Is this health site trustworthy or bogus?

HOW TO TELL THE DIFFERENCE

“Eating lots of veggies helps protect against cancer, studies suggest”

TRUSTWORTHY

• Uses plain language
• Acknowledges uncertainties and unknowns
• Based in meta-analysis (systematic review) of multiple studies
• Cites peer-reviewed, published medical studies
• Cites varied range of sources
• Content largely created within last five years
• Cites studies involving lots of human participants

“Superfood in a pill! Amazing results! Totally sciency! $29.95/month”

BOGUS

• Packed with scientific-sounding jargon
• Breakthrough! Miracle cure! Exclamation points!
• Few sources
• Biased funding source
• Price tag
• Sources may be generally older than five years
• Implies correlation = causation
• Cites studies involving a dozen mice

Get a print-out of health sites you can count on: Student Health 101, January 2017.

START READING TODAY
TEXT ROCHESTER TO 40691

Find us: University of Rochester Student Health 101
@SH101atUofR #spreadthehealth