

Belief as a Determinant of Health

SCMA Annual Meeting

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*“You can prove anything with scripture,
even the truth”.*

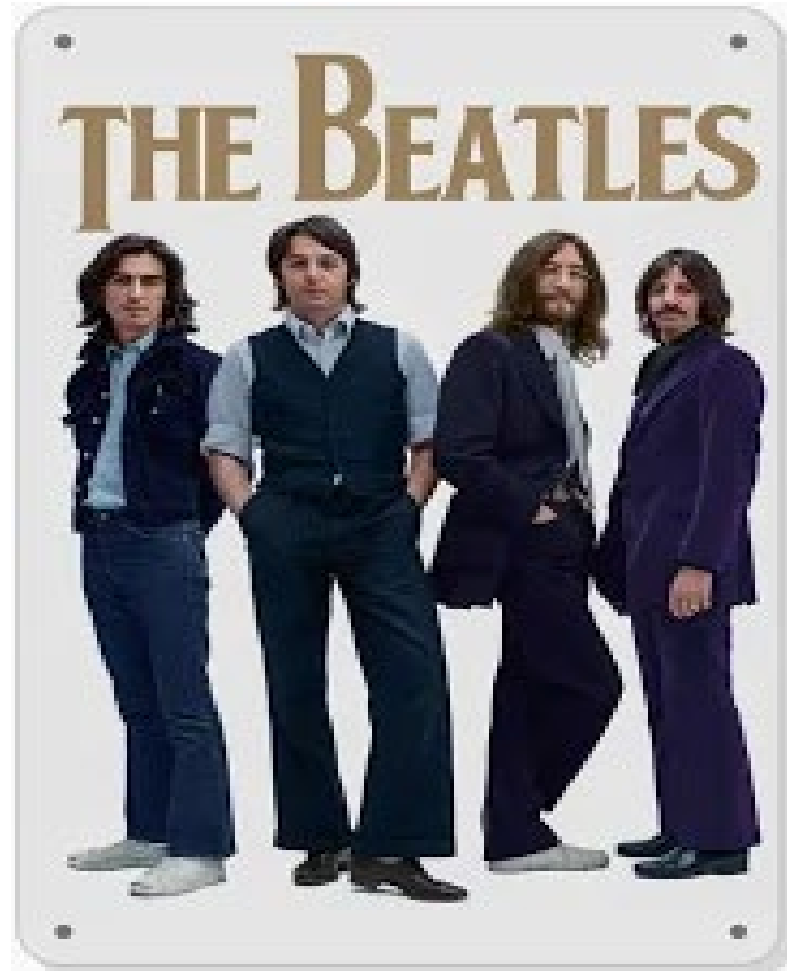
SCRIPTURE TWISTING

*20 Ways the
Cults Misread
the Bible*

JAMES W. SIRE



Band Book



n p r

How do you know if a patient is competent?

How do you know if a patient is competent?

They agree with you!

SPIES

Social

Physical

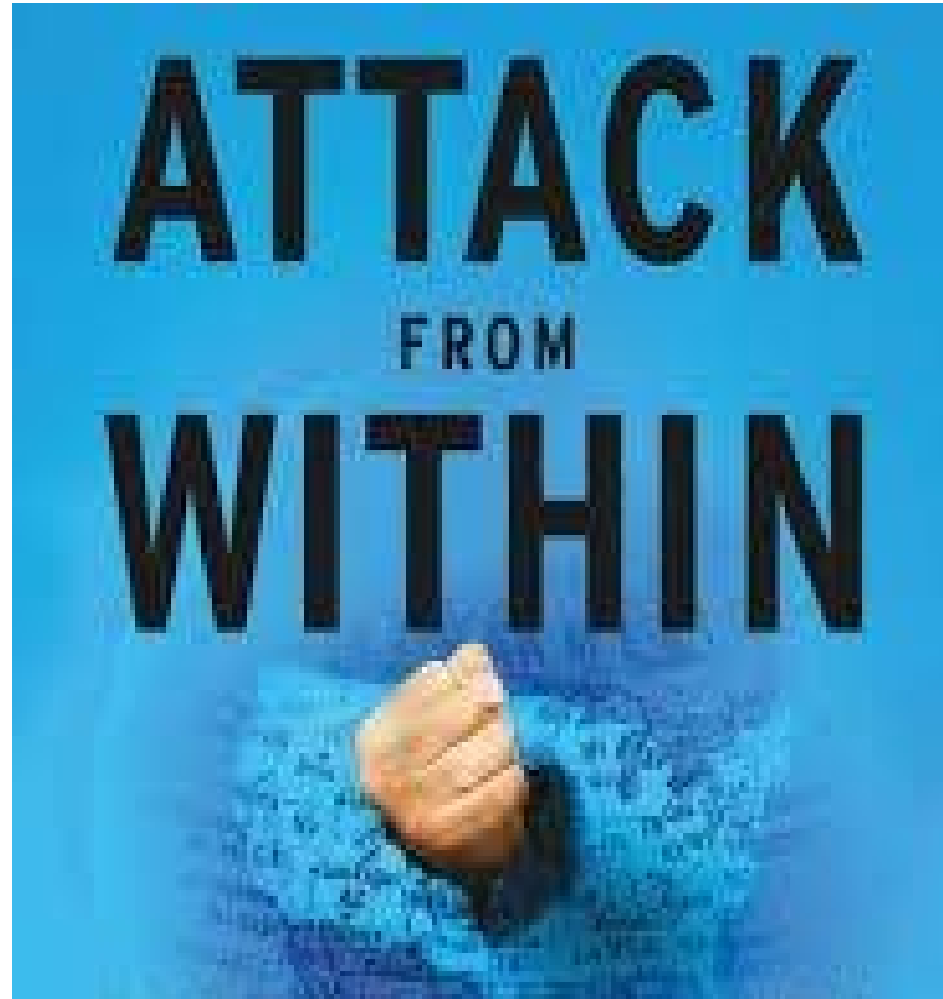
Intellectual

Emotional

Spiritual

- **Physicians treat diseases (abnormalities in biophysical processes)**
- **while patients suffer from illnesses (the human experience of sickness).**

Attack from Within: How Disinformation Is Sabotaging America by Barbara McQuade



World Health Organization

“infodemic”

conspiracy theory

“a theory that rejects the standard explanation for an event and instead credits a covert group or organization with carrying out a secret plot” .

- **misinformation *is false or misleading information***
- **disinformation *is false information which is purposely spread to deceive people.***

Fake news

“information that mimics the output of the news media in form, but not in organizational process or intent”.

- *misinformation* is false or misleading information
- *disinformation* is false information which is *purposely spread* to deceive people.

Belief in *political conspiracies* is strongly positively correlated with belief in *medical conspiracies*...

Vaccine hesitancy

“Truth is what people believe it to be”

Epistemology

The theory of knowledge, especially with regard to its methods, validity, and scope.

Epistemology is the investigation of what distinguishes justified belief from opinion.

Ambient stress

...stressors that are "chronic, negatively valued, non-urgent, physically perceptible, and intractable to the efforts of individuals to change them".

Belief bias

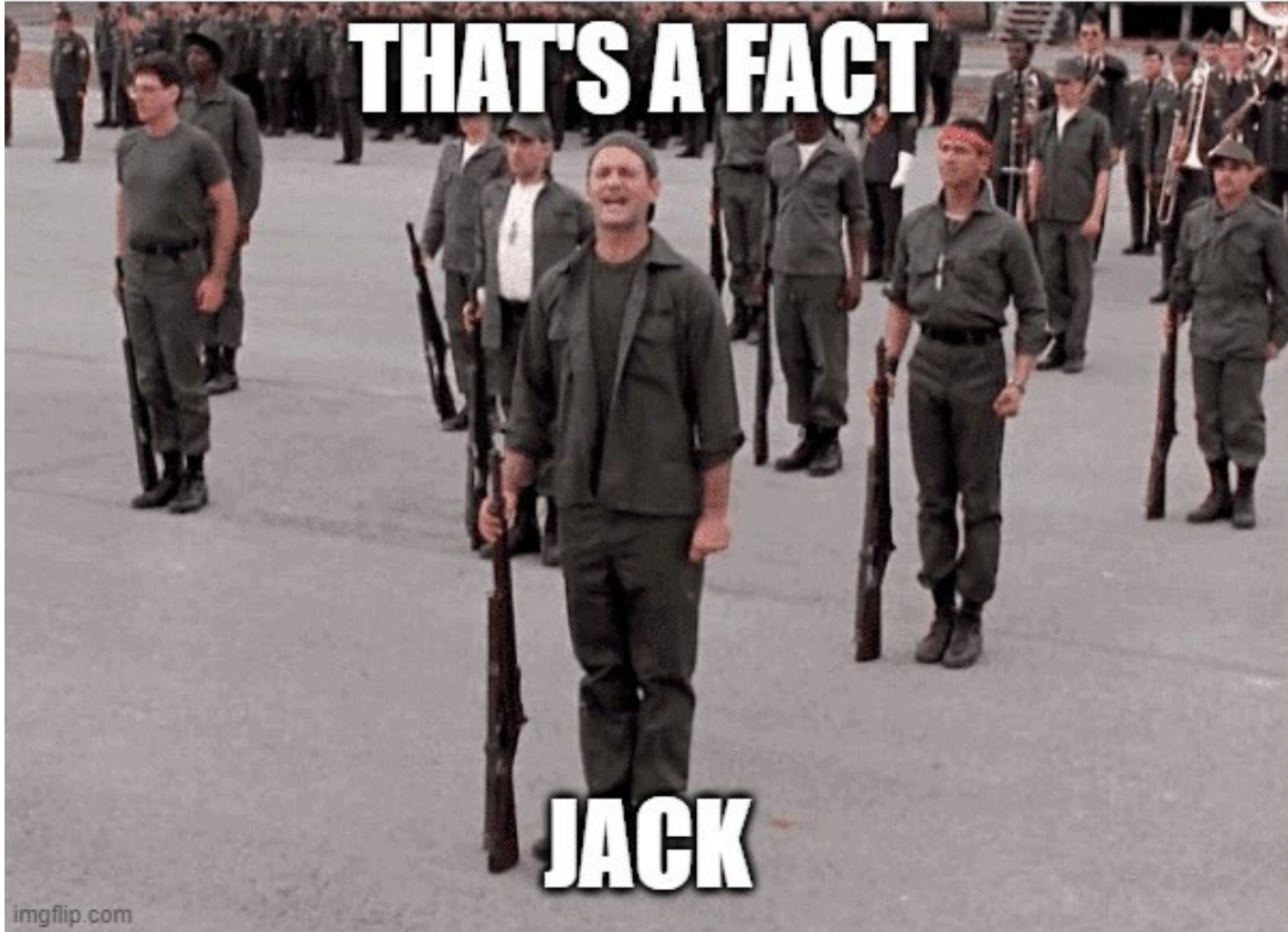
...a cognitive bias in which a person judges the conclusion of an argument based on their prior knowledge and existing beliefs rather than on the validity or invalidity of the argument itself. Belief bias is closely related to confirmation bias.

Confirmation bias

...only paying attention/accepting what confirms things for us.

ALL IN THE FAMILY







**JUST THE FACTS MA'AM,
JUST THE FACTS**

cognitive dissonance

...the condition of having inconsistent thoughts, beliefs, or attitudes with corresponding uncomfortable feelings.

THE REASON YOU DON'T
BELIEVE YOU HAVE BEEN LIED TO AND
BRAINWASHED IS BECAUSE YOU
HAVE BEEN LIED TO AND BRAINWASHED.

'net-crud' (as in Internet)

...the term given to contrived photographs or stories circulating on the Internet which have been deliberately manufactured or manipulated so as to mislead readers into believing they're evidence of remarkable discoveries or events.

Antiestablishmentarianism

...a policy or attitude that views a nation's power structure as corrupt, repressive, exploitive, etc.

backfire bias

...the tendency of some people—particularly those with cult-like beliefs—to actually strengthen their erroneous beliefs or convictions in the face of overwhelming disconfirmation:

Affinity bias

the common tendency to believe, or agree with, the ideas of people you like or admire, and to discount or disagree with those you dislike.

Reactance bias

the tendency to do the *opposite* of what someone advises you or wants you to do because of your aversion to a loss of autonomy, i.e. concern about being pushed around, controlled, or coerced.

bias bias

**the tendency to believe that other people
are *more* biased than you are.**

Liars dividend

...when a culture becomes awash in lies and disinformation, the liar benefits from the public's diminished ability to identify actual truth.

Normalcy bias

...the tendency to underestimate the likelihood or impact of a negative event.

Witch hunt

...the term witch hunt has been hijacked by some persons as a way of denying the accusations against them.

What can we do?

Holistic care

Epistemologists

Ambient stress

Avoid appealing to emotions and affect:

Interventions that manipulated the emotional state of participants, or appealed to feelings of empathy had small effects in terms of changing conspiracy beliefs.

Counterarguments are not effective:

Counterarguments against specific conspiracy beliefs that are given after participants have been exposed to a conspiracy theory tend not to be particularly effective.

Prevention is the best cure:

Interventions that provided counterarguments for conspiracy theories were most effective when the counterargument came before the participants were exposed to the particular conspiracy theories that the study focused on.

An analytical mindset and critical thinking skills are the most effective means of challenging conspiracy beliefs:

Participants who were primed to have an analytical mindset were less likely to have conspiracy beliefs than controls.

Fact check

In the final analysis, belief is important!



SCIENCE

**It works whether
you believe in it
or not**

Belief is a significant factor in the determinants of health both in positive and negative ways.

Why do we believe what we believe?

DISCLAIMER

This is not a TED talk!

This a Tom talk...





Band Book

