



HEALTH & WELLNESS / LIFESTYLE

The Oligarchy Killing Access to Alternative & Integrative Care

Editorial Staff | DIGITAL EXCLUSIVE

The title of John Weeks' Sept. 4 feature in *The Integrator Blog* is chilling: "Self-Interested Whims of the Oligarchs: Google and Facebook Kill Access to Alternative and Integrative Medicine." Here are a few choice excerpts; a modified version runs with permission in the November *DC*:

"The blog post to which my attention was called was entitled 'When Big Brother Went High Tech.' The news from energy medicine author Lynn McTaggart jerked [the] attention of the integrative community to a story I'd long anticipated: Google's censors turned their attention to the still wild political-economical-medical frontier of 'alternative medicine.' Osteopath and internet businessman Joseph Mercola reported that 99% of the traffic to his sometimes pugnacious mercola.com 'natural health' website was killed. 'Integrative medicine' was not spared. Visits to the much more tame Dr. Weil site from that field's godfather dropped 66%."



"Changed Google algorithms cut in half traffic on [McTaggart's] e-magazine site ... She reported Mercola's even more devastating losses while also sharing [his] belief that Google's additional manual manipulation of search targets cut down additional traffic where the algorithms hadn't already driven in the knives. Why? Via associative laws - such as Google's investment in pharmaceutical solutions - McTaggart puts [Big Pharma] at the calamitous keyboard. ... McTaggart calls it 'a massive concerted effort by Big Tech and giant corporations to censor the information you are allowed to see.'"

"In 'Forget Facebook - Three Reasons to Leave Facebook Immediately,' Mercola tells his 1.8-million Facebook followers that he is leaving the site to work via e-mail newsletters. One reason: 'Facebook is a monopoly.' He shares how the business CrossFit's Banting7DayMealPlan with its 1.65-million users was summarily dropped by Facebook. (It was later reinstated.)"

"What of smaller, less vocal and less powerful users? One of these ... contacted me to note that his site and that of a colleague had each dropped by 50%. Neither was ready to blame Google, perhaps fearing repercussions. ... [However], he directed me to a frightening though excellent resource that lays out the pattern of intentional suppression of traffic."

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