

# 'Link in bio': fake cancer cures, algorithmic misinformation and online harms on TikTok.

Tackling Health Misinformation.

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# Why Study Health Misinformation Online?

Why TikTok?



TikTok

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## Aims of the Study

To assess the quality of cancer cure videos algorithmically recommended by TikTok.

To examine the radicalisation pathways afforded by short video platforms like TikTok.

To evaluate their potential to cause online harms.

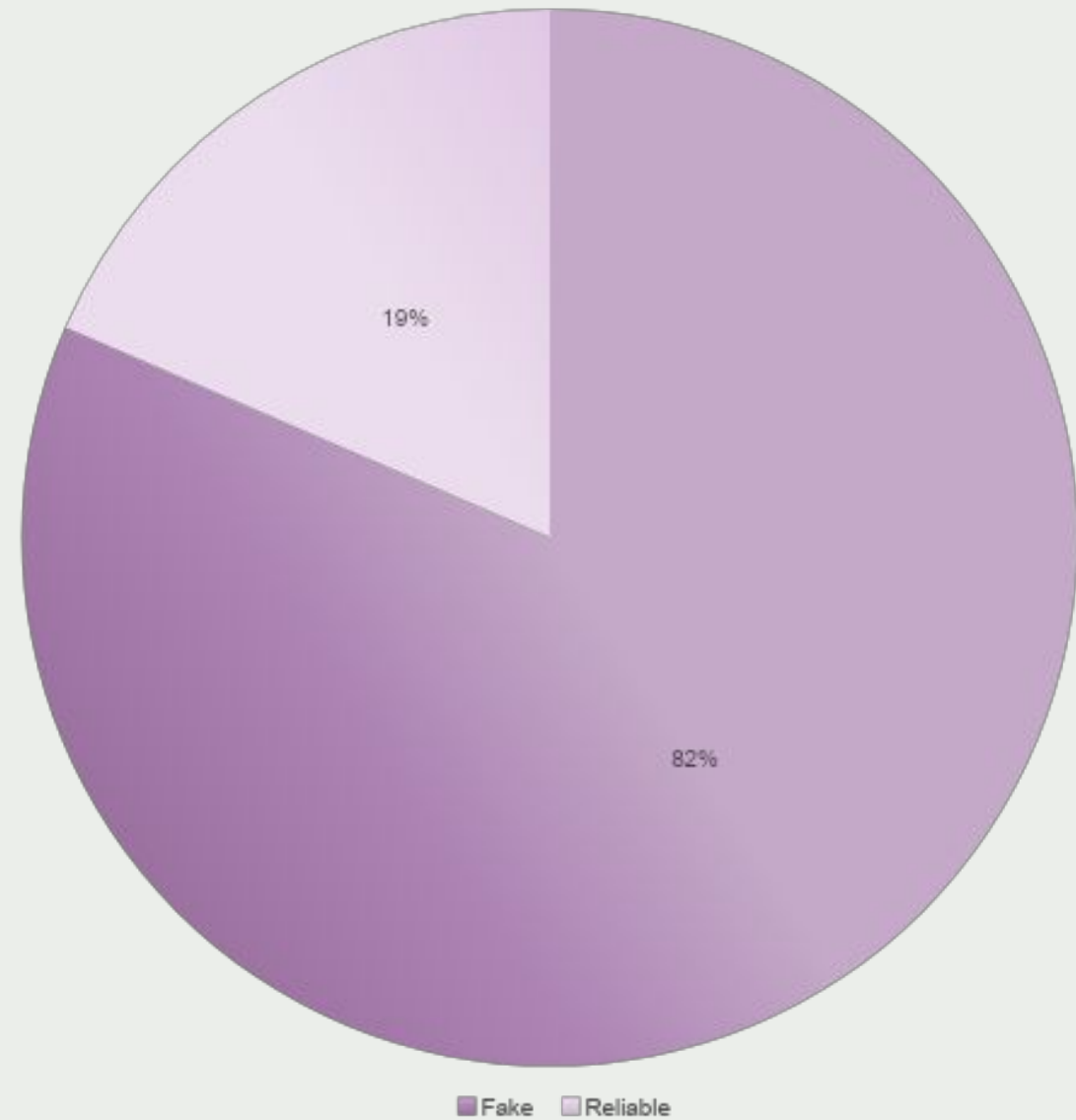


- Simulated an individual diagnosed with cancer using TikTok to search for cancer cures.
- Searched for 'cancer cure' on the app.
- The top 50 posts that appeared for the search 'cancer cure' on TikTok's 'For You' page were collected weekly over a duration of four weeks from 29 April until 27 May 2024.
- 200 videos were transcribed, coded and thematically analysed.

# Method

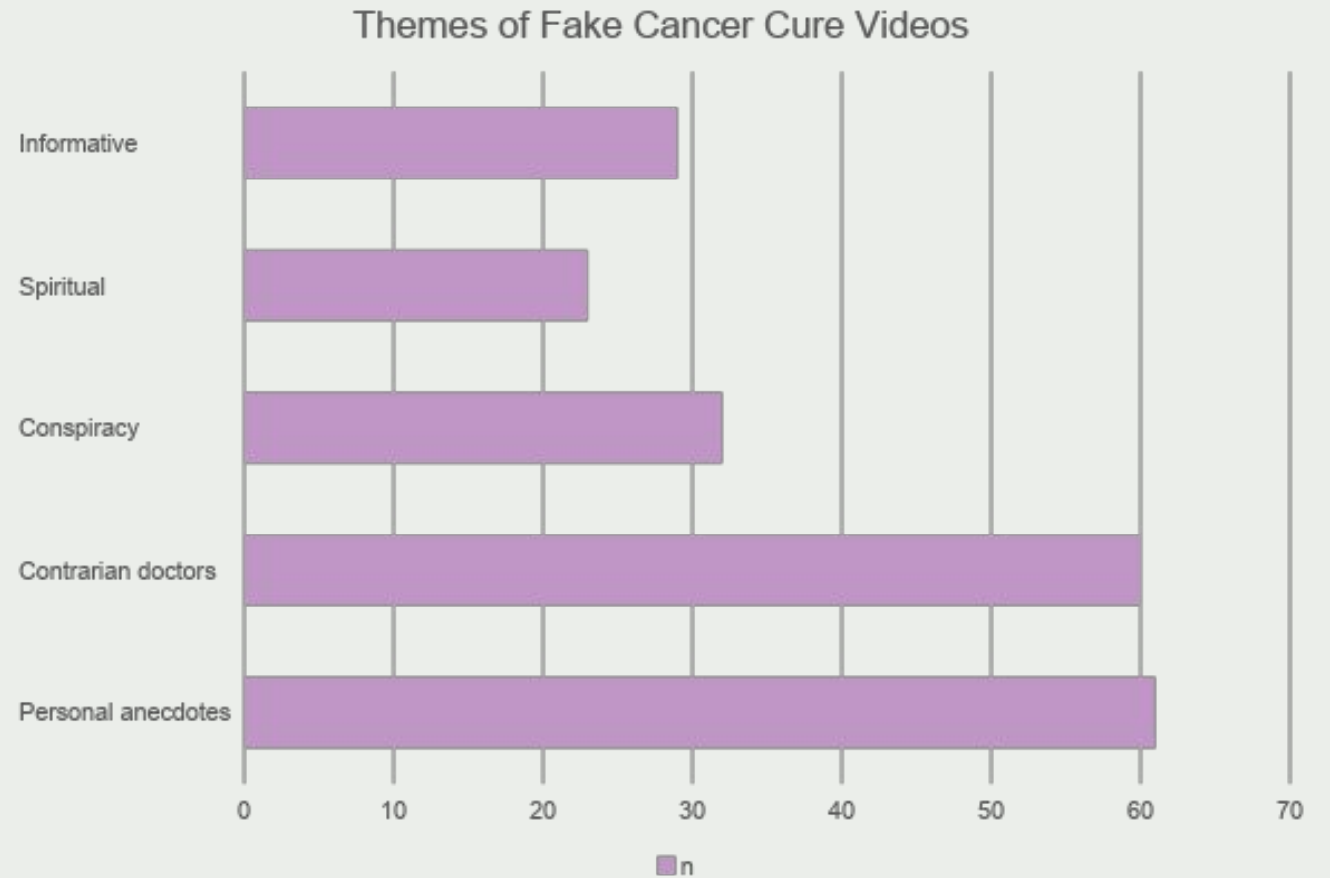
# Findings

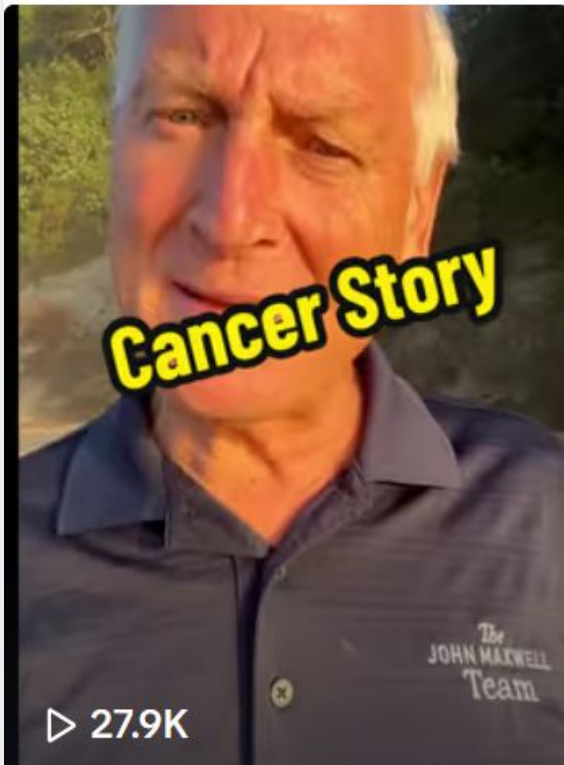
Quality of Cancer Cure Videos on TikTok



# Findings

## Quality of Cancer Cure Videos on TikTok





'My Holistic Healing Journey Daily Juicing Protocol.'

'My healing secret – how I'm healing rare stage 4 cancer.'

'Part 7 How I beat My Cancer.'

'How I cured my Stage 4 cancer.'

'My dad got diagnosed with prostate cancer. He went from 210/111 to 126/71 in a week with natural medicine.'

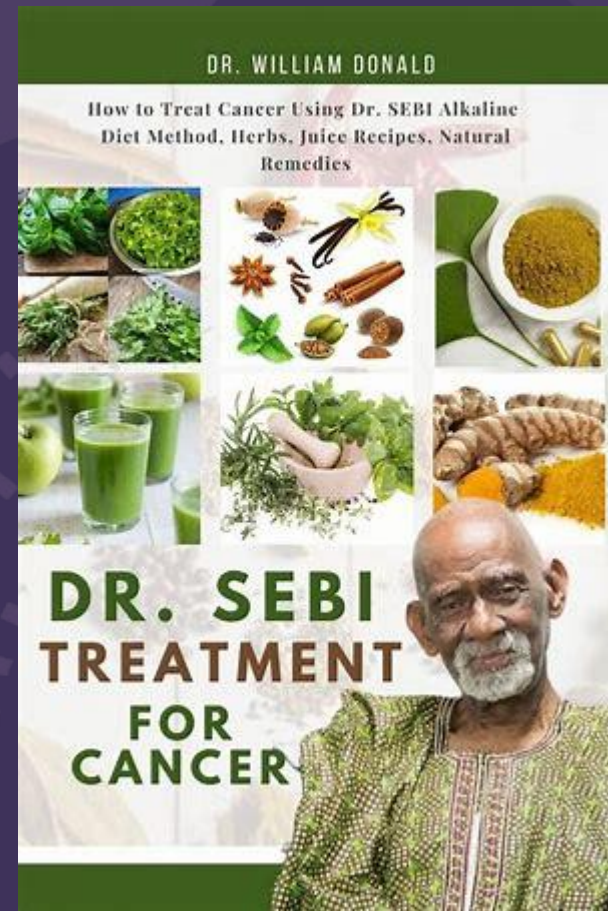
This is how my dad takes his horse dewormer for his stage 4 cancer: organic olive oil and Panacur C.'

# Personal Anecdotes



# Contrarian Doctors

- ‘The cure for cancer has always existed, but the truth is hidden away from you for a reason.’
- ‘The cure for cancer was discovered 42 years ago, but has been suppressed several times.’
- ‘This is soursop fruit and it cures cancer but the health industry doesn’t want you to know that because they make billions from chemo then helping you recover from chemo.’
- ‘This man found a cure for cancer. He was arrested, due to belief of him being a fraud.’
- ‘He cured cancer and was jailed for healing people with herbs...He had beaten the High Priests of Medicine.’



# Routes to Monetisation



**Louis Smith**

Stage 4 Cancer Survivor, Holistic  
Nutritionist, International Business  
Owner



My Email is [Louisbaldeagle@gmail.com](mailto:Louisbaldeagle@gmail.com) to directly contact me



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Digital Course

\$97

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Join my FREE Health Group

# Routes to Monetisation

## Breakfast Solution

Full body support with nutrient-dense protein shakes and the Vitality Solution.



Member on Neoship	?	\$158.08
Member Price	?	\$177.84
Retail		\$197.59

# Tackling Health Misinformation

- Technological affordances,
- Influence to Persuasion,
- Routes to monetisation,
- Financial incentives,
- Lack of regulation.

