



September 29, 2016 – Grand Rapids, MI

## Science Hooligans

Seth Godin is an original Internet marketer and entrepreneur whose books and blog I really enjoy. His [post from Monday](#) articulately identified the problem that exists in the health field today, and I urge you to read it in its entirety (1).

This past weekend in Peoria, I was answering someone's question about soy when another person began to give his opinion on the topic. It wasn't related to soy itself but rather GMOs, another hot topic in health. Sometimes I can't slough off a challenge without a response, but answering him would take time from the people waiting to talk with me, so I agreed to check out the information and let it go. When I looked into it later in the day, I found out who was behind the information—or misinformation—about GMOs.



What does Seth's blog have to do with this? After all, the title is "Spectator Sports"—but when he talks about soccer hooligans, it crystallizes exactly what's going on in the health field today. Seth said, "When we start to treat things of significance as if they're a spectator sport, we all lose. Soccer hooligans are a real problem. But hooligans in science (yelling about their opinions, denigrating their opponents) or in world affairs do none of us any good."

We should have reasoned discussions about important health issues, but that doesn't happen very often, partly because the Internet is unfiltered; anyone can pose as an expert because there's no one checking credentials. People shout and name call, whether the anti-vaccination or anti-GMO proponents or the science-based medicine or vegetarian advocates, and the issues are never really discussed in a reasonable manner. As Seth suggests, we all lose.

The problem is how do you know who to believe? Especially, if you don't understand the science or the research people use to support their position. That's the topic of Saturday's message.

What are you prepared to do today?

**Dr. Chet**

Reference: <http://bit.ly/2cPEskL>

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