Medical and Scientific Communications Network

13 October 2026

Science communication in the age of AI and misinformation

Welcome to this week's newsletter. We offer the chance to pause, take stock as we share a few things that caught our attention over the past few days - ideas, articles, and observations worth a moment of consideration before the next deadline calls. In a field rarely short of information our aim is to filter out the background noise and share topics that deserve a second look.

In the news

The Wednesday Effect: Why your most ordinary days matter the most. Ordinary days are meaningful opportunities to start and form new habits. Don't wait for a fresh start; small actions today create change. Make habits part of who you are, not just goals on a to-do list. Choose consistency over perfection; imperfect progress still counts (more…).

Can picking up a book really improve your brain? Picking up a book for half an hour may feel like simple downtime, but reading for pleasure appears to do more than just entertain us. Research suggests it can support aspects of cognition and wellbeing, while also helping us understand and connect with other people (more…).

Tired now - or thinking faster? Both are linked to a harder time pushing through fatigue later. Many people continue working, studying or completing everyday chores even when they feel tired and their energy is low. However, reliably completing tasks while fatigued can require considerable mental effort (more…).

Reading habits for the new literary 'dark ages': As screens consume greater amounts of our time, we risk losing the habits of mind that helped us build the modern world (more…).

How AI Is Influencing Language and Meaning: As AI-speak assimilates common psychological terms, meanings shift. The emerging AI language is a dynamic system. This evolution of language is altering the meaning and use of words. The term 'superintelligence' (ahem) is an effort to amplify and humanise artificial intelligence (more…).

Can you spot health misinformation: The rise of health information on non-traditional platforms has led to greater concerns about health misinformation. According to polling we commissioned with IPSOS, two thirds of UK adults (67%) see health misinformation as a significant or very serious problem, and 89% believe it puts lives at risk (more…).

Trustworthy science journalism is more essential than ever: As New Scientist celebrates its 70th anniversary, climate change, AI and misinformation have heightened the need for rigorous, sceptical reporting (more…).

Alternative science against the corrupt elites? Due to extensive regulations, pseudoscience and accusations of censorship are increasingly used as persuasive strategies in health misinformation. How effective are these? (more…).

Conspiracy thinking, populist attitudes and passive news consumption are the factors that most contribute to the spread of science-related hoaxes: 51.5 per cent of the Spanish population feel capable of spotting misinformation about science, but only 18.1 per cent believe others are capable of doing so (more…).

Women's health boom puts science communication under the microscope: CRN's SciComms Connect symposium highlighted how women's health is attracting more research, investment, and product development, but translating that momentum into credible supplement products and consumer messaging remains challenging (more…).

From Storytelling to Truth-Telling: Narrative Integrity in Science Communication: Science storytelling can make evidence intelligible, memorable, and culturally resonant, yet persuasive narratives may still misrepresent how scientific knowledge is produced. This commentary argues that communicators need a standard beyond narrative trust: narrative integrity (more…).

A Job Demands-Resources Perspective on Science Communication: How Public Engagement Shapes Scientist Communicators' Well-Being: Scientists are increasingly expected to engage public audiences, yet little is known about how this work shapes their well-being (more…).

Identifying Alternatives to Retraction of Controversial Research Findings: Although academic journals have historically prioritized dissemination of accurate information, some journals now consider information hazards in editorial policies. Editors may reject or retract papers based on their perceived potential to impose societal harms (more…).

Scaling Dialogic Science Communication Training With Large Language Models: This research note explores the potential of artificial intelligence (AI) to support scalable training in science communication. Training scientists in science communication is increasingly being recognized as important, yet existing programs face scalability challenges and often prioritize one-way knowledge dissemination over dialogue (more…).

Rethinking lived experience: The theme of this year's World Mental Health Day, held on Oct 10, is Lived experiences heard: real voices, real change. On its website, WHO states that the voices of people with lived experience should "shape the policies, services and decisions that affect their lives" (more…)

Developing roadmaps for advancing practice, research, and policy in the arts and health: Despite arts engagement being a ubiquitous human behaviour across human history, research and awareness on the health benefits of engagement are still emerging, accelerating over the past decade (more…).

'The spine just wants to move': How to future-proof your neck: Sometimes it pays to consider the weight of the human head. When you're sat or stood upright, the mechanical load that your head places on the neck is only about 12 pounds (5.4kg). This is not a problem. But across the planet, billions of us are spending large portions of our day with our bodies hunched over. And as we stoop over our laptops and smartphones, we're radically changing the distribution of weight on our necks (more…).

Save the Date



Unlock the Art & Science of Medical Communications!

Building on the incredible momentum, creative spark, and vibrant insights of our past MSCN gatherings, we are thrilled to host our Pre-Christmas Meeting on 9th December 2026 at Vestry House, London!

Medical communicators aren't just writers - we are storytellers, strategists, and vital leaders turning complex science into meaningful human connection. Join top minds across the industry for an inspiring afternoon exploring the perfect intersection of strategic narrative, visual design, and regulatory clarity.

Vestry House, London

Afternoon Session

Save the date - details coming soon!

Finding Your Voice: Why Medical Writers Need to Write



Medical writers spend their working lives finding the right words for everyone else. But how many take the time to find their own voice?

In an age when AI can produce competent scientific prose at the click of a button, technical accuracy and regulatory expertise may no longer be enough to stand out.

Perhaps the real differentiator is the ability to think independently, challenge accepted wisdom and make people care about what you write. So why do so few medical writers write for themselves?

Is it time, confidence, commercial pressure, or have we somehow turned a creative profession into one where creativity ends when the working day does?

I think it’s time we asked: https://niche.org.uk/writers-voice

Upcoming Events

Life sciences and the NHS: delivering the next generation of health innovation: 13th October, London:
Event details

Reframing Precision Medicine: Innovation to Implementation, October 13-15, 2026, The Royal Institution, London, England,
Event details

Delivering cancer care now and for the future (in-person conference), Wednesday 21 October, London, UK
Event details

Festival of Biologics 2026: 13-15 October 2026 | Messe Basel, Basel, Switzerland Biologic medicines, immunotherapies, clinical trials and commercialisation.
Event details

TOPRA Annual Symposium 2026: 19-21 October 2026 | Royal Jaarbeurs, Utrecht, Netherlands
Event details

ESMO 2026 Madrid, Spain, on 23-27 October 2026,
Event details

The European Conference on Digital Transformation & Data in Medical Technologies 26-27 October 2026 in Munich, Germany.
Event details

29-30 October 2026 - BMJ Future Health Europe
Event details

AMWA 2026 Medical Writing & Communication Conference, November 4-7, 2026, Washington USA
Event details

Extracellular Vesicles: Engineering the Future of Precision Medicine Porto, Portugal, 13-14th November
Event details

Public Engagement in Practice 2026 5 November 2026 | Linacre College, University of Oxford, UK Applications close at 09:00 on 5 October 2026.
Event details

Falling Walls Science Summit 2026 6-9 November 2026 | Berlin, Germany, and online Scientific breakthroughs and engagement between science and society.
Event details

BIO Europe 2026 9-11 November 2026 | Koelnmesse, Cologne, Germany
Event details

Communicating science how do we talk about what we do and does it work 17 November 2026 | 12:00-13:00 UK time | Online
Event details

18 November 2026 - 7th Annual Pharma Communications Conference
Event details

9-21 November 2026 - EMWA 62nd Virtual Conference, Autumn 2026
Event details

Medica 16-19 November 2026: Dusseldorf, Germany
Event details

19 November 2026 - Making STEM Engagement Accessible
Event details

The King’s Fund Annual conference 2026: good health for all: 17th November , London:
Event details

Conference: London Biotech 2026 Conference: 18-19th November Excel Register For The Leading Global Biotech Event | London Biotechnology Show
Event details

DIA-MHRA Global Summit November 16-17, 2026 | London, UK: Developed in collaboration with the MHRA, is designed to showcase how the UK ecosystem brings innovation to life across the full pathway.
Event details

International Celiac Disease Symposium: 17-20 November 2026, Melbourne, Australia ICDS2026 - International Celiac Disease Symposium
Event details

The MAD World Summit 2026, The UK's leading event dedicated to workplace culture, health and wellbeing. Thursday 26th November 2026 | Convene, 155 Bishopsgate, London
Event details

Shaping the future of Diabetes Prevention Sitges, Spain, 30th November -2nd December 2026 Home - The Lancet Summit: shaping the future of diabetes prevention
Event details

December 2026 and early 2027

GIANT Health 2026: 7-8 December 2026 | Business Design Centre, London, UK Healthcare innovation, NHS transformation, AI and digital health.
Event details

Genesis 2026 Maximising Returns from Life Science Innovation: 10 December 2026 | 1 Wimpole Street, London, UK Life sciences research, investment, collaboration and innovation.
Event details

Association for Science Education Annual Conference 2027 7-9 January 2027 | University of Northampton, UK Science education, engagement and professional development.
Event details

2027 European Meeting of ISMPP: 25-27 January 2027 | Leonardo Royal Hotel Tower Bridge, London, UK Meeting for medical publication professionals. Link opens the organiser's specific event listing.
Event details

DIA Europe 2027: 16-18 March 2027 | Basel, Switzerland Drug development, clinical trials, regulation, pharmacovigilance and patient access.
Event details

BioTrinity 2027: 13-14 April 2027 | London, UK Life sciences research, investment, pharmaceutical partnerships and networking.
Event details

23rd Annual Meeting of ISMPP: 3-5 May 2027 | Orlando, Florida, USA Meeting for medical publication professionals. Link opens the organiser's specific event listing.
Event details

BIO International Convention 2027: 7-10 June 2027 | Philadelphia, Pennsylvania, USA International biotechnology convention. The event website now displays the 2027 save-the-date; some supporting pages still contain 2026 material.
Event details

Titbits

How your brain keeps learning while you rest: When humans try to solve a problem or learn a new skill, we do more than just encode new information in the brain. We also draw on past experiences and knowledge, connecting old neurons along new pathways to adapt them to new purposes (more...).

Will AI scoop your science? Some researchers see a gloomy future. Scientists worry that increasingly capable large language models will beat them to discoveries (more...).

Apparently, Male AI Agents Get Paid More Than Female Ones: In a new Virtual Reality experiment, researchers gave two AI assistants the same brain, the same abilities, and the same job. One looked and sounded like a man. The other looked and sounded like a woman. Even AI can't escape the gender wage gap, apparently (more...).

A Better Buzz: The Ideal Time to Drink Coffee: Caffeine can make you feel good - at certain times of the day. Caffeine prompts positive changes in affect and increases cognitive performance. A morning buzz is best when consumed within the first two-and-a-half hours of waking up. Feeling tired or being with others can play a role in enjoying the effects of caffeine (more...).

'Ghost Poops' Are Real. Here's What They Might Mean For Your Gut Health: They haunt the U-bends of our toilets and spook us into thinking we haven't gone number two yet. But are these phantom feces a sinister sign? In some cases, they may actually be a good thing. They could indicate that your intestines have sucked out most fatty oils or bile (more...).

Steven and Tim



Two friends, each running a business on opposite sides of the pharmaceutical and medical communications industry, have joined forces to rescue and sustain the MedComms networking group. Our shared vision is not just to preserve the community but to create a lasting legacy that supports future generations of communicators.

For privacy enquiries, contact info@medscicommsnet.org. To unsubscribe please manage your subscription using the link below.

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