

Table 1 : Comparison of salient text of the published research article and the press release by NTNU

	Research article in the journal	Content of the Press release on the website of NTNU
Title	Mid-pregnancy androgen levels are negatively associated with breastfeeding	Breastfeeding is not as beneficial as once thought
Objective	To investigate a possible association between second trimester maternal androgen levels and breastfeeding.	<ul style="list-style-type: none"> • Pregnant women who have higher levels of androgens breastfeed less. • Press release relates breastfeeding with child health and growth. • Author has been quoted to say: “The research adds that if a mother has a hard time breastfeeding, she should just relax and enjoy her newborn”, and “Don’t let overzealous health professionals give you a guilty conscience”
Conclusion	Maternal androgen levels in mid-pregnancy are negatively associated with breastfeeding.	<p>Few other headers in Press release:</p> <ul style="list-style-type: none"> • No breast milk benefit • Breastfeeding should be out of politics • Breastfeeding environmentally sound