

### Inaccurate headlines:

“Academia is producing a lot of health studies that are weak, wrong, and/or exaggerated.”

“The media inaccurately reports on scientific findings.”

“The effect of social media on science reporting.”

“Social media is the reason that science can’t have good things.”

The problem here is that this study was not designed to ask these questions and show these results. The first two are improved quite a bit if you add “that you are likely to see in social media,” but still not great. We might get some hints as to some of this going on, but we really need more study to do so. The last two are inaccurate because we don’t actually look at the causal effect (see what we did there?) of social media on studies or media.

If you want to talk about this study in public, whether you’re writing an article or tweeting, we strongly recommend contacting us first. We’re happy make sure what you write is an accurate description of our work.

**marketed** correctly

[1] write a public-facing explanation

[2] correct the headline

[3] disseminate the correction