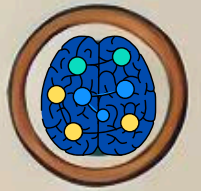




HYPE VS REALITY

READING SCIENTIFIC NEWS



CHECK THE SOURCE
IS IT A REPUTABLE NEWS OUTLET OR A SENSATIONALISED TABLOID?
THE ARTICLE SHOULD LINK THE ORIGINAL RESEARCH PAPER.

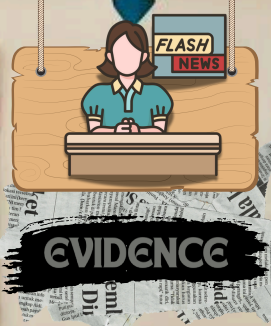
STUDY TYPE
HUMAN OR ANIMAL? ANIMAL STUDIES MAY TAKE 10+ YEARS TO BE VALIDATED IN HUMANS
HOW MANY HUMANS WERE TESTED? THE BIGGER THE NUMBER THE BETTER (30=TINY; 200=OK; 1000+=NOT BAD)

RESEARCH STAGE
THE FIRST EVER LAB STUDY OR A FULL CLINICAL TRIAL?
IS IT A FOLLOW UP STUDY FROM PREVIOUS FINDINGS? THAT'S ENCOURAGING IF IT IS.

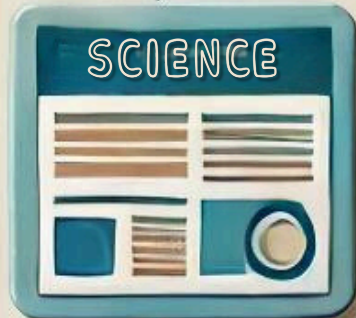
LANGUAGE
CLICKBAIT HEADLINES? IS IT TOO GOOD TO BE TRUE?
BE CAREFUL OF HYPE WORDS LIKE 'MIRACLE' 'BREAKTHROUGH' OR 'GAME-CHANGER'



THINK LIKE A SCIENTIST
HAVE OTHER STUDIES REPLICATED THE FINDINGS?
DID THEY USE A CONTROL GROUP - SUBJECTS THAT DIDNT GET THE DRUG OR INTERVENTION?



WWW.ANEUROREVOLUTION.COM

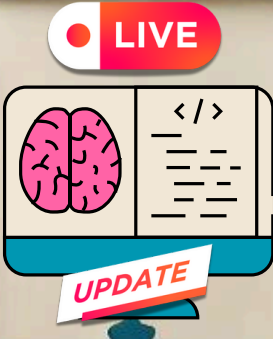


BE AWARE OF...
MOST SCIENTIFIC DISCOVERIES TAKE DECADES OF REPLICATION AND TESTING TO MAKE IT TO HUMANS.
IT'S A PROBABILITY NOT A GUARANTEE.



ACTION

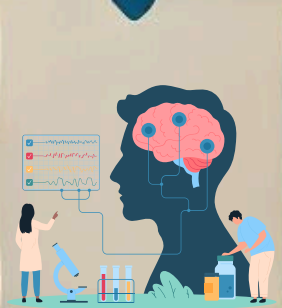
LOOK BEYOND THE HEADLINE
READ MORE THAN THE HEADLINE, AS THEY CAN BE MISLEADING.
LOOK FOR LINKS TO PAST NEWS ARTICLES WHICH CAN HELP TO BUILD A PICTURE.



FUTURE IMPACT
DOES THE ARTICLE PROVIDE A TIMEFRAME FOR WHEN THE FINDINGS MIGHT AFFECT THE PUBLIC?
WOULD IT BE FOR EVERYONE, OR A SUBSET?

ASK CRITICAL QUESTIONS
ARE OTHER SCIENTISTS SHARING THEIR OPINION IN THE ARTICLE?
ARE THE SOURCES CITED CREDIBLE?

BONUS
THIS ALSO GOES FOR SCIENTIFIC ARTICLES. DON'T STOP AT THE ABSTRACT, THEY AREN'T ALWAYS AS HONEST AS THEY SHOULD BE.



A WORD FROM THE AUTHORS
DO THE AUTHORS OF THE STUDY GIVE A QUOTE?
IF THEY DO, THEN LOOK TO SEE IF THEY GIVE A MORE BALANCED AND LESS SENSATIONALISED TAKE ON IT.

CHALLENGE
READ 5 NEWS ARTICLES ABOUT SCIENTIFIC BREAKTHROUGHS.

TEST IT OUT
DON'T JUST READ IT, USE IT!
SEARCH ON A NEWS WEBSITE FOR NEW SCIENTIFIC ARTICLES AND SEE HOW MANY NEW DETAILS YOU CAN SPOT USING THIS INFOGRAPHIC.