

3 Objectives

The objective of the study was to identify the cause(s) of those outbreaks.

4 Hypotheses

The study was based on two hypotheses:

1. The consumption of Coca-Cola products was responsible for the health complaints.
2. Mass sociogenic illness (M.S.I.)* was responsible for those outbreaks.

*A mass sociogenic illness [2] also called mass psychogenic illness [3,4] is defined as "the occurrence in a group of people of a constellation of physical symptoms suggesting an organic illness but resulting from a psychological cause, with each member of the group experiencing one or more of the symptoms that can not, however, be explained biologically " [2,3].