Quid®

CULTURAL TRENDS: MEDITATION

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Quid analyzed 2,862 articles on meditation and mindfulness during a five-year period to better understand cultural trends around the topic.

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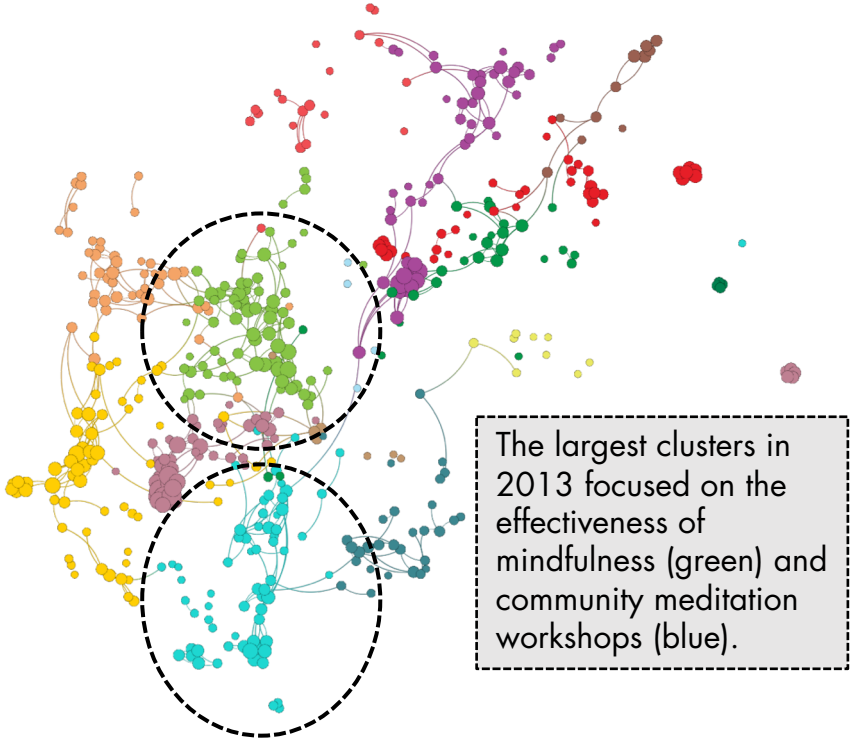
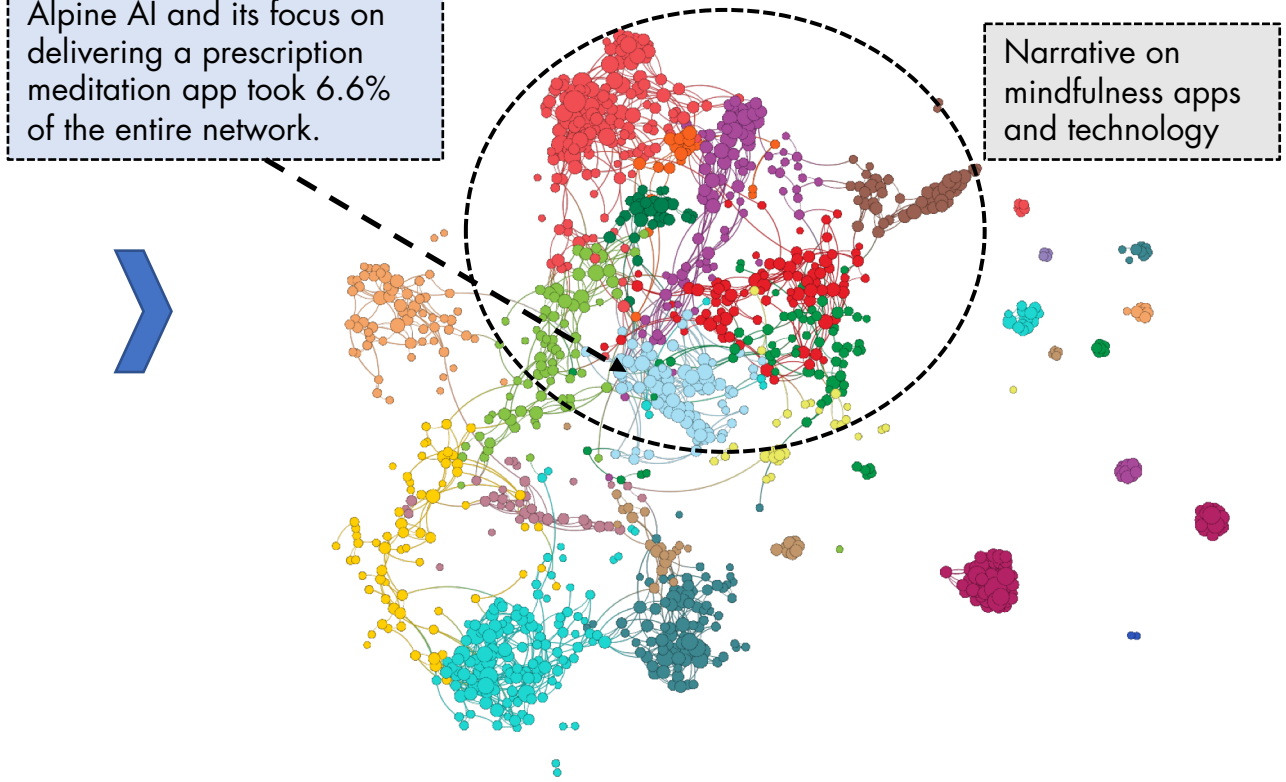
The public narrative on mindfulness has **shifted in the last five years** – from a focus on workshops and medical treatments to apps and technology

More than half (about 51.7%) of all articles on the subject covered meditation apps, funding, and acquisitions in the last two years.



The largest clusters in 2013 focused on the effectiveness of mindfulness (green) and community meditation workshops (blue).

Headspace's acquisition of Alpine AI and its focus on delivering a prescription meditation app took 6.6% of the entire network.



Narrative on mindfulness apps and technology

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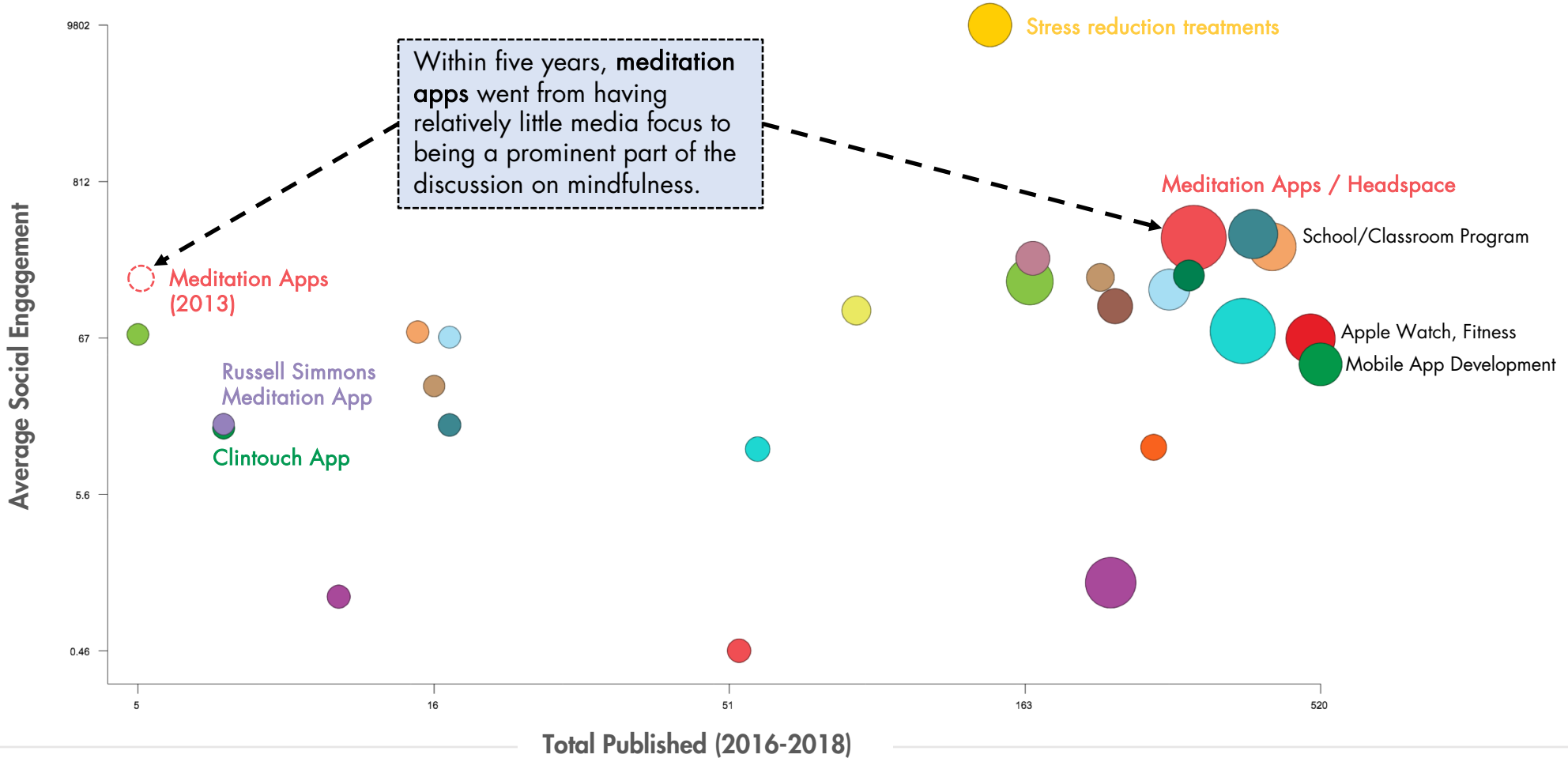
Meditation subscription apps and treatments that specifically focus on **stress reduction** got high rates of social engagement and coverage in the last two years

Apps that explore specific aspects of mental health, such as Clintouch that treats symptoms of early psychosis, are capturing high rates of social engagement but little media attention.



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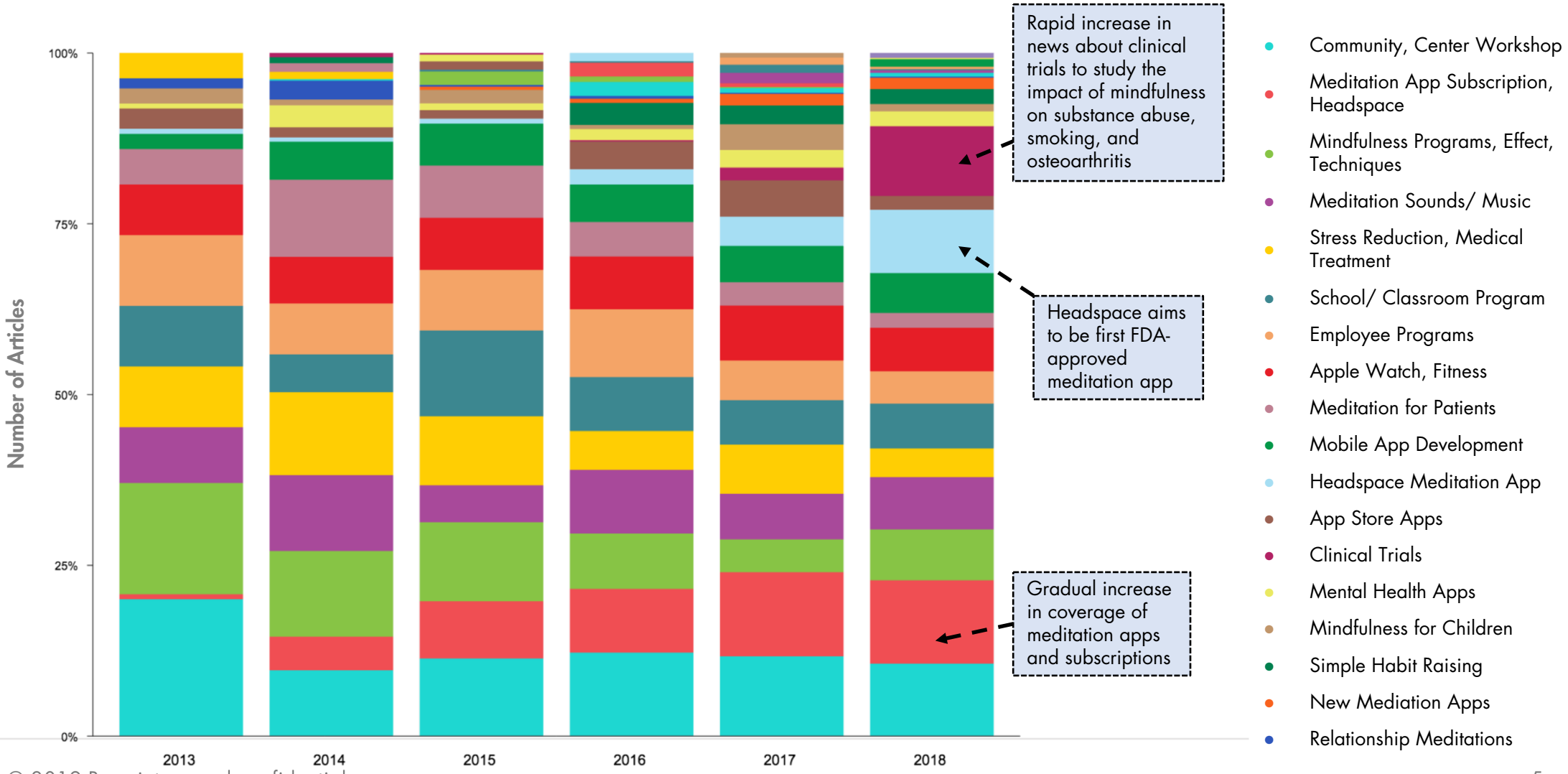
Scatterplot showing published rates and social engagement. Colored by cluster. Sized by volume.

The volume of news around Headspace, a guided meditation app, **jumped in the past year**, as did coverage about **clinical trials**



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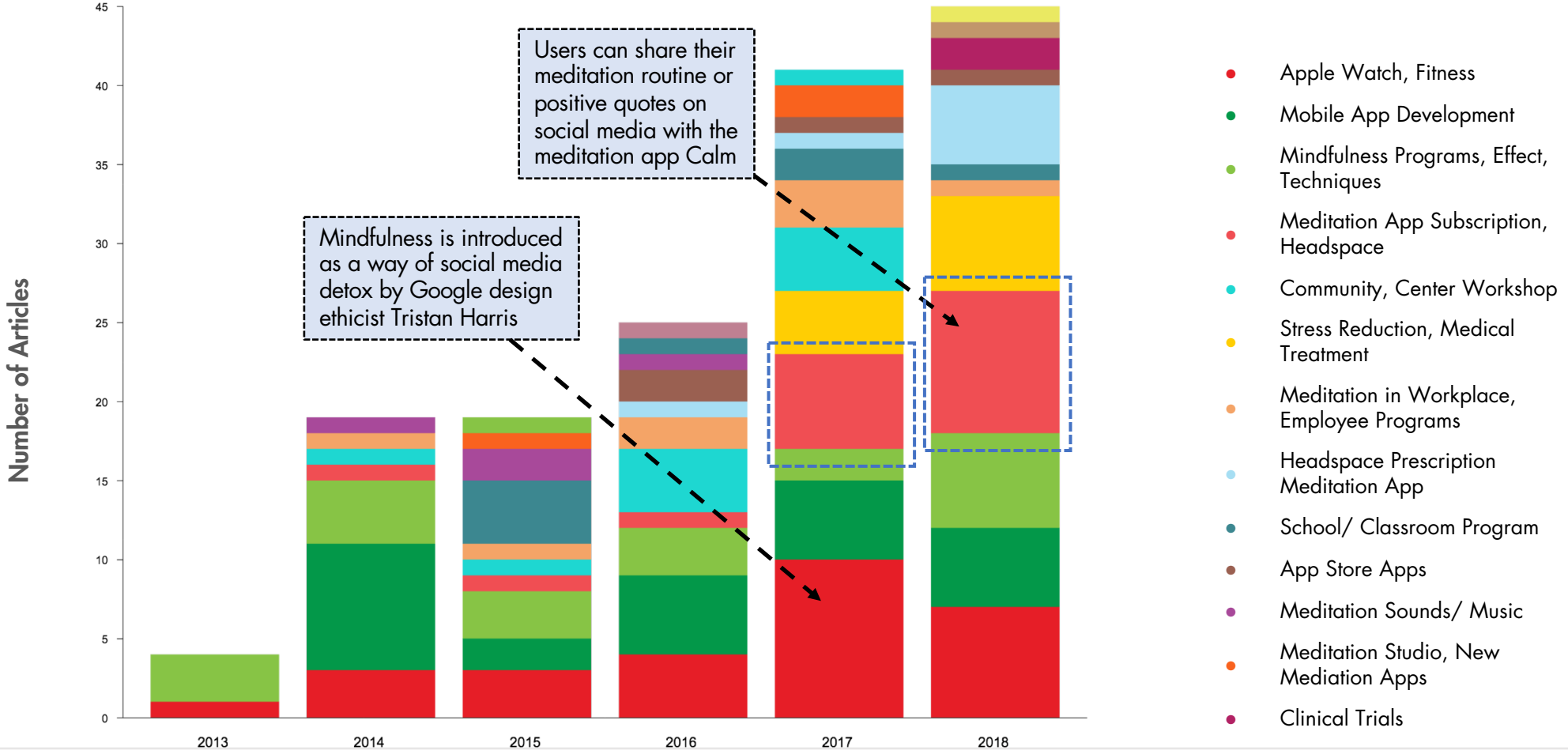
Mentions of "Social Media" within the narrative increased significantly during the last two years

Discussion included social media integration with meditation apps, as well as using mindfulness to treat social media addiction.



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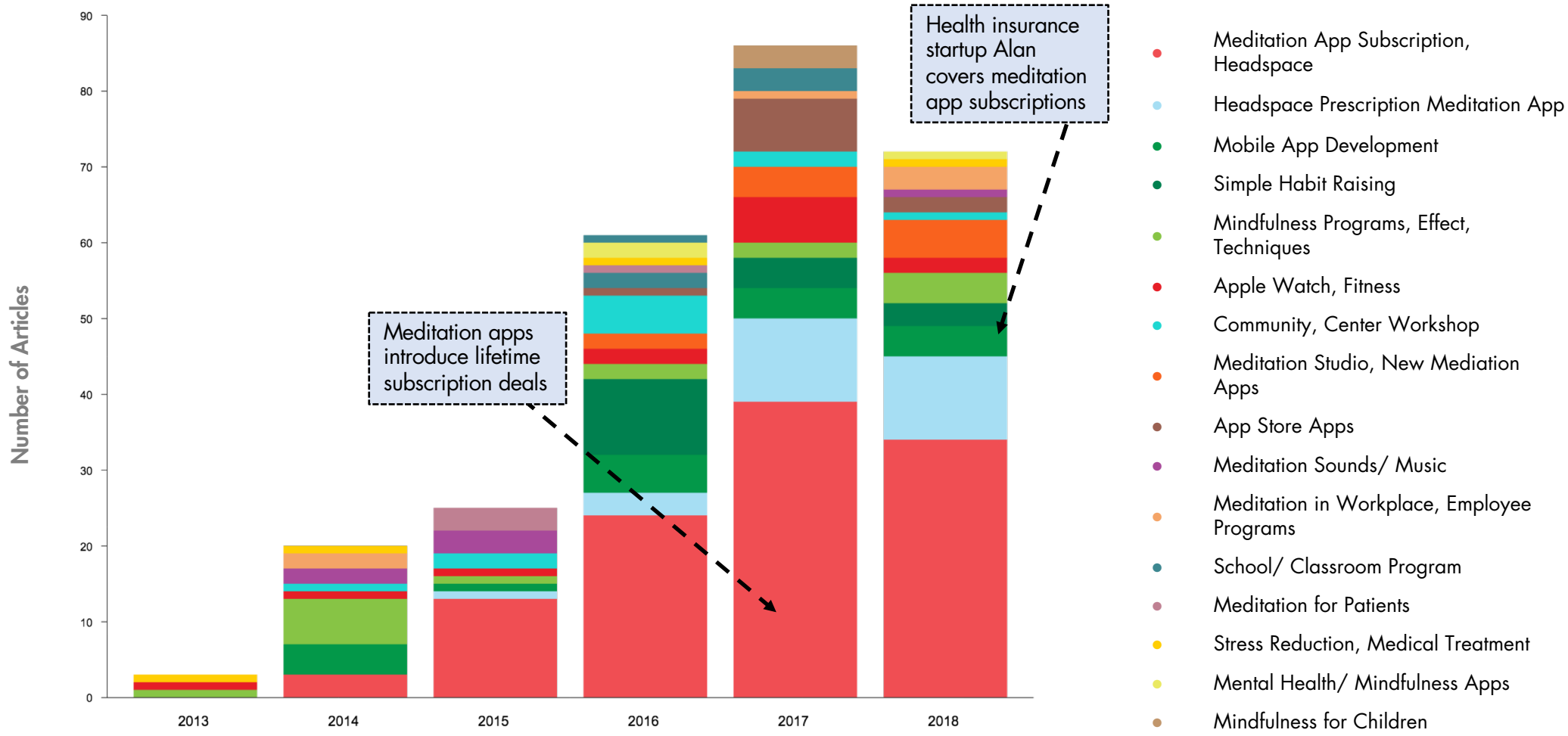
Bar chart showing the number of articles mentioning "Social Media." Colored by cluster.

Subscription apps that remind people to exercise and meditate are a trend that have captured an increasingly large portion of the narrative around mindfulness



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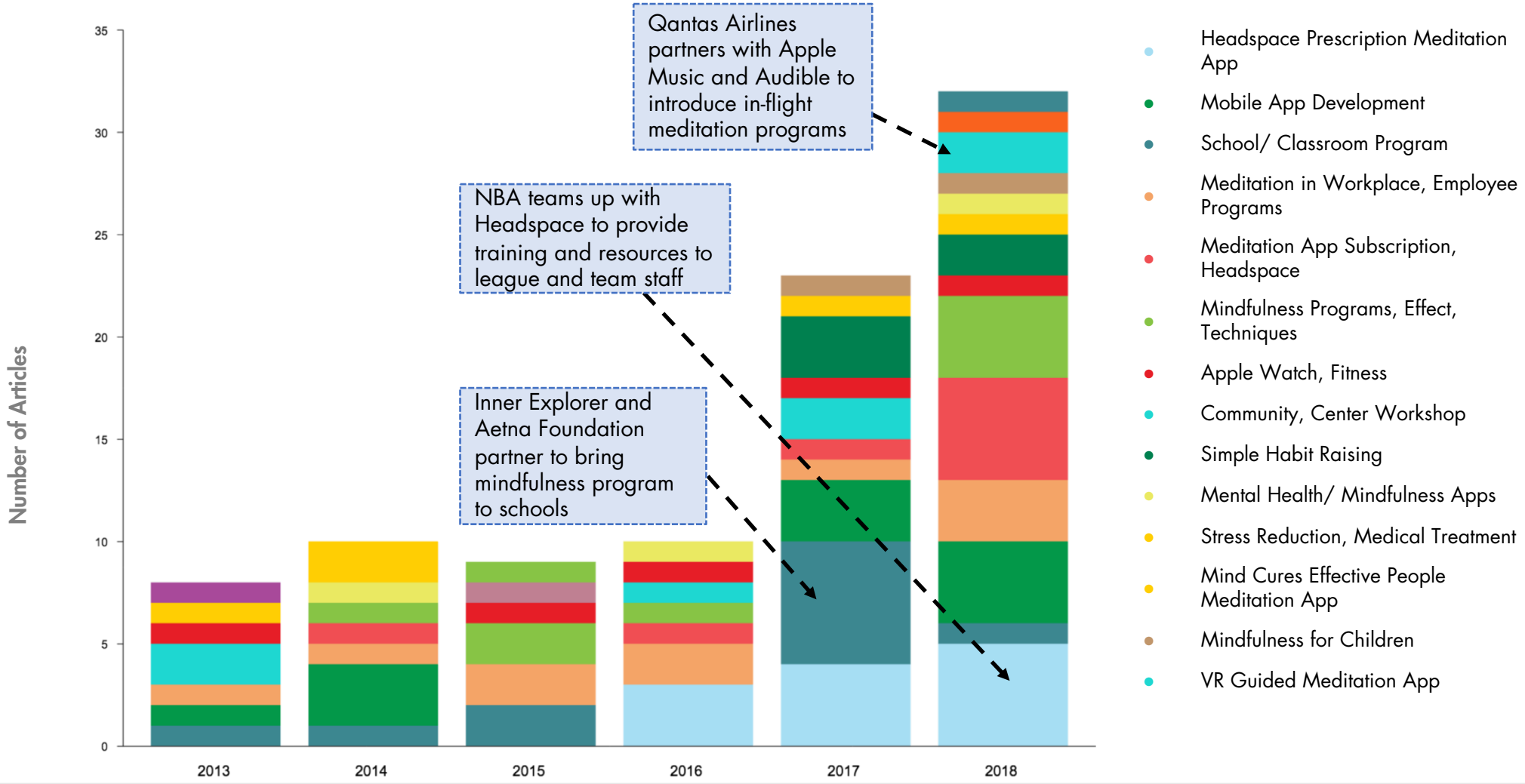
Bar chart showing the number of articles mentioning "Subscription Apps." Colored by cluster.

The number of **partnerships** between companies working on meditation or mindfulness programs and other groups has soared in the last two years.



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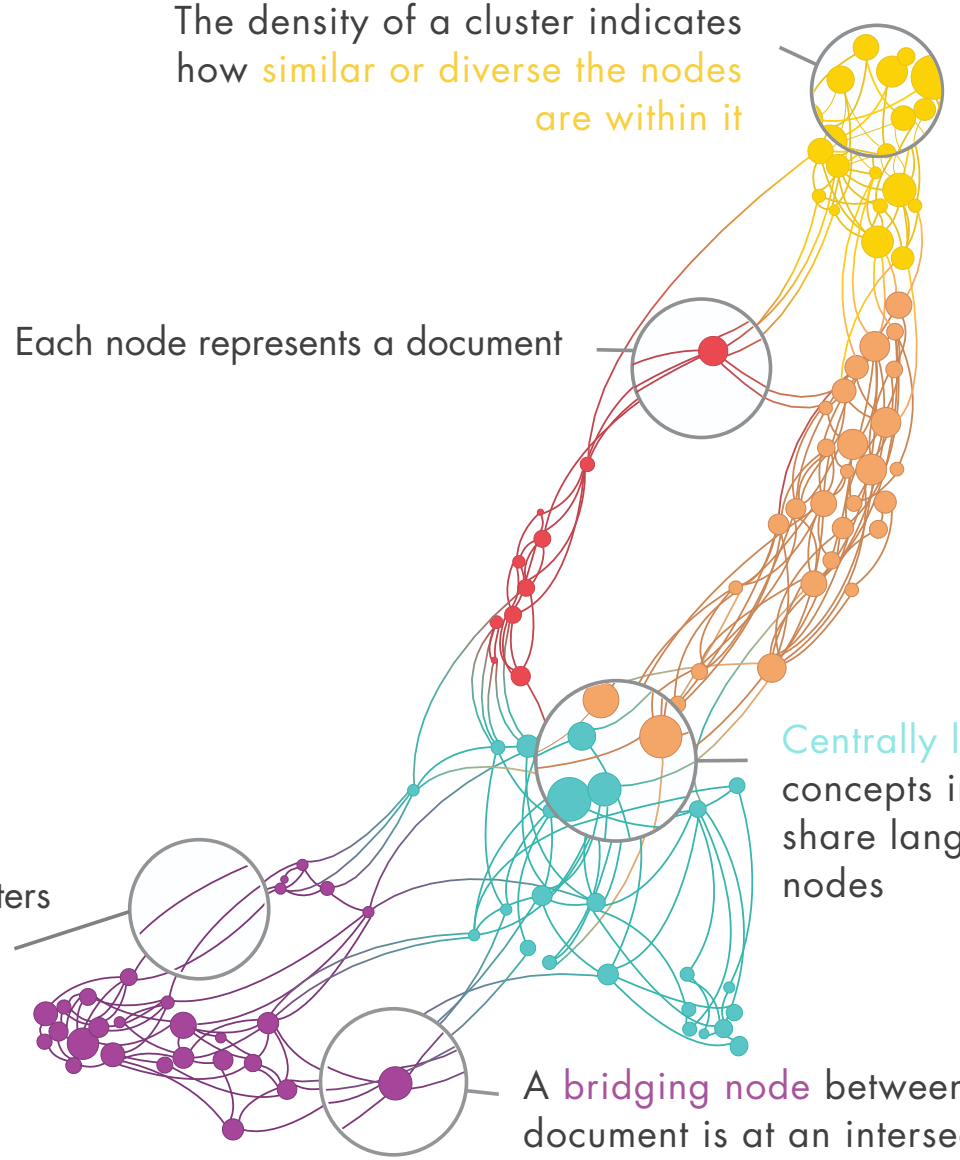
Bar chart showing the number of articles mentioning "Partnerships." Colored by cluster.

APPENDIX

HOW TO READ A NETWORK

Similar nodes cluster together, and clusters are grouped by color. Connections represent similar language across nodes.



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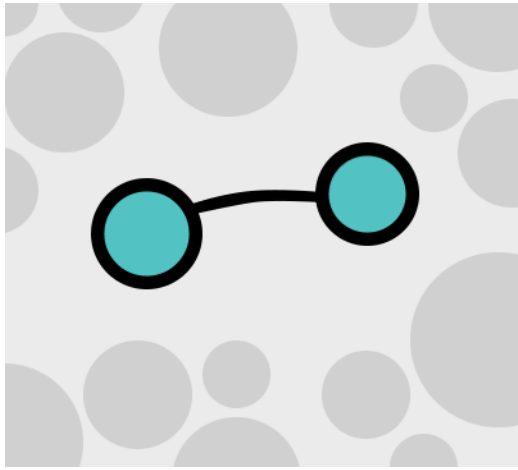
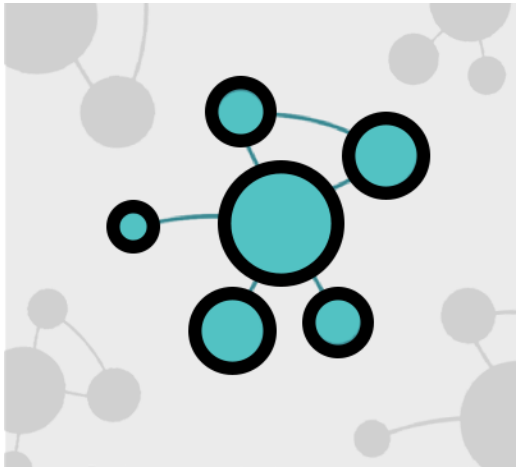
TEXT ANALYTICS BACKGROUND

Quid reads any text to identify key words, phrases, people, companies and institutions.



Then Quid compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.

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