

Expert opinions are not always reliable

Because...

- They may be based on personal experience or preferences rather than the best available evidence
- They may be based on data from a single study rather than from a systematic review
- They may be influenced by professional, ideological or economic interests

Warning signs

“**Experts** recommend...”

“...a **scientist** says...”

“A **doctor** on social media says...”

Be careful! Experts' opinions about a treatment are not always in line with the best evidence.

- **Don't judge** a book by its cover or blindly believe an expert's opinion
- **Find out** how a conclusion was reached about the effects of a treatment
- **Be aware** that opinions about treatments are most reliable when they are based on systematic reviews

