



From Publication to Public Perception: Assessing the Promise & Pitfalls of Biofield Science Communication Across Digital Media

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Objective: As Reiki and biofield research becomes increasingly visible through digital media, practitioners, educators, and the public are increasingly interpreting emerging scientific evidence. This study characterized how biofield research is communicated across publicly accessible media and identified communication practices that may influence public understanding, informing development of a practical Biofield Research Communication Checklist

Methods: A qualitative content analysis was conducted of publicly accessible media sampled from Reddit, web-based articles, YouTube, TikTok, Instagram, and Facebook using four predefined search terms. Two authors independently coded each media item using a predefined framework encompassing cross-modality generalization, overstatement, evidence escalation, rhetorical framing, communication drift, AI amplification, and scientifically accurate communication. Multiple codes were permitted per item, with the primary communication concern identified by consensus.

Results: Content analysis identified 205 coded communication instances, including 90 scientifically accurate communication instances, 43 overstatement, 38 rhetorical framing, 20 evidence escalation, and 14 cross-modality generalization instances. Scientifically accurate communication occurred in 66% of analyzed media items, most frequently among healthcare organizations, academic institutions, and science journalism sources. Community-generated discussions more commonly demonstrated overstatement, rhetorical framing, and cross-modality generalization. These recurring patterns informed development of the Biofield Research Communication Checklist.

Conclusions: Communication surrounding biofield therapies varies substantially by source type. A structured communication framework may help practitioners, researchers, educators, and content creators more responsibly interpret and disseminate emerging biofield research while strengthening scientific credibility and public trust.