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Misinformation in the Fitness Community

What does it mean to be Fit? What does somebody's peak fitness body look like? How do I get to that point? Before going on a fitness journey for a plethora of reasons, people wonder what does it take to get to get their optimal body or to obtain more muscles or lose fat. In the age of technology gone is the era where people look for magazines and books to get their knowledge on health, they see what is most readily available and for most it's their phones and social media. People on social media often show off their muscles or their six-pack and people look towards them for guidance as they aspire to have their wealth and their body so they listen to them. The issue arises when these influencers are given a voice in something that they don't have true knowledge on. The influencers often don't say that they are lacking knowledge in this field and find that there is a money-making opportunity to get from these people who are so blindly following them. So, they take sponsorships from brands who see their appeal and back supplements and training regimens that they have never practiced or followed and for the people following them they are none the wiser and gobble up this false information as gospel. This is obviously a problem and these are the effects of misinformation being allowed to take center stage and allowed to be seen as fact from millions to see. In order to get a better understanding of the effects that this is having on young people I asked one of my friends. who chooses to remain

anonymous about what misinformation did to him when he was starting out in fitness as he got into fitness long before me as I am in the early parts of my journey and his help made me understand the misinformation, I was taking in. He said that he always wanted to be muscular as he was a naturally average guy and had never had a serious weight issue in either way and he chalked that up to his casual sport playing and lack of substance abuse. When he went looking for information on fitness, he looked for people that had physiques that he wanted and eventually went on YouTube to find this channel named V-Shred. “Their main guy looked like someone that I wanted to be.” said my friend when I asked him why did he trust this person with information. After this he adhered to his advice on workouts and followed non-scientific, inaccurate and possibly dangerous advice as V-Shred's advice on exercises were wrong and backwards and could cause unnecessary injuries and scariest of all was his attempt to sell non-proven and 100% lies to desperate and emotionally vulnerable people. My friend said that after watching hours of this channel's content he was show an advertisement featuring “Vince” who is the main person running VShred and he saw Vince attempting to sell his fitness program with unbelievable taglines such as “Biological Loopholes” and “Testosterone Boosting Supplements”. “It almost seemed like a joke video” said my friend after he did more research on if what VShred's claims were in any way provable. Another thing he discovered was that these people were selling him supplements with incredibly lowered ingredients at a price which was significantly higher than the opposing companies. This exemplifies just how greedy and abusive this company was as they knew that their products were not as effective as their competitors and continued to push the narrative that their products were the best in the business with inexcusably hyperbolic statements.

There have been other youtubers and social media influencers in the fitness community that have been very vocally against VShred as they see their ideas and supplements dangerous and discourage their fanbase from adhering their advice. Sadly, even after larger and similarly sized influencers called them out for their misinformation, Vshred's channel is at 2.2 million subscribers. That is close to the population of Houston, Texas, that is the population of Paris and having someone who is known to be a liar have that large of a following is incredibly disheartening. Even now everyday there are people on TikTok who gain large following with millions of views and likes who promote unsafe exercises and lie about their steroid use. Another one of my friends showed me a person named Ethan Nguyen that claims their natural status after showing a 8-month transformation in which they go from quite skinny to incredibly large and muscular while remaining lean. Besides being incredibly dishonest as there is no possible way for someone to progress that fast it also puts a fake image in someone's mind as they if or when they can't find the same progress they will be put off of fitness altogether or even more dangerously go into the unregulated world of steroids and PED's which can lead to seriously scary health issues later on in their life or even relatively soon as some people have a very rapid response to steroids if their heart cannot handle it and can lead to death. In order for you to get the best possible information from social media influencers or anything online it is incredibly important for the person to either show links to scientific studies that agree with what they are saying such as it is with the influencer known as Noel Deyzel, or from people who have at a proper understanding of what they are explaining to you and can be seen as a honest person and is not trying to shill a product out to you. All in all, make sure to look out for yourself! There are people everywhere in this world that see you as more of a way to make money rather than being a person. If something looks or sounds too good to be true that's probably because it is! When

people go on their journey for fitness it takes them years of arduous work and proper discipline that you will get to eventually. Never give up!