



analyticalcannabis.com

A website that publishes news and analysis about the cannabis and psychedelics industries geared toward scientists, technicians, and entrepreneurs.

 **100** / 100

This website adheres to all nine of NewsGuard's standards of credibility and transparency.

- ✓ Does not repeatedly publish false content 22 points
- ✓ Gathers and presents information responsibly 18
- ✓ Regularly corrects or clarifies errors 12.5
- ✓ Handles the difference between news and opinion responsibly 12.5
- ✓ Avoids deceptive headlines 10
- ✓ Website discloses ownership and financing 7.5
- ✓ Clearly labels advertising 7.5
- ✓ Reveals who's in charge, including any possible conflicts of interest 5
- ✓ The site provides names of content creators, along with either contact or biographical information 5

Ownership and Financing

AnalyticalCannabis.com is owned by LabX Media Group, a privately held media and technology company based in Ontario, Canada. LabX Media also owns LabX.com, an online marketplace for scientific equipment, as well as seven other science-focused publications, including The Scientist, IFLScience.com, and Analytical Cannabis' parent publication, TechnologyNetworks.com.

Technology Networks, which describes itself as providing “high-quality coverage of analytical chemistry, life sciences, drug discovery and neuroscience,” launched AnalyticalCannabis.com under the LabX Media group of brands in 2017. AnalyticalCannabis.com describes itself as “Analytical Cannabis from Technology Networks.”

While Technology Networks is owned by LabX Media Group, a Canadian company, the website's About Us page indicates that the publication is based in Sudbury, Suffolk, in the U.K.

Analytical Cannabis derives revenue from display advertising, sponsored content, webinars, videos, and e-books.

Content

AnalyticalCannabis.com bills itself on the About Us page as “a leading publication for scientists, technicians, and business professionals working in the cannabis, hemp, and psychedelics industries.... With a focus on cannabis testing, extraction, cultivation, and the growing research field of psychedelics, Analytical Cannabis from Technology Networks has quickly become a trusted resource for thousands of scientific professionals.”

Articles on the website are organized in sections including Cultivation, Psychedelics, Policy, Science & Health, and Testing. Typical stories cover the legalization of marijuana and psychedelic substances, tips for operating

cannabis testing and extraction facilities, and new research surrounding the safety and potential health effects of drugs including cannabis, LSD, psilocybin, and ketamine.

During the COVID-19 pandemic, Analytical Cannabis published content about the impact of the pandemic on the marijuana industry, including the cannabis supply chain and legalization efforts.

The Resources section houses informational articles aimed at professionals in the cannabis industry, including infographics, notices of approval for new products, white papers, and how-to guides, such as “Tips for Launching a Modern Cannabis Testing Lab” and “3 Crucial Tips for Data Processing and Analysis.”

Credibility

Articles on the website are typically fact-based and well-sourced, often drawing on firsthand interviews with cannabis researchers, addiction experts, scholars, and others. Stories also regularly reference research published in peer-reviewed journals, including the Canadian Medical Association Journal, British Journal of Clinical Pharmacology, and The Lancet Psychiatry. Other articles reference information published by organizations such as the World Health Organization, the National Academies of Sciences, Engineering, and Medicine, and the U.K. National Health Service.

Headlines accurately reflect the content.

Analytical Cannabis states on an Editorial Policies page that its “writers, editors, designers, and freelancers ... make every effort to get the facts behind every story, every time, right.”

Scientific material on AnalyticalCannabis.com is overseen by an eight-person Scientific Advisory Board, which the website states “consists of internationally renowned scientists and cannabis policy experts. Together, they help inform Analytical Cannabis’ reporting and editorial output, providing comments and

guidance where necessary.” Biographies indicate that most board members hold an advanced scientific degree.

Analytical Cannabis does not typically publish opinion content.

The website’s Editorial Policies page encourages readers to notify the site about possible errors, stating, “In the event that we publish a story containing objective factual errors, misattributions, or other substantive mistakes, we will correct it as soon as possible and post a dated correction, clarification, or editor’s note near the bottom of the article.” The page notes that “we aim to review all corrections within 48 hours.”

NewsGuard found that the website regularly publishes corrections in the form of italicized notes at the bottom of articles, describing the error and how it was corrected.

Transparency

Analytical Cannabis discloses its ownership by LabX Media Group on the Editorial Policies page, which also outlines the website’s financing through advertising and sponsored projects.

The About Us page identifies the website’s editorial team, including its editorial director, writers, and other content producers, and provides biographical information for each staff member. A separate page lists the site’s editorial contributors, along with their biographical information. Most biographies provide links to the individual’s LinkedIn or Twitter profiles.

Readers can contact AnalyticalCannabis.com through a general form on the Contact Us page, which also lists a mailing address and phone number for Technology Networks, the parent publication of Analytical Cannabis.

The site states on the Editorial Policies page that its funding comes from display advertisements and “custom publishing projects such as sponsored webinars,

videos, infographics, posters, eBooks, and whitepapers.”

NewsGuard found that when the website posts webinars and other resources with support from an outside sponsor, that sponsorship is disclosed on a registration or download page that the reader must click through to access the content. Because AnalyticalCannabis.com discloses who sponsors such content before readers can download it, NewsGuard has determined that the website meets the standard for distinguishing commercial content from editorial content.

History

Analytical Cannabis was launched by its parent publication, Technology Networks, in 2017, according to TechnologyNetworks.com. The domain AnalyticalCannabis.com was registered that same year.

Written by: [Anicka Slachta](#)

Edited by: [Eric Effron](#)

Sources

Ownership and Financing

<https://www.analyticalcannabis.com>

<https://www.analyticalcannabis.com/editorial-policies>

<https://www.technologynetworks.com/tn/about-us>

<http://www.labxmediagroup.com>

Content

<https://www.analyticalcannabis.com/about-us>

<https://www.analyticalcannabis.com/topics/psychedelics>

<https://www.analyticalcannabis.com/topics/cultivation>

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Credibility

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(Jan. 2022 correction)

<https://www.analyticalcannabis.com/news/microdosing-lsd-doesnt-work-study-finds-313666>

(Feb. 2022 correction)

<https://www.analyticalcannabis.com/articles/detecting-mycotoxins-in-the-cannabis-supply-chain-312931>

(Feb. 2021 correction)

<https://www.analyticalcannabis.com/articles/continuous-improvement-and-standardization-within-the-cannabis-industry-312707>

(Oct. 2020 correction)

Transparency

<https://www.analyticalcannabis.com/about-us>

<https://www.analyticalcannabis.com/editorial-policies>

<https://www.analyticalcannabis.com/contributors>

<https://www.analyticalcannabis.com/editor/harold-han>

<https://www.analyticalcannabis.com/editor/alisa-ratliff>

<https://www.analyticalcannabis.com/contact-us>

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<https://go.analyticalcannabis.com/tips-for-launching-a-modern-cannabis-testing-lab>

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History

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