

“Aliméntate con ciencia”

Desmontando mitos sobre alimentación en redes sociales

Dr. Oriol Comas Basté

Profesor lector · Tecnología de los Alimentos

Grupo de investigación BAPfood “Aminas y Poliaminas Bioactivas de los Alimentos”

Departamento de Nutrición, Ciencias de la Alimentación y Gastronomía

Campus de la Alimentación de la Universidad de Barcelona (UB)

oriolcomas@ub.edu



@oriolcomasbaste



@alimentatambciencia

Health in the age of disinformation

Health misinformation (false or misleading data shared unintentionally) and disinformation (deliberately deceptive information) are not new, but the COVID-19

can be a force for good, and there are individuals who work to educate the public creatively and effectively.

Fighting misinformation is not as simple as only; it also involves addressing purposeful and the way algorithms direct people's and fiction alone. Artificial intelligence content presents growing challenges, to help to flag content with no scientific h it cannot replace teaching people how and identify credible sources. Combating takes a systematic approach akin to bread of infectious agents: finding and source; proa is effects; and claims by p not be left to ID-19 Inquiry atters record pment and r cs. Together,



For more on the UK COVID-19 Inquiry's Every Story Matters see [World Report](#) page 185

“La desinformación y la información errónea ya no pueden considerarse simplemente una molestia académica, sino que representan una **amenaza para la sociedad.**”

The sense that this threat is not being taken seriously enough by technology companies is exemplified by Meta's recent decision to end fact-checking. Facebook (like other social networks) was already a major source of health misinformation, but although fact-checking cannot fully eliminate inaccurate material, it makes a difference, and its removal opens the floodgates for harmful content. Because misinformation often spreads faster than facts, it is essential that facts are conveyed in a manner that leaves no space for misinterpretation. Mark Zuckerberg's announcement is part of a trend of rolling back oversight that can leave the impression that the battle over the facts is being lost. Xavier Becerra, who led the US Department of Health and Human Services, says federal agencies are outmatched by “instantaneous information and disinformation”.

However, there have been positive efforts too. Australia intends to introduce hefty fines for platforms that do not prevent the spread of misinformation. The European Commission has published recommendations on addressing COVID-19 misinformation through targeted behavioural interventions. WHO has been taking steps to encourage responsible communication of health information and to flag misleading content. Social media

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Misinformation and disinformation can no longer be viewed simply as an academic nuisance, but rather they are a societal threat. Only if we recognise that threat and act proportionately can we respond to the danger and combat the tide of misinformation and disinformation that has the potential to seriously undermine public health. ■ [The Lancet](#)

For more on WHO's strategy to combat misinformation see <https://www.who.int/teams/digital-health-and-innovation/digital-channels/combating-misinformation-online>

For more on the role of algorithms in disinformation see <https://crestresearch.ac.uk/comment/addressing-algorithms-in-disinformation/>

For more on the emotional determinants of health see [Comment Lancet](#) 2020; 395: 768–69

For more on *The Lancet's* efforts see [Comment Lancet](#) 2024; 404: 1792–94

THE LANCET

“La desinformación se ha convertido en un instrumento **deliberado** para atacar y desacreditar a **científicos y profesionales de la salud** por motivos políticos. Sus efectos son **destructivos y perjudiciales para la salud pública.**”

The Lancet,
Vol. 405, Issue
10474, 173 (2025)

Alimenta't
amb **ciència**

Permarexia: cuando comer sano se convierte en obsesión

Publicado: 13 mayo 2025 07:01 CEST

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En los últimos decenios, el comer y la comida han estado en el centro de atención de las sociedades occidentales como nunca antes. Los programas de cocina y alimentación, los viajes de turismo gastronómico, la publicidad sobre alimentos o las cuentas en redes sociales centradas en composición de alimentos y pérdida de peso han proliferado hasta hacerse omnipresentes y convertirse en una verdadera plaga.

En un contexto así, resulta lógico que aumenten los trastornos de la conducta alimentaria. Cada vez más personas sufren algún tipo de trastorno relacionado con su alimentación, tanto por exceso como por defecto.

La sobreinformación nutricional puede hacer mucho daño

Este trastorno vive de la sobreinformación nutricional y de la inundación de datos sobre alimentación, no siempre contrastados, en la que nadamos los ciudadanos occidentales. También se nutre de la cultura de la imagen y la proliferación de estos mensajes en las redes sociales. Visto así, la permarexia es un trastorno con una raíz profunda en la cultura vital del siglo XXI.

Sobreinformación nutricional
Inundación de datos
Cultura de la imagen
Redes sociales
Cultura vital del siglo XXI

RESEARCH

SOCIAL SCIENCE

The spread of true and false news online

Soroush Vosoughi,¹ Deb Roy,¹ Sinan Aral^{2*}

We investigated the differential diffusion of all of the verified true and false news stories distributed on Twitter from 2006 to 2017. The data comprise ~126,000 stories tweeted by ~3 million people more than 4.5 million times. We classified news as true or false using information from six independent fact-checking organizations that exhibited 95 to 98% agreement on the classifications. Falsehood diffused significantly farther, faster, deeper, and more broadly than the truth in all categories of information, and the effects were more pronounced for false political news than for false news about terrorism, natural disasters, science, urban legends, or financial information. We found that false news was more novel than true news, which suggests that people were more likely to share novel information. Whereas false stories inspired fear, disgust, and surprise in replies, true stories inspired anticipation, sadness, joy, and trust. Contrary to conventional wisdom, robots accelerated the spread of true and false news at the same rate, implying that false news spreads more than the truth because humans, not robots, are more likely to spread it.

Foundational theories of decision-making (1-3), cooperation (4), communication (5), and markets (6) all view some conceptualization of truth or accuracy as central to the functioning of nearly every human endeavor. Yet, both true and false information spreads rapidly through online media. Defining what is true and false has become a common political strategy, replacing debates based on a mutually agreed on set of facts. Our economies are not immune to the spread of falsity either. False rumors have affected stock prices, for example, wiping out \$130 billion in stock value after a false tweet claimed that Barack Obama was injured in an explosion (7). Indeed, our responses to everything from natural disasters (8, 9) to terrorist attacks (10) have been disrupted by the spread of false news online.

New social technologies, which facilitate rapid information sharing and large-scale information cascades, can enable the spread of misinformation (i.e., information that is inaccurate or misleading). But although more and more of our access to information and news is guided by these new technologies (11), we know little about their contribution to the spread of falsity online. Though considerable attention has been paid to anecdotal analyses of the spread of false news by the media (12), there are few large-scale empirical investigations of the diffusion of misinformation or its social origins. Studies of the spread of small, ad hoc samples that ignore two of the most important scientific questions: How do truth and falsity diffuse differently, and what factors of human judgment explain these differences?

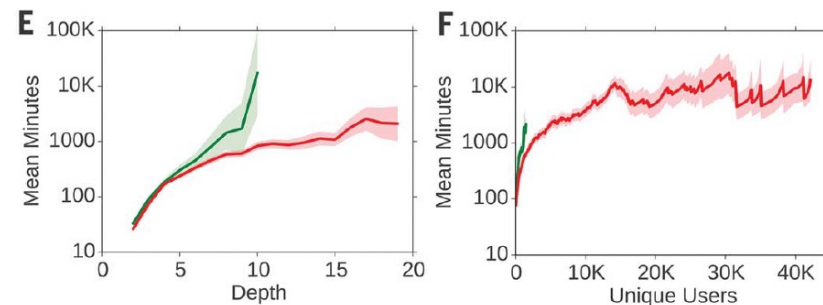
support their positions as unreliable or fake news, whereas sources that support their positions are labeled reliable or not fake, the term has lost all connection to the actual veracity of the information presented, rendering it meaningless for use in academic classification. We have therefore explicitly avoided the term fake news throughout this paper and instead use the more objectively verifiable terms “true” or “false” news. Although the terms fake news and misinformation also imply a willful distortion of the truth, we do not make any claims about the intent of the purveyors of the information in our analyses. We instead focus our attention on veracity and stories that have been verified as true or false.

We also purposefully adopt a broad definition of the term news. Rather than defining what constitutes news on the basis of the institutional source of the assertions in a story, we refer to any asserted claim made on Twitter as news. We defend this decision in the supplemental section on “reliable sources,” and we define news as any story or claim within it and a rumor as the spread of a news story or claim through the Twitter network. The spread of a news story or claim involves the spread of inherently social and involve the spread between people. News, on the other hand, is an assertion with claims, whether it is a rumor cascade begins on Twitter or a user makes an assertion about a topic which could include written text or audio.

Others then have used the term rumor by retweeting it. A rumor's diffusion process can be characterized as having one or more cascades, which we define as instances of a rumor spreading pattern that exhibit an unbroken chain of retweets. For example, an individual retweets a tweet, which is then retweeted by another user, and so on. A rumor cascade is a chain of retweets that starts with a tweet and continues to grow as more and more people retweet it.

In our current political climate and in the academic literature, a fluid terminology has arisen around “fake news,” foreign interventions in U.S. politics through social media, and other standing of what constitutes news, and other false news, rumors, rumor cascades, and other related terms. Although, at one time, it may have been appropriate to think of fake news as referring to the veracity of a news story, we now believe that this phrase has been irredeemably polarized in our current political and media landscape. As politicians have implemented a political strategy of labeling news sources that do not

Structural virality: The number of minutes it takes for true and false rumor cascades to reach any depth and number of unique Twitter users.



“It took the truth **about six times** as long as falsehood to reach 1500 people and **20 times** as long as falsehood to reach a cascade depth of 10.”

X6

Las noticias falsas poseen una velocidad de difusión **muy superior** a una noticia real.

Vosoughi et al.,
Science 359,
1146–1151 (2018)

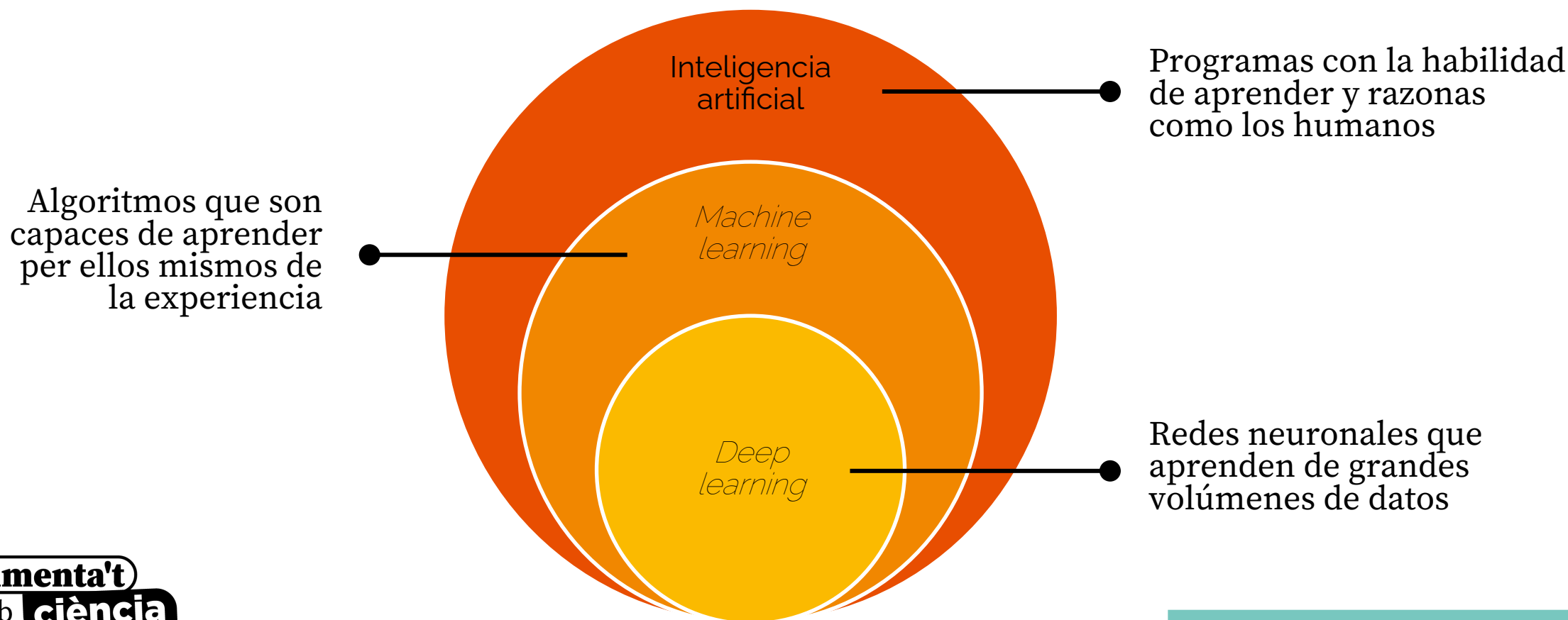
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¿Qué hace que las **noticias falsas**
se difundan **más rápidamente**
que una noticia real?

La era de la inteligencia artificial

La inteligencia artificial (IA) está adquiriendo un **papel fundamental en el ecosistema informativo**, con sistemas automatizados que generan contenido. Sin embargo, estas tecnologías también pueden contribuir a la **propagación de desinformación** si no están bien reguladas o supervisadas.



“Contrary to conventional wisdom, **robots accelerated the spread of true and false news at the same rate**, implying that false news spreads more than the truth **because humans, not robots**, are more likely to spread it.”

HOME > NEWS > ALL NEWS > FAKE NEWS SPREADS FASTER THAN TRUE NEWS ON TWITTER—THANKS TO PEOPLE, NOT BOTS

NEWS | SOCIAL SCIENCES

Fake news spreads faster than true news on Twitter—thanks to people, not bots

Tweets containing falsehoods were 70% more likely to be retweeted than truthful tweets

8 MAR 2018 • BY KATIE LANGIN

At first the researchers thought that bots might be responsible, so they used sophisticated bot-detection technology to remove social media shares generated by bots. But the results didn't change: False news still spread at roughly the same rate and to the same number of people. By default, that meant that human beings were responsible for the virality of false news.

That got the scientists thinking about the people involved. It occurred to them that Twitter users who spread false news might have more followers. But that turned out to be a dead end: Those people had fewer followers, not more.

Finally the team decided to look more closely at the tweets themselves. As it turned out, tweets containing false information were more novel—they contained new information that a Twitter user hadn't seen before—than those containing true information. And they elicited different emotional reactions, with people expressing greater surprise and disgust. That novelty and emotional charge seem to be what's generating more retweets. "If something sounds crazy stupid you wouldn't think it would get that much traction," says Alex Kasprak, a fact-checking journalist at Snopes in Pasadena, California. "But those are the ones that go massively viral."

HOME > NEWS > ALL NEWS > FAKE NEWS SPREADS FASTER THAN TRUE NEWS ON TWITTER—THANKS TO PEOPLE, NOT BOTS

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HUMANOS > ROBOTS

"Contrary to conventional wisdom, **robots accelerated the spread of true and false news at the same rate**, implying that false news spreads more than the truth **because humans, not robots**, are more likely to spread it."

+ NOVEDAD
+ CARGA
EMOCIONAL

Pero... ¿por qué no
verificamos las noticias
potencialmente falsas?

> 1 millón de publicaciones de Facebook y 45.000 tweets de 2017, 2020 y 2021

+ INDIGNACIÓN

- (i) Las fuentes de desinformación provocan **más indignación** que las fuentes confiables;
- (ii) la **indignación facilita la difusión** de la desinformación al menos tan fuertemente como la difusión de noticias confiables;
- (iii) los usuarios están más dispuestos a compartir desinformación que provoca indignación **sin leerla primero**.

“La veracidad de un contenido que nos enfada pasa a ser secundaria al considerar si compartirlo o no; la ideología y el sentimiento de pertenencia mandan.”

McLoughlin et al.,
Science 386, 991–996 (2024)

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RESEARCH

RESEARCH ARTICLE

MISINFORMATION

Misinformation exploits outrage to spread online

Killian L. McLoughlin^{1,2,†}, William J. Brady^{3,*,†}, Aden Goolsbee⁴, Ben Kaiser⁵, Kate Klontz^{6,7,8,9}, M. J. Crockett^{1,5,10,*}

We tested a hypothesis that misinformation exploits outrage to spread online, examining generalizability across multiple platforms, time periods, and classifications of misinformation. Outrage is highly engaging and need not be accurate to achieve its communicative goals, making it an attractive signal to embed in misinformation. In eight studies that used US data from Facebook (1,063,298 links) and Twitter (44,529 tweets, 24,007 users) and two behavioral experiments (1,475 participants), we show that (i) misinformation sources evoke more outrage than do trustworthy sources; (ii) outrage facilitates the sharing of misinformation as strongly as sharing of trustworthy news; and (iii) users are more willing to share outrage-evoking misinformation without reading it first. Consequently, outrage-evoking misinformation may be difficult to mitigate with interventions that assume users want to share accurate information.

Online sharing of misinformation—defined here as false and misleading information (1–4)—remains a major concern (5–8). Although estimates of the prevalence of misinformation vary widely (4, 9–17), it has been linked to increases in political polarization (12, 13), antidemocratic sentiment (14–16), and increased vaccine hesitancy (7, 17, 18). Yet despite investing in detecting and reducing misinformation, digital platforms have had only limited success in curbing its spread (19, 20).

We investigated the relationship between misinformation and moral outrage, a mixture of anger and disgust triggered by perceived moral transgressions (21–25). Moral outrage (henceforth “outrage”) has several distinctive properties that could promote the spread of misinformation. First, outrage is highly engaging: Social media posts that express outrage are liked and shared more, training users to amplify it (26, 27). Second, outrage expressions can serve communicative goals that do not depend on information accuracy, such as signaling loyalty to a political group or broadcasting a moral stance (12, 27–35). Consequently, outrage-evoking misinformation may be difficult to mitigate with interventions such as fact-checking or accuracy prompts that assume users want to share accurate information.

Third, individuals who express outrage are seen as more trustworthy (32). This suggests that news sources might gain a credibility advantage by posting outrageous content. Collectively, these features provide strong incentives for misinformation purveyors to generate outrage-evoking content.

We combined analyses of Twitter and Facebook data with behavioral experiments to test and outrage. First, does misinformation tend to evoke more outrage than that by trustworthy news? Past work is suggestive but suffers from several limitations. Misinformation triggers more emotion in general than does trustworthy news (16, 37–41), but it remains unclear whether this relationship holds for outrage, whose particular properties pose special challenges for developing effective countermeasures. Moreover, prior studies of emotion and misinformation are limited to single platforms and time periods, raising questions about generalizability (39, 40, 42). We addressed this Twitter across multiple time periods (Table 1). Because defining and classifying misinformation remains controversial (1, 4, 17), generalizability is further limited.

impact on misinformation sharing because it is reputationally costly (45). Because outrage expressions will tend to reach a larger-than-average audience, outrage might increase the reputational risks of sharing misinformation, making users more attentive to accuracy to mitigate these risks. Accordingly, emotional reactions to headlines increase discernment of misinformation from trustworthy news (42). Thus, outrage that turns out to be false or misleading might outweigh the potential benefits of outrage for spreading misinformation. Alternatively, the ability of outrage to signal trustworthiness (32) and group identity (28) might provide some insurance for the potential reputational costs of sharing misinformation. We addressed these possibilities by comparing the effects of outrage on sharing misinformation and trustworthy news.

Our third hypothesis investigated how outrage shapes psychological motives for sharing misinformation. Past work on information sharing distinguishes between “epistemic” motives (motives to share accurate information) and “nonepistemic” motives (any motives that are indifferent to accuracy, such as expressing group loyalty or habitually responding to a familiar stimulus) (12, 34, 36, 46, 47). We leveraged two kinds of data to examine how outrage affects these motives: discernment of true from false headlines in a behavioral experiment and sharing Facebook links without reading them first. Research on the reputational costs of sharing misinformation suggests that outrage could enhance epistemic motives (45). If so, outrage should increase discernment and reduce sharing without reading (because epistemically motivated users should want to evaluate the information in the links they share). Alternatively, research on political and intergroup communication suggests that outrage could amplify nonepistemic motives (12). If so, outrage should have no effect on discernment and increase sharing without reading.

Overview of studies

We report eight observations.



Downloaded from https://www.science.org at Cati Universitat de Barcelona on December 03, 2024

Estudio de Save the Children

Más de la mitad de los adolescentes no saben identificar una noticia falsa

- Una investigación denuncia la desinformación, los bulos, los mensajes de odio y estereotipos que bombardean a los niños y jóvenes a través de internet
- El estudio analiza los estereotipos del mundo 'streamer': ellos lanzan mensajes misóginos, ellas reciben ataques sexistas



Save the
Children

51%

de los adolescentes
no sabría identificar
siempre cuándo una
noticia es falsa.

1/4

no la contrasta,
aunque sospechen
de que se trata de
una noticia falsa.

56%

recurre a
familiares y amigos
para comprobar su
veracidad.



“Combatir la desinformación requiere un **enfoque sistemático** similar al de frenar la propagación de agentes infecciosos:

- identificar y contener la fuente;
- reconocer de forma proactiva a los más vulnerables a sus efectos;
- e **inmunizar a la población** frente a afirmaciones falsas mediante **recursos educativos** claros.

No puede dejarse a los esfuerzos individuales y voluntarios.”

THE LANCET

MEDIA LITERACY

The Lancet,
Vol. 405, Issue
10474, 173 (2025)

Alimenta't
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enough by technology companies is exemplified by Meta's recent decision to end fact-checking. Facebook (like other social networks) was already a major source of health misinformation, but although fact-checking cannot fully eliminate inaccurate material, it makes a difference, and its removal opens the floodgates for harmful content. Because misinformation often spreads faster than facts, it is essential that facts are conveyed in a manner that leaves no space for misinterpretation. Mark Zuckerberg's announcement is part of a trend of rolling back oversight that can leave the impression that the battle over the facts is being lost. Xavier Becerra, who led the US Department of Health and Human Services, says federal agencies are outmatched by "instantaneous information and disinformation".

However, there have been positive efforts too. Australia intends to introduce hefty fines for platforms that do not prevent the spread of misinformation. The European Commission has published recommendations on addressing COVID-19 misinformation through targeted behavioural interventions. WHO has been taking steps to encourage responsible communication of health information and to flag misleading content. Social media

central importance of trust and emotional responses—from hope and relief to scepticism and anxiety—during public health crises. Understanding and changing the narratives that negatively influence health decisions as emotional determinants of health is essential. Rather than just simplifying complex facts, governments and science communicators must strive to ensure that public health messaging is relevant to the individual; to not only provide accurate information but also foster an environment of trust and understanding, and to acknowledge areas of uncertainty and unknowns. The medical community has a key role too, through commentary, research, and advocacy. *The Lancet* is committed to supporting these efforts by proactively addressing and, if possible, preventing misinformation and disinformation stemming from our publications.

Misinformation and disinformation can no longer be viewed simply as an academic nuisance, but rather they are a societal threat. Only if we recognise that threat and act proportionately can we respond to the danger and combat the tide of misinformation and disinformation that has the potential to seriously undermine public health. ■ *The Lancet*

37: 350-75

For more on the fast spread of misinformation see Science 2018; 359: 1146-51

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For more on the emotional
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Comment Lancet 2020;
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For more on The Lancet's efforts
see Comment Lancet 2024;
404: 1792-94

“La **alfabetización mediática e informacional** proporciona un conjunto de habilidades esenciales para hacer frente a los desafíos del siglo XXI, incluyendo la proliferación de la desinformación y la incitación al odio, la disminución de la confianza en los medios de comunicación y las innovaciones digitales, en particular la IA.”



unesco

El sector **agroalimentario**; **líder** en *fake news*

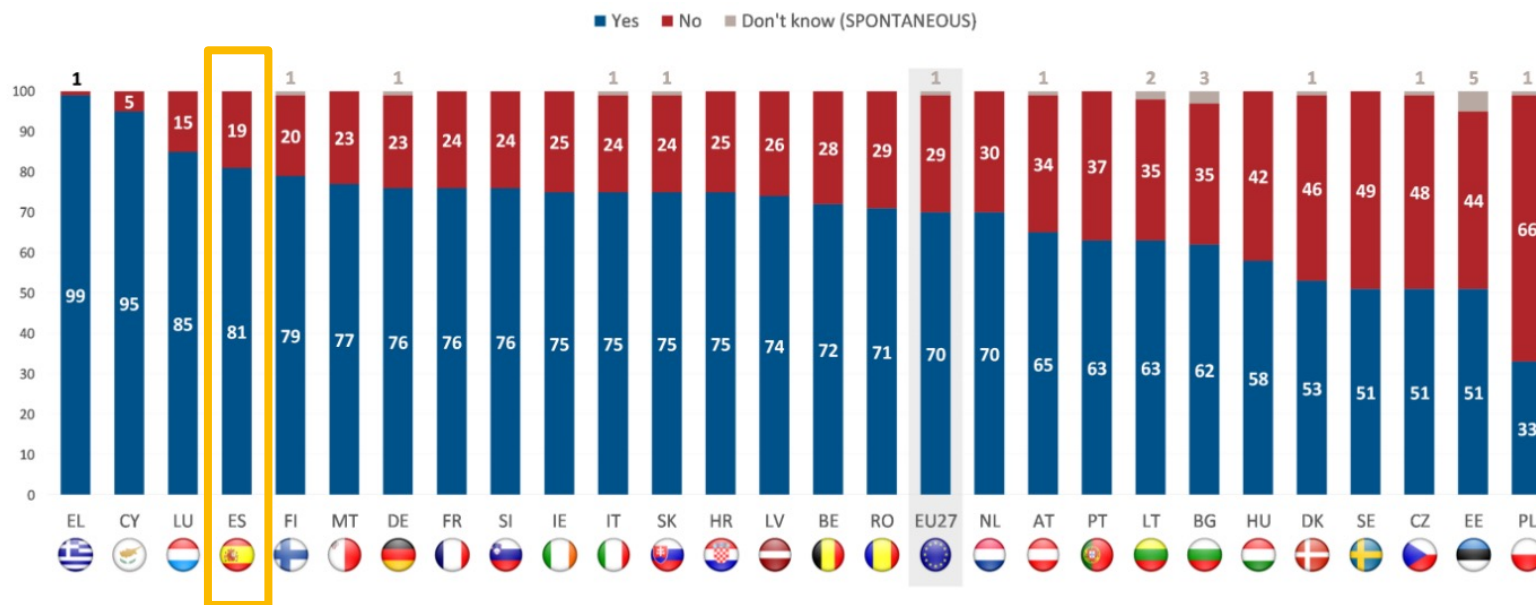


Porcentaje de noticias falsas
correspondiente a temas
relacionados con las
ciencias de la alimentación.

Fuente: AINIA, 2018

¿Qué interesa/preocupa a la población?

Los datos del último Eurobarómetro realizado por la Autoridad Europea de Seguridad Alimentaria (EFSA) señalan que **siete de cada diez personas** (70%) están **interesadas en la seguridad alimentaria**. Este hecho refuerza la preocupación que los consumidores pueden tener al estar constantemente expuestos a *fake news*.



Interés de la población europea sobre seguridad alimentaria

32%

La mayor preocupación relacionada con los riesgos alimentarios es el **impacto en la salud**.

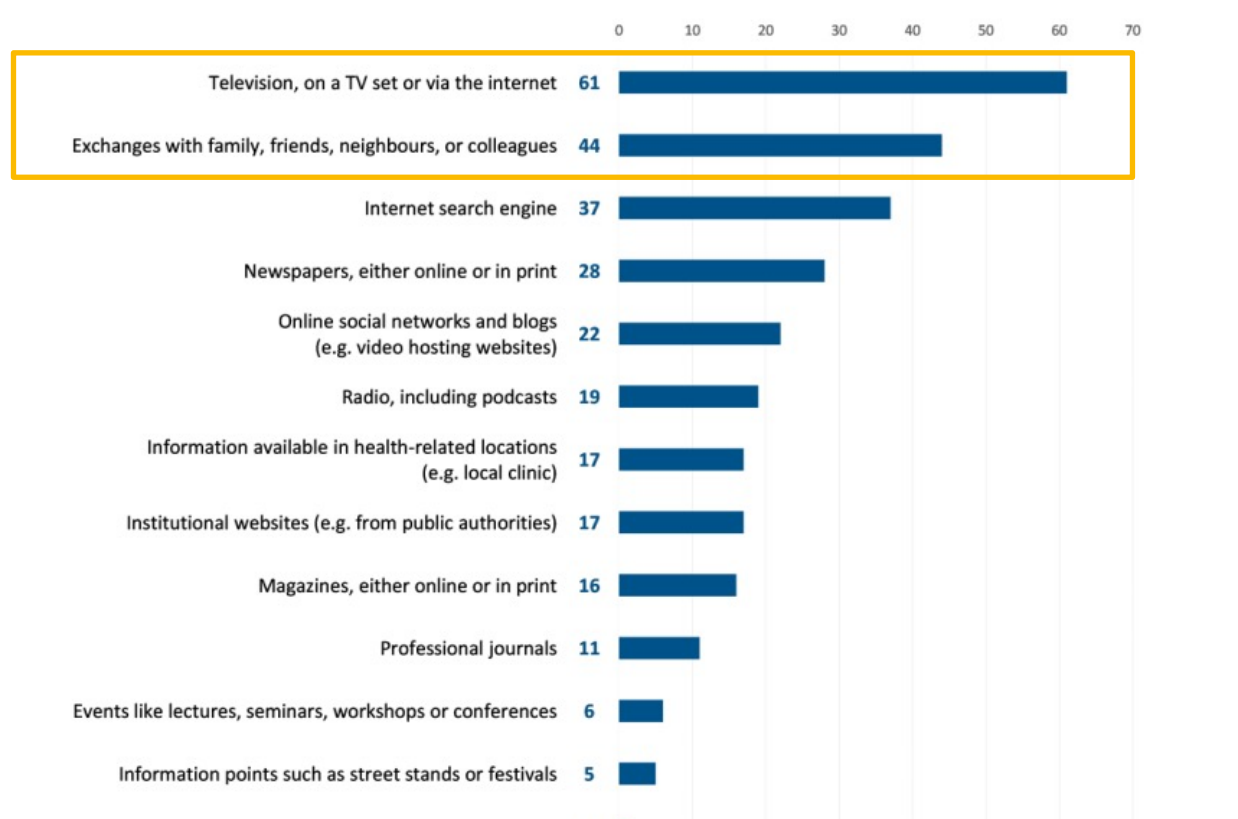


Fuente: Eurobarómetro de la Autoridad Europea de Seguridad Alimentaria (EFSA), 2022

¿**Cómo** nos informamos
y en **quién** confiamos
en temas relacionados
con la alimentación?

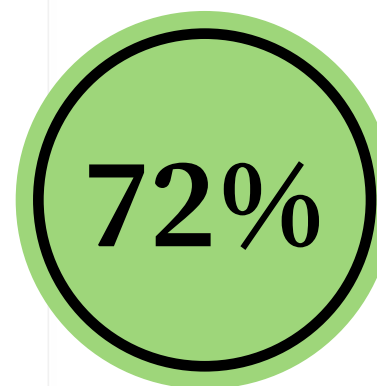
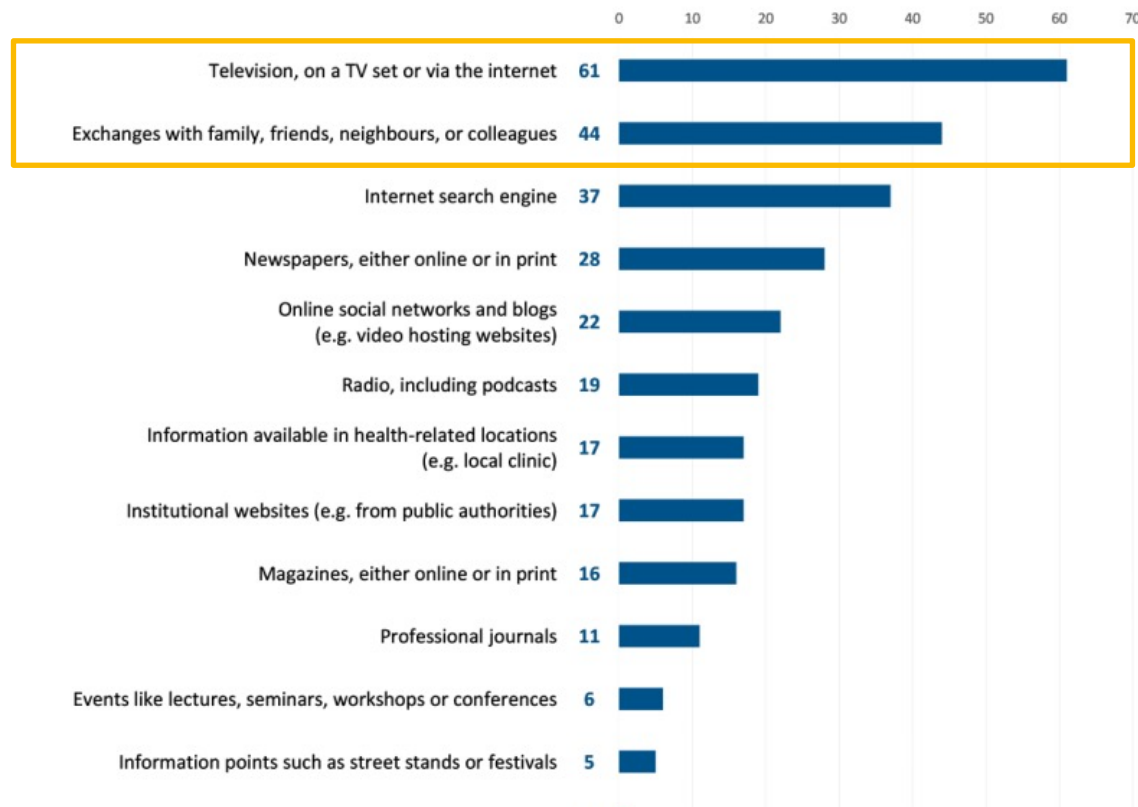
¿Cuáles son las principales fuentes de información?

En este mismo Eurobarómetro, también se indica que las **principales fuentes de información sobre los riesgos alimentarios son en un 61 % la televisión o Internet** (redes sociales), seguidos de familiares, amigos, vecinos o compañeros (44 %) y buscadores de internet (37 %), con **importantes diferencias entre generaciones**.



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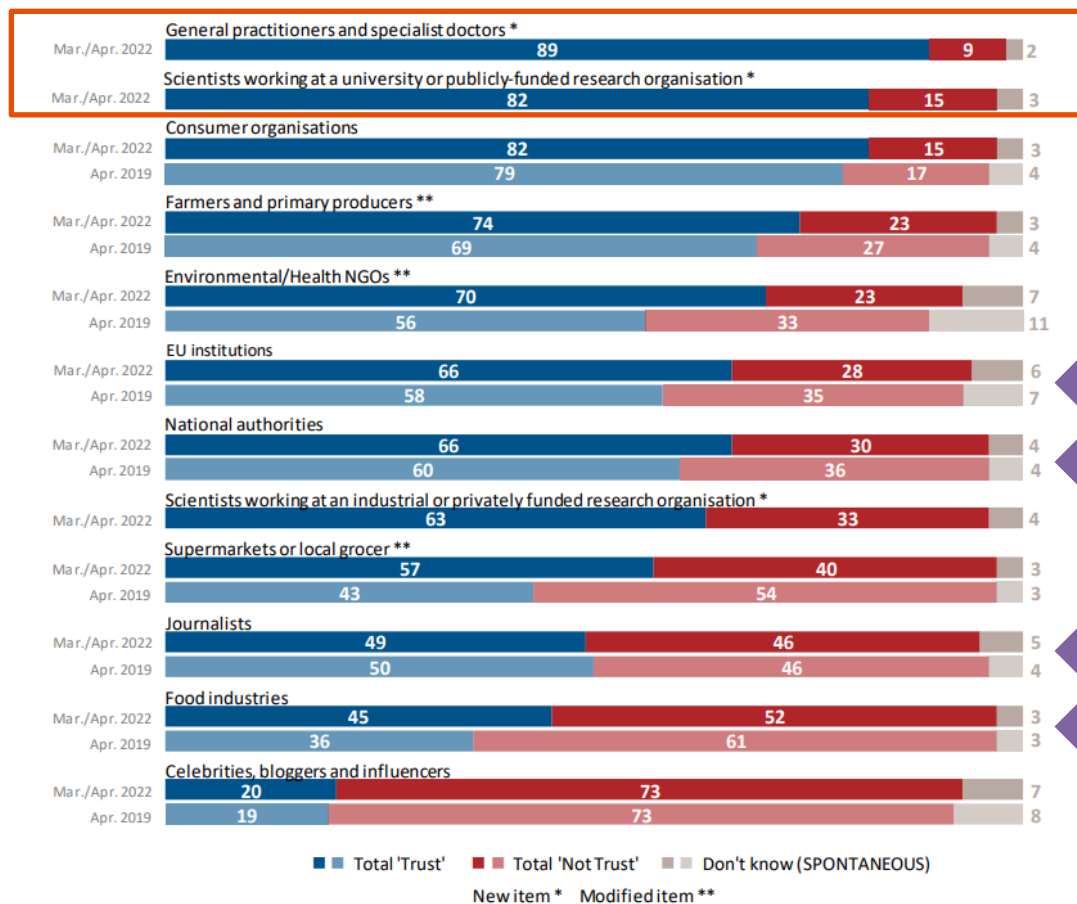
La población **mayor de 55 años** utiliza más la **televisión** como fuente de información.

La población **entre 15 y 24 años** tiene mayor confianza en **Internet** (redes sociales).



¿En quién confían más?

No obstante, el **82% de los consumidores europeos confían en los profesionales científicos** vinculados a los centros universitarios y de investigación como fuentes fiables de conocimiento (EFSA, 2022).



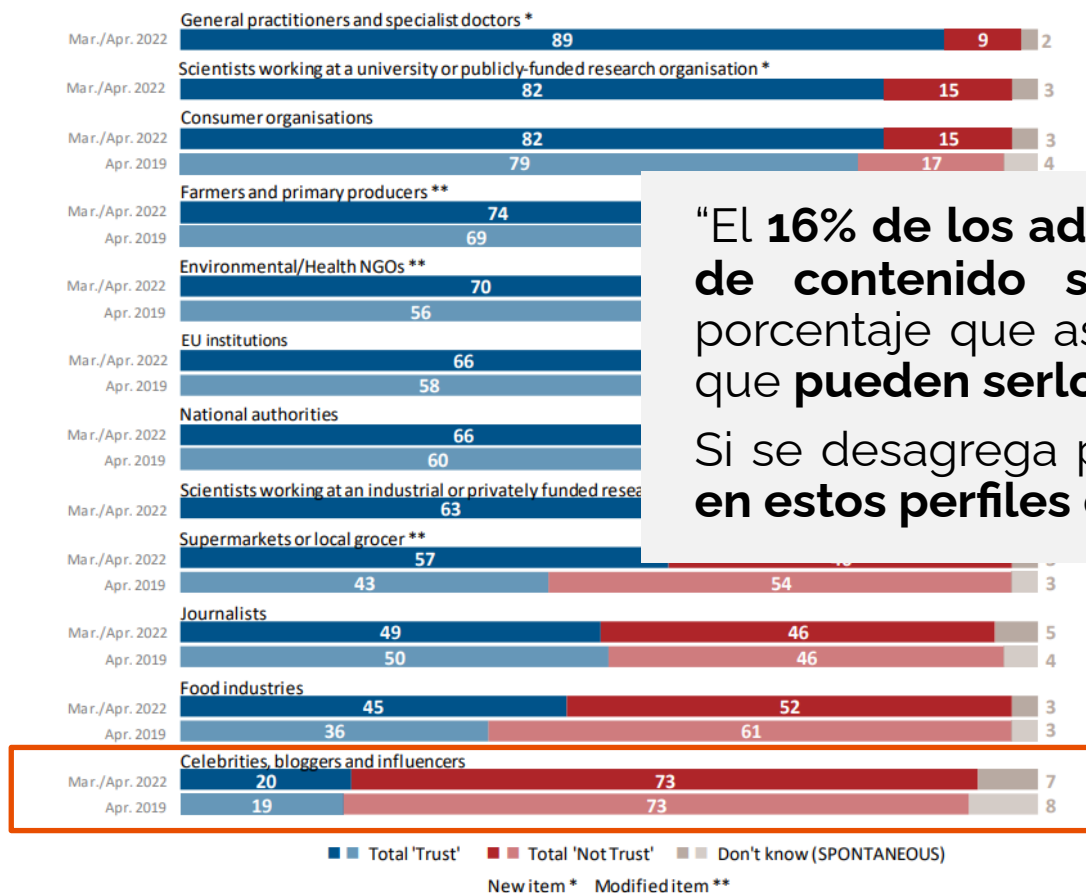
WINDOW OF OPPORTUNITY

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Save the Children



“El **16%** de los adolescentes considera que las redes o los creadores de contenido son siempre una fuente fiable de información, porcentaje que asciende al **70%** si se agrupa a todos los que piensan que **pueden serlo en determinadas ocasiones**.

Si se desagrega por género, se aprecia cómo los **chicos confían más en estos perfiles** que las chicas (23% y 9%, respectivamente).

¡PREOCUPANTE!

2 de cada 10 consumidores "confían totalmente" en celebridades, *bloggers* e *influencers* como fuentes de información en temas de alimentación.



El proyecto

“Aliméntate con ciencia” es un proyecto innovador de **creación y difusión de material audiovisual para combatir la propagación de fake news y la desinformación** en el ámbito de las ciencias de la alimentación, abordando, entre otros, aspectos clave de nutrición, inocuidad, tecnología y sostenibilidad alimentarias.

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¿Quiénes somos?

El proyecto está coordinado por la **Dra. Carolina Ripolles-Avila** y el **Dr. Oriol Comas-Basté**, dos jóvenes investigadores y profesores de la Universidad Autónoma de Barcelona (UAB) y la Universidad de Barcelona (UB), respectivamente.

La Dra. Ripolles-Avila es graduada en Ciencia y Tecnología de los Alimentos (UAB), tiene un Máster en Seguridad Alimentaria y Salud Pública (Heriot-Watt University) y realizó la tesis doctoral entre los años 2015 y 2018 en el ámbito de la inocuidad alimentaria. Desde el año 2021, es profesora lectora Serra Hunter del Departamento de Ciencia Animal y de los Alimentos de la UAB.

El Dr. Comas-Basté es graduado en Farmacia (UB) y en Ciencia y Tecnología de los Alimentos (UB) y Máster Experimental en Ciencias Farmacéuticas. Finalizó la tesis doctoral en Alimentación y Nutrición en el año 2020 y, actualmente, es profesor lector del área de Tecnología de los Alimentos del Departamento de Nutrición, Ciencias de la Alimentación y Gastronomía del Campus de la Alimentación de la UB.



¿Qué hacemos y cómo lo hacemos?

1

Identificación
de *fake news*
y selección del
experto/a

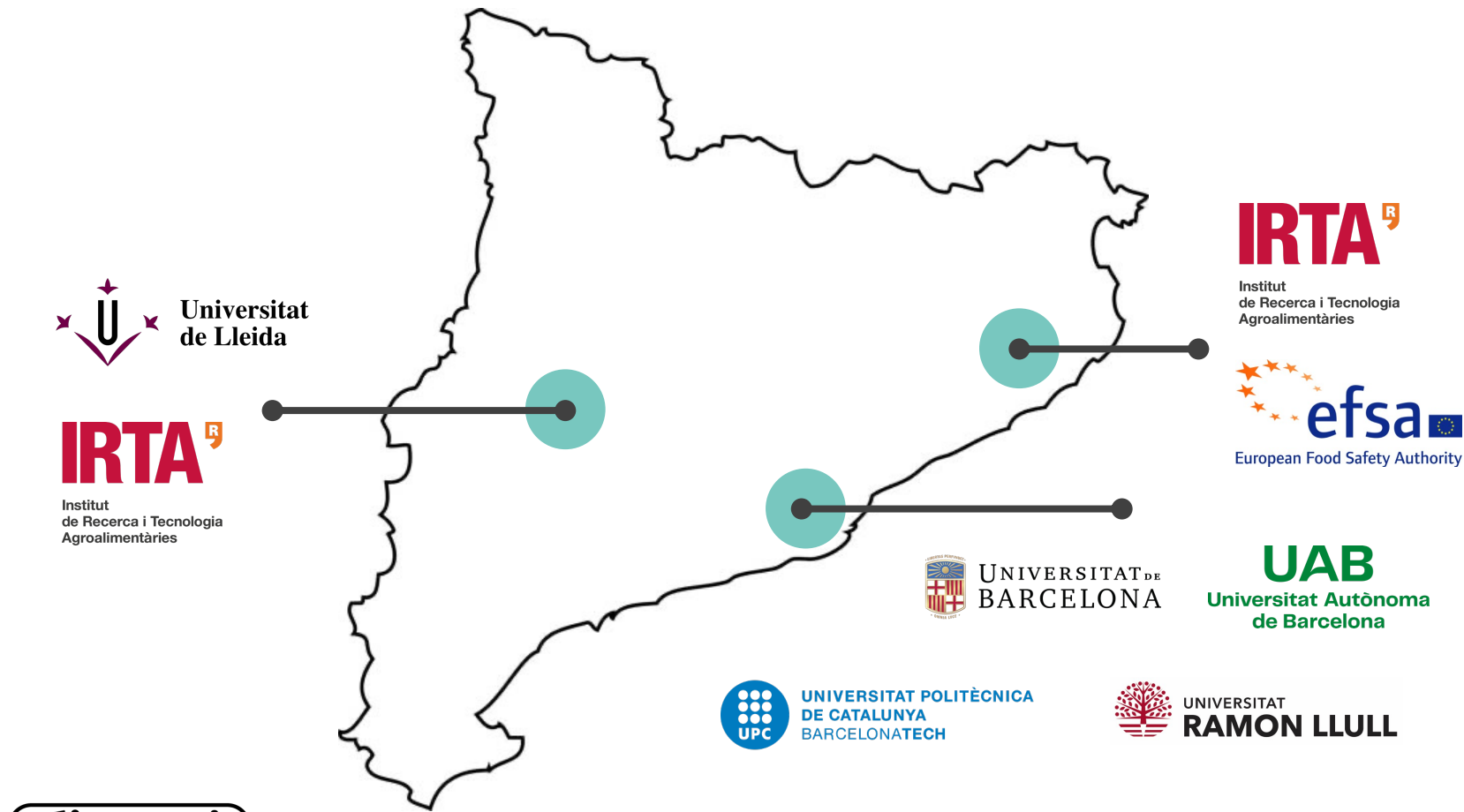
Alimenta't
amb **ciència**



Nuestros “influencers”

Diversidad territorial: profesores/as e investigadores/as de las universidades y centros de investigación de Cataluña.

Key Opinion Leaders (KOLs): para responder, desde la **evidencia científica**, a las noticias engañosas más comunes.



Impulso de la **mujer** investigadora en ciencias de la alimentación.

¿Qué hacemos y cómo lo hacemos?

1

Identificación
de *fake news*
y selección del
experto/a

2

Sesión de
grabación del
contenido
audiovisual

Video de 3 minutos
+ cápsulas cortas
en formato
"behind the scenes"

3

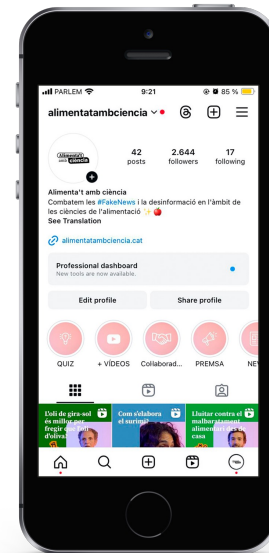
Edición
audiovisual

Subtitulación e
introducción de
iconos y texto de
refuerzo

Redacción y
revisión del
contenido
científico de las
publicaciones

4

Difusión a
través de las
redes sociales



5

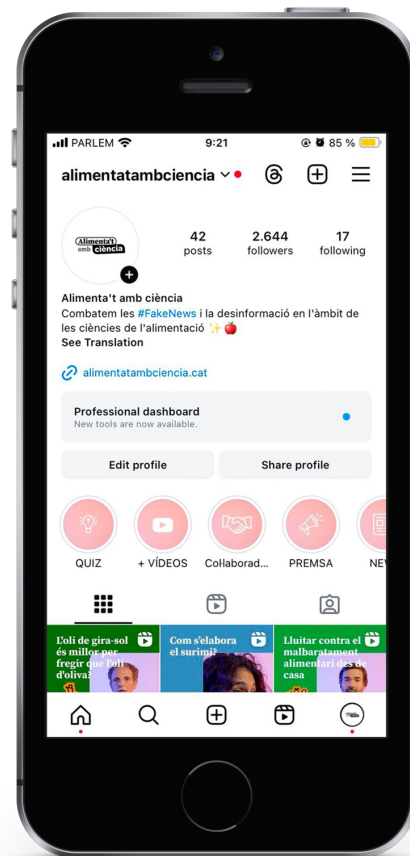
Interacción con
la audiencia

*Quiz, noticias
y preguntas*



@alimentatambciencia

El contenido



Què temes/*fake news* hem tractat?

4 Nutrició y salud

Menjar fruita al final dels àpats engreixa



fake

L'oli de coco redueix el colesterol



fake

És recomanable eliminar el gluten de la dieta



fake

Els productes lactis sense lactosa es digereixen millor i engreixen menys



fake

8 Seguridad e inocuidad alimentaria

Els additius que contenen alguns aliments són nocius per a la salut



fake

Els ous ecològics són més segurs i saludables que els convencionals



fake

Utilitzar lleixiu per desinfectar les fruites i verdures compromet la nostra salut



fake

És millor menjar la carn poc feta



fake

El consum de peix suposa un risc per a la salut degut a la presència de mercuri



fake

En la producció de pollastres s'usen hormones perquè creixin més ràpidament



fake

Un cop passada la data de consum preferent, els aliments no són aptes pel consum



fake

És segur treure la part florida d'un aliment i menjar-se la resta



fake

10 Tecnología de los alimentos

El suc de taronja perd la vitamina C si no es beu de seguida



fake

Els anàlegs carnis de base vegetal són més saludables que els productes clàssics d'origen animal



fake

L'oli de gira-sol és millor per fregir que l'oli d'oliva



fake

Cal descartar completament el líquid de les conserves de llegums abans de consumir-les



fake

Els productes congelats no són tan nutritius com els productes frescos



fake

Els aliments ultraprocessats són dolents per a la salut



fake

El surimi està elaborat amb despulls de peix



fake

Les begudes vegetals són un substitut de la llet



fake

Els punts blancs del pernil són un indicador de mala qualitat



fake

El color de la closca dels ous influeix en la seva qualitat nutricional



fake

1 Comunicación y percepciones

Alimenta't amb ciència també a Internet



fake



Nutrición y salud

- El aceite de coco reduce el colesterol
- Comer fruta al final de la comida engorda
- Los productos lácteos sin lactosa se digieren mejor y engordan menos
- Es recomendable eliminar el gluten de la dieta

L'oli de coco
redueix el
colesterol



fake



Menjar fruita
al final dels
àpats engreixa



fake



Els productes lactis
sense lactosa es
digereixen millor
i engreixen menys



fake



És recomanable
eliminar el gluten
de la dieta



fake



Seguridad e inocuidad alimentaria

- Los aditivos alimentarios que contienen algunos alimentos son perjudiciales para la salud
- Es mejor comer la carne poco hecha
- En la producción de pollos se utilizan hormonas para que crezcan más rápidamente
- El consumo de pescado supone un riesgo para la salud debido a la presencia de mercurio

Els additius que contenen alguns aliments són nocius per a la salut



fake



És millor menjar la carn poc feta



fake



En la producció de pollastres s'usen hormones perquè creixin més ràpidament



fake



El consum de peix suposa un risc per a la salut degut a la presència de mercuri



fake



Tecnología de los alimentos

- El zumo de naranja pierde la vitamina C si no se bebe enseguida
- Los productos congelados no son tan nutritivos como los productos frescos
- Es necesario descartar completamente el líquido de las conservas de legumbres antes de consumirlas
- El surimi está elaborado con despojos/restos de pescado
- El color de la cáscara del huevo influye en su calidad nutricional

El suc de taronja perd la vitamina C si no es beu de seguida



fake



Els productes congelats no són tan nutritius com els productes frescos



fake



Cal descartar completament el líquid de les conserves de llegums abans de consumir-les



fake



El surimi està elaborat amb despulles de peix



fake



El color de la closca dels ous influeix en la seva qualitat nutricional



fake



Impacto del contenido en redes sociales

[Actualización: 02/06/2025]



3.651 seguidores
964.243 visualizaciones



464 seguidores
9.745 visualizaciones



1007 seguidores
79.880 visualizaciones



366 seguidores
10.607 visualizaciones

Cifras totales de impacto

>5.000 seguidores

>1.000.000 visualizaciones

Take-home messages

En un entorno **saturado de información**, a menudo contradictoria o falsa, adoptar una **alimentación basada en evidencia científica** contrastada es clave para garantizar la seguridad alimentaria y proteger la salud de la población.

Desmontar mitos y difundir **información rigurosa y accesible** no solo fortalece la confianza en los sistemas de seguridad alimentaria, sino que también **empodera a la ciudadanía** para tomar decisiones responsables que minimicen riesgos y promuevan un consumo seguro y saludable.

¡Gracias por hacerlo posible!



Fundació
Catalana per a
la Recerca i la
Innovació



Generalitat de Catalunya
**Departament d'Agricultura,
Ramaderia, Pesca i Alimentació**



Associació Catalana de
**CIENTÍFICS I TECNÒLEGS
DELS ALIMENTS**



**Campus
de l'Alimentació**
Universitat de Barcelona



UNIVERSITAT DE
BARCELONA

UAB
**Universitat Autònoma
de Barcelona**

Todo el contenido elaborado en el marco del proyecto “Aliméntate con ciencia” se encuentra accesible a través de la página web www.alimentatambciencia.cat.

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amb **ciència**

alimentatambciencia.cat



¡Ayúdanos a luchar contra las *fake news*
en el ámbito de las ciencias de la alimentación!

¡Muchas gracias por
vuestra atención!



alimentatambciencia.cat

¡SÍGUENOS!

