



May 28, 2015 – Grand Rapids, MI

The Problem with Reposting Websites

I get asked a lot of questions about articles posted on other health-related websites. Some are legit, but usually it's something with a provocative title to get your attention: "Scientists Blow the Lid on Sunscreen & Cancer Myth" is one someone asked me to check as I was preparing Tuesday's message on sunscreen. This is a perfect opportunity to talk about something that's been troubling me for several months: reposting websites. I don't know if that's what they're officially called, but it seems to fit what they do.

These reposting websites find the most controversial and provocative material on health they can find on the Internet and repost it on their websites. How do you stumble across such websites? Most are sponsored ads on legitimate websites such as news, entertainment, magazines, or other such sites with well known names.

When you click on the link, you're taken to the "health" website. While the article is usually there, what you will notice are ads—lots and lots of ads. They may be related to other health related websites or for some other types of sponsored product ads. It may be hard to know what to click to change the page. There seem to be arrows everywhere. Click on the wrong one and you're taken to another website that's pitching some product.

I've tracked down several of these reposting websites, which is difficult because very few have any About or Contact links. From what I can tell, none of them have any credentials in health; they're Internet entrepreneurs who've found another way to make money with Internet ads. They get paid for each click by the people who buy ads on the website; they don't care about helping you, they just want to get you to move your finger so they can make a few cents. They seem to think the more outrageous the "info" is, the more likely you are to see it and click it, then keep moving on through the other links: cha-ching!



What about the information on these reposting websites? On Saturday, I'll examine the article from the headline I mentioned at the beginning of the message. That should give you an idea of how legit the information is.

What are you prepared to do today?

Dr. Chet

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