

Why We Must Rebuild Trust in Science

This article shares some of the ways the biomedical research sector has made great accomplishments during the COVID-

to population health. We present a novel framework to guide the investigation and assessment of the effects of social media on public health: the SPHERE (Social media and Public Health Epidemic and REsponse) continuum. This model illustrates the functions of social media across the epidemieresponse continuum, ranging across contagion, vector, surveillance, inoculant, disease control, and treatment. We also describe attributes of the communications, diseases and pathogens, and hosts that influence whether certain functions dominate over others. Finally, we describe a comprehensive set of outcomes relevant to the evaluation of the effects of social media on the public's health."