

# kcure

EVIDENCE BASED



PATIENT DRIVEN

---

Kidney Cancer Advocacy

# Types of Disinformation

- Predatory sellers
- Conspiracy Ideation
- Inflammatory/Biased News

Choose the Package That Fits You Best:

DIGITAL PACKAGE	PHYSICAL PACKAGE	Best Value! DIGITAL + PHYSICAL
Own the Digital Package and gain instant online access all 10 video modules, MP3s, Transcripts and the Guide Book... <b>Plus</b>	Own the Physical Package and get all 10 modules on DVD, the printed Transcript and Guide Books, and MP3s... <b>Plus</b>	Own the Digital + Physical Package, and get Everything: the DVDs, printed Transcript and Guide Books, and MP3s as well as online access... <b>Plus</b>
<b>BONUS:</b> Buddy Pass share <b>BONUS:</b> 6 LIVE Q&A calls w/ me <b>BONUS:</b> Support Group Access	<b>BONUS:</b> Buddy Pass to share <b>BONUS:</b> 6 LIVE Q&A calls w/me <b>BONUS:</b> Support Group Access	<b>BONUS:</b> Buddy Pass to share <b>BONUS:</b> 6 LIVE Q&A calls w/me <b>BONUS:</b> Support Group Access
<del>\$497</del> <b>\$147</b> (Save Over 25%)	<del>\$297</del> <b>\$197</b> (Save Over 33%)	<del>\$347</del> <b>\$197</b> (Save Over 43%)
<b>ADD TO CART</b>	<b>ADD TO CART</b>	<b>ADD TO CART</b>
<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>	<a href="#">Add to Cart</a>
<small>Your Payment is 100% Secure</small>	<small>Your Payment is 100% Secure</small>	<small>Your Payment is 100% Secure</small>

Check Out These Incredible Testimonials From  
The SQUARE ONE Community...



## Fenbendazole - Cancer Support Group

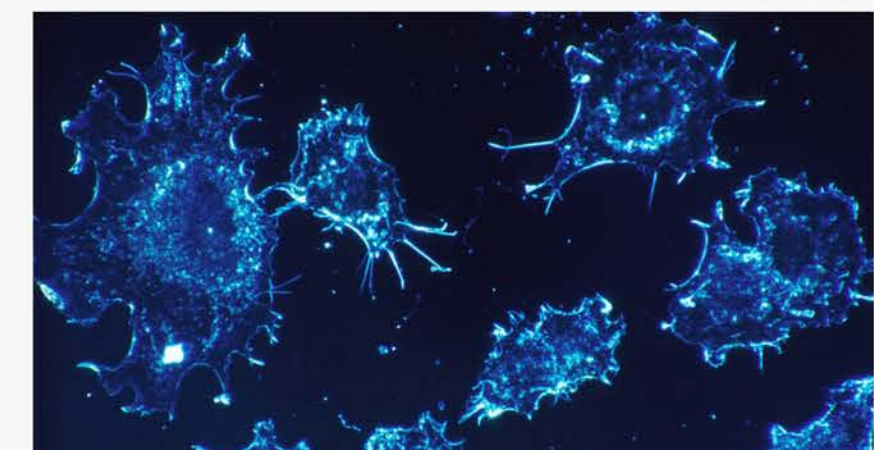
Private group · 21.0K members

Jerusalem Post > Health & Science

## A cure for cancer? Israeli scientists may have found one

"Our results are consistent and repeatable."

By MAAVAN JAFFE-HOFFMAN JANUARY 28, 2019 23:14



Subs  
news

Your

By sub

Hot O

# Identifying Disinformation

- Resources that rely on single cases versus randomized trials
- Treatments that works for multiple cancers, multiple diseases
- Inflammatory terms like "Miracle Cure" or "No Side Effects."
- Special Offers, Free Delivery, Money Back Guarantee

**FREE  
DELIVERY**

**MIRACLE CURE!**

**NO SIDE EFFECTS**

# Identifying Disinformation

- Over the top headlines that sound too good to be true.
- Information that ties human responses to research done in mouse models.
- Conspiratorial language about "re-purposed drugs" or anti "big-pharma" messaging.

**BREAKING NEWS!**

*All natural*

**BIG PHARMA**

# Identifying Fake Profiles

- There are many features that can indicate a fake social media account; however, none of them are proof that the account is fake.
- These are clues to look for that *might* signify a fake account:

## CHECK THE NAME

- Is it a real name?
- Does the name match the gender associated with the profile?
- Is the the name on the page the same as the name in the URL for the page?





# Identifying Fake Profiles

## CHECK THE PROFILE PICTURE

- Does the picture look a little too perfect? As though it's a stock photograph?
- Is it a picture of a celebrity?
- Is there no profile picture at all?





# Identifying Fake Profiles

## CHECK OTHER PROFILE PHOTOS

Does the page have lots of pictures - but few pictures of people? For example:

- Flowers
- Pets
- Cars
- Scenery





# Identifying Fake Profiles

## CHECK THE ABOUT SECTION

Does the profile seem over the top?

- Went to Harvard
- General at NATO
- Surgeon at MDAnderson

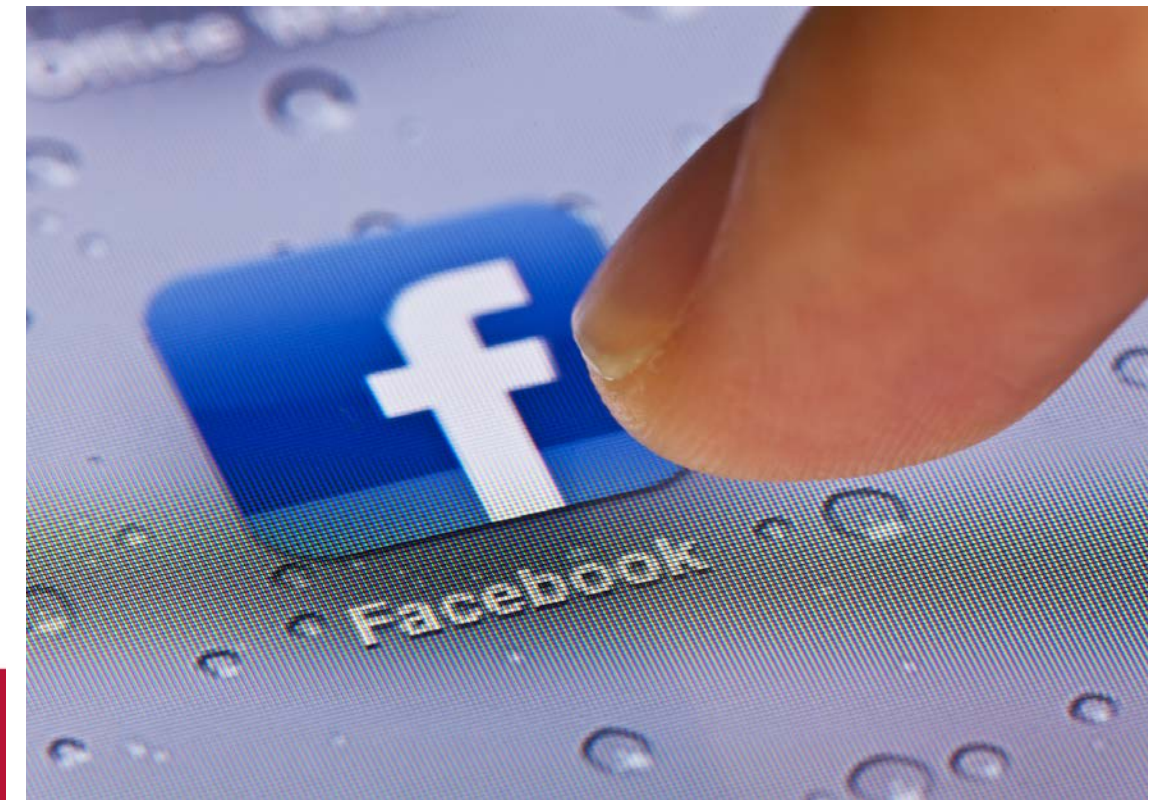




# Identifying Fake Profiles

## CHECK THE ABOUT SECTION

- Are there patterns where places are repeated: Lives in California City, California. Went to California University
- Do they work at Facebook Ap?





# Identifying Fake Profiles

## CHECK THEIR POSTS

- Do they only post links to other pages? Such as news sites?
- Do they post frequently but have little or no engagement from friends/followers?
- Do they have lots of posts about t-shirts or merchandise?
- Do their posts seem to have an agenda? RSO, CBD Oil, Cannabis Cures





# Identifying Fake Profiles

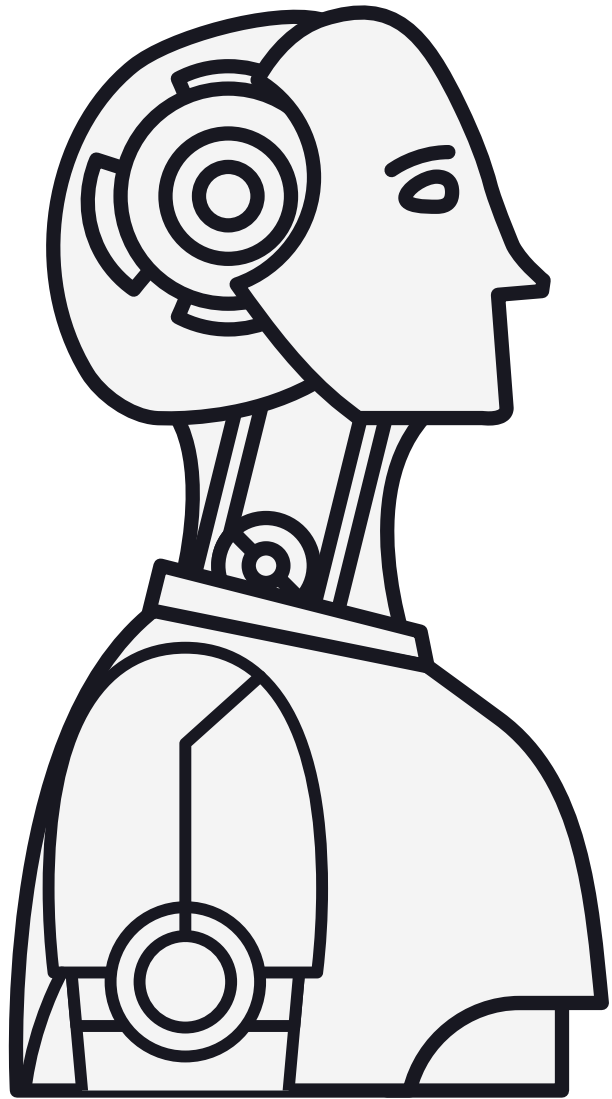
## CHECK THEIR FRIENDS/FOLLOWERS

- Is the person from one location - but all of their friends/followers seem to be from somewhere else?
- Do they have thousands of friends - but no activity in their profile?
- Do many of their friends/followers appear to be fake profiles as well?

## CHECK THEIR GROUPS

- Are they members of many groups? Especially health related groups for various disease?

# Don't Argue with Robots



Fake profiles are often "robots" that will post the same comments over and over again.

Arguing with them will only increase engagement and make their posts more visible to others.

If they infiltrate a group - just delete their posts/comments and block them.