

Conflicts of interest can lead to misrepresentation of the evidence

Because...

- Los Researchers may feel pressure to publish results favorable to their funders
- Experts may have personal or professional relationships that influence their opinions
- Companies or institutions with financial interests can spread claims that are biased in favor of their products

Warning signs

“...the best product on the market...” “...no harmful effects...”

There is no declaration about conflicts of interest

The author or researcher is known to have a conflict of interest

- **Be cautious** if there is no information about how a study was funded
- **Ask yourself** if the source of information might benefit financially or otherwise from the claim
- **Remember** that research results are more reliable if the authors' conflicts of interest are stated

