

Influencers and #infolit: Critical library instruction through a lens of social media and popular culture

Jesus Espinoza (@hayzeus89)

Naomi Binnie

University of Michigan

bit.ly/influencers_miala



land acknowledgement

The Holland area surrounds Lake Macatawa, ancestrally known to the Potawatomi, Odawa, and Peoria nations as Mekatewgamie, or Black Lake. Each nation has their own rich cultural traditions and beliefs that still survive today.

We acknowledge that this land is sacred, and we commit to honoring the land and the indigenous peoples who have stewarded it for generations through continuing education and self-reflection.

<https://www.landgrabu.org/>

<https://www.honornativelandtax.org/>

<https://iltf.org/>





about us



Naomi Binnie (she/her/hers)

Digital Education Librarian

University of Michigan



Jesus Espinoza (he/him/his)

Student Success Librarian


University of Michigan

background & lesson plan






health & wellness influencers

doctor.darien Following

351 posts 18.9k followers 1,093 following

Darien Sutton MD, MBA
 NYU/Bellevue Trained Emergency Physician 📺 ABCNEWS Med Unit
 🌱🍏 DoctorRadioSiriusXM 🗣️ Creator#BusStopMedicine (My ER cases) 🧑🏻🩺🏠
youtu.be/ZyQrViO86Yo



dr.arabiamollette Message

1,012 posts 19.5k followers 222 following

Dr. Arabia Mollette, MD
 Saving Lives In & Out of the ER
 🏥 Emergency Medicine Physician
 🎙️ Host of **TheVisit™** #TheVisitPodcast
 🌐 Global Medical Missionary
 🗣️ Platform Speaker
linktr.ee/DrMollette



creating the lesson plan

- ▶ Using celery juice example
- ▶ Consulted with health science librarians, discussed with department
- ▶ Main objective: evaluating sources
 - ▷ But also: scholarship as conversation, strategic searching, expertise & authority



source comparison



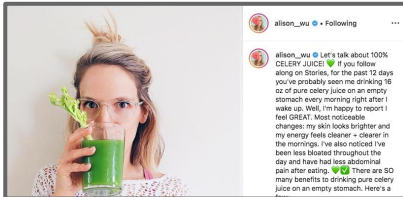
I do not believe you: how providing a source corrects health misperceptions across social media platforms

Emily K. Vraga and Leticia Bode



Actually, You Can Just Drink Some Water

Amanda Mull



Instagram Influencer post

@alison_wu



keyword searching

Understand your topic

Summarize your research topic in one or two sentences, or write it as a question. Underline or highlight the key concepts/themes in your research topic.

Why do social media influencers advertise certain health products? What implications does this have on the health and medical fields in regards to credibility and misinformation?

Brainstorm search terms

Record each of the key concepts/themes in separate columns.

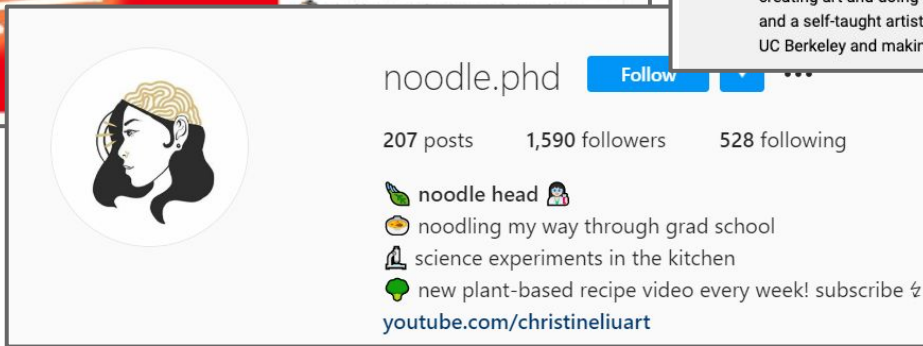
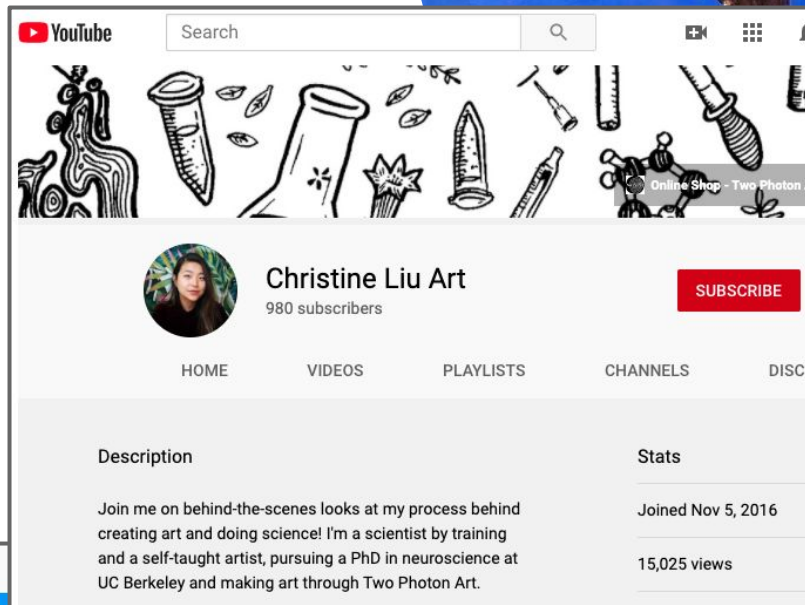
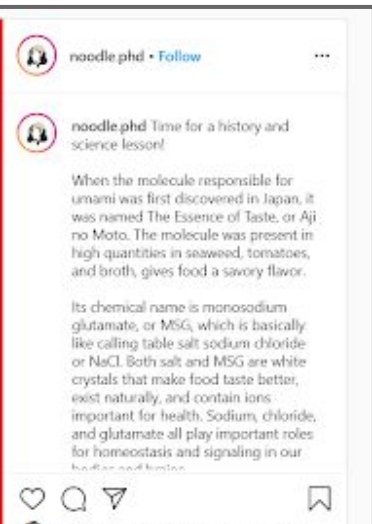
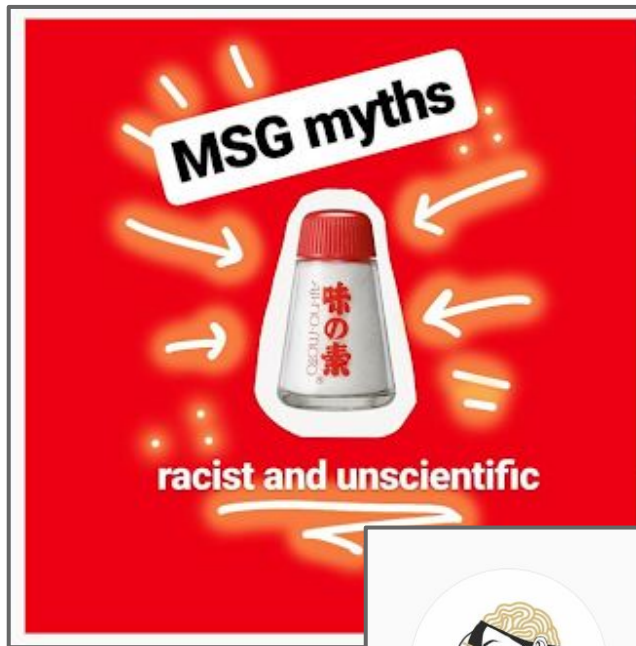
Theme/Concept 1	Theme/Concept 2	Theme/Concept 3	Theme/Concept 4
Social media Instagram Twitter Facebook Snapchat Youtube Digital communication Phones	Health Health and medical fields Nutrition vitamins/supplements Health drinks Wellness Self-care	Misinformation Propaganda Misrepresentation Viral misinformation	Credibility Followers Education (of poster) Reliable Age

lesson plan 2.0 and shifting to modules





food instagram and msg





scientific article

Annals of
**Nutrition &
Metabolism**

Review Article

Ann Nutr Metab 2018;73(suppl 5):43–52
DOI: 10.1159/000494782

Published online: December 3, 2018

Monosodium Glutamate in the Diet Does Not Raise Brain Glutamate Concentrations or Disrupt Brain Functions

John D. Fernstrom

Department of Psychiatry, Department of Pharmacology and Chemical Biology, University of Pittsburgh School of Medicine, Pittsburgh, PA, USA



humanities article

GASTRONOMICA
THE JOURNAL FOR FOOD STUDIES

CONTENT ▾

PURCHASE

ALERTS

SUBMIT

INFO FOR ▾

ABOUT ▾

Volume 5, Issue 4

November 2005



RESEARCH ARTICLE | NOVEMBER 01 2005

A Short History of MSG: Good Science, Bad Science, and Taste Cultures ✓

jordan sand

Gastronomica (2005) 5 (4): 38–49.

<https://doi-org.proxy.lib.umich.edu/10.1525/gfc.2005.5.4.38>

[< Previous Article](#) [Next Article >](#)

GASTRONOMICA
THE JOURNAL FOR FOOD STUDIES



popular article

The New York Times

Yes, MSG, the Secret Behind the Savor

By Julia Moskin

March 5, 2008

IN 1968 a Chinese-American physician wrote a letter to The New England Journal of Medicine

describing how he had experienced numbness, palpitations and weakness after eating in Chinese restaurants in the United States, and wondered whether the monosodium glutamate used by cooks here (and then rarely used by cooks in China) might be to blame.

The consequences for the restaurant business, the food industry and American consumers were immediate and enormous. MSG, a common flavor enhancer and preservative used since the 1950s, was tagged as a toxin, removed from commercial baby food and



Julia Moskin

Julia Moskin, a lifelong New Yorker, was named after Julia Child and has been a Times Food staff reporter since 2004. She was part of a team that won a Pulitzer Prize in 2018 for public service for reporting on workplace sexual harassment issues. [More ▾](#)

**workshop
activity**

bit.ly/influencers_miala2



thanks! questions?

ejesus@umich.edu

nbinnie@umich.edu

