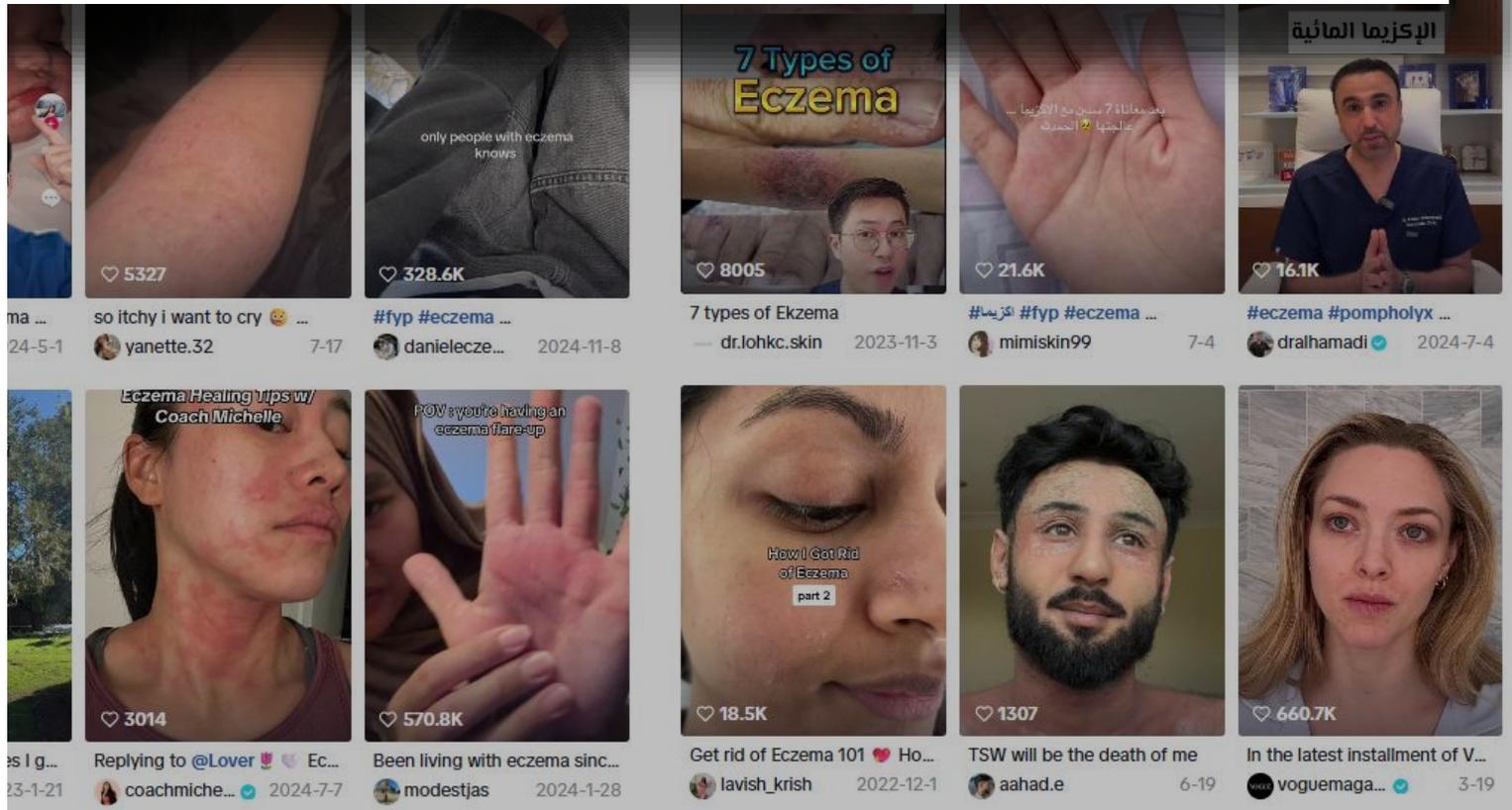


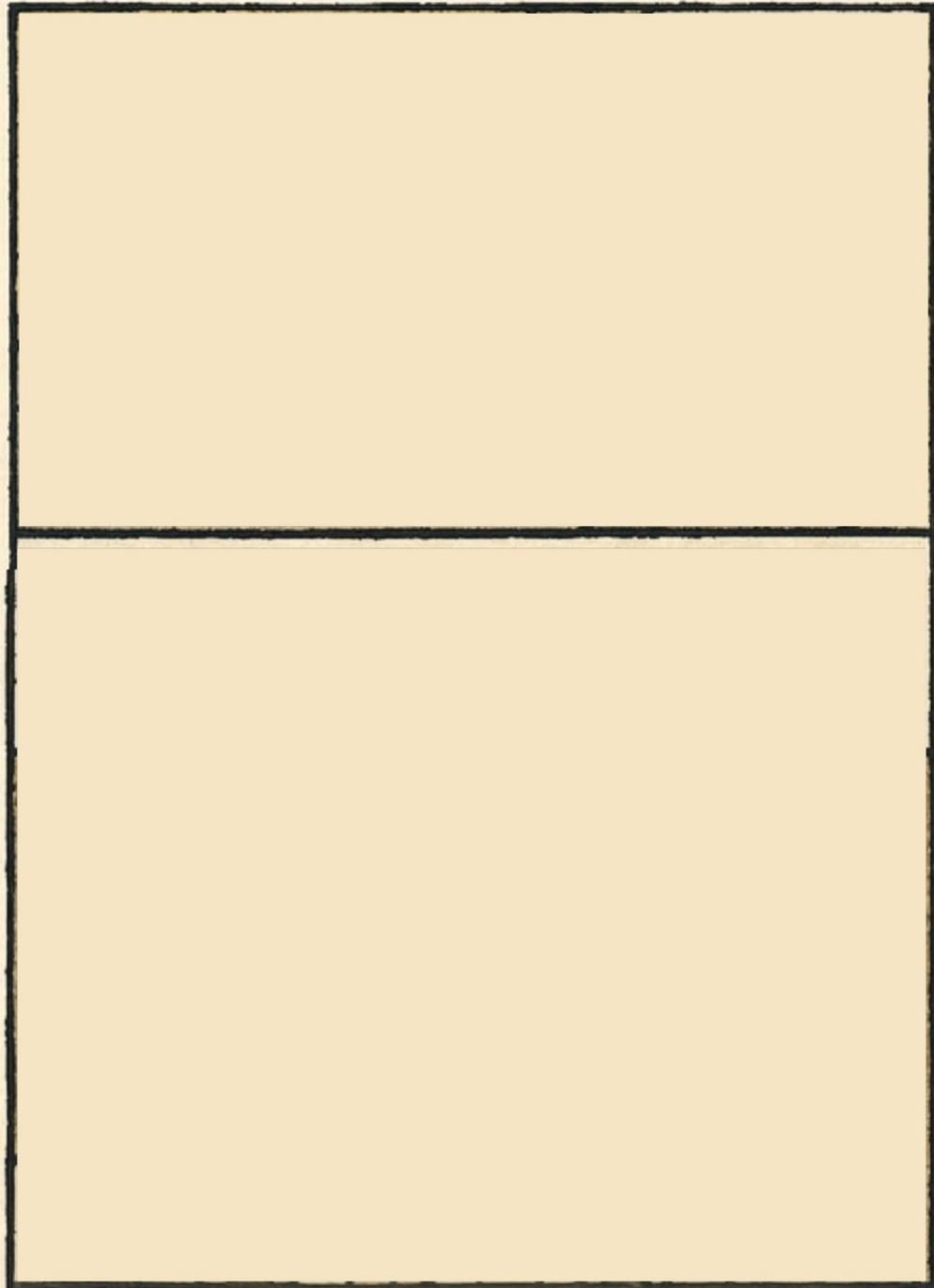
# ALPANA MOHTA, MD, DNB

Specialist Dermatologist

NMC Healthcare, Sharjah, UAE



Bucky



Bucky

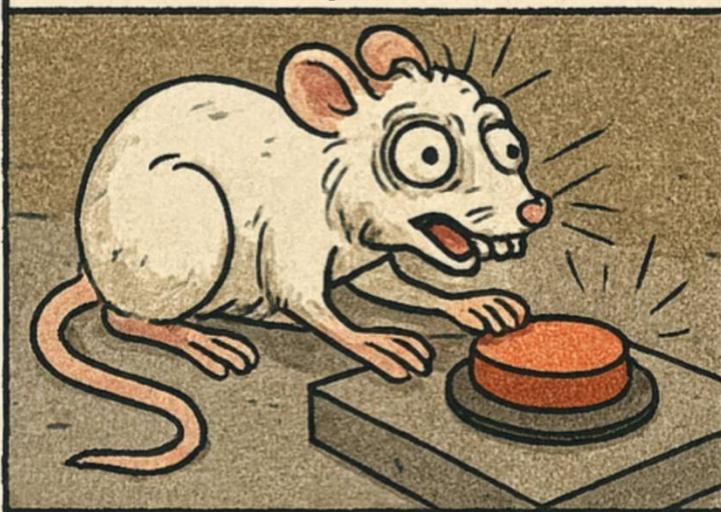


THE  
"HAPPY"  
BUTTON

Bucky



Ah, dopamine!

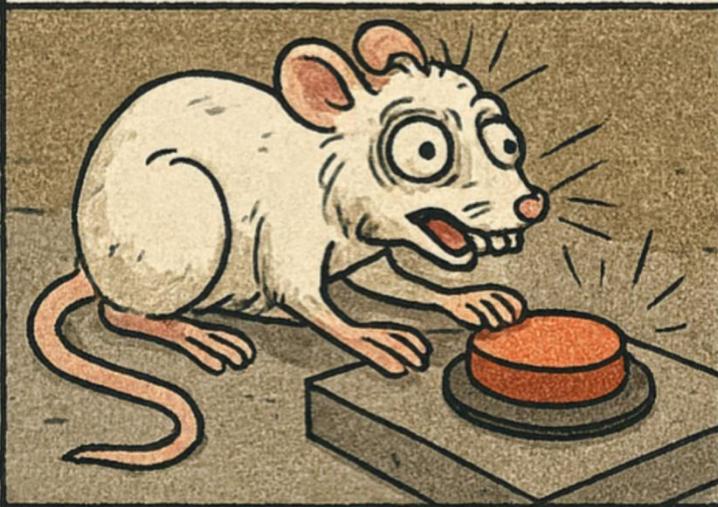


THE  
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Bucky



Ah, dopamine!



THE  
"HAPPY"  
BUTTON

Dr. James Olds & Dr. Peter Milner  
McGill | University







Search

**For You**

Explore

Following

Friends

LIVE

Messages

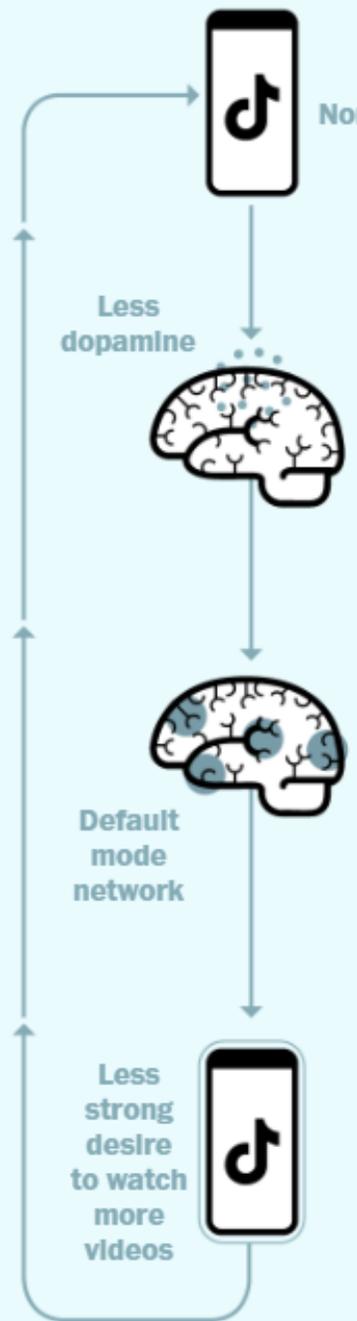
Activity

Upload

Profile

More

Top	Users	Videos	LIVE	Top	Users	Videos	LIVE
7887	52.3K	335.7K	488.4K	6371	53.7K		
Okay but like why #eczema ...	As October, Eczema Awaren...	not sponsored. thank you fo...	PLEASE BE KIND	I honestly never thought we'...	The reality of living with ...		
homearoun...	emilieevale... 2024-10-30	looksbyhala 2-16	iana_essex 5-4	tewhetumar... 8-30	littlemissplu... 2021-10-21		
3498	5327	328.6K	8005	21.6K	16.1K		
How to treat baby eczema ...	so itchy i want to cry ...	#fyp #eczema ...	7 types of Eczema	#الأكزيما #fyp #eczema ...	#eczema #pompholyx ...		
doctor_yoshi 2024-5-1	yanette.32 7-17	danielecze... 2024-11-8	dr.lohc.skin 2023-11-3	mimiskin99 7-4	dralhamadi 2024-7-4		
63.3K	3014	570.8K	18.5K	1307	660.7K		
The amount of messages I g...	Replying to @Lover Ec...	Been living with eczema sinc...	Get rid of Eczema 101 Ho...	TSW will be the death of me	In the latest installment of V...		
santacruzsm... 2023-1-21	coachmiche... 2024-7-7	modestjas 2024-1-28	lavish_krish 2022-12-1	aahad.e 6-19	voguemaga... 3-19		



Non-personalized video

Less dopamine

Default mode network

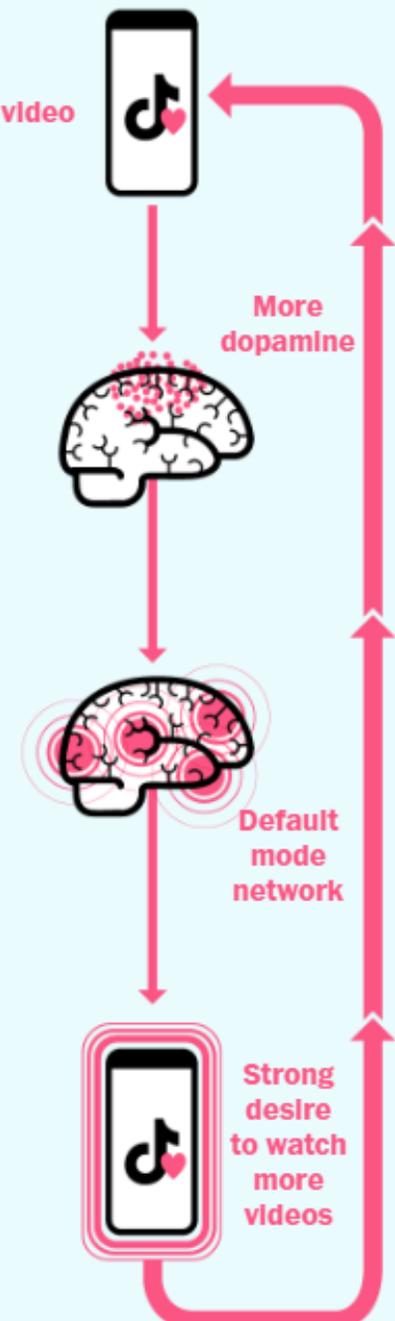
Less strong desire to watch more videos

Watching personalized TikTok videos recommended by the algorithm activates the **brain's reward system** more compared with non-personalized videos, research shows.

At the same time, it changes the activity of the brain's **default mode network**, which may suggest increased attention to and immersion in the TikTok videos and decreased self-control.

The default mode network has also been linked to feelings of craving in substance use disorders, though these brain systems need to be further studied, Potenza said.

Personalized video



More dopamine

Default mode network

Strong desire to watch more videos

WAP EXCLUSIVE

# How TikTok keeps its users scrolling for hours a day

More than 800 U.S. TikTok users shared their data with The Washington Post. We used it to find out why some people become power users, spending hours per day scrolling.

ments, revealed as part of  
ny, it takes just 260  
videos, which could be as quick as 35 minutes, to form a habit  
on the app. At the beginning of our experiment, the lighter  
users were already spending more than a half-hour a day, on  
average, scrolling or watching videos.

WJP EXCLUSIVE

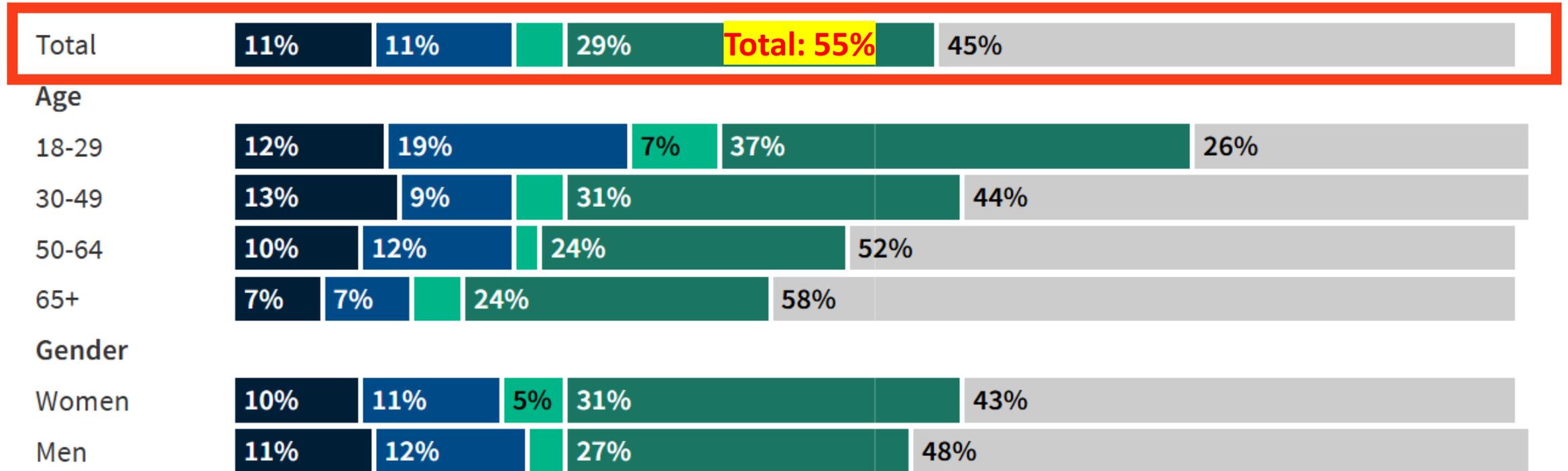
# How TikTok keeps its users scrolling for hours a day

More than 8  
Post. We used

According to TikTok's internal documents, revealed as part of a multistate lawsuit against the company, it takes just 260 videos, which could be as quick as 35 minutes, to form a habit on the app. At the beginning of our experiment, the lighter users were already spending more than a half-hour a day, on average, scrolling or watching videos.

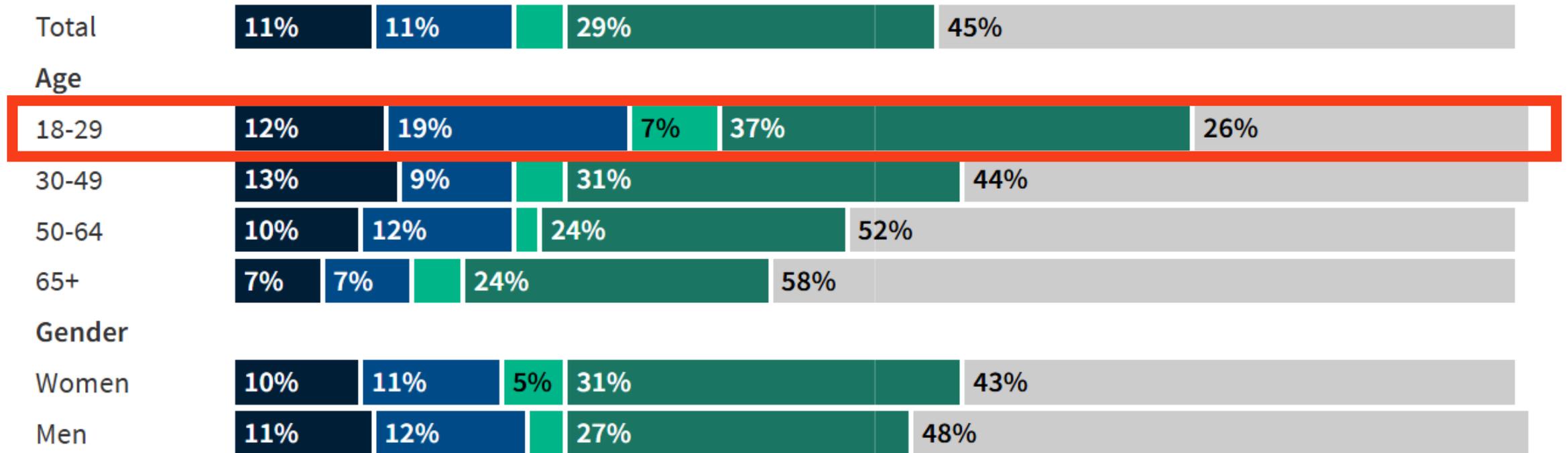
# Health Information Seeking Behavior on SM

■ Everyday ■ At least once a week ■ At least once a month ■ Occasionally ■ Never



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■ Everyday ■ At least once a week ■ At least once a month ■ Occasionally ■ Never



# Why Search Your Symptoms Online?

- **“Peer-to-peer healthcare”** communities to share personal experiences → make health info. **accessible, peer validated, and convenient.**

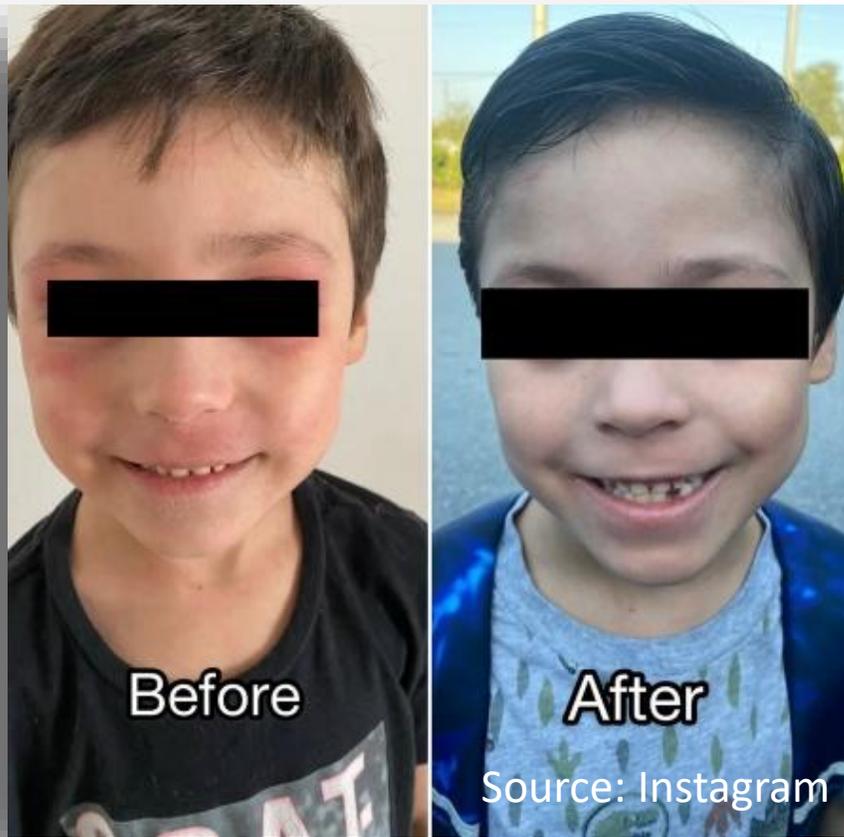
# Why Dermatology is in the Splash Zone?

- Skin topics are **visual**
- Immediately “**before/after**” friendly

Hashtag	Instagram Posts	TikTok Posts
#skincare	136M	32.4M
#acne	12.9M	3.3 M
#alopecia	3.3M	417K
#eczema	2.6M	267.8 K
#psoriasis	2M	168.5K
#lupus	1.6M	267.6K
#skinfluencer	498K	28K
#skinCancer	460K	36.3K
#TSW	401K	121K
#hives	131K	13.5K
#urticaria	75K	8,060

Data accurate as of 31 March 2025





Source: Instagram

Creator describing **“severe eczema”** caused by **“Candida overgrowth”** in gut, **“Suboptimal digestive function”** Claimed the child was **“got off Dupixent”** by **“Gut balancing protocol”**



 **pvineeshreddy** Psoriasis gets better with anti inflammatory diet and supplements. Addressing the root cause of leaky gut can fix the skin issues like psoriasis, eczema

#psoriasis #leakygut  
#functionalmedicine  
#functionalnutrition

5w

He came with a major complaints of chronic constipation ,leaky gut ,Psoriasis & fungal over growth .With simple dietray modifications and supplements there are visible changes in his over all symptoms .

His program is not yet done ,we would continue to work on his psoriasis and would keep you all updated

 **abilashkumark** Will leakygut leads to Autoimmune conditions like vitiligo also?

5w 1 like

— Hide replies

 **pvineeshreddy** @abilashkumark yes

4w

 **abilashkumark** @pvineeshreddy Thank

# The Burden of SM Misinformation

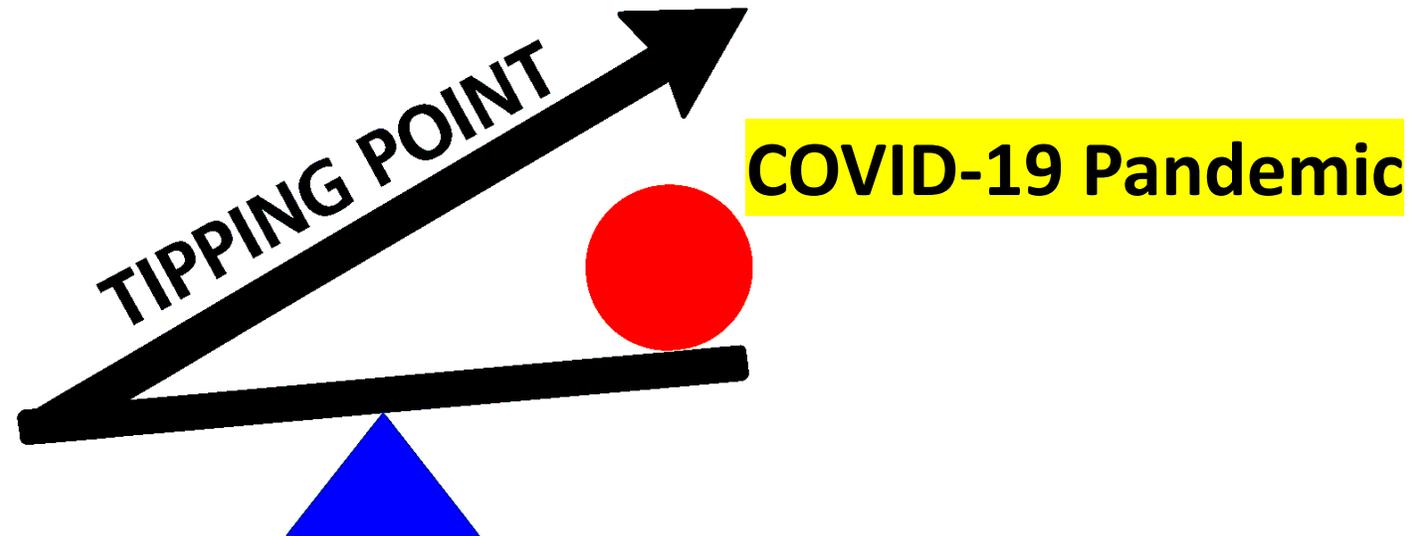
- Misinformation affects 10–30% of all health content.<sup>1,2</sup>

## Sources

1. Borges do Nascimento IJ, et al. Infodemics and health misinformation: a systematic review of reviews. *Bull World Health Organ.* 2022;100(9):544-56149.
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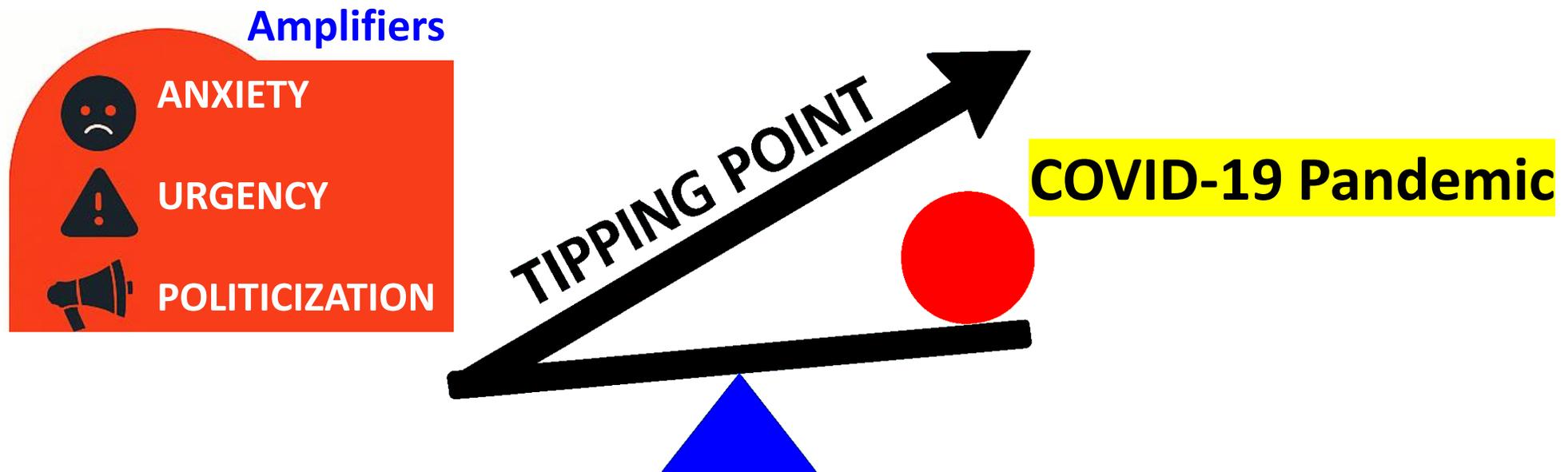


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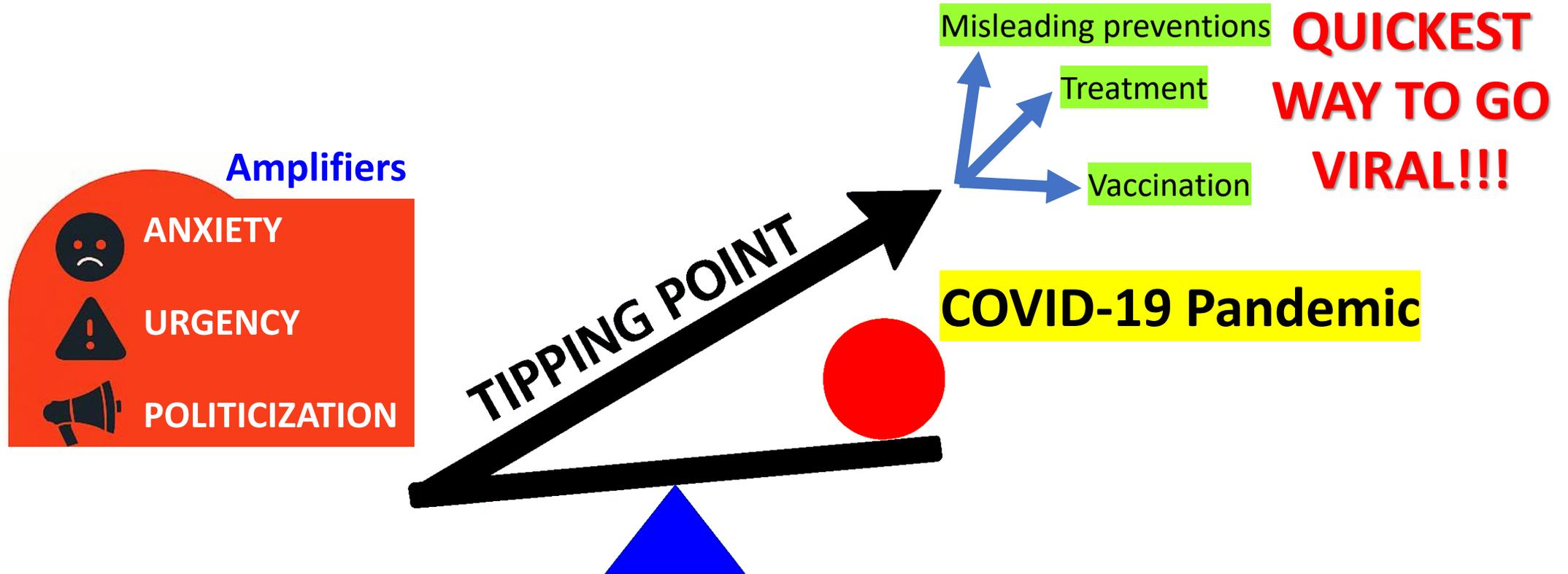


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Platform	Largest demographics	Volume of info.	Fact-checking & regulation policies
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 <b>Youtube</b>	All ages	Extensive	Active but limited. User reports and algorithms.
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 <b>TikTok</b>	Heavily skewed: Gen Z, 16-24ys	Moderate Skewed towards health info.	Follows EU Disinformation Code. 3 <sup>rd</sup> -party: PolitiFact, Lead Stories. Lag behind with viral content.
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**(Let users decide what's true based on consensus)  
Critique: Relies on average user judgment over expert evidence**



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2022

BBC

Fact-checkers label YouTube a 'major conduit of online disinformation'

2024

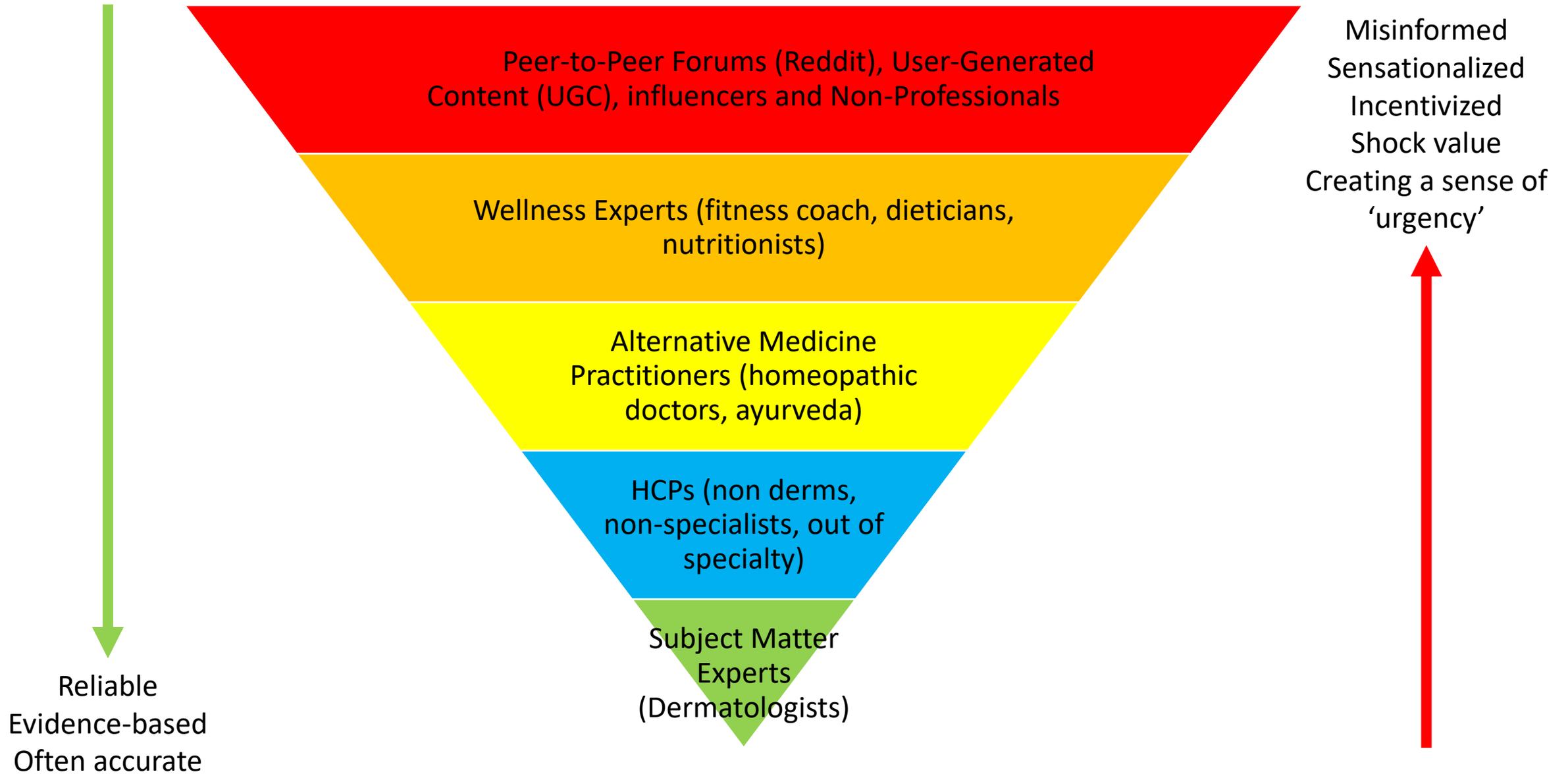
Poynter.50 YEARS  
Journalism. Truth. Democracy.

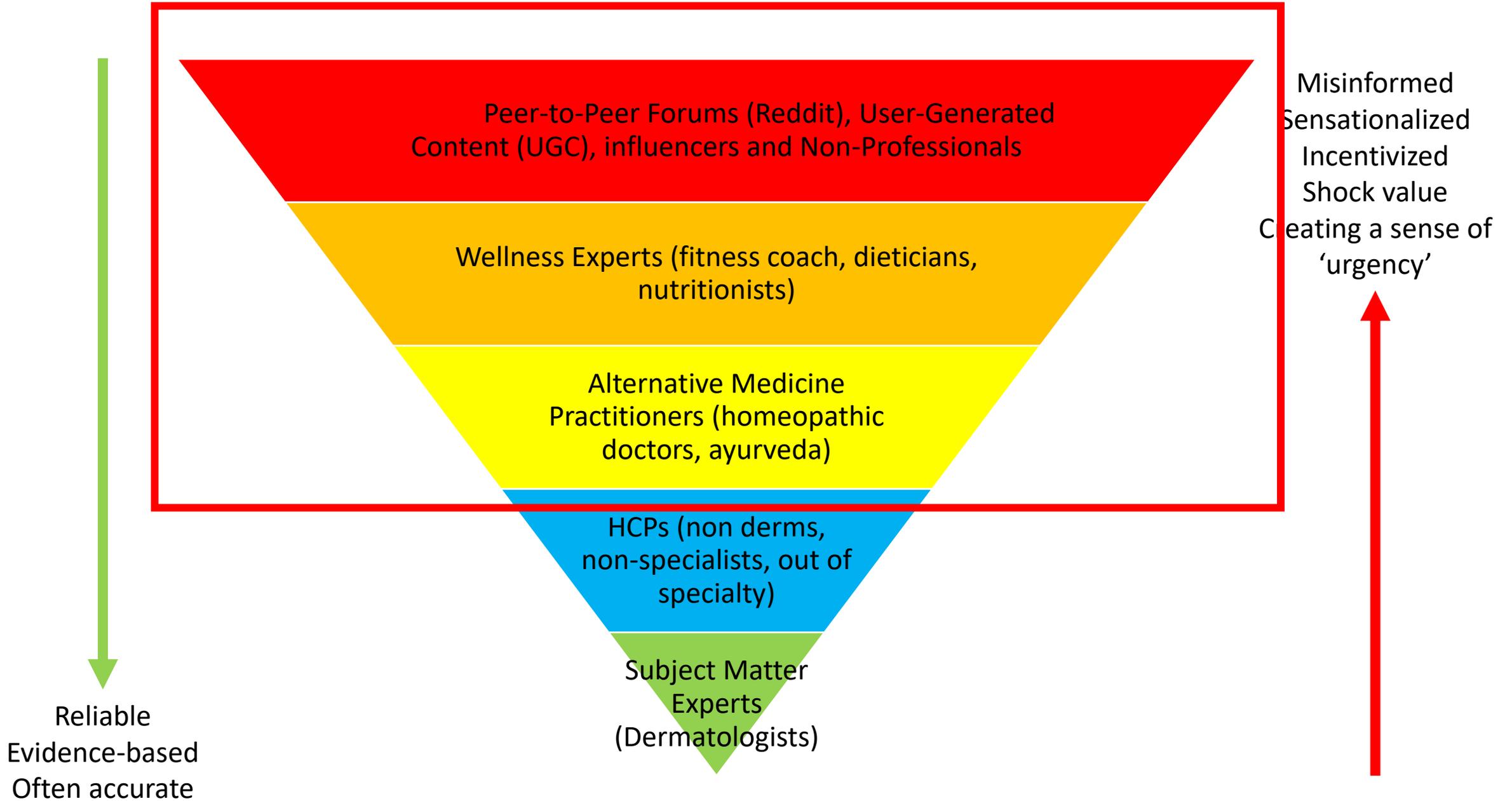
Two years after an open letter to YouTube, fact-checkers remain dissatisfied with the platform's inaction

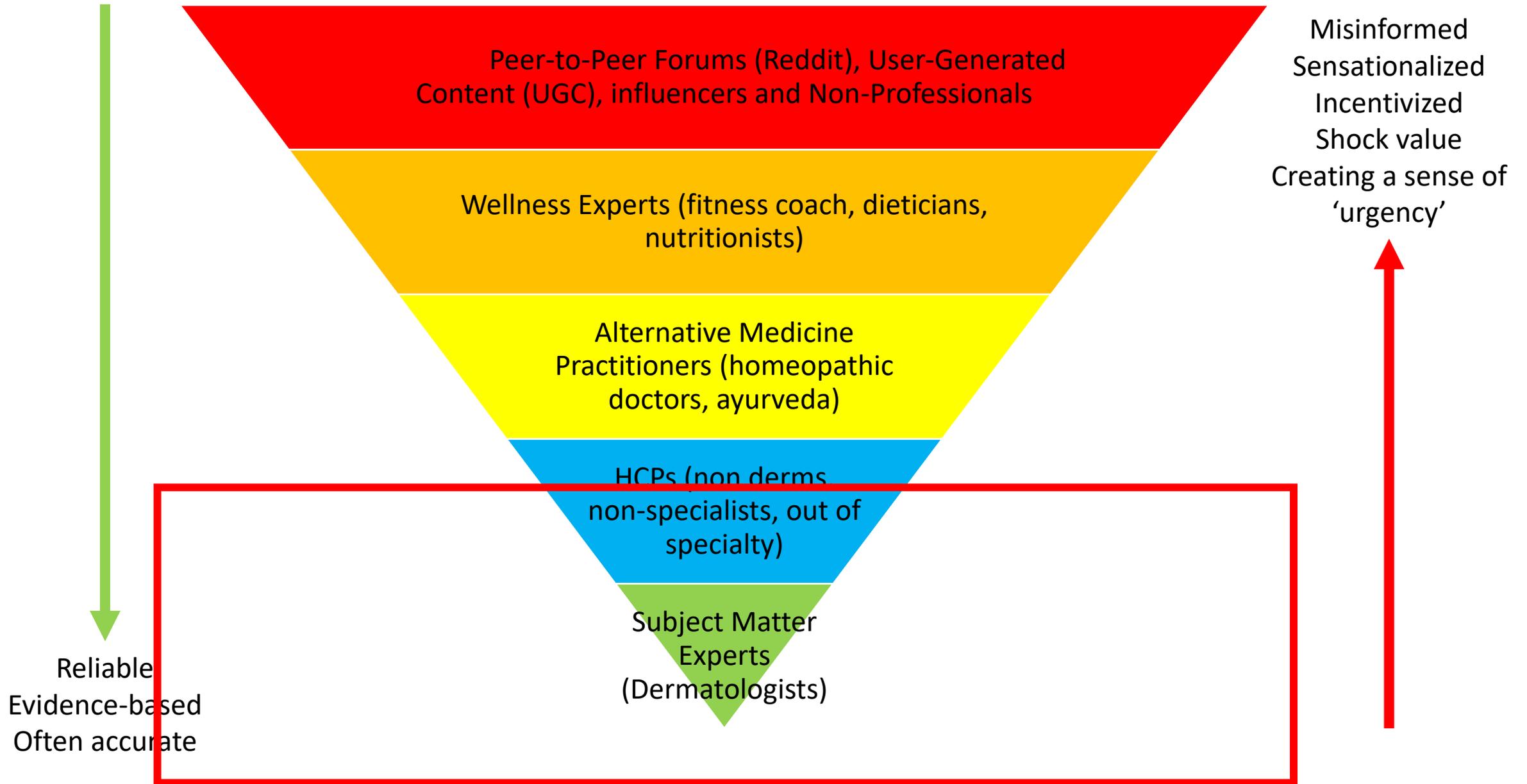
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 <b>Youtube</b>	Active >> Passive	All ages	Extensive	Active but limited. User reports and algorithms.
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Who is Spreading  
Misinformation?







# Why the Lie Wins?

- Simplicity vs. complexity

E.g., ***“Cure acne overnight”*** beats ***“evidence-based treatment for acne.”***

# “cure acne overnight”



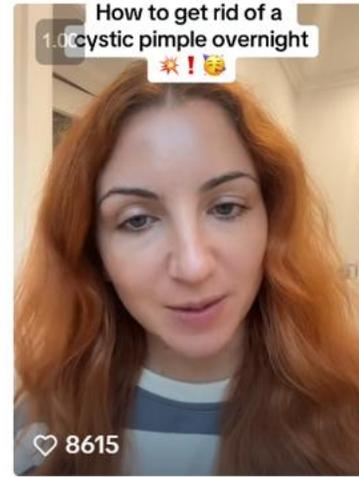
Remove Pimple Overnight ...  
mahnoorski... 2023-10-8



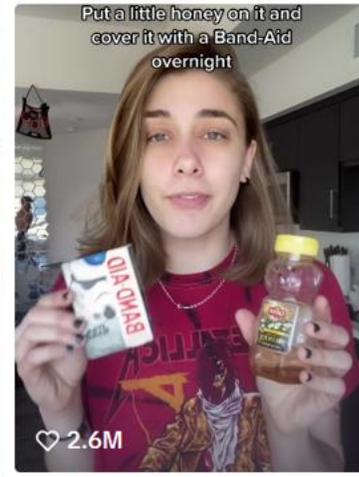
My go to when I breakout ...  
hannah.aar... 2024-10-28



I cannot believe the results o...  
anna\_annora 2023-10-22



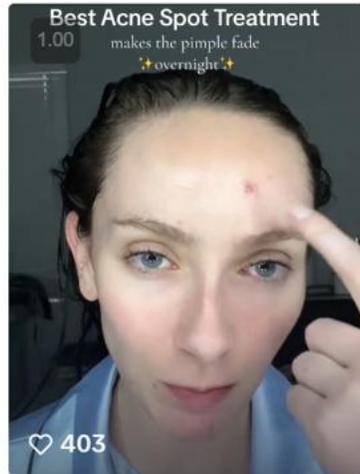
Thank me later... #acne ...  
ameliagartn... 2024-6-3



Life Hacks #fyp ...  
onlyjayus 2021-7-13



Get rid of your acne within 2...  
daddybrow... 2024-7-5



Update the pimple is comple...  
a\_delicate\_fl... 2024-6-1



French patches are top tier ...  
theparisian... 2024-12-4



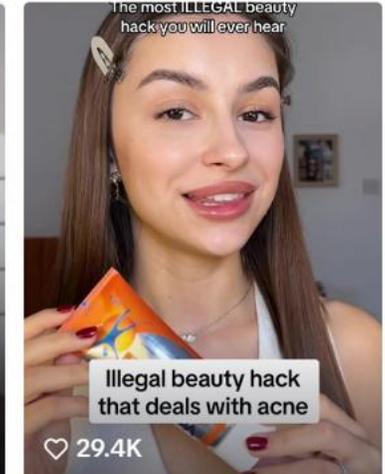
Emergency Pimple ...  
dermdoctor 2021-5-31



Azelaic acid & me are like thi...  
misspeyton... 3-15



Try this to get rid of pimples ...  
joseczuniga 2024-8-31



Beauty Hack that feels illeg...  
natalianaz1 1-9

# “cure acne overnight”



Remove Pimple Overnight ...  
mahnoorski... 2023-10-8



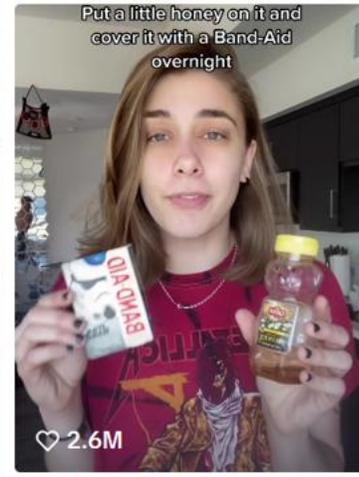
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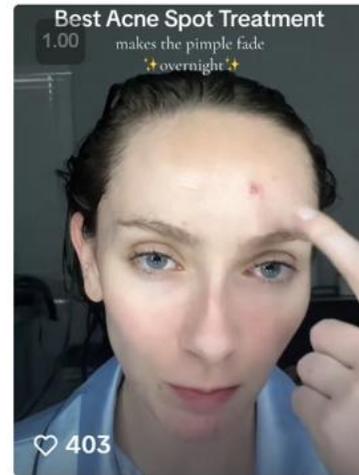
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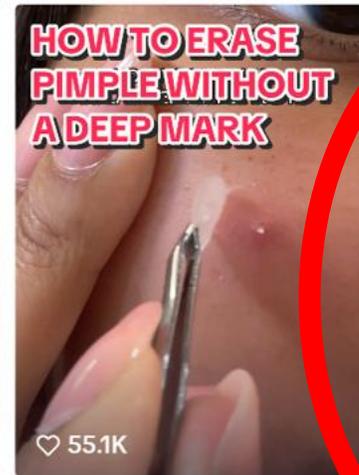
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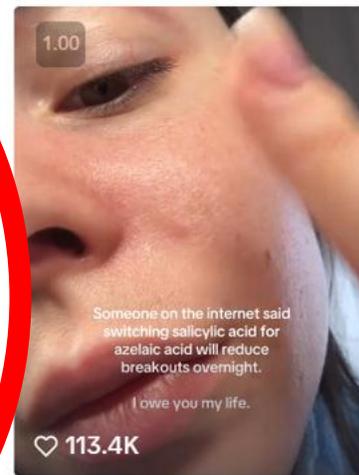
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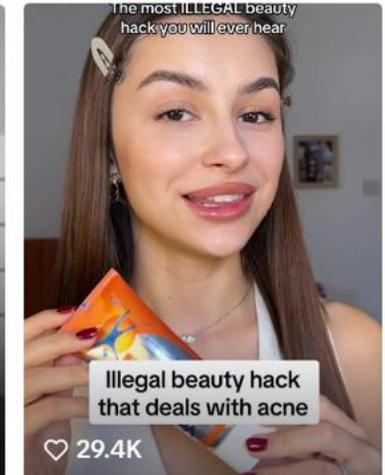
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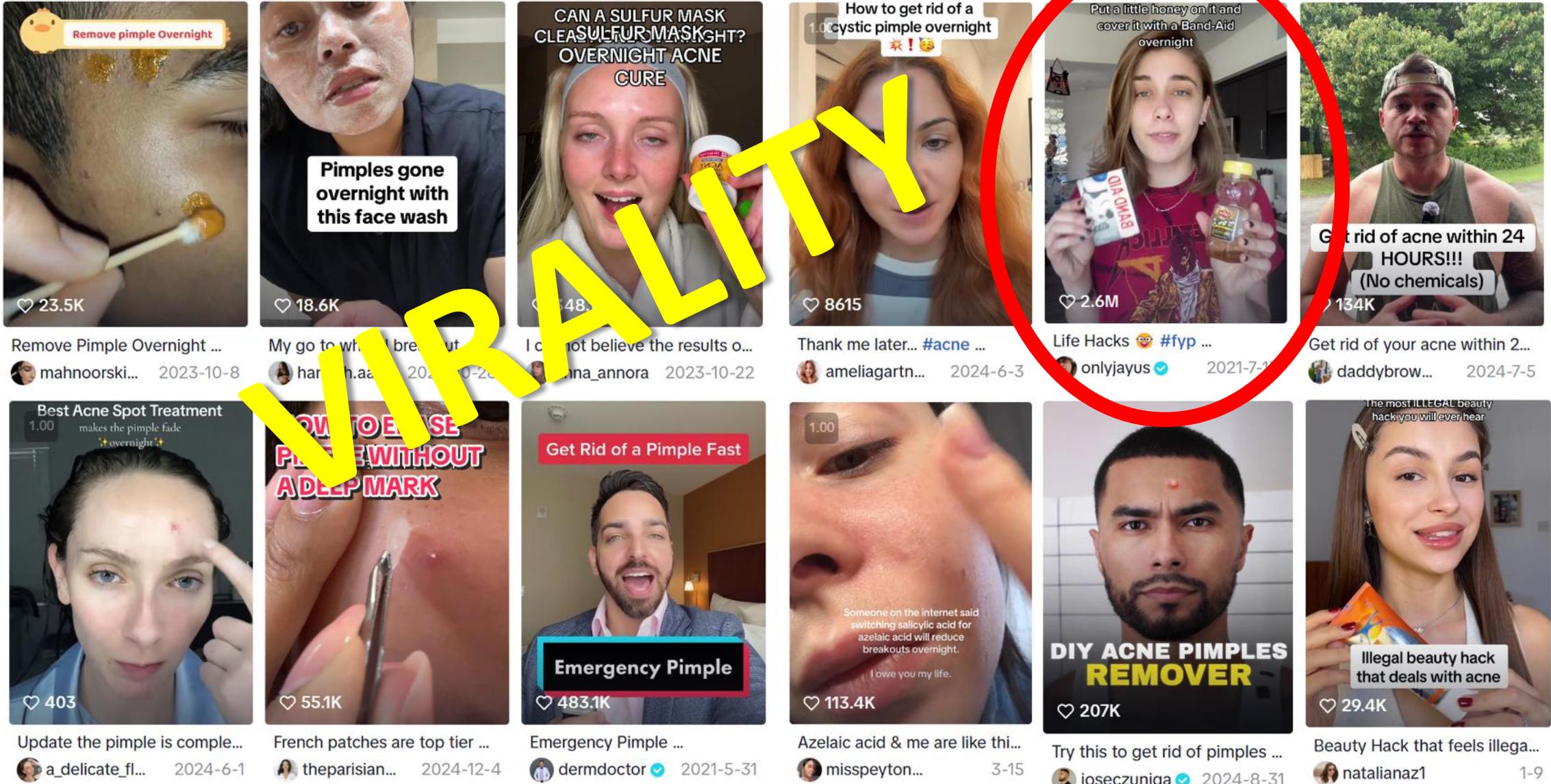


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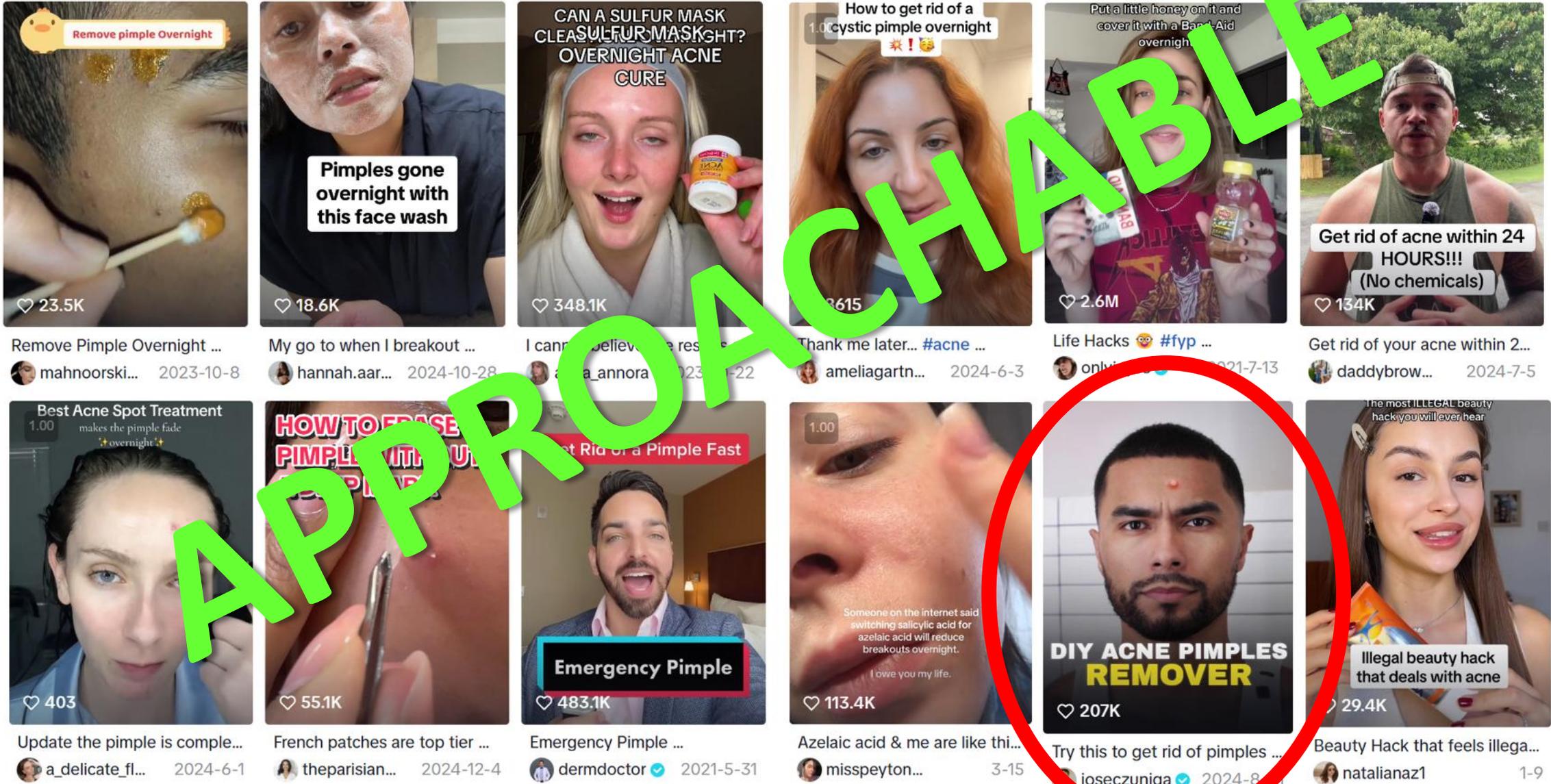


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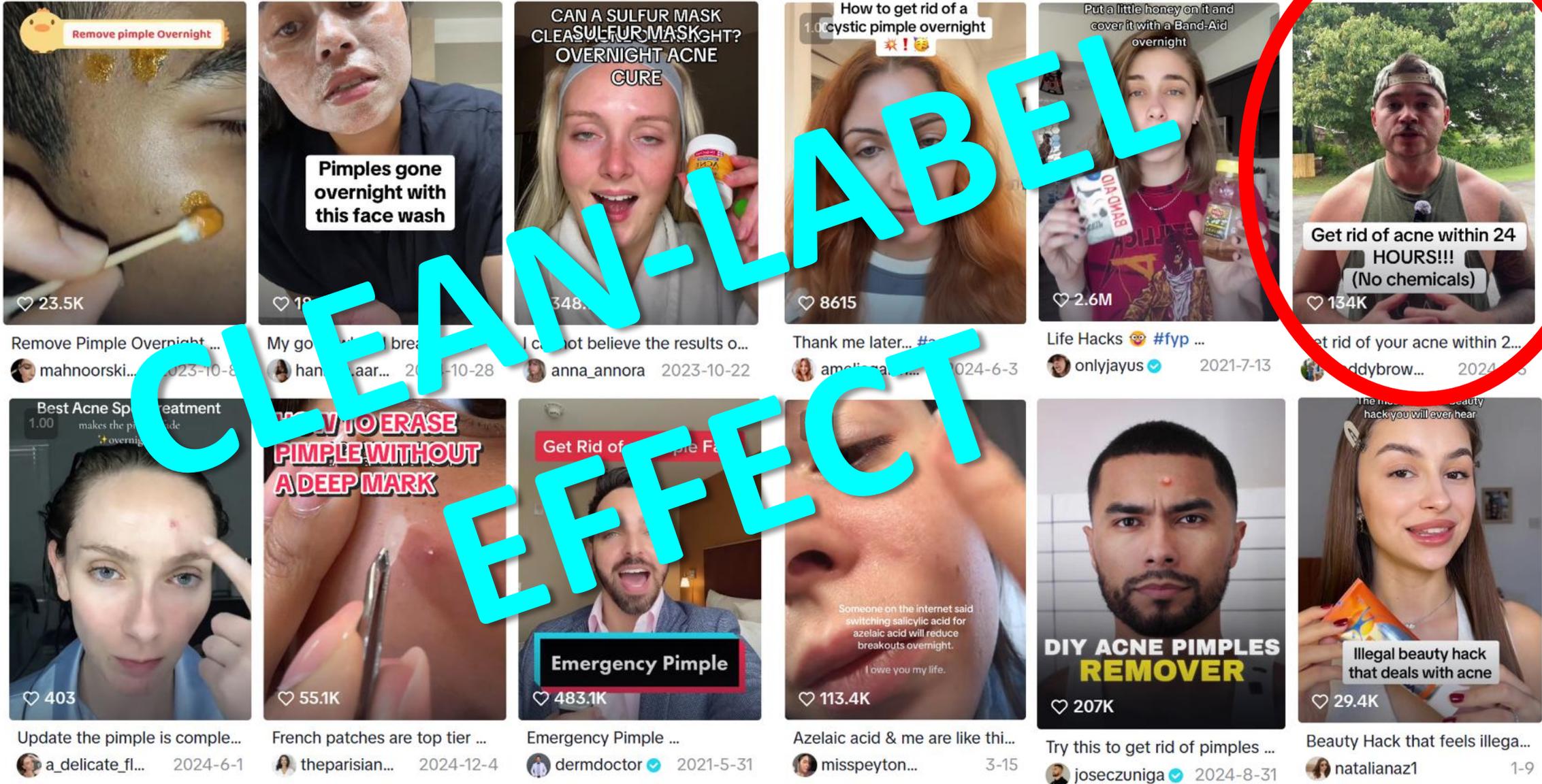
# “cure acne overnight”



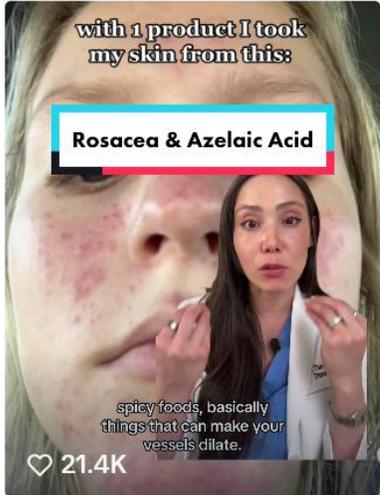
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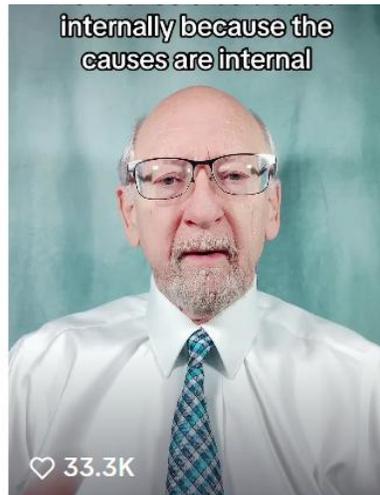
# "evidence based treatment for acne"



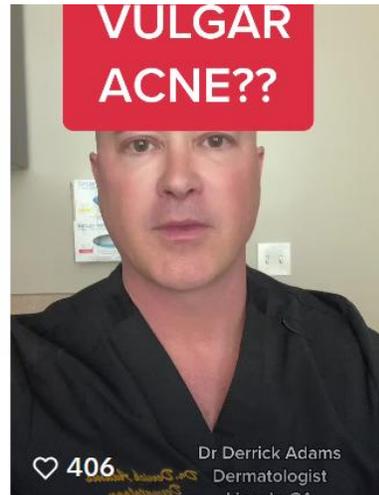
One of my favorite topical pr...  
dr.mamina 2023-6-17



B Vitamins for acne! In healt...  
dermatolog... 2023-12-14



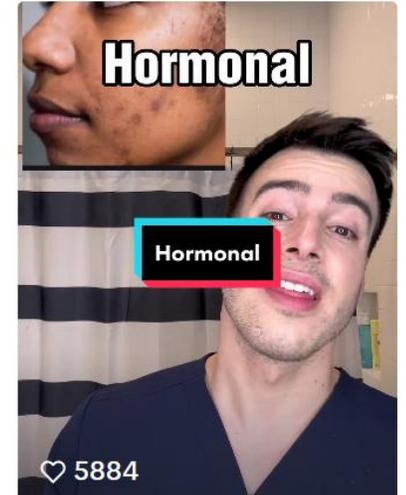
The causes of acne are inter...  
drccurtis 2023-12-30



#fyp #dermatologist ...  
twelvebridg... 2023-5-6



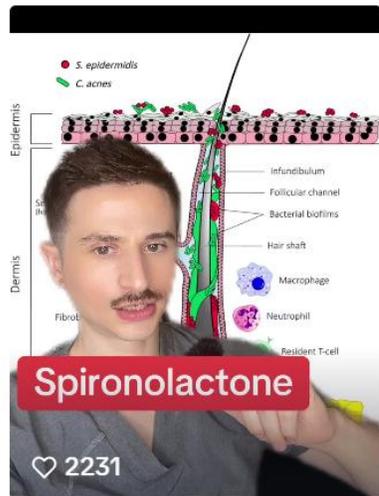
Laser Acne Treatment ...  
droyetakin 2-21



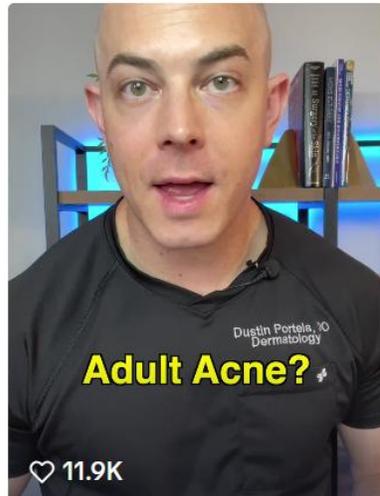
Let's talk about it: hormonal ...  
drcharlesmd1 2023-2-2



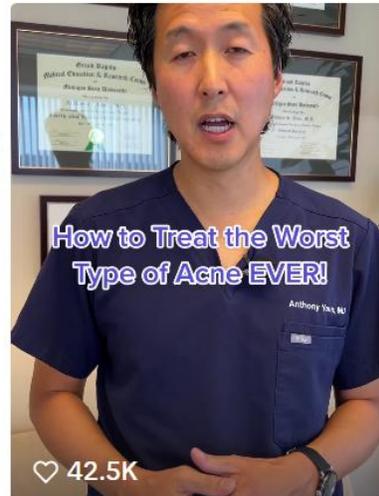
Acne Vulgaris Treatment ...  
muzammilp... 2023-5-24



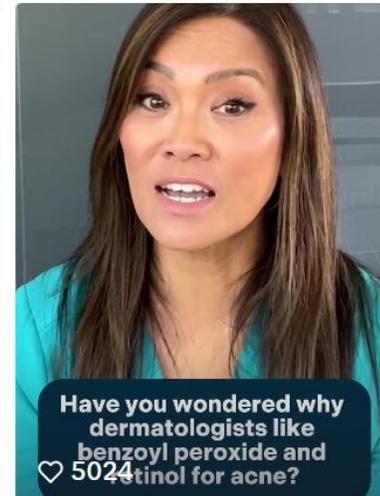
What #acne topics or treatm...  
dermangelo 2024-7-4



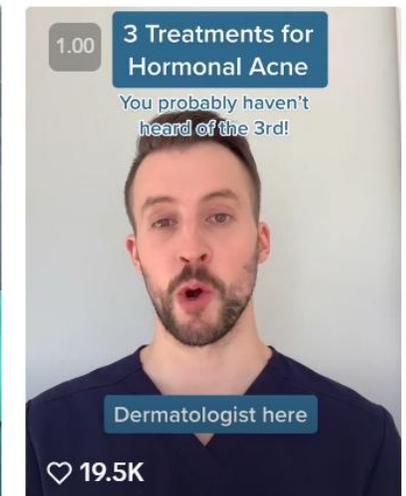
#LaRochePosayPartner Gen...  
drdustinpor... 2022-8-19



How to treat deep, painful a...  
doctoryoun 2022-7-27



Breaking down some of the ...  
drpimplepo... 2023-11-18



3 treatments for hormonal a...  
dermarkolo... 2021-9-20

# Eczema Misinformation

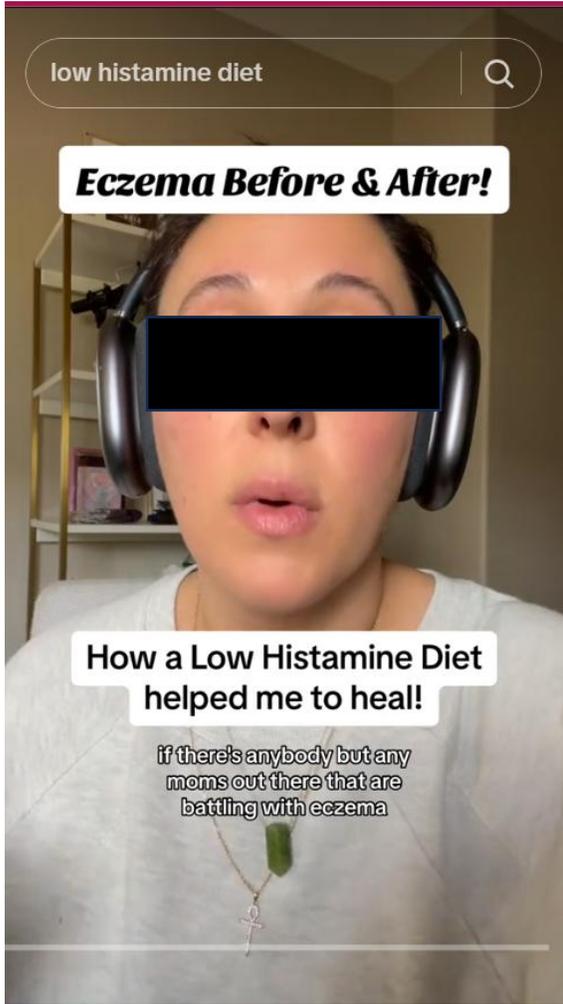
how to get rid of eczema on face ...

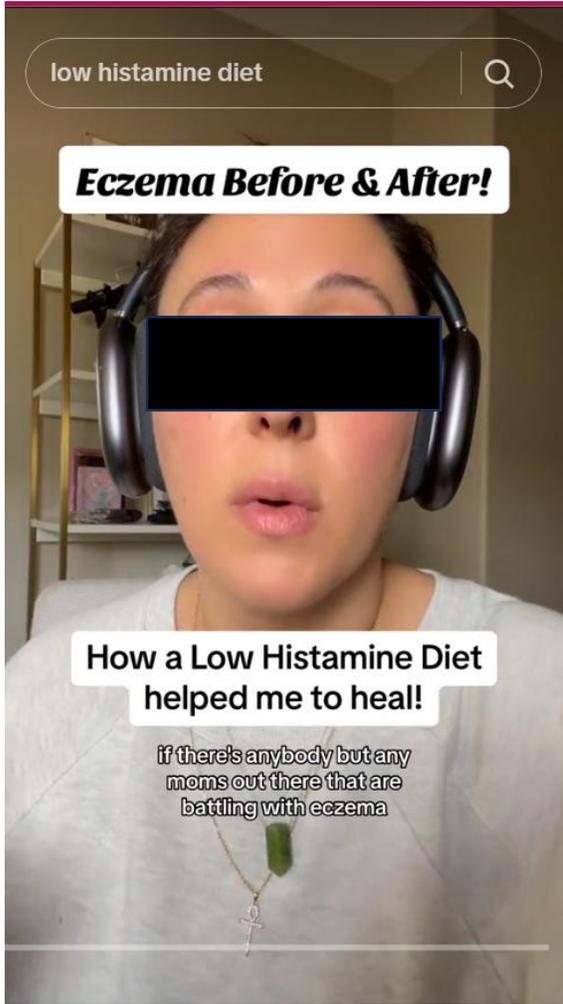


# ECZEMA

Avoid These 5 Foods



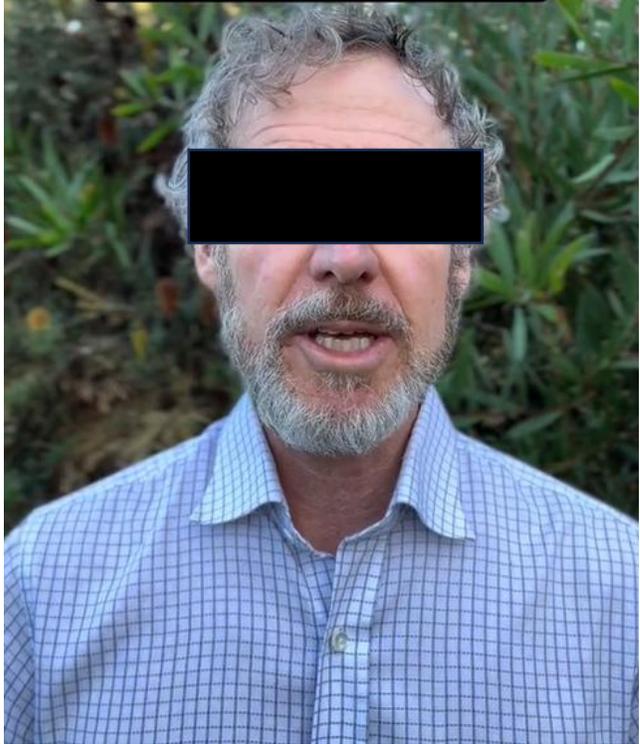




how to get rid of eczema on face ...

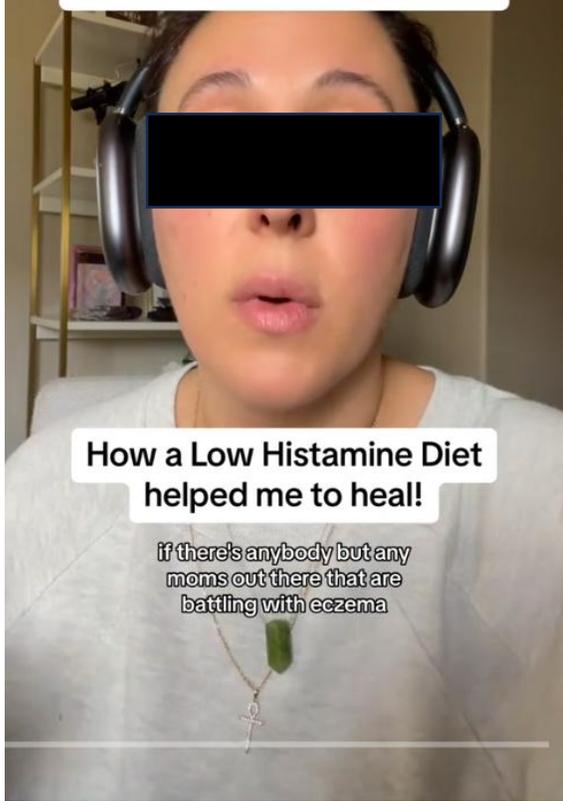
# ECZEMA

## Avoid These 5 Foods



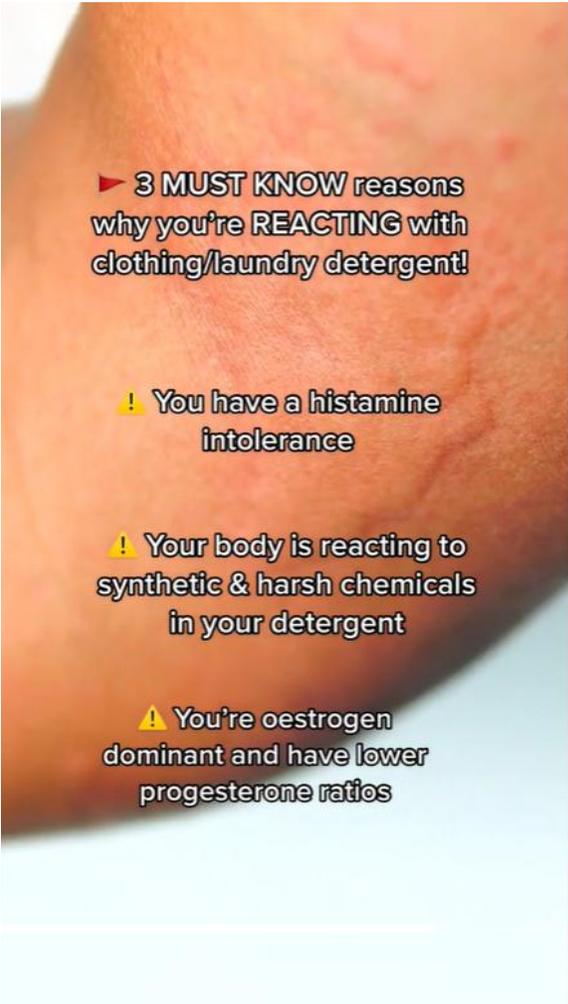
low histamine diet

### ***Eczema Before & After!***



**How a Low Histamine Diet helped me to heal!**

if there's anybody but any moms out there that are battling with eczema



▶ **3 MUST KNOW** reasons why you're **REACTING** with clothing/laundry detergent!

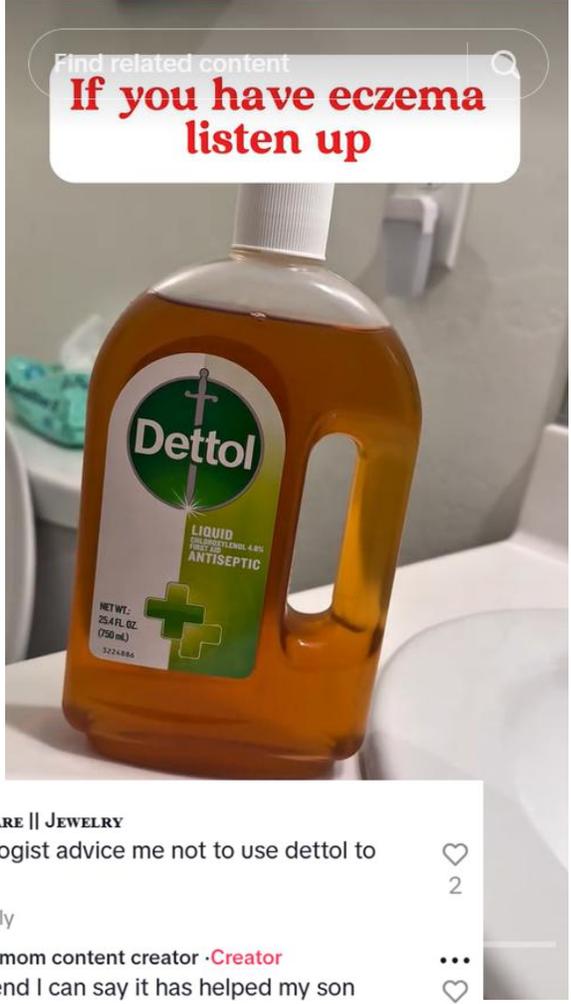
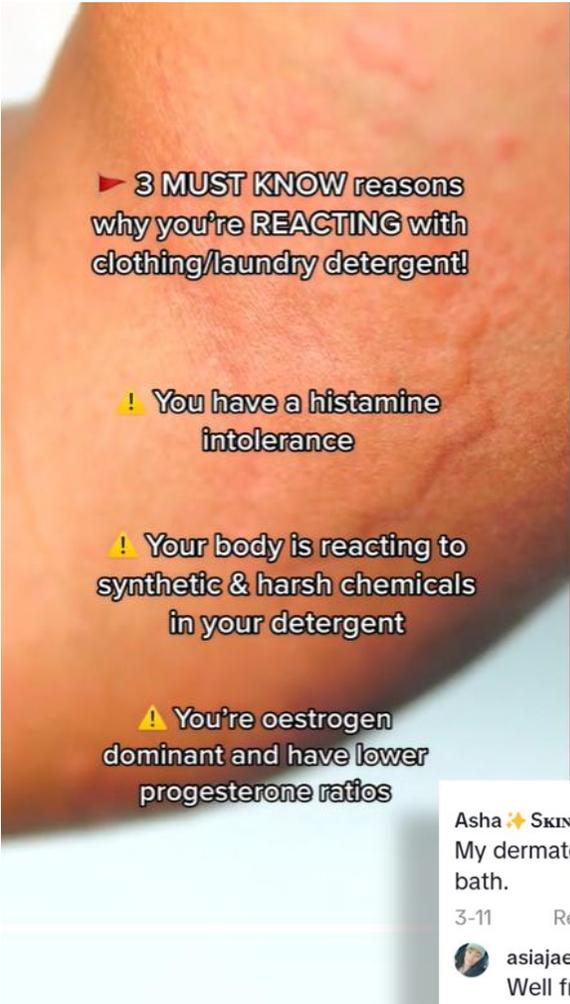
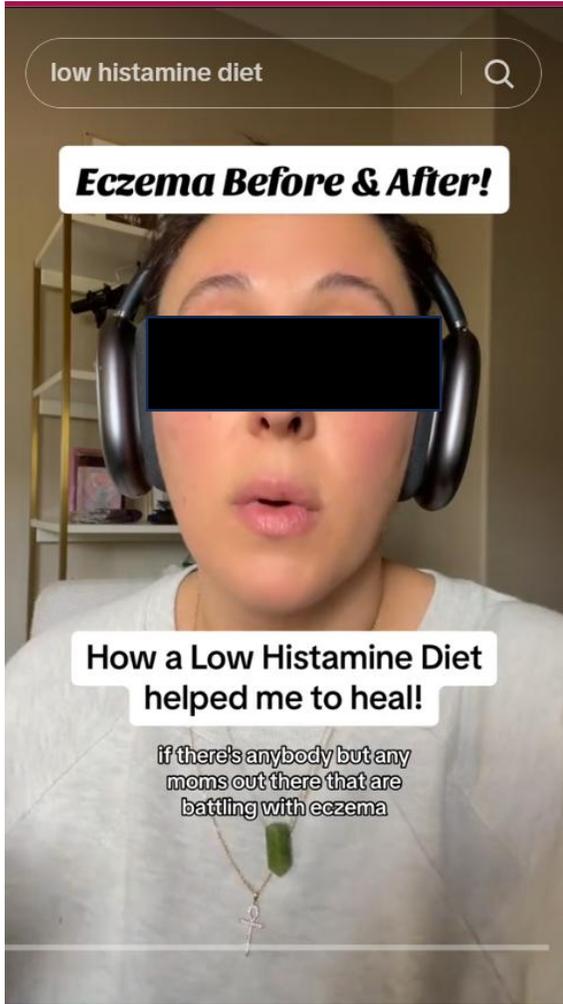
- ⚠ You have a histamine intolerance
- ⚠ Your body is reacting to synthetic & harsh chemicals in your detergent
- ⚠ You're oestrogen dominant and have lower progesterone ratios

Find related content

### **If you have eczema listen up**

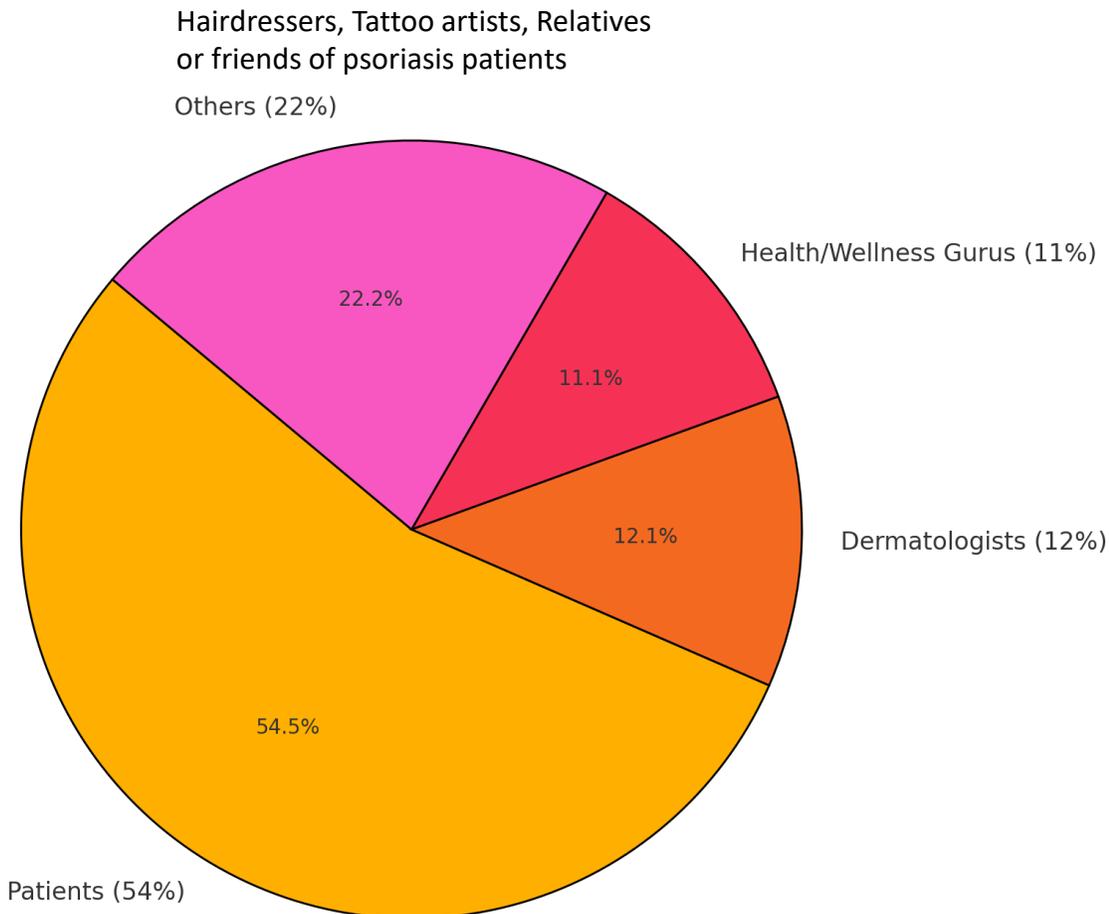


NET WT.: 25.4 FL. OZ. (730 mL)



# Case Study: Psoriasis on Tiktok

## Descaling psoriasis narratives on TikTok: A cross-sectional study



### EDUCATIONAL CONTENT RELIABILITY:



#### Reliable (55%)

- 26 videos total
- **All 16 dermatologist videos** were reliable



#### Unreliable (45%)

- 21 videos total
- **13 out of 15** from wellness gurus were unreliable

- **PATIENT CENTRIC MISINFORMATION:**

- Most viral = plaque removal (49% patient videos, ~5 million likes).







How many weeks does it take to heal psoriasis on the face when using manuka and Himalayan?

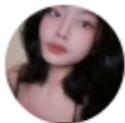
2024-5-... Reply



Translated using Google translator



Translated using Google translator



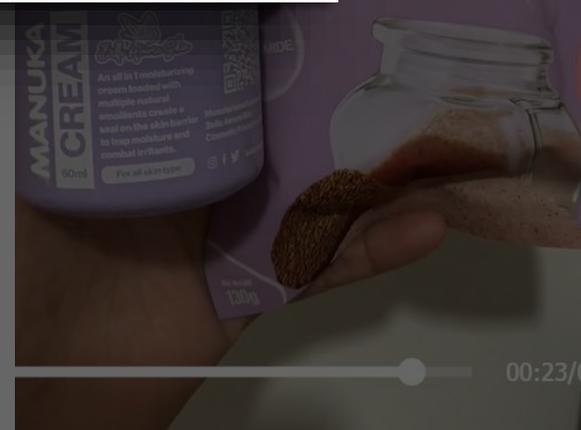
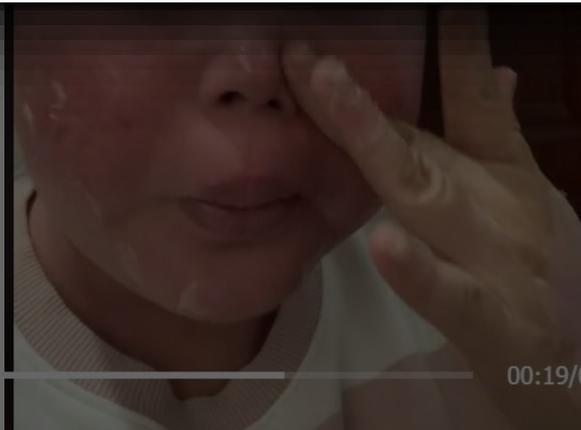
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2024-5-... Reply



Hello sister, I just wanted to share. I've been using the third bottle of manuka cream and it seems to be getting worse 😞 I'm trying because I want to stop taking steroids.

2024-3... Reply



Translated using Google translator



How many weeks does it take to heal psoriasis on the face when using manuka and Himalayan?

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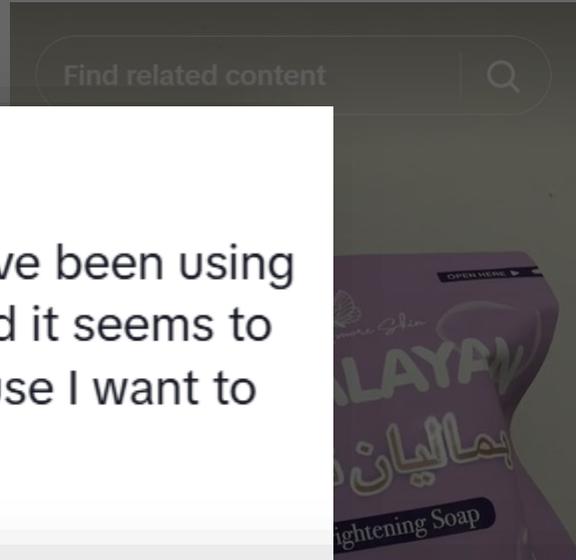
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2024-3... Reply



idk but am I the only one whose face and whole body hurt when I used the manuka cream and himalayan soap. my skin was so irritated 😬

3-20 Reply



Translated using Google translator



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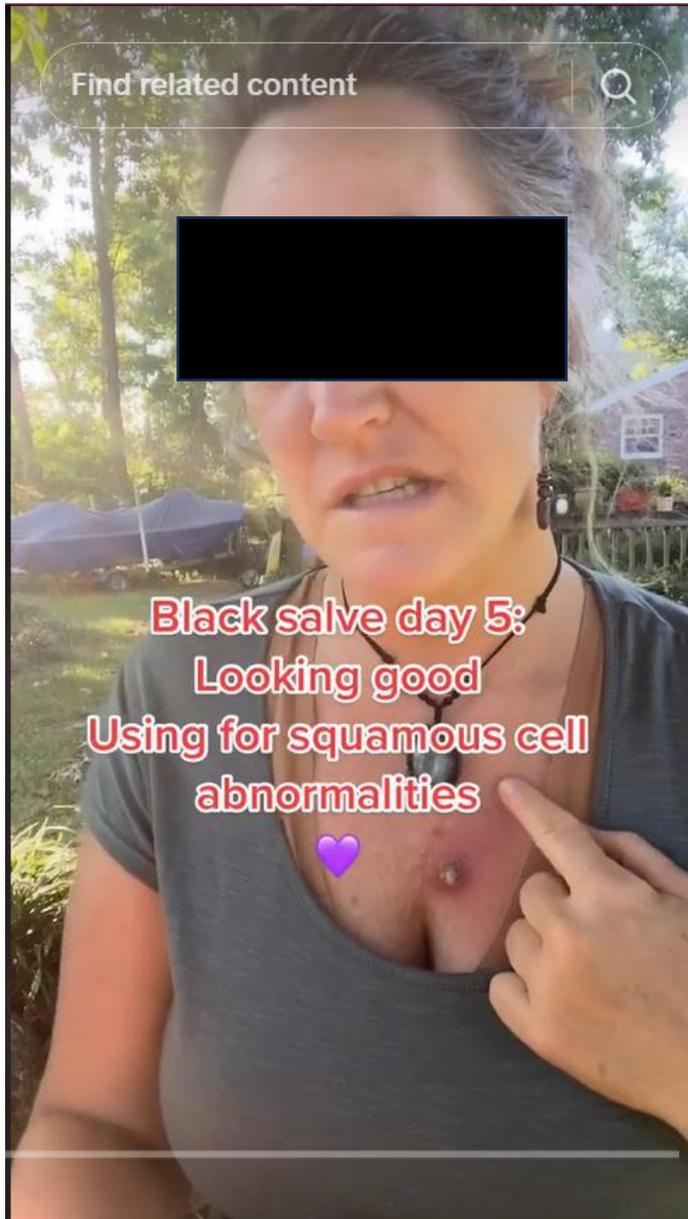
Reply



comb using a lice comb..then use a facial scrub then wash your face

1-2 Reply

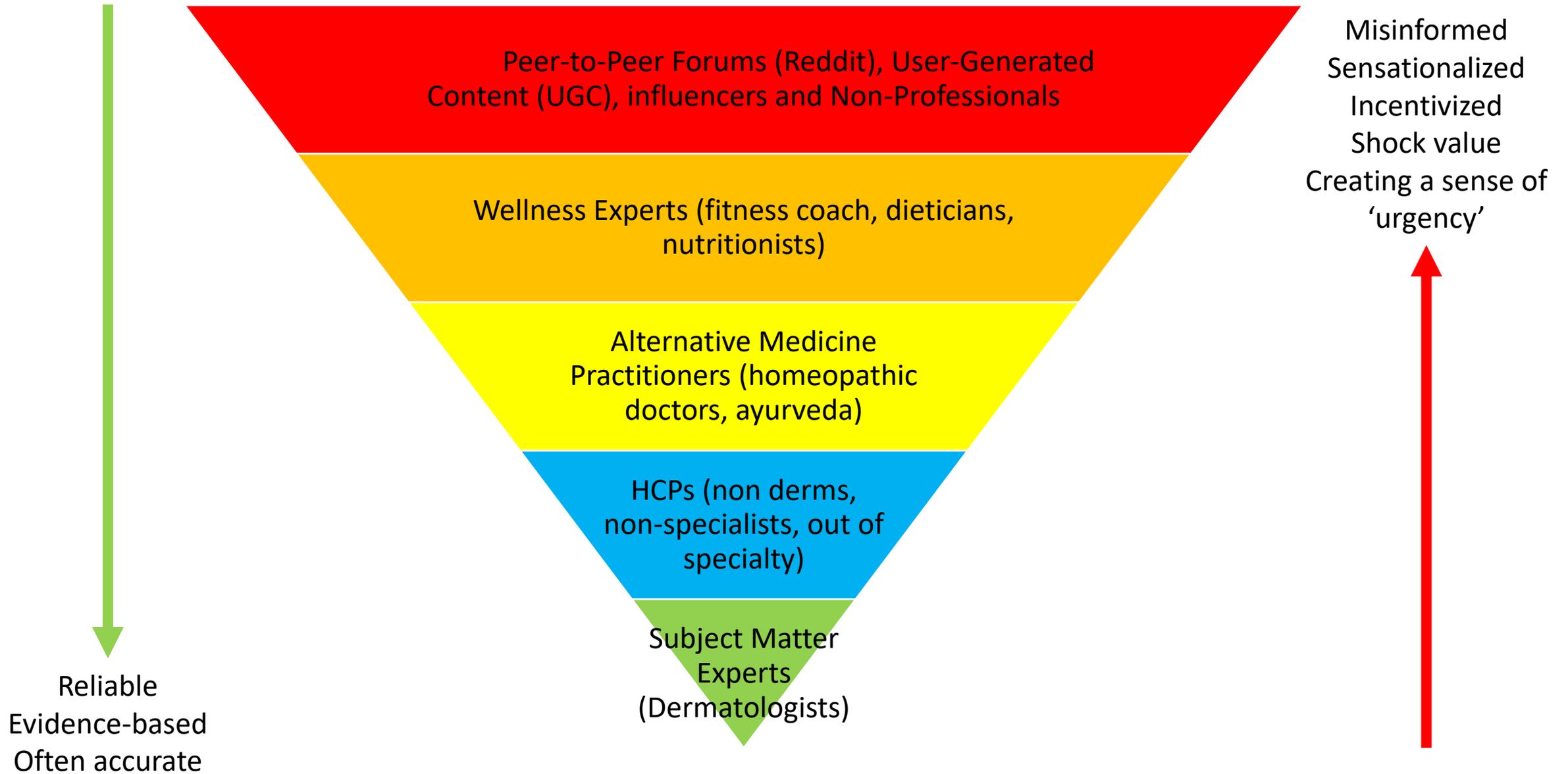
# Skin Cancers



# Black Salve

## Claims

- “it 'finds the cancer, **pulls out only cancer cells**, doesn't react to healthy skin cells.”
- “It’s a **proven alternative to surgery/chemo/radio tx.**”
- “If it reacts, it means you had cancer there.”
- “It can treat **internal cancers** too.”
- “Eschar = cure.”



THE GREATEST IMPOSTOR

Doctors  
Influencers  
Patients

Misinformed  
Sensationalized  
Incentivized  
Shock value  
Creating a sense of  
'urgency'

Reliable  
Evidence-based  
Often accurate

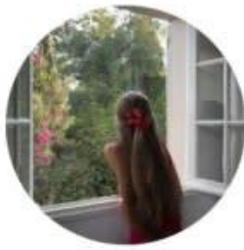
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5 Following 451.8K Followers 2.2M Likes

My Favorite Hair Growth Oil: SPOILD on Amazon

[www.spoild.us/x](http://www.spoild.us/x)

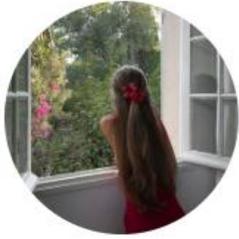
Videos

Liked

Latest Popular Oldest



Source: <https://www.aol.com/ai-generated-doctors-duping-tiktok-163532021.html>



**lockshealth** Locks Health

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2 Following 366 Followers 1135 Likes

My Favorite Hair Growth Oil: SPOILD on Amazon

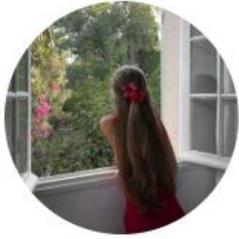
Videos

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Latest Popular Oldest



Source: Tiktok.com



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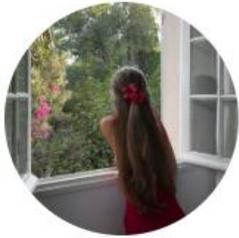
Videos

Liked

Latest Popular Oldest



Source: Tiktok.com



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2 Following 366 Followers 1135 Likes

My Favorite Hair Growth Oil: SPOILD on Amazon

Videos

Liked

Latest Popular Oldest

Claims: Ice water cures acne scars, 'snatches' jawline, reduces facial fat.  
Batana oil reverses greying of hair and increases hair growth by 97%.



Source: Tiktok.com

- Feedback loop: Users are repeatedly exposed to content that confirms their beliefs while filtering out opposing views.

## Echo Chamber on Social Media



# RESULT?

- When clinician advice contradicts online “success stories,” patients “doctor-shop” or modify prescriptions on their own.
- Distrust in healthcare professionals.
- ~60% of dermatologists feel social media content complicates patient expectations.<sup>1</sup>

# Red Flag Language

- “What your dermatologist won’t tell you...”
- “Big Pharma doesn’t want you to know this cure.”
- “Heals from the inside out.”
- “Treat the root cause, not the symptom.”
- “100% natural = 100% safe.”
- “Clean, Chemical-free, toxin-free, risk-free.”
- “Ancient remedy used for thousands of years.”
- buzz words: Detox, balance,
- “You don’t need a diagnosis, you need a reset.”
- “Everything starts in the gut.”
- “Detox your liver.”
- “You can’t heal skin until you clean your blood.”
- “This herb/oil/salve was banned because it works.”

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# Conclusion

- Social media isn't the enemy; silence is.
- We have to meet our patients where they're listening.
- **WHO's "Stop the Spread" initiative** combats online health lies.



# *Thanks!*

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Specialist Dermatologist  
NMC Healthcare, Sharjah, UAE



[www.dralpna.com](http://www.dralpna.com)

