



Actor Portrayal.

Countering Bias in Depiction and Discourse

Countering attribution error and bias



Not actual patients.

WHEN IT COMES TO LOSING WEIGHT AND KEEPING IT OFF

WE'VE ALWAYS HAD THE

WILL. WAY.

NOW WE HAVE ANOTHER

Managing obesity like the long-term disease it is requires more than willpower alone. Adding Saxenda® to a reduced-calorie meal plan and increased physical activity may help you lose weight and keep it off.

When you lose weight, your body's response includes an increase in the hunger hormone and a decrease in fullness hormones, undermining your ability to lose weight and keep it off.

Saxenda® works like a fullness hormone naturally produced by your body that is thought to regulate appetite—helping you to eat less, so you can lose weight and keep it off.

56% of people achieved significant weight loss at year 1, and approximately half of them maintained weight loss at 3 years when taking Saxenda® added to a reduced-calorie meal plan and increased physical activity.^a

Tell your health care provider about your efforts to lose weight and keep it off, and ask for FDA-approved Saxenda®

Check your prescription coverage and then activate a Savings Card at Saxenda.com/AnotherWay

^aIn a 3-year study, 2,254 adults with pre-diabetes and BMI ≥30 or ≥27 with one or more weight-related conditions were given Saxenda® (1,505 people) or placebo (749 people) added to a reduced-calorie meal plan and increased physical activity. The study looked at how many people lost ≥5% of their body weight. At year 1, 891 people on Saxenda® (56%) lost ≥5% of their weight vs 182 patients on placebo (25%). After 3 years, 747 people on Saxenda® and 322 people on placebo remained and had their weight measured. 391 of those people on Saxenda® (26%) lost ≥5% of their weight at both the 1- and 3-year marks vs 74 people on placebo (10%).



Digital Phenotyping in PwO

- Ingestion across social media, forums, and other online channels

>300,000,000,000 expressions in total since the beginning of data capture

- Find individuals identifying as overweight/with obesity
- Collect historic data from these individuals

- ~4,400,000 messages that satisfy identification criteria
- Keywords: "overweight", "obese", "fat", BMI, augmented term list
- Diabetes, hypertension

- Infer age, gender, geography, BMI
- Construct age-, gender-, and geography-matched control sample

- The obesity prevalence sample group:**
- 33 % female (~3800 confirmed individuals)
 - 67 % male (~6600 confirmed individuals)
 - At this point, ~25-30 % can be geolocated

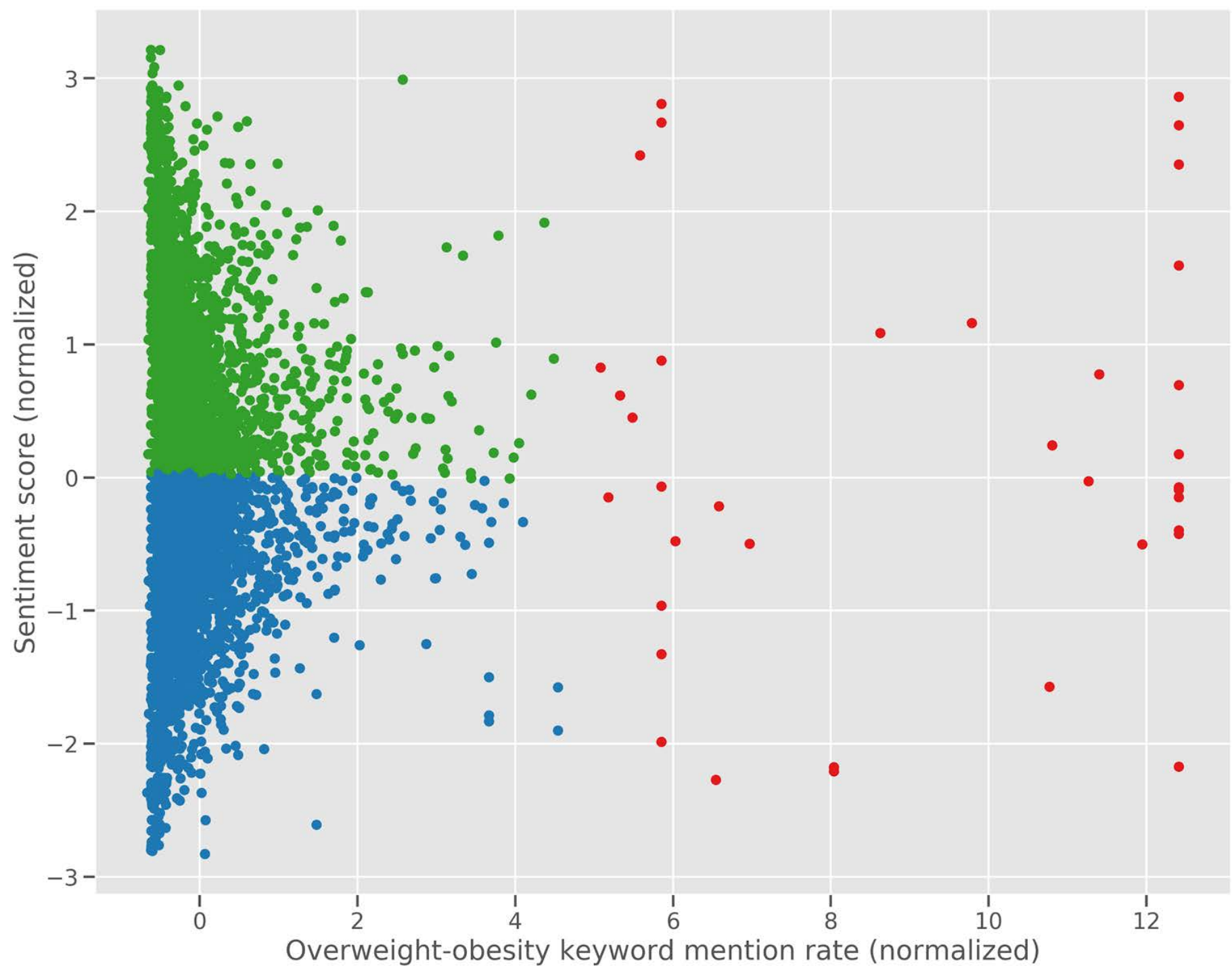
- Construct psychographic models

- Identification of treatment-seeking
- Identification of motivation and stage in cycle
- Identify and map sentiment

- Filter and geofence by ZIP codes
- Apply frequency-ranked domain list

- Geo-targetable sub-sample in 800 selected ZIP codes

**Polarized
sentiment
in discourse**



Profoundly and consistently negative expression regarding emotion and physical states

