</sup>Bowes et al. (2023). The conspiratorial mind: A meta-analytic review of motivational and personological correlates. *Psychological Bulletin*, 149(5-6), 259–293.

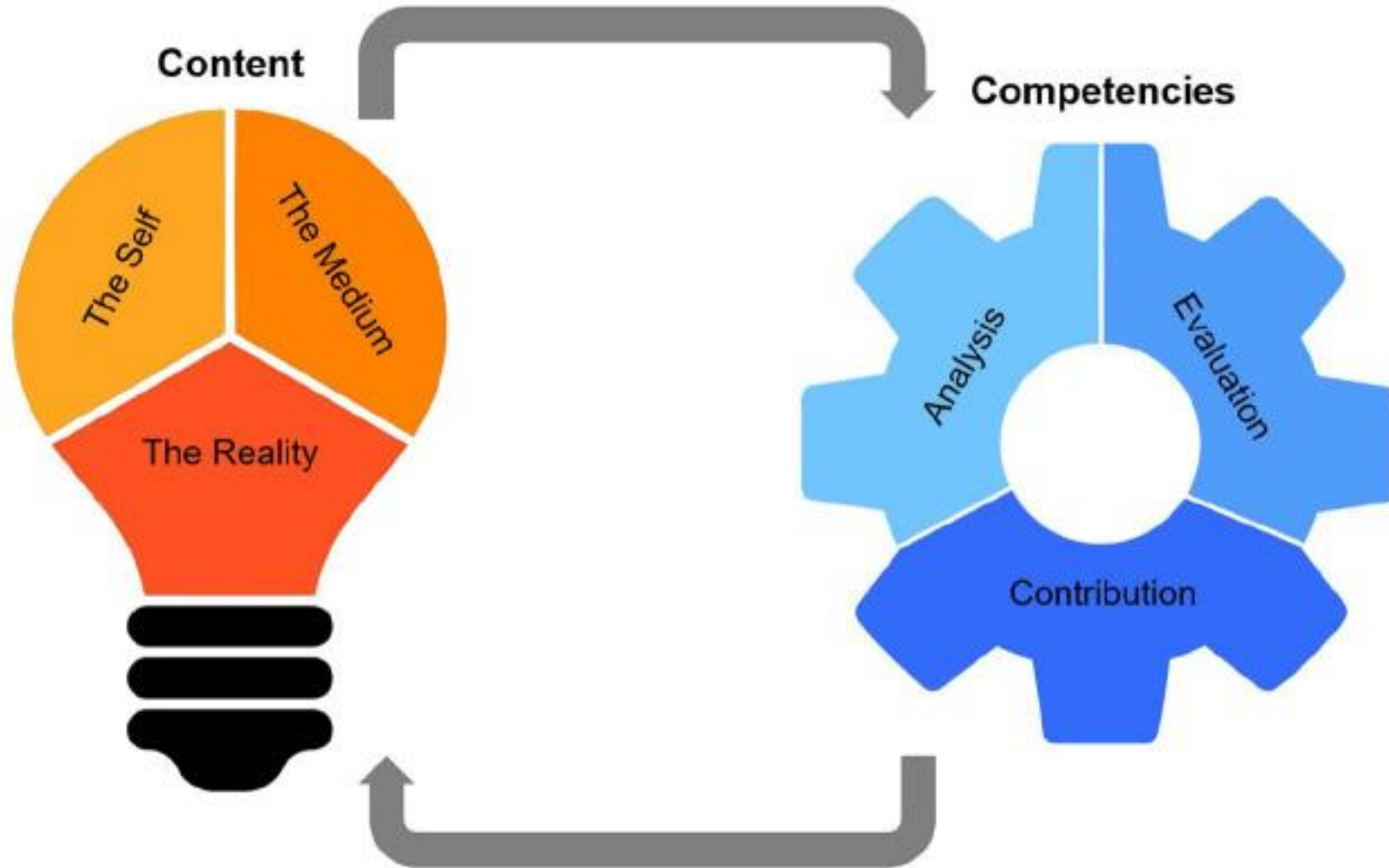
<sup>2</sup>Ziapour et al. (2024). The role of social media literacy in infodemic management: a systematic review. *Frontiers in digital health*, 6, 1277499.

<sup>3</sup>Ceylan et al. (2023) Sharing of misinformation is habitual, not just lazy or biased, *Proc. Natl. Acad. Sci. U.S.A.* 120 (4) e2216614120,

# SMILE Model (**S**ocial **M**edia **Lit**eracy)



# SoMeLit Framework (**S**ocial **M**edia **L**iteracy)



# Social media literacy scales

Computers in Human Behavior 63 (2016) 834–843



Contents lists available at ScienceDirect

Computers in Human Behavior

journal homepage: [www.elsevier.com/locate/comphumbeh](http://www.elsevier.com/locate/comphumbeh)



Full length article

## Development and validation of New Media Literacy Scale (NMLS) for university students



Mustafa Koc <sup>a,\*</sup>, Esra Barut <sup>b</sup>

<sup>a</sup> Department of Computer Education and Instructional Technologies, Suleyman Demirel University, Isparta, Turkey

<sup>b</sup> Department of Computer Education and Instructional Technologies, Anadolu University, Eskisehir, Turkey

- A 35-item scale based on four factors related to New Media Literacy: Functional Consumption, Critical Consumption, Functional Prosumption, and Critical Prosumption.
- Can be used in educational and interventional research on media literacy.

# Social media literacy scales

Social Media + Society

Volume 9, Issue 4, October 2023

© The Author(s) 2023, [Article Reuse Guidelines](#)

<https://doi.org/10.1177/20563051231216965>

Sage Journals

Article



## Social Media Literacy Among Adolescents and Young Adults: Results From a Cross-Country Validation Study

Ruth Wendt <sup>1</sup>, Brigitte Naderer<sup>2</sup>, Marko Bachl<sup>3</sup>, and Diana Rieger <sup>1</sup>

- 12-item scale adapted from the participatory-moral literacy belief scale<sup>1</sup> with four items per dimension: self-perceived abilities, motivation, and behavior.
- Scale showed moderate associations with liberal attitudes, perceived social support, and weaker associations with perceived social capital.
- Can be used to assess links between social media literacy and misinformation.

<sup>1</sup>Festl R. (2021). Social media literacy adolescent social online behavior in Germany. *Journal of Children and Media*, 15, 2249–2271

# Academics know that nutrition information on social media is poor quality

*Public Health Nutrition: 26(7), 1345–1357*

## Review Article

 Applied Physiology,  
Nutrition, and  
Metabolism

OPEN ACCESS | Clinical Corner

Quality and accuracy of or a systematic review of content  
**Many authors of publicly available top-selling nutrition books in Canada are without clinical nutrition credentials, do not cite evidence, and promote their own services or products**

Emily Denniss\*  
Institute for Physical  
221 Burwood High

## Editorial

Chao-Yu Loung<sup>a</sup>, Sidra Sarfaraz <sup>a</sup>, Allie S. Carew<sup>b</sup>, Dylan MacKay <sup>c</sup>, and Leah E. Cahill <sup>a,b</sup>

Submitted 1 August 2022:

<https://doi.org/10.1038/s42255-025-01385-9>

“Online nutritic seeking inform improve the pu information.”

## Nutritional advice on social media: clicks over credibility



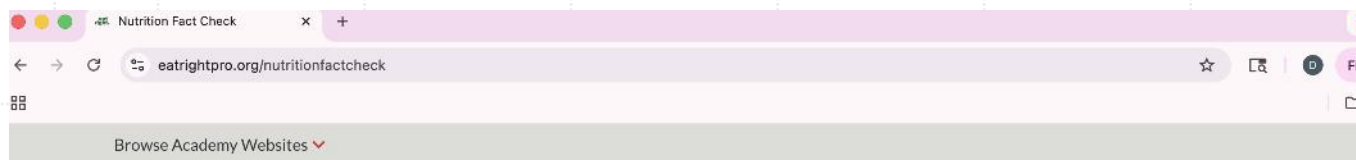
# What can nutrition professionals do to respond to misinformation?

- Call for engagement with social media platforms to discuss content algorithms and platform structures.
- Develop and test theory-informed interventions to increase social media literacy.
- Promote nutrition and food literacy.
- Participate in communication of evidence-based nutrition information on social media.



### [Unpacking the new Dietary Guidelines](#)

Progress on added sugar, protein hype, and saturated fat contradictions. Read our review of the new DGAs.



## Nutrition Fact Check

### Amplifying Science-Based Nutrition Facts

With so much conflicting information about nutrition, it's more important than ever to rely on science and evidence-based expertise.

# Responding to Nutrition Misinformation

**Dietitians of Canada**

May 2017

[www.dietitians.ca](http://www.dietitians.ca) | [www.dietetistes.ca](http://www.dietetistes.ca)

© Dietitians of Canada. 2017. All rights reserved.

## Table of Contents

- 3 Introduction
- 4 Decision-Making Framework

## Nutrition Fact Check Sections

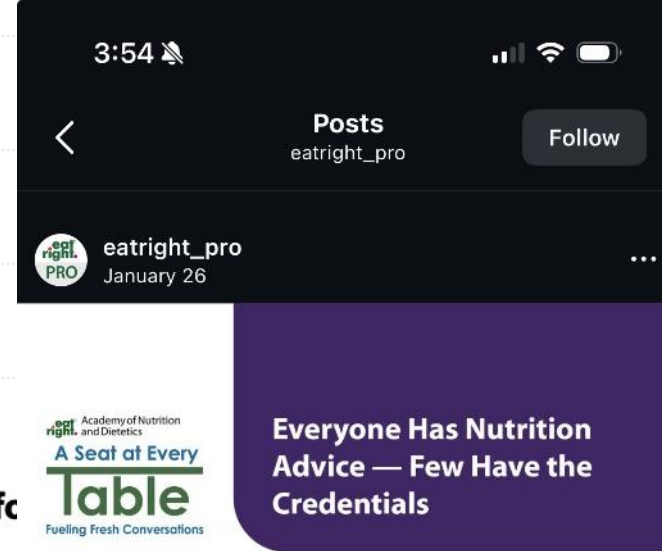
- [Raw Milk >](#)
- [Saturated Fats >](#)
- [Food Dyes >](#)
- [Seed Oils >](#)
- [Ultra-Processed Foods >](#)
- [Learn More about the Campaign >](#)
- [Submit Suggestions for Future Topics >](#)

# Academy of Nutrition and Dietetics National Consumer Survey

## 6 Which of the following sources do you rely on most often for nutrition or healthy eating?

- 56% said my own research (e.g., online articles and magazines)
- 41 % said my primary care provider or another healthcare professional
- 36% said friends and family.
- 25% said social media (e.g., Instagram, TikTok, YouTube).
- 19% said Health documentaries, podcasts, and shows (e.g., The Mindy Project, The Doctor's Mind)
- 16% said AI chat bots (e.g., ChatGPT, Gemini, Copilot).
- 12% said a registered dietitian.
- 5% said other.

<https://www.eatright.org/-/media/files/campaigns/eatright/a-seat-at-every-table/academy-survey-stats-sheet.pdf>



**Nutrition guidance is everywhere. Credible expertise is harder to identify.**

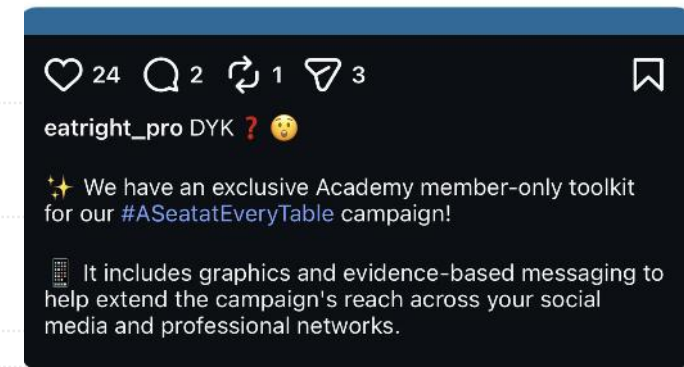
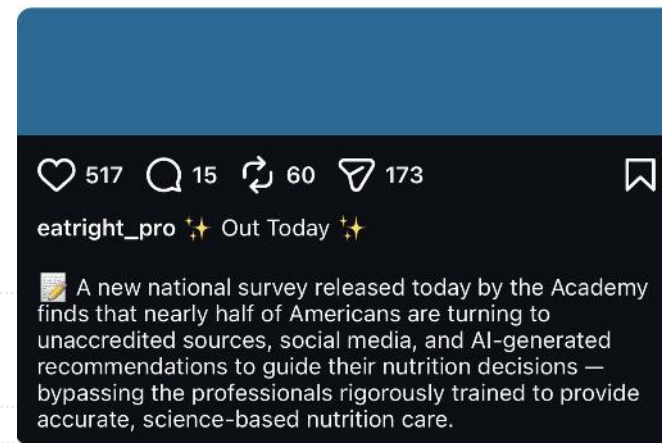
- 56% of Americans rely on their own online research to make food decisions
- Nearly **half** have acted on advice from social media or AI tools

**Just because it's shared online doesn't mean it's evidence-based.**



**A Seat at Every Table**  
Fueling Fresh Conversations

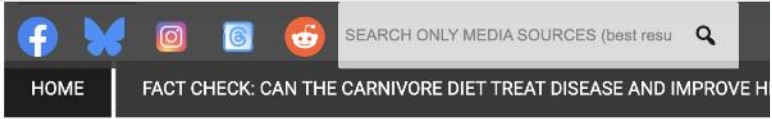
**eatright** Academy of Nutrition and Dietetics





# Practical tips for individuals

- Manage social media content
  - Curate feeds (follow credible accounts, unfollow other accounts)
  - Use algorithm resets (features for “not interested/hide”)
  - Screen Time API (limits amount of time a user can be on a social media app)
  - Turn off autoplay (to avoid undesired exposure to content)
- Fact-checking tools
  - MediaSmarts Fact Search (Canadian), Media Bias/Fact Check (USA)
  - Professional Nutrition Fact Check Tools
  - Meta Community Notes



# Fact Check: Can the Carnivore Diet Treat Disease and Improve Health?

Media Bias Fact Check (MBFC) publishes daily vetted fact checks from verified IF claim is independently reviewed for accuracy and context.

Claimant: Social Media

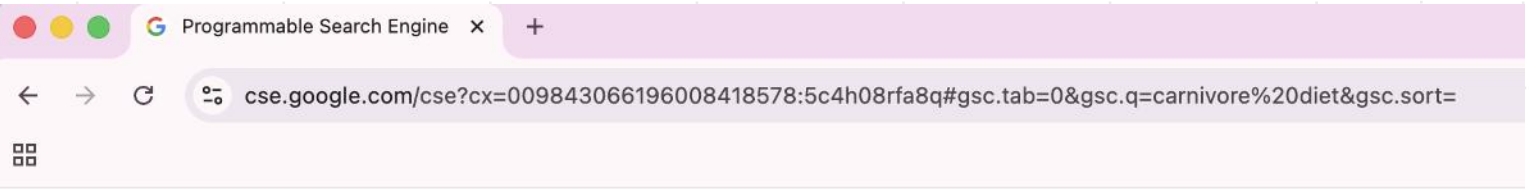
Claim: The carnivore diet can treat diseases and improve long-term health.

Rating: FALSE

Explanation: There is no credible scientific evidence supporting disease treatment the diet may increase risks due to high saturated fat and cholesterol.

[View Full Fact Check](#)

Date: 04/06/2026



Canada's Centre for Digital Media Literacy

Q carnivore diet



About 305 results (0.18 seconds)

Sort by ▾

## The Arctic Explorer Who Pushed an All-Meat Diet - Atlas Obscura

Atlas Obscura › Stories

Aug 28, 2018 ... After a brief control period of a varied **diet**, the two men ate only fresh **meat**: The cuts included steak, roast beef, brains, and tongue, with ...



## No evidence that a **carnivore diet** leads to “90% reduction in all ...

Science Feedback › review › no-evidence-that-a-carnivore-diet-lead...

Mar 31, 2023 ... There isn't solid evidence that a **carnivore diet** is beneficial to health. A study that reported health benefits of a **carnivore diet** was based on a self- ...



## Photos show yellow 'cholesterol nodules' on man's palms ... - Snopes

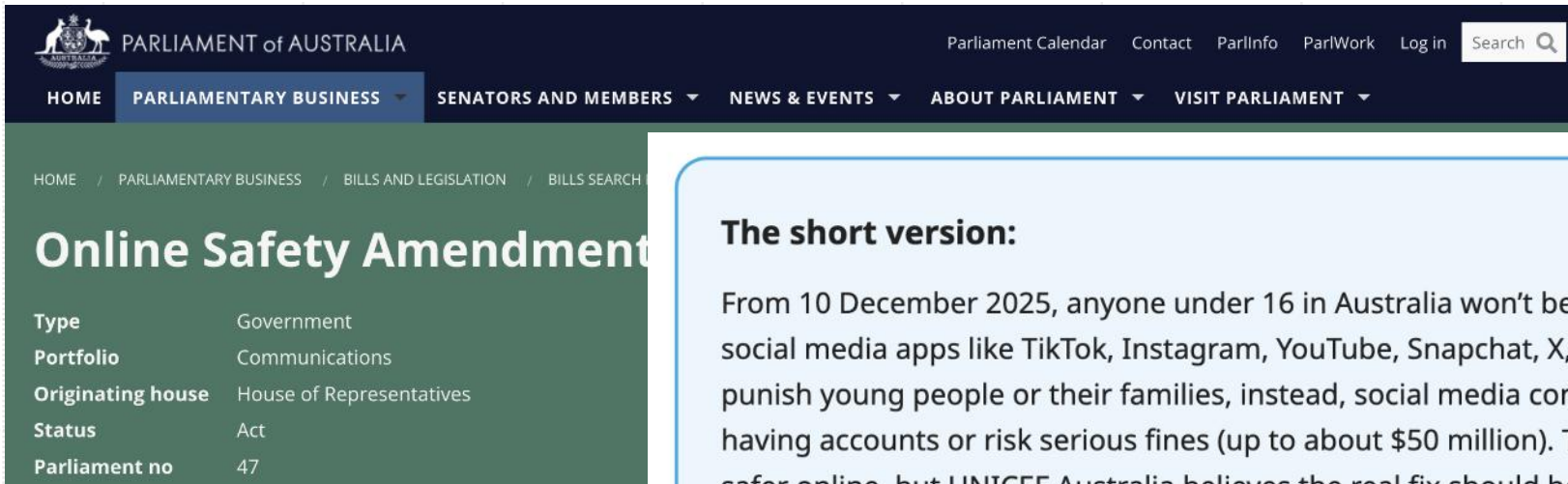
Snopes › Fact Check

Feb 17, 2025 ... Eight months earlier, he had adopted a so-called **carnivore diet**. "His dietary habits included a high intake of fats, consisting of 6 to 9 lb of ...



# What can nutrition professionals do to respond to misinformation?

- Support legislative efforts to place restrictions on advertising/social media access.



The screenshot shows the Parliament of Australia website. The top navigation bar includes the Australian coat of arms, the text 'PARLIAMENT of AUSTRALIA', and links for 'Parliament Calendar', 'Contact', 'ParlInfo', 'ParlWork', 'Log in', and a search bar. Below this is a secondary navigation bar with links for 'HOME', 'PARLIAMENTARY BUSINESS', 'SENATORS AND MEMBERS', 'NEWS & EVENTS', 'ABOUT PARLIAMENT', and 'VISIT PARLIAMENT'. The main content area has a breadcrumb trail: 'HOME / PARLIAMENTARY BUSINESS / BILLS AND LEGISLATION / BILLS SEARCH'. The title 'Online Safety Amendment' is prominently displayed. Below the title, a table provides details about the bill:

|                   |                          |
|-------------------|--------------------------|
| Type              | Government               |
| Portfolio         | Communications           |
| Originating house | House of Representatives |
| Status            | Act                      |
| Parliament no     | 47                       |

## The short version:

From 10 December 2025, anyone under 16 in Australia won't be able to keep or make accounts on social media apps like TikTok, Instagram, YouTube, Snapchat, X, Facebook and more. The rule doesn't punish young people or their families, instead, social media companies have to stop under-16s from having accounts or risk serious fines (up to about \$50 million). The new law is meant to make things safer online, but UNICEF Australia believes the real fix should be improving social media safety, not just delaying access.

<https://www.unicef.org.au/unicef-youth/staying-safe-online/social-media-ban-explainer>

# Monitoring/restricting advertising



## Food and beverage advertising to children and teens in Canada

### Advertising is an important influence on children's food choices in Canada

Obesity and chronic disease are major health concerns for Canada's children and teens

- Chronic diseases, like diabetes, are on the rise in children and teens in Canada.<sup>1,2,3</sup>



- Nearly **1 in 3** children and teens in Canada (**ages 5 to 17**) lives with overweight or obesity, putting them at risk for chronic disease.<sup>4</sup>

### We're taking action to monitor food and beverage advertising to children and teens in Canada

- Food and beverage advertising makes healthy eating choices harder to follow Canada's Food Guide and beverage advertising to children and teens
- Monitoring food and beverage advertising supports our understanding of what influences children's food choices, evaluate trends over time and identify gaps in evidence

### What our monitoring and other data tell us

Advertisers reach children and teens where they are

Children and teens reported seeing food and beverage advertising including:<sup>7</sup>

- online
- in stores
- at school
- in video games
- TV and movies
- in magazines or newspapers
- outdoors (like billboards and bus shelters)

<https://www.canada.ca/en/health-canada/services/publications/food-nutrition/food-beverage-advertising-children-teens-canada.html>

# CODE FOR THE Restriction of Food and Beverage Product Advertising to Children

Establishing an industry-wide mandatory prohibition on food and beverage product advertising primarily directed to children, with limited nutrition-based exceptions

**ACA** Association of Canadian Advertisers

Canadian Beverage Association  
Association canadienne des boissons

**FHCP**

**Restaurants Canada**  
The voice of foodservice | La voix des services alimentaires

<https://adstandards.ca/wp-content/uploads/AdStandards-FoodAndBeverageAdvertisingCode-EN.pdf>

# A good start, but we need to reflect on our impact in society

- Mend public trust in nutrition science.
- Our answers are only as good as our questions.
  - STROBE-NUT
  - Reproducible Research
  - Stricter regulations on marketing given certain new public health nutrition strategies.



# Acknowledgements

## Trainees

Katherine Labonté, PhD  
Guiomar Masip, PhD  
Mike Cisneros-Franco, PhD  
Hannah Han, PhD  
Tongzhu Meng, MSc  
Gabriella Menniti, MSc  
Nathaly Vasquez, MSc  
Manon Fantino, MSc  
Irem Karamanoglu, MScA  
Atheer Attar, MScA  
Liana Martins-Medina, MSc  
Pablo Arrona, BSc  
Nicole Ingham, BSc  
Nicolas Liboiron, BSc  
Chidinma Ezech, BSc  
Aminatu Salia, BSc  
Jia Yi Mok, BSc

Elizabeth Ferry, BSc  
Tomas Valinksas, BSc  
Allie Wang, BSc  
Kevin Liew  
Zhangfan Lyu

## Collaborators

Laurette Dube, MBA, PhD  
Barbel Knauper, PhD  
Yu Ma, MBA, PhD  
Jian-Yun Nie, PhD  
Catherine Paquet, PhD  
Patricia Silveira, MD, PhD  
Nathan Yang, MBA, PhD  
Hiroshi Mamiya, PhD  
Sirui Zhou, PhD



## Funding

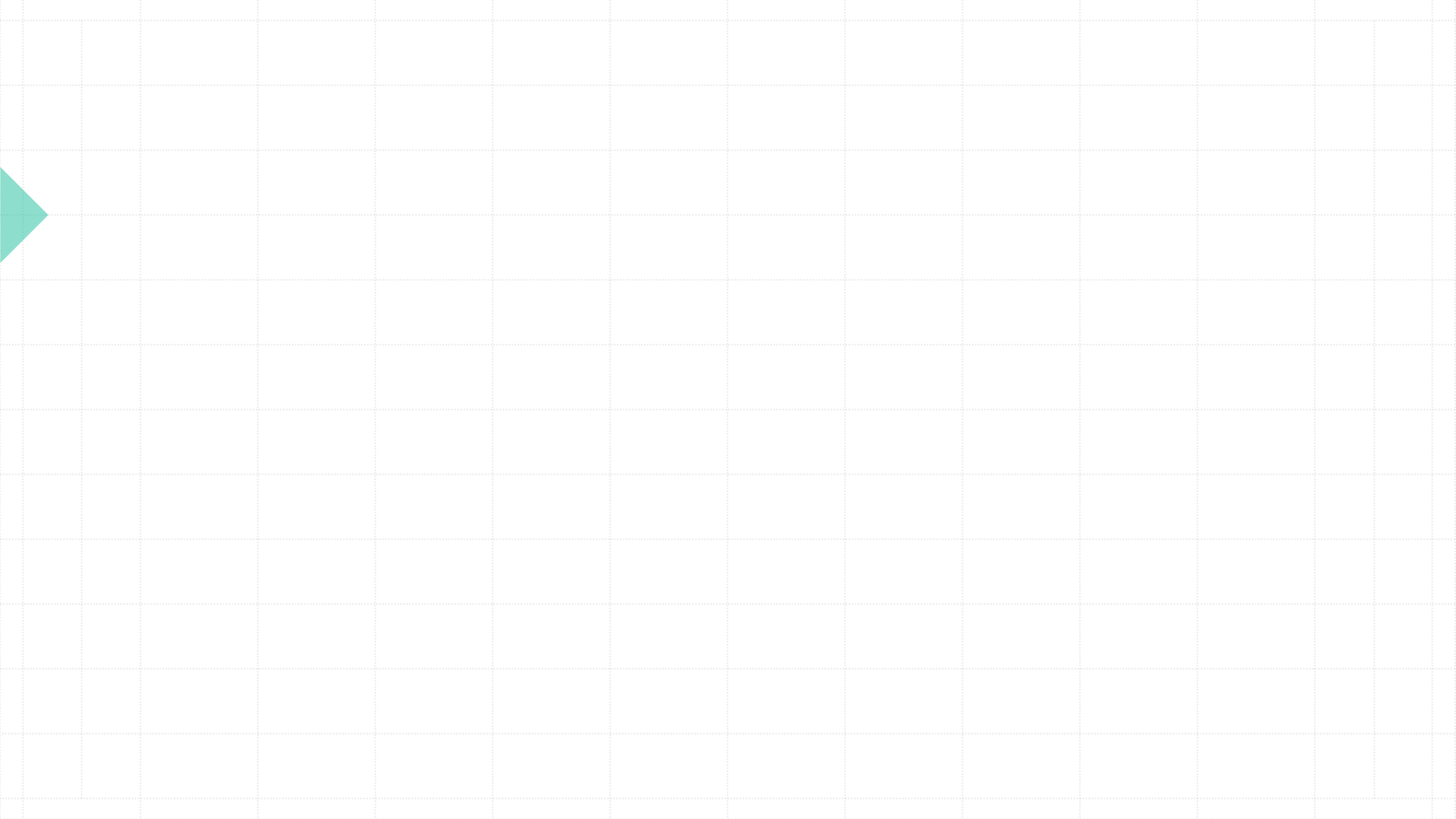


**CIHR IRSC**  
Canadian Institutes of Health Research / Instituts de recherche en santé du Canada



<https://smart-training.ca/>





# Sharing of misinformation is habitual, not just lazy or biased

Gizem Ceylan<sup>a,1</sup> , Ian A. Anderson<sup>b</sup>, and Wendy Wood<sup>b,c</sup> 

Edited by Susan Fiske, Princeton University, Princeton, NJ; received September 28, 2022; accepted December 3, 2022

- “However, habitual sharing of misinformation is not inevitable: We show that users can be incentivized to build sharing habits that are sensitive to truth value. Thus, reducing misinformation requires changing the online environments that promote and support its sharing.”