Best selling health books are presented in a way that its health advice like they were ideologies.

**Methods:**
Promotional descriptions of books may reveal the prominent characteristics of the presentation of health advice and sales of the books may be a proxy of public interest. Public data of 5320 books that are listed in the health category collected from the most popular online bookstore in Turkey (Alexa rank=109) via a web mining program which is developed for this study. A qualitative coding scheme is created after familiarisation with data. Two researchers independently coded promotional descriptions of best selling 95 books that appeared to constitute the 50.1% of all 780,617 sales in health category by February 2020.

**Results:**
The 95 best selling health books have been written by 61 different authors. They were found to be mostly about advice on nutrition/diet (33.7%), weight loss (16.8%) and traditional medicine (14.9%) with a substantial intercoder agreement ($k$ = 0.756). A common narrative discovered in data which usually contains the number of following components: a claim of a paradigm shift, a saviour, a path to salvation, the evil, believers and non-believers and their aftermath, a single responsible for most health problems and an easy single solution for them.

**Conclusions:**
Best selling health books are presented in a way that its health advice were ideologies or some kind of belief systems. Even it is arguable to recommend this approach for practice, our findings may help to address contemporary challenges in health communication such as epidemics of disinformation. Further studies may consider to analyze the data from a variety of sources and also compare books from different categories.

**Key messages:**
- How the health books are presented may affect how much interest their advice can arouse.
- Best selling health books found to be using a narrative that present health advice like they were ideologies.

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**To arouse interest in health advice: a qualitative inquiry on popular health books in Turkey**

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**Background:**
While some of the health advice is arousing interest in large audiences, others are neglected. It is known that the presentation of health contents affects their adoption. However, there are not enough studies on popular health books as a medium. The aim of the study is to find out how popular health books are presented to arouse interest in health advice.