School of Medicine
Department of Obstetrics and Gynecology

GRAND ROUNDS LECTURE SERIES

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University of Michigan, School of Nursing
Ann Arbor, MI

October 6th 2026

8:00 AM

Honoring Midwifery Week October 4th -10th

"Everyone's an Expert: Pregnancy, Misinformation, and Providing Care in the Digital Age"

Objectives:

- Describe how engagement-driven algorithms and bots amplify perinatal health misinformation on social media.
- Explain why repetition builds belief in false claims, and identify which patients are most vulnerable.
- Analyze links between perinatal social media use and body image, disordered eating, anxiety, and depression.
- Evaluate the evidence for provider-moderated online communities as a clinical support tool.
- Apply strategies for addressing patients' social media exposure in practice.

Commercial Relationship Disclosure: None

Microsoft Teams Meeting – Meeting ID: 293 602 444 369 154 Passcode: wT6qZ7io

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Target Audience: Obstetricians and Gynecologist; Fellows, Residents, and Senior Staff of our affiliated hospitals, and physicians practicing in the community.

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Commercial Relationship Disclosure:
Program Director: David R. Bryant Jr, MD, has none.
Planning Committee Members: Jeffrey R. Johnson, MD, Patrice Harold, MD, and Gil G. Mor, MD, PhD., have none.
Planning Committee Member: Jay M. Berman, MD is a consultant/speaker for: Bayer Healthcare, Gynesonics, Hologic, and Medtronic; a speaker for Organon; has research and is a speaker for ABBVIE and Myovant Sciences; and is also a consultant and has research for Pfizer
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