

## □ Hype

**Hype** is the exaggerated promotion of an idea, technology, study, or product — often beyond its actual evidence, utility, or maturity.

In medicine, academia, and especially in the era of AI, hype acts like a smokescreen:

\*It creates excitement before there is substance — and drowns out more humble, grounded, but truly useful work.\*

## □ Common forms of hype in neurosurgery and science

- Overstating the impact of small studies with low-quality data
- Promoting “disruptive” technologies that haven’t been tested clinically
- Turning modest findings into press releases with inflated language
- Conferences that sell visions instead of results
- Citing innovation while hiding lack of reproducibility

## △ Why hype is dangerous

- It misleads clinicians, patients, and policymakers
- It distorts funding priorities
- It rewards exaggeration over rigor
- It replaces wisdom with spectacle

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**Hype is noise that wears the costume of progress.**

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