

# Advertisements

---

Arun Nanivadekar, MD MSc

# Nature and purpose

---

- ❑ Persuasive messages in words (written or spoken) and pictures
  - ❑ Create a favorable impression, opinion or belief
  - ❑ Influence prescribing or purchasing behavior
-

# Who needs them?

---

- Advertisers: for prescriptions and sales
  - Publishers: for revenue
  - Readers: for awareness and information (!)
-

# Hierarchy of credibility

---

**Scientists**

**Non-scientists**

- Facts
- Logic
- Analogy
- Testimony



# Ad's can mislead through

---

- ❑ What numbers mean and what words say they mean
  - ❑ Lack of balance
  - ❑ Implication and juxtaposition
  - ❑ Half-truths rather than lies
  - ❑ Non-verifiable references
  - ❑ Misquoting or quoting out of context
-

# Who controls their content?

---

- ❑ Advertisers: Col – science vs. sales
  - ❑ Editors and Publishers: Col - revenue vs. reputation
  - ❑ Regulatory agencies, if efficient and effective
-

# Avenues to resolve Col

---

- ❑ Adoption of codes: IFPMA, ABPI, ICMJE
  - ❑ Role of medical departments of manufacturers – a matter of values
  - ❑ Legal status, e.g., no advertisement of a herbal drug or alternative remedy in a journal of modern medicine
-