

Marco Zenone

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Objectives

1. **Establish safer online spaces for vulnerable and underserved groups.**
2. **Critically examine digital platforms for their contributions to public health harms.**
3. **Monitor and pre-emptively debunk harmful health dis-and-misinformation.**
4. **Democratize science communication and promote public engagement in science.**

Education

London School of Hygiene and Tropical Medicine, University of London.

London, United Kingdom, Faculty of Public Health & Policy, PhD (August 2024).

Dissertation: Deceiving Cancer Patients Online: The Enabling Role of Digital Platforms

Simon Fraser University.

Burnaby, British Columbia, Faculty of Health Sciences, MSc (August 2020).

Dissertation: Cannabidiol Marketing and Decision-Making

Simon Fraser University.

Burnaby, British Columbia, Faculty of Health Sciences, BA Honours (August 2018).

Dissertation: Sugary Drink Perceptions Among Canadian University Students

Research Experience

Banting Postdoctoral Fellow [health disinformation, online safety, digital platforms].

School of Public Policy and Global Affairs, University of British Columbia

September 2024-present.

Research Associate [health misinformation, ethics, online health discourse].

Health Law Institute, University of Alberta

May 2022-present.

Research Associate [digital platforms, mental health, online safety, adolescents].

Faculty of Medicine, University of British Columbia

August 2020-2023.

Research Assistant [bioethics, applied ethics, misinformation, crowdfunding].

Faculty of Health Sciences, Simon Fraser University

September 2017-June 2020

Research and Evaluation Assistant [injury prevention, health communication].

Department of Patient Safety & Injury Prevention, Fraser Health Authority.

September 2015-August 2017.

Teaching Experience

Lecturer

School of Nursing and Health Studies, University of Washington Bothell.

June 2023-June 2024.

Classes taught: Social Justice in Health (Summer 2022), Special Health Topics (“Images of Wellness in the Media”) (Fall 2023), Introduction to Public Health (Winter & Spring 2024).

Grants Received

Investigator, Exploiting Terminally Ill Cancer Patients with False Hope: The Role of Harmful Online Ecosystems, Banting Fellowship (CIHR), \$140,000. 2024.

Trainee, Improving Canadians' health literacy regarding the prevention of cancer, Canadian Cancer Society, \$517,077. 2024.

Trainee, Is TikTok Changing the Way Young People Learn about Mental Health and Connect to Health Services? Canadian Institute of Health Research, \$440,000. 2022.

Co-Investigator, The Ethics of Public Health Emergency Preparedness and Response, World Health Organization, \$44,500. 2020.

Co-Investigator, Cannabis & Vaping Micro Grant, Health Canada, \$1000. 2019.

Co-Investigator. Vice President of Research Award, Simon Fraser University, \$2500. 2018.

Co-Investigator. Vice President of Research Award, Simon Fraser University, \$2500. 2017.

Awards

Best Rapid-Fire Presentation by Trainee Award, Promoting Research in Social Media and Health Conference. 2022.

Best Student Extended Abstract, The 4th Multidisciplinary International Symposium on Disinformation in Open Online Media. 2022.

Dean's Convocation Medal, Faculty of Health Sciences, Simon Fraser University, 2021.

International Policy Ideas Challenge Winner, Global Affairs Canada, 2019.

Djavad Mowafaghian Child Health Practice & Research Award, Faculty of Health Sciences, Simon Fraser University. 2019.

Top 25 Under 25, Surrey Board of Trade. 2018.

Outstanding Service to the Faculty of Health Sciences Award, Faculty of Health Sciences, Simon Fraser University. 2018.

Vichy Bach Memorial Award, Faculty of Health Sciences, Simon Fraser University. 2016.

Peer-Reviewed Journal Articles

39. **Zenone M**, Marcon A, Kenworthy N, van Schalkwyk M, Caulfield T, Hartwell G, Maani N. Google allows advertisers to target the sensitive informational queries of cancer patients. *HKS Misinformation Review*. 2024;5(7).

38. **Zenone M**, Kenworthy N. Should WHO Partner with TikTok to Combat Misinformation? *The Lancet*. 2024;404(10467):2046-2047.

37. **Zenone M**, van Schalkwyk M, Hartwell G, Caulfield T, Maani N. Selling Misleading "Cancer Cure" Books on Amazon: Systematic Search on Amazon.com and Thematic Analysis. *JMIR*. 2024;26:e56354.

36. Hartwell G, Gill M, **Zenone M**, McKee M. Smartphones, social media, and teenage mental health. *BMJ*. 2024;385:E079828.

35. **Zenone M**, Snyder J, van Schalkwyk M, Bélisle-Pipon JC, Hartwell G, Caulfield T, Maani N. Alternative cancer clinics' use of Google listings and reviews to mislead potential patients. *BJC Reports*. 2024;2(1):55.
34. Snyder J, **Zenone M**, Grewal A, Caulfield T. Crowdfunding for Complementary and Alternative Cancer Treatment in Tijuana, Mexico: Content Analysis. *JMIR Cancer*. 2024;10:e52018.
33. Turuba R, Cormier W, Zimmerman R, Ow N, **Zenone M**, Quintana Y, Jenkins E, Ben-David S, Raimundo A, Marcon A, Mathias S, Henerson J, Barbic S. Exploring how youth use TikTok for mental health information in British Columbia: Semi structured interview study with youth. *JMIR Infodemiology*. 2024;4(1):e53233.
32. Guegan E, **Zenone M**, Mialon M, Gallopel-Morvan K. Portrayals of popular alcohol influencer's videos on TikTok. *BMC Public Health*. 2024;24(1):1384.
31. Marcon A, **Zenone M**, Caulfield T. The Portrayal of Organ Donation on TikTok: A Content Analysis of Popular English-Language TikTok Videos. *Digital Health*. 2023;9.
30. Snyder J, **Zenone M**. Vaccine Related Crowdfunding on a 'Freedom Fundraising' Platform. *PLOS One*. 2023;18(7):e0288539.
29. **Zenone M**, Snyder J, Belisle-Pipon JC, Caulfield T, van Schalkwyk M, Maani N. Advertising Alternative Cancer Treatments and Approaches on Meta Social Media Platforms: Content Analysis. *JMIR Infodemiology*. 2023;3(1):e43548.
28. Chasca W, Nerada S, **Zenone M**, Barbic S. TikTok and #OccupationalTherapy: Cross-Sectional Study. *JMIR Formative Research*. 2023;7(1):e45554.
27. Bagenal J, **Zenone M**, Barbic S, Maani N. Embracing the Non-Traditional: Alcohol Advertising on TikTok. *BMJ Global Health*. 2023;8(1):e009954.
26. **Zenone M**, Caulfield T. Using Data From a Short Video Social Media Platform to Identify Emergent Monkeypox Conspiracy Theories. *JAMA Network Open*. 2022;5(10): e2236993
25. **Zenone M**, Kenworthy N, Maani N. The Social Media Industry as a Commercial Determinant of Health. *International Journal of Health Policy and Management*. 2022. doi: 10.34172/ijhpm. 2022.6840
24. **Zenone M**, Caulfield T. Newspaper Coverage of COVID-19 Vaccination Requirement for Organ Transplant. *JAMA Network Open*. 2022;5(12): e2248800
23. Van Schalkwyk M, **Zenone M**, Maani N, Petticrew M, McKee M. Back to our Roots or Sowing New Seeds: Thinking Anew on the Paradigms of Health, Harm and Disease. *Journal of Public Health*. 2022;44(1):i28-i33.
22. Barbic S, Brooks E, Lassak N, Khaleghi M, **Zenone M**, Ow N, Leon A, Matthias S. "It Cannot be Boring!": Developing a Measure of Function for Young Adults Accessing Integrated Youth Services. *Journal of Patient-Reported Outcomes*. 2022;6(1):92.
21. **Zenone M**, Snyder J, Marcon A, Caulfield T. Analyzing Natural Herd Immunity Media Discourse in the United Kingdom and the United States. *PLOS Global Public Health*. 2022;2(1):e000078.
20. **Zenone M**, Raimundo A, Nanji S, Neha U, Karen T, et al. Implementing Integrated-Youth Services Virtually in British Columbia during the COVID-19 Pandemic. *Integrated Healthcare Journal*. 2022;4:e000089.

19. **Zenone M**, Ow N, Barbic S. TikTok and Public Health: A Proposed Research Agenda. *BMJ Global Health*. 2021;6:e007648.
18. **Zenone M**, Kenworthy N. Pre-Emption Strategies to Block Taxes on Sugar-Sweetened Beverages: A Framing Analysis of Facebook Advertising in Support of Washington State Initiative-1634. *Global Public Health*. 2021;17(9):1854-1867,
17. **Zenone M**, Kenworthy N, Barbic S. The Paradoxical Relationship Between Health Promotion and the Social Media Industry. *Health Promotion Practice*. 2021;21(5):684-686.
16. **Zenone M**, Hawkins B. Powerful Allies and Weak Consensus: Towards a Deeper Understanding of how Health-Harming Industries Seek to Influence Global Health Governance. *International Journal of Health Policy and Management*.
15. Lee K, Freudenberg N, **Zenone M**, Smith J, Mialon M, Marten R, Lima J, Friel S, Eisenkraft D, Crosbie E, Buse K. Measuring the commercial determinants of health and disease: A proposed framework. *International Journal of Health Services*. 2021;52(1):115-128.
14. Freudenberg N, Lee K, Buse K, Collin J, Crosbie E, Friel S, Eisenkraft D, Lima J, Marten R, Mialon M, **Zenone M**. Defining Priorities for Research and Action on the Commercial Determinants of Health: A Conceptual Review. *The American Journal of Public Health*. 2021;111(12):2202-2211.
13. **Zenone M**, Snyder J, Crooks V. Selling Cannabidiol Products in Canada: A Framing Analysis of Advertising Claims by Online Retailers. *BMC Public Health*. 2021;21:1285.
12. Pattison R, Puyat J, Giesbrecht A, **Zenone M**, Mathias S, Barbic S. Examining Mental Health Differences Between Transgender, Gender Nonconforming, and Cisgender Young People in British Columbia. *Frontiers in Psychiatry*. 2021:1660.
11. **Zenone M**, Silva D, Smith J, Lee K. How Does the British Soft Drinks Association Respond to Media Reporting of Research Against Their Interests? *Globalization and Health*. 2021;17:72.
10. **Zenone M**, Snyder J, Crooks V. What are the Informational Pathways that Shape People's Use of Cannabidiol for Medical Purpose? *Journal of Cannabis Research*. 2021;3:13.
9. Snyder J, **Zenone M**, Caulfield T. Crowdfunding Campaigns and COVID-19 Misinformation. *American Journal of Public Health*. 2021;111(4):739-742,
8. Abdullahi I, Chana NK, **Zenone M**, Ardiles P. Art During Tough Times: Reflections from an Arts-Based Health Promotion Initiative during the COVID-19 Pandemic. *Global Health Promotion*. 2021;28(2):78-82.
7. **Zenone M**, Cianfrone M, Sharma R, Majid S, Rakhra J, Cruz K, Costales S, Sekhon S, Mathias S, Tugwell A, Barbic S. Supporting youth 12–24 during the COVID-19 pandemic: how Foundry is mobilizing to provide information, resources and hope across the province of British Columbia. *Global Health Promotion*. 2021;28(1):51-59.
6. Snyder J, **Zenone M**, Caulfield T. Crowdfunding for Complementary and Alternative Medicine: What are Cancer Patients Seeking? *PLoS One*. 2020;15(11):e0242048.
5. **Zenone M**, Snyder J, Caulfield T. Crowdfunding Cannabidiol (CBD): Hype and Misinformation on GoFundMe. *American Journal of Public Health*. 2020;110(S3):S294-S299.
4. Snyder J, **Zenone M**, Crooks V, Schuurman N. What Medical Crowdfunding Campaigns Can Tell Us About Local Health System Gaps and Deficiencies: Exploratory Analysis of British Columbia, Canada. *Journal of Medical Internet Research*. 2020;22(5):e16982.

3. **Zenone M**, Irving P, Cianfrone M, Lockhart L, Costales S, Cruz K, Ignacio J. Increasing Awareness of a Provincial Mental Health Resource for Boys and Young Men 12 to 17 Years: Reflections from Foundry's Province-Wide Campaign. *Health Promotion Practice*. 2020;21(5):684-686.

2. **Zenone M**, Snyder J. Crowdfunding Abortion: An Exploratory Thematic Analysis of Fundraising for a Stigmatized Medical Procedure. *BMC Women's Health*. 2020;20:1-7.

1. **Zenone M**, Snyder J. Fraud in Medical Crowdfunding: A Typology of Publicized Cases and Policy Recommendations. *Policy & Internet*. 2019;11(2):215-234.

Peer-Reviewed Journal Articles Under Review or In-Press

4. **Zenone M**, Harries B, Hartwell G. The promotion of oral nicotine pouches for non-smoking cessation purposes on TikTok. *Nicotine and Tobacco Research*. Under Review [submitted October 20, 2024].

3. Marcon A, **Zenone M**. The public health perils of search engine marketing: insights for research and regulation. *Health Research Policy and Systems*. Under Review [submitted December 2nd, 2024].

2. Marcon A, **Zenone M**, Boniface V, Murdoch B, Caulfield T. Exploitative marketing of stem cell supplements on Amazon.com: A case study exhibiting regulatory limitations and social influence. *The Lancet Regional Health*. Under Review [submitted December 7th, 2024].

1. Harries B, **Zenone M**, Hartwell G. Feeling lonely in the online crowd: What TikTok tells us about young people and loneliness. *Health Promotion International*. Under Review [submitted November 28th, 2024].

Book Chapters

1. Kenworthy N, Storeng KT, **Zenone M**. The digital technology sector and health systems. In: *Commercial Determinants of Health*. Oxford University Press; 2022.

Conference and Invited Presentations

23. Digital Platforms and Unproven Medical Interventions (Invited conference oral presentation). *Promoting Research in Social Media and Health Symposium*. San Francisco, USA. 2024.

22. Digital Platforms, False Hope, and Scientifically Unsupported Cancer Treatments (Invited meeting presentation). *Patient, Person, People: Developing a Public Health Perspective on Online Disinformation and Psychological Manipulation, SciBeh*. Online. 2024.

21. Digital Platforms and the Advertising of Unproven Stem Cell Therapies for Autism (Conference oral presentation). *Till & McCulloch Meetings*. Montreal, Canada. 2024.

20. Digital Platforms and the Commercial Determinants of Health (Invited meeting presentation). *London School of Hygiene and Tropical Medicine Short Course on the Commercial Determinants of Health*. London, UK. 2024.

19. Combatting Health Disinformation (Invited meeting presentation). *Together Against Misinformation, Provincial Health Services Authority*. Vancouver, Canada. 2024.

18. Digital Platforms, Unproven Medical Interventions, and the Commercial Determinants of Health (Invited guest lecture). *University of British Columbia, School of Population and Public Health*. Vancouver, Canada. 2024.
17. Google Allows Advertisers to Target the Sensitive Informational Search Queries of Cancer Patients (Conference oral presentation). *Multidisciplinary International Symposium Disinformation in Open Online Media*. Muenster, Germany. 2024.
16. Supporting Patients and Providers in a Sea of Health Misinformation (Invited meeting presentation). *University of British Columbia, Centre for Continuing Professional Development*. Vancouver, Canada. 2024.
15. Gut Health Misinformation on TikTok (Conference oral presentation). *Let's be Precise: The Future of Child Health*. Toronto, Canada. 2024.
14. Meta Social Media Platforms and Health Misinformation (Invited meeting presentation). *ScienceUpFirst Symposium*. Montreal, Canada. 2023.
13. Advertising Alternative Cancer Treatments on Meta Social Media Platforms (Invited guest lecture). *University of British Columbia, School of Public Policy and Global Affairs*. Vancouver, Canada. 2023.
12. Examining Alternative Cancer Advertising on Meta Social Media Platforms (Conference oral presentation). *Promoting Research in Social Media and Health Symposium*. San Francisco, USA. 2022.
11. Using TikTok Data to Pre-Emptively Identify Emergent Monkeypox Conspiracy Theories (Conference oral presentation). *Multidisciplinary International Symposium Disinformation in Open Online Media*. Online. 2022.
10. Do You Have Depression? Examining the Accuracy of Mental Health Information and Advice on TikTok (Conference oral presentation). *International Association for Youth Mental Health Conference*. Copenhagen, Denmark. 2022.
9. Facebook Political Advertisements to Pre-Emptively Deter Sugary Drink Taxation (Meeting oral presentation). *London School of Hygiene and Tropical Medicine Special Meeting*. London, UK. 2021.
8. Crowdfunding Cannabidiol: Hype and Misinformation on GoFundMe (Conference oral presentation). *American Public Health Association Annual Conference*. Online. 2020.
7. Taxing Debates: Sugar Sweetened Beverage Tax Opposition (Conference oral presentation, cancelled due to COVID-19 pandemic). *International Studies Association Annual Meeting*. Honolulu, USA. 2020.
6. Evidence-Based Nutrition Policy in Low and Middle-Income Countries (Meeting oral presentation). *Global Affairs Canada Ideas Symposium*. Ottawa, Canada. 2019.
5. Crowdfunding for Autism (Conference oral presentation). *Canadian Anthropology Society Conference*. Vancouver, Canada. 2020
4. A Policy Approach to Student Mental Health (Conference oral presentation). *Healthy Minds Health Campuses Summit*. Vancouver, Canada. 2019
3. Cannabis Legislation: How We Can Move Forward (Conference oral presentation). *Student Voice*. Vancouver, Canada. 2019

2. Supporting Student Mental Health (Meeting invited presentation). *Recognize, Render & Redirect Conference*. Vancouver, Canada. 2018.

1. How to Support Emerging Public Health Leaders (Conference oral presentation). *6th Global Forum on Health Promotion*. Charlottetown, Canada. 2016.

Service and Community

Advisor, ScienceUpFirst. 2022-Present.

Bridge for Health. Youth Engagement Lead. 2015-2020.

Faculty of Health Sciences, Simon Fraser University. Student Representative (Elected). 2014-2018.

Simon Fraser University Student Health Advisory Committee. Chair. 2017-2018.

Canadian Cancer Society. Research Volunteer. 2016-2018.

Media Coverage and Interviews

28. Google reviews of alternative cancer clinics giving patients false hope, says study. *Irish Examiner*. 2024.

27. How Google listings are used by alternative cancer clinics to lure in desperate patients. *Science-Based Medicine*. 2024.

26. Researchers look into how cancer misinformation spreads online. *Medical Xpress*. 2024.

25. Amazon, social media flooded with unsound cancer info – UK study. *Medical Brief*. 2024.

24. Misleading “Cancer Cure” Books on Amazon: the scandal that has so far been widely ignored. *Edzard Ernst*. 2024.

23. Study shows ‘false balance’ in media coverage of COVID vaccine requirement for organ transplant. *University of Alberta News*. 2023.

22. More adults than ever have been seeking ADHD medications – an ADHD expert explains what could be driving the trend. *The Conversation*. 2023.

21. Monkeypox conspiracy theories spread rapidly on TikTok, says U of A researcher. *CBC*. 2022.

20. TikTok Traffic on Monkeypox Conspiracy Theories Swelled After WHO's Alert. *MedPage*. 2022.

19. Spreading misinformation: Monkeypox, COVID-19 conspiracy theories follow similar patterns online. *City News Edmonton*. 2022.

18. 11 Monkeypox Conspiracy Theories Got 1.4 Million Views on TikTok in One Day, Study Finds. *Gizmodo*. 2022.

17. U of A study tracks speedy spread of monkeypox misinformation on TikTok. *Edmonton Journal*. 2022.

16. Canadian researchers aim to uncover misinformation on social media and how to curb it. *City News Montreal*. 2022.

15. How bogus cancer treatments prey on the most vulnerable. *Coda Story*. 2022.

14. Medical misinformation rife in Amazon bestsellers about public health. *Coda Story*. 2022.
13. Canada needs better CBD policies to protect consumers from unlicensed products. *The Conversation*. 2022.
12. Monkeypox Conspiracy Theories Got 1.4 Million Views on TikTok in One Day, Study Finds. *Yahoo News*. 2022.
11. How an ‘alarming’ amount of monkeypox misinformation spread on TikTok. *The Toronto Star*. 2022.
10. Monkeypox misinformation on TikTok follows a familiar pattern, study shows. *Medical Xpress*. 2022.
9. TikTok faces investigation into its impact on young people’s mental health. *The Verge*. 2022.
8. UBC scholars call for global research agenda into TikTok’s impacts on public health. *UBC News*. 2021.
7. It’s time to study the health impacts of TikTok, researchers say. *The Verge*. 2021.
6. TikTok's impact on public health needs research: UBC scholars. *Squamish Chief*. 2021.
5. Weighing the risks: Researcher looking at toxic health messages on TikTok. *CBC*. 2021.
4. More scrutiny needed of TikTok’s reach, influence on public health: B.C. researchers. *Victoria News*. 2021.
3. Convocation medals honour SFU’s best and brightest. *Simon Fraser University News*. 2021.
2. Sex ed info on TikTok shows gaps in traditional education. *The Verge*. 2021.
1. How to Make Health-Care Crowdfunding Work for Everyone. *The Wall Street Journal*. 2019.