

**FOOD ALLERGY TRENDING TOPICS IN SOCIAL MEDIA**  
Zachary Rubin, MD  
Allergist  
Oak Brook Allergists

Commercial support has been provided by Nutricia North America

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**LEARNING OBJECTIVES**

1. Identify trending topics in pediatric food allergy on social media

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**HOW IT STARTED (AUGUST 2020)**

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### HOW IT'S GOING (MAY 2022)

 Joined Aug. 2020 Verified user >8,000 followers	 <b>TikTok</b> Joined April 2021 >140,000 followers Raised >\$30k for charities	 Joined June 2021 >2,000 followers
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### HOW IT'S GOING (MAY 2023)

 Joined Aug. 2020 >17,000 followers Verified user?	 <b>TikTok</b> Joined April 2021 >570,000 followers Raised >\$30k for charities Verified User	 Joined June 2021 >87,000 followers	 Joined March 2023 >1,400 subscribers
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### HOW IT'S GOING (SEPTEMBER 2024)

 Joined Aug. 2020 >16,000 followers inactive, but switched to Threads. >8,000 followers	 <b>TikTok</b> Joined April 2021 1.2 million followers Raised >\$30k for charities Verified User	 Joined June 2021 >352,000 followers Verified User	 Joined March 2023 >28,000 subscribers	 Joined January 2024 >8,000 subscribers Verified user
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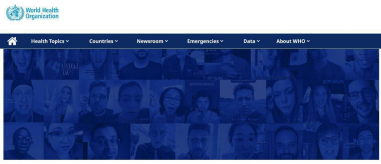
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## FIDES (WORLD HEALTH ORGANIZATION)



The name Fides stems from the goddess of trust in Roman mythology, *Fides*. The name is also associated with reliability, loyalty, and good faith (*bonae fides*).

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## ILLINOIS MEDICAL PROFESSIONALS ACTION COLLABORATION TEAM



### Our Mission

We are a coalition of physicians and health professionals working to identify and meet the needs of those healthcare workers and communities.

We engage grass root networks, advocates for evidence based solutions, **advocate** for funding opportunities, and **empower** solutions that protect the individuals and communities across the state and country.



**Zachary Rubin, MD**

Medical Director, Allergy Center

Dr. Rubin is a board certified allergist-immunologist and board member of the American College of Allergy, Asthma and Immunology (ACAAI). He is also a past president of the American College of Allergy, Asthma and Immunology (ACAAI) and a past president of the American College of Allergy, Asthma and Immunology (ACAAI).

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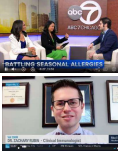
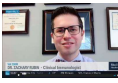
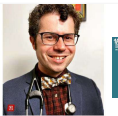

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## MEDIA APPEARANCES

**'Christmas tree syndrome' is real. Here's how to avoid it this holiday season.**

By Kristine Taylor

**FDA rejects first needle-free alternative to EpiPens, calling for more research**

By Kristine Taylor

**Why you're losing the spring allergy battle - and ten ways to win**

By Kristine Taylor

**I Was Allergic to Cats. Until Suddenly, I Wasn't.**

By Kristine Taylor

**In Good Health: When a popular decongestant doesn't work**

By Kristine Taylor

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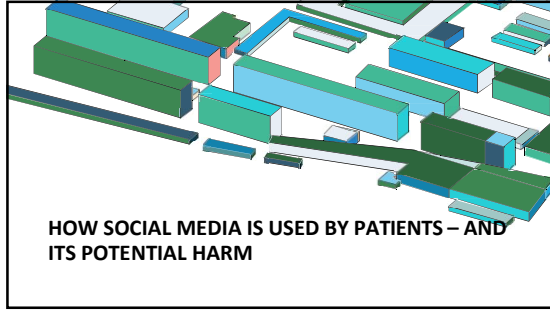
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### SOCIAL MEDIA GENERAL USAGE

- 79% of internet users spend most of their time on the internet on a social media platform (2019 Health Information National Trends Survey (HINTS))
- 78% of American adults used the internet to search health-related information in 2013 (PEW Research Center).

Percentage of each age group that uses at least one social media site

Age Group	Percentage
18-29	93%
30-49	86%
50-64	79%
65+	64%

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### SOCIAL MEDIA GENERAL USAGE

- People have an average of 7 social media accounts
- The average person spends about 145 minutes on social media daily in the USA (~global average)

Monthly Active Users by Social Media Platform (in million)

Platform	Monthly Active Users (Million)
Facebook	290
Twitter	240
LinkedIn	180
Instagram	130
Nextdoor	110
Tumblr	70

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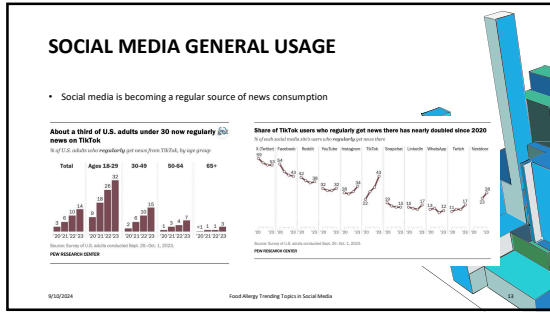
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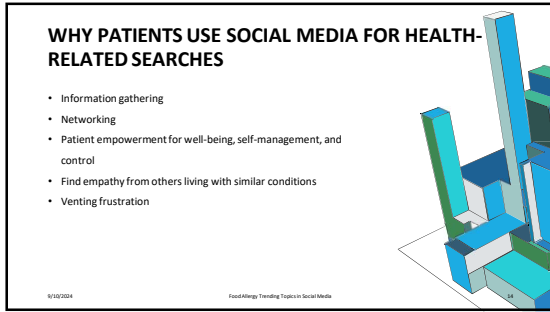
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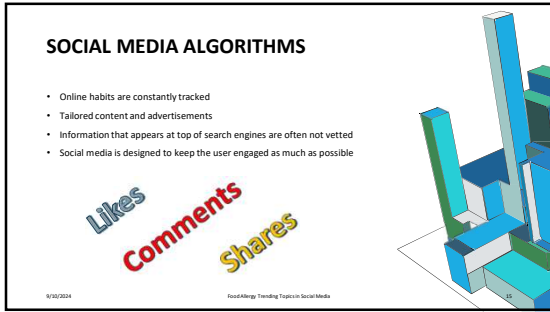
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### SOCIAL MEDIA ALGORITHM INFLUENCES ON PATIENTS

- Echo chambers can **suppress outside voices**
- Echo chambers can **amplify unproven alternative therapies**



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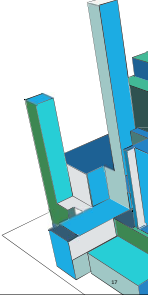
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### ONLINE MISINFORMATION

- Health misinformation** is false, inaccurate or misleading information compared to the best available evidence
- Impacts medical decision-making by diluting accurate information and confusing people
- When spread intentionally, misinformation is referred to as **"disinformation"**



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### ONLINE MISINFORMATION SPREAD



- Analysis of >126,000 stories posted on Twitter
- False news stories were 70% more likely to be shared on social media compared to accurate ones

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### COGNITIVE BIAS

- Confirmation bias
  - Tendency to search for and recall information that is congruent and supports one's beliefs

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### COGNITIVE BIAS

- Bandwagon effect
  - Uptake of belief and ideas increases the more that they have already been adopted by others

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### COGNITIVE BIAS

- Reactive devaluation
  - Devaluing an idea because it originated from an opponent
  - "Political theatre"

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## COGNITIVE BIAS

- Status quo bias
  - Preferring the state of current affairs over change
  - "If it ain't broke, don't fix it!"



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## ANECDOTES

- Personal stories are easily relatable, especially those that cause an emotional response
- Poor understanding of what is evidence and how to evaluate the strength of evidence increases the susceptibility of the **post hoc fallacy**
  - Assuming an event must have been caused by a later event because it happened earlier
  - "Correlation equals causation"



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## FOOD ALLERGY TRENDING TOPICS

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### PEANUT INTRODUCTION

- Trying a new food near an emergency room?



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### TESTING FOOD ALLERGY ON SKIN?

- Putting food on the skin to test an allergy?



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### HOW TO USE AN EPIPEN

- Shock value that provides a learning opportunity



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**ORAL ALLERGY SYNDROME**

- Playing with fire



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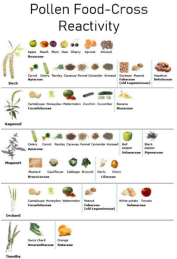
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**Pollen Food-Cross Reactivity**



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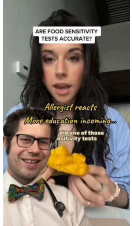
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**“FOOD SENSITIVITY” TESTING**

- At home testing that is a scam



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**RISK FACTORS FOR DEVELOPING A FOOD ALLERGY**

- Early introduction

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**WHAT?**

- What is your “it” factor that sets yourself apart from others?

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**SUMMARY**

- Social media is a part of our everyday lives, whether we like it or not.
- Social media impacts healthcare decision-making
- Food allergies are talked about on social media and the information quality varies

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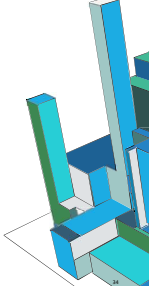
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- <https://osteopathic.org/2018/05/14/survey-finds-patients-want-to-be-friends-with-their-physicians-on-social-media/>
- <https://www.hhs.gov/surgeongeneral/reports-and-publications/health-misinformation/index.html>



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**THANK YOU**

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