

# China's Mind-Body-Spirit Market: Projecting the Future Based on the American Experience<sup>1</sup>

## 从美国的经验预测中国身心灵市场的发

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In June 2014, an almost 40-year-old Chinese zen master conducted a four-day zen retreat charging about \$6300 per person not including food and boarding. Very soon the retreat was filled to its capacity of 100. The organizer had to announce another retreat in August to meet the public's need. The participants were not the rich, but mostly working professionals from all over the country. In Wuxi, two hours' train ride from Shanghai, the company that is responsible for China's one of most successful Buddhist tourist site Lingshan with a 88-meter-tall Buddha statue and its state-of-art architectures has now invested another up to one billion USD to build a Zen town, the Smiley Bay, in order to attract the growing number of public who is seeking a space and a way of life to nurturing their inner life. And according to the major Chinese online bookstore dangdang.com, *Running into the Unknown Self: An Urban Mind-Body-Spirit Course* by Zhang Defen ranks 11<sup>th</sup> in sales volume. All these developments seems to indicate that a Mind-Body-Spirit industry is emerging in China and has been embraced with enthusiasm by the Chinese public. This trend mirrors the recent trend in North America.

2014年6月一位不到40岁的禅师开办了为期4天的禅修营每人学费是38000元还不包吃住。学员很快爆满了容纳百人的大禅堂，主办方不得承诺将来另开一期。参与者而且远不是人们想象的富裕阶层，大多是从全国各地来的工薪阶层。在无锡，以88米高的灵山大佛和梵宫等精品现代佛教建筑和艺术为标志的风景区，已经又继续投资50亿人民币，在灵山景区近旁开建“心灵度假”小镇拈花湾，以便吸引那些需求心灵滋养空间和生活方式的旅游者。在在线图书市场当当上，位列所有图书销量排行中列第11位的竟然是《遇见未知的自己：都市身心灵修行课》张德芬的小说<sup>2</sup>。

种种迹象表明，在中国,针对大众内心生活需要的“身、心、灵产业”正在脱颖而出,同时受到公众的热切回应。这种现象似乎是与北美社会的觉醒内省进入主流的趋势异曲同工。

We examine both the recent development of the American and Chinese mind-body-spirit related markets, and use some insights from the more developed American market to speculate about the future directions of the Chinese mind-body-spirit market.

本文将探讨中美两国身心灵市场的最新发展，并用从较为发达的美国市场获得的洞见来预测中国身心灵市场的下一步的发展。

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<sup>1</sup>孟睿思, 胡馨。“从美国的经验预测中国身心灵市场的发。”《中国经济报告》2014年第11期, 76-79。

<sup>2</sup> <http://bang.dangdang.com/books/>, 2014年7月检索

## Definition of Mind-Body-Spirit

### “身心灵”的定义

The West's discovery of the eastern traditions like Buddhism, Taoism, Zen, Hinduism and yoga fostered belief in the power of consciousness and the relationship between mind, body and spirit. This led to the claim by Marilyn Ferguson in her book the *Aquarian Conspiracy* that personal and social transformation has occurred in the 1980s towards this holistic view of human potential and the position of human beings in the universe. “New Age” had traditionally been used to refer to this trend.

随着西方社会对东方传统文化如佛、道、禅、印度教和瑜伽等认识的发展，在公众中逐渐孕育出对意识和身-心-灵整体关系的信念。这种趋势使得弗谷森（Marilyn Ferguson）在其著作《水平座谋划行动》（*Aquarian Conspiracy*）中指出在 80 年代美国在走向对人类潜能和人在宇宙中的角色这种身心灵整体观认识上<sup>3</sup>。最初“新世纪”这个字眼被用来描述这种趋向。

Nowadays, Mind-Body-Spirit has been broadly adopted to replace New Age. Compared with the term New Age, Mind-body-spirit “covers more territory: spirituality, quantum physics, personal health and all kinds of topics that are strictly related to psychic phenomena like out of body experience, UFOs and psychic mediumship”. Mind-body-spirit includes the revival of traditional practices that enhance holistic wellness of individuals, like mediation, yoga, alternative healing modalities as well as information and programs that incorporate the holistic wisdom to enhance individual powers. Scientific proof of the impact of mediation or yoga on human wellbeing has helped the mainstream to embrace the mind-body-spirit concept. According to the founder of a famous mind-body-spirit publisher in the U.S. Sounds True, there are over 1500 academic studies on the effect of mindfulness or meditation<sup>4</sup>. And meditation is going mainstream: “With doctors prescribing it and scientists swearing by it, you clearly don't need to be a monk to meditate.”

现在身心灵这个字眼已经开始广泛取代新世纪。与“新世纪”相比，“身心灵”涵盖了更多的领域：灵性，量子物理学，个人健康以及所有严格地与灵异现象相关的话题，如体外体验，不明飞行物和通灵”。<sup>5</sup>身心灵包括来自传统的提升个人全人康乐的方法，如冥想静心、瑜伽、替代疗法，还包括体现整体思维智慧的助人提升个体力量的信息产品和项目。对瑜伽和静心影响的科学研究结果极大地有助于主流接纳身心灵的概念。据美国一家著名的身心灵出版商创始人，关于对当下心和冥想静心的学术研究可以查找到 1500 多篇。冥想静心正在成为主流：“随着医生将冥想静心列入处方，科学家以研究证明有效，显然你不必先归一佛门才能打坐了。”<sup>6</sup>

## The American Mind-Body-Spirit Market

### 美国的身心灵市场

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<sup>3</sup> Ferguson, Marilyn (1980). *The Aquarian Conspiracy: Personal and Social Transformation in the 1980s*. J. P. Tarcher Inc.,1980

<sup>4</sup> The writer's in person interview with Tami Simon, founder and President of Sounds True in August 2014, in the context of rising sales of Sounds True over the past few years.

<sup>5</sup> Donna Freitas, “A New Age for Mind-Body-Spirit”, *Publisher Weekly*, September 4, 2006

<sup>6</sup> Strickler, Jeff, “meditation goes mainstream”, *Star Tribune (Minneapolis, MN)*, May 30, 2013.

In a recent article, the New York Times describes some of the motivations underlying the strong trend towards mind, body, spirit in America:

“The booming self-help industry, not to mention the cash cow of New Age spirituality, has one message: be authentic! Charming as American optimism may be, its 21st-century incarnation as the search for authenticity deserves pause. The power of this new version of the American dream can be felt through the stridency of its imperatives: Live fully! Realize yourself! Be connected! Achieve well-being!”

纽约时报近期刊文指出了美国现在强大的身心灵趋势的潜在动力：“21 世纪的美国梦就是追求“真”：即活得透彻、自我实现、普遍联系、实现康乐。快速发展的自助产业，尤其是十分赚钱的‘新时代灵修产业’证明了这一点”<sup>7</sup>

In America, the mind-body-spirit industry encompasses the following categories:

大致说来，美国身心灵产业的业务包括以下几个方面：

1. **Yoga:** There has been significant growth in yoga studios, yoga programs in normal gyms, meditation centers, books, CDs. According to 2013 statics, the annual sales volume of yoga products in 2013 is 27 billion USD, up 87% than five years ago. People practicing yoga see an average annual increase of 20% since 2008.

**瑜伽：**美国瑜伽馆、普通健身房的瑜伽活动、冥想打坐中心及其相关的书籍音像资料等方面有显著增长：一组 2013 年的统计数据显示，在美国瑜伽产品的年度销售额达到 270 亿美元，比五年前上升 87%，而做瑜伽的人数自 2008 年以来以平均每年 20% 的速度上升。<sup>8</sup>

2. **Alternative Healing.** Includes energy healing, aromatherapy, sound healing, massage, acupuncture, flower spirit, etc. The annual revenue of the alternative industry in the U.S. has grown 11% over the past three years since 2011.

**替代理疗：**如能量治疗、声音治疗、香疗、按摩、针灸、花精等。在美国替代治疗产业的年收入从 2011 年到 2014 年三年间上升了进 11%<sup>9</sup>

3. **Personal Growth and Spiritual Development:** The movie and book The Secret has reaped 300 million USD in 2009 since it is publication in 2007. As a major service format for personal growth and spirit development, life coaching has seen an increased permeation in the American society. Statics show that the fastest growing items in American’s self-help industry is holistic retreat center (such

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<sup>6</sup>Critchley, Simon and Jamieson Webster, The Gospel According to ‘Me’,纽约时报，2013 年 6 月 29 日。

<sup>8</sup> NAMASTA, YIAS, Live Strong 和 Yoga Journal 的研究数据，源于 Statistic Brain:  
<http://www.statisticbrain.com/yoga-statistics/> 2014 年 9 月检索

as the two Chopra Centers), and training companies. The two groups saw an annual increase of 11% in 2008.

**人生成长和灵性发展：**2007年，以影片和书籍形式出版的《秘密》到2009年初已经收3亿美元<sup>10</sup>。人生教练职业是服务个人生命成长和灵性探索的重要形式，在美国参与和听说过人生教练活动的人在美国社会中的比例有显著提高。<sup>11</sup> 统计数据显示，在美国自助产业中增长最快的就是（身心灵）全人养生的综合修养培训中心（如两个乔普拉中心）以及培训公司。这两类收入在2008年实现增长达11%。<sup>12</sup>

4. **Mindfulness:** Applied programs and consulting services adopting the contemplative and mindfulness approaches are being incorporated into mainstream institutions such as hospitals, schools and companies. Take the Mindfulness-based Stress Reduction program for instance, created by Dr. Jon Kabat-Zinn in the 1970s with the Buddhist zen teaching on mindfulness to help patients dealing with their own stress and other chronic complaints. According to a 2014 article on the Time magazine: "The eight week training program has produced over 1,000 certified MBSR instructors who are in nearly every state in the US and more than 30 countries.

**冥想当下心：**结合内省和当下心等身心灵手段的活动与咨询服务开始被企业、医院、学校等主流机构采纳。如美国麻州大学医学院医生 Jon Kabat-Zinn 于 70 年代结合佛教禅修中的当下心和觉察方式创立的帮助病人自己通过冥想来控制痛感、调节心情和控制慢性病的项目 MBSR（mindfulness-based Stress Reduction）为例。据美国时代杂志在 2014 的的一期报道指出，“这个为期八周的培训项目培养出了 1000 多名 MBSR 培训师，他们遍布美国各州和世界 30 多个国家。”<sup>13</sup>

5. **Psychic Insights:** Application of psychic information and insights, such as crystals powers, zodiacs, fengshui, shamanic practices, are beginning to gain the mainstream recognition with the mind-body-spirit movement. For instance, Washington Post provided coverage of an investment banker turned Sharman twice in 2008 and 2010, who provide spiritual counseling to his clients in addition to "manage their money".<sup>14</sup>

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<sup>10</sup> Melanie Lindner, "What People Are Still Willing To Pay For" (人们到底还愿意为什么掏腰包) Forbes 网站, [http://www.forbes.com/2009/01/15/self-help-industry-ent-sales-cx\\_ml\\_0115selfhelp.html](http://www.forbes.com/2009/01/15/self-help-industry-ent-sales-cx_ml_0115selfhelp.html)

<sup>11</sup> 国际教练联盟 (International Coach Association) 的统计数据, <http://www.coachfederation.org/files/FileDownloads/2014GCAS/USA.pdf>

<sup>12</sup> <sup>12</sup> Melanie Lindner, "What People Are Still Willing To Pay For" (人们到底还愿意为什么掏腰包) Forbes 网站, [http://www.forbes.com/2009/01/15/self-help-industry-ent-sales-cx\\_ml\\_0115selfhelp.html](http://www.forbes.com/2009/01/15/self-help-industry-ent-sales-cx_ml_0115selfhelp.html)

<sup>13</sup> Pickert K (February 2014). "The Art of Being Mindful. Finding Peace in a Stressed-Out, Digitally Dependent Culture May Just Be a Matter of Thinking Differently". *Time*, 2014 Feb 3. 183 (4): 40–6.

<sup>14</sup> Laura Blumenfeld, Voodoo Economics: A financial planner turns shaman to manage his clients money and their souls, December 7, 2008, Washington Post, <http://www.washingtonpost.com/wp-dyn/content/article/2008/11/25/AR2008112500938.html>

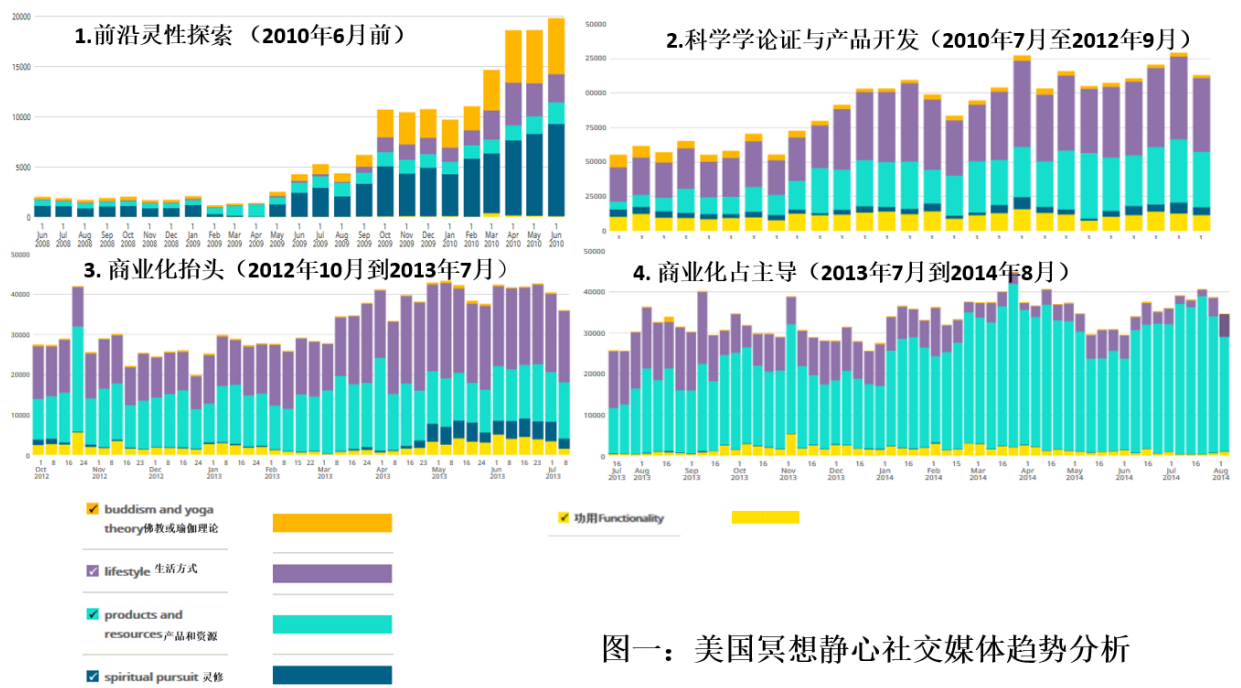
**超自然的神秘学智慧的体验和应用：**这包括水晶、星象、风水、萨满文化等随着身心灵的趋势开始逐步受到主流的认可。例如，比如 2008 年和 2010 年华盛顿邮报两次报道了一个华尔街金融人士转变成萨满，为他的客户管理资产和他们的灵性发展。<sup>15</sup>

We also use Crimson Hexagon’s social media web tool Foresight to analyze public response to mind-body-spirit trends since 2008. We used the key words “mediation” and “mindfulness” to see how the public respond to this way of life featuring the emphasize of one’s inner life.

笔者通过 Crimson Hexagon 媒体信息分析网络工具 Foresight 对美国大众针对身心灵趋势的回应（2008 年以来）进行分析。我们以“mediation”（冥想、静心）和“mindfulness”（当下心、正念）来看公众是如何对待这种强调内在性的生活方式的。

Our analysis showed that the trend of meditation since 2008 went through four stages in the U.S.

基于我们的分析，美国冥想静心风潮从 2008 年以来经过四个阶段。



图一：美国冥想静心社交媒体趋势分析

- Spiritual Seekers (before June 2010):** Meditation stays in a small community of spiritual seekers. The word meditation shows up in the context of discussion of Buddhism, Hinduism and yoga (24% of the total messages), and in the context of individual discussions of spiritual development (46%).

<sup>15</sup> Laura Blumenfeld, Voodoo Economics: A financial planner turns shaman to manage his clients money and their souls, December 7, 2008, Washington Post, <http://www.washingtonpost.com/wp-dyn/content/article/2008/11/25/AR2008112500938.html> 2014年9月检索

2. **Scientific Validation and Product Development (July 2010 to September 2012):** Scientific validation and products development introduce meditation to a broader community. More discussions of the functionality of meditation shows up (rising from less than 1% to 13%), messages about resources and relevant products for the public to learn and practice meditation rise from 16% to 34%. The personal sharing of meditation as a way of daily life (rather than spiritual development) rise to 47% from 14%.
3. **Rising Commercialization (October 2012 to July 2013).** In the period, discussions about products and resources rise to 41% (from 34%) whereas information on the functionality of meditation dropped to 7% from 13%. People continue to share vigorously about mediation in their life (47%).
4. **Predominant Commercialization (July 2013 to August 2014).** Most social media message are about sales of products, such as training, events, online materials and promoting a certain teacher (73%). The discussions on spiritual development with no commercial interest drops to almost none from the initial 46%.

1. **前沿灵性探索（2010年6月前）：**限于前沿的灵性修行的人士使用，主要出现在谈论佛教、印度教、瑜伽等经典宗教中（占24%）以及个人灵性探索的语境中（占46%）。
2. **科学学论证与产品开发（2010年7月至2012年9月）：**对冥想静心的功用进行科学学论证和相关产品的开发使冥想静心被更大多数人采纳。关于冥想静心的功用谈论开始出现（从前期的小于1%上升到13%），以产品和为大众所用的资源信息上升（从16%到31%），公众以冥想静心为生活方式的分享从前期的14%上升到47%。
3. **商业化抬头（2012年10月到2013年7月）：**这个期间，产品和资源的话题上升到41%（从34%），有关功用的讨论从前期的13%下降到7%。公众仍然热衷分享他们自己的冥想生活方式（仍然在47%）。
4. **商业化占主导（2013年7月到2014年8月），** 社交媒体中绝大部关于冥想静心的信息是推销产品、工作坊、老师、相关书籍音像产品等信息，关于纯灵性修行方面的探讨从最初的46%一路下降，到本阶段几乎为零。

Thus, in the US, the key trend has been toward commercialization, which is supported by a recent article titled “meditation goes mainstream” which has pointed out that both meditation and yoga has come to the US “as a spiritual discipline and has morphed into a form of physical fitness”

因此，在美国，身心灵的热潮主要表现为商业化趋向。最近的一篇以“冥想静心成为主流”的文章证明了这一点，该文指出，“冥想和瑜伽进入美国时是一种灵修练习，后来被打造成健身活动”<sup>16</sup>。

## The Chinese Mind-Body-Spirit Market

中国的身心灵市场

In China, the businesses in the mind-body-spirit field is influenced to a large extend by the development in the United States. Mind-body-spirit first came to the Chinese language in the 1980s through the

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<sup>16</sup> Strickler, Jeff, “meditation goes mainstream”, Star Tribune (Minneapolis, MN), May 30, 2013.



translation of the Indian philosopher Krishnamurti's. In publication, translations of American books such as by Krishnamurti, Eckhart Tolle, Deepak Chopra are in the majority. The best selling Mind-Body-Spirit writer Zhang Defen also grew into what she is today after her study trips and training in the U.S. The major concepts included in her best sellers include some popular mind-body-spirit concepts in the U.S. such as the law of attraction and miracles.

在中国，身心灵领域的商业活动很大程度上收到美国的影响。首先，身心灵的字眼来自 80 年代对印度哲人克里希那穆提有关著作的翻译，是对英文原词的直译<sup>17</sup>。在出版领域，整个身心灵话题的读物中来自于美国出版的英文著作的翻译占有重要地位<sup>18</sup>，如克里希那穆提（Krishna Murti）系列、艾克哈托利(Eckhart Tolle)系列和乔普拉系列（Deepak Chopra）等。此前提到的张德芬的畅销身心灵小说也是作家通过自己在美国身心灵方面的学习和体验后，将美国流行的灵性发展的概念，如吸引力法则等融入到小说的构思中。

In addition, yoga which originated in India become a popular activity after being introduced through the US. In 2011 the first China International Mind-Body-Spirit Convention (which adopt the name of International Yoga and Wellness Convention later) convened over 100 yoga studios in China. By 2014, China Fit has organized four such annual events. Yoga's popularity has risen in China over the past years. Statistics show that in 2013 22% millionaires in China do yoga.

其次，印度发源的瑜伽正是通过其在美国的风行，才真正开始在中国成为引人注目的活动，从 2011 年开始的由中国健身网组织的每年一度的“中国国际身心灵大会”（后更名为瑜伽健身大会）就是在主办方组织了一次美国身心灵盛会的考察团之后受到启示，联合由上百家瑜伽中心健身中心等单位联合举办的。到 2014 年已经举办了 4 届。<sup>19</sup>2013 年统计数据显示 22% 的身价百万以上的中国富人热衷瑜伽。<sup>20</sup>

Other than the influence coming from overseas, the local Chinese trend towards inner seeking and holistic health has contribute to the rise of the mind-body-spirit industry in China. First, many acknowledge there is a huge spiritual vacuum in China. Second, the number of people claim to have a religious belief has increased. A comparison of the two surveys (in 2001 and 2007) on the Chinese world view has shown, that there was an increase of 16% of respondent says that they have a religious affiliation, almost all comes from the increase of Buddhists. The trend of building of huge Buddha and deity status across China seems to indicate the rising public seeking for spiritual solutions. From 1996 to 2013, almost every year there is a huge Buddha or deity statue higher than 36 meters costing over one hundred million RMB being newly build across China. The temple for Taoism has more than doubled in China over the past 5 years. Third, life quality and holistic wellbeing are recognized by policy makers are important elements to teach in schools other than learning knowledge, skills or socialist ethics. In 2010, the China's Guidelines for Mid and Long Term Education Reform included the "education in life, quality of life and living" as a part of the guideline to be implemented across the public schools in China.

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<sup>17</sup> 宋守华;聂德民, “身心灵概念及疗法在大陆流行的原因解读” 《社会心理科学》2013 年第 08 期

<sup>18</sup> 聂德民、宋守华: 大学生中流行身心灵书籍现象分析, 《教育评论》, 2012 年第六期

<sup>19</sup> 参见中国健身网:

<sup>20</sup> <http://www.statista.com/statistics/239065/most-popular-sports-among-chinese-millionaires/>

同时，中国大众内向的探索趋势和对全人健康的关注也奠定了这个新产业兴起的土壤。首先，很多人指出中国存在巨大的灵性真空<sup>21</sup>。其次，认为自己有宗教信仰的人上升。关于中国人世界观的研究的两个学术问卷调查（2001 和 2007 年）的比较显示，自称没有宗教信仰的人下降了 16%，而同时自称是佛教徒的人上几乎升了 16%<sup>22</sup>。中国各地广兴大规模佛像建造之风似乎也印证了这种倾向。从 1996 到 2013 年间几乎每一年都有一个地方造成价值上亿、36 米以上高的巨型佛像、观音像。<sup>23</sup> 而中国道观数量在过去 15 年间增加了两倍以上，达到 5000 座。<sup>24</sup> 第三，政策制定者认识到在学校中不仅需要教授知识传授技艺，进行社会主义道德修养的培育，还要传授关于生命质量和整理康乐观念的重要性。2010 年制定的《国家中长期教育改革和发展规划纲要(2010—2020 年)》，将体现对生命成长和生命质量的关注的“三生教育”（生命教育、生存教育、生活教育）列入。<sup>25</sup>

With the Chinese public's increasing needs for attending their inner life and seeking wellbeing beyond material life, what is the trend of mind-body-spirit in public discussion in China? Through analysis of China's social media messages since 2011 with the Crimson Hexagon software we found that the trend of the Chinese public response to the mind-body-spirit culture is different from that of the American public. One prominent feature of the Chinese public is that commercialization played the role in triggering the public life style change and the return to the traditional cultures, rather than the other way round like that in the U.S.

随着中国公众越来越需要关照自己的内在生活，并寻找源自物质生活以外的幸福，他们的这种对身心灵的关注在社交媒体上的体现是什么呢？通过 Crimson Hexagon 媒体信息分析软件对 2010 年以来包括新浪微博等中文社交媒体的信息分析，发现中国大众在网上对冥想静心等身心灵方式的回应与美国的趋势有所不同。一个突出特征是，在中国，商业活动和产品是大众参与冥想等身心灵活动的发动机，然后沉淀到个人生活的分享，再引向对传统文化（儒释道与印度瑜伽文化传统）的回归和发掘，而不是向美国那样相反。

For instance, analysis of the Chinese key word “mediation”(Ming Xiang, and Jing Xin) on Weibo and other Chinese social media platforms shows:

例如，对以“冥想”和“静心”为关键字的信息（排除不相干的信息后）进行分类和统计显示。

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<sup>21</sup> See Yang Fenggang, Red, Black and Grey Religions Markets in China, The Sociological Quarterly, Vol 47, No. 1 (Winter 2006), PP 93-122.

<sup>22</sup> Rodeny Stark and Eric Liu, The Religious Awakening in China, Review of Religious Research, Vol 52, No. 3, March 2011, PP 282-296

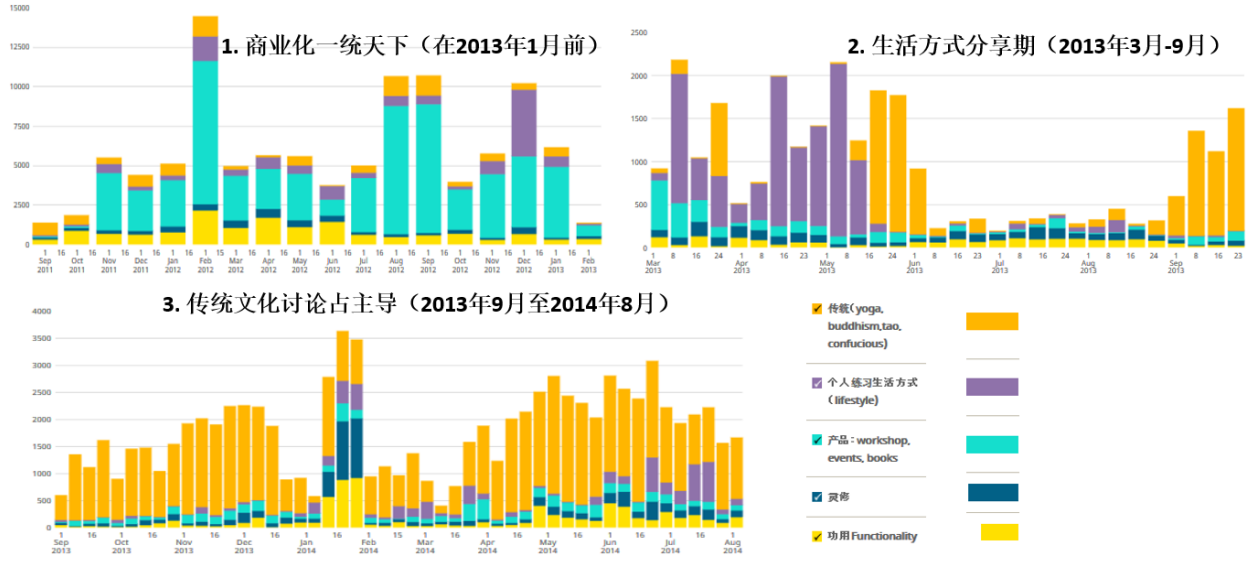
<sup>23</sup> Summarized based on 曹颖：“中国的新造佛运动”，[http://www.21ccom.net/articles/zgyj/ggmg/article\\_2012061361792.html](http://www.21ccom.net/articles/zgyj/ggmg/article_2012061361792.html)

<sup>24</sup> 帕提•沃德米尔：“宗教：中国富人的安定剂”英国《金融时报》2012 年 04 月 16 日  
<http://www.ftchinese.com/story/001044104>

<sup>25</sup> 国家中长期教育改革和发展规划纲要（2010—2020 年）[http://www.gov.cn/jrzq/2010-07/29/content\\_1667143.htm](http://www.gov.cn/jrzq/2010-07/29/content_1667143.htm)



图二：中国冥想静心社交媒体趋势分析



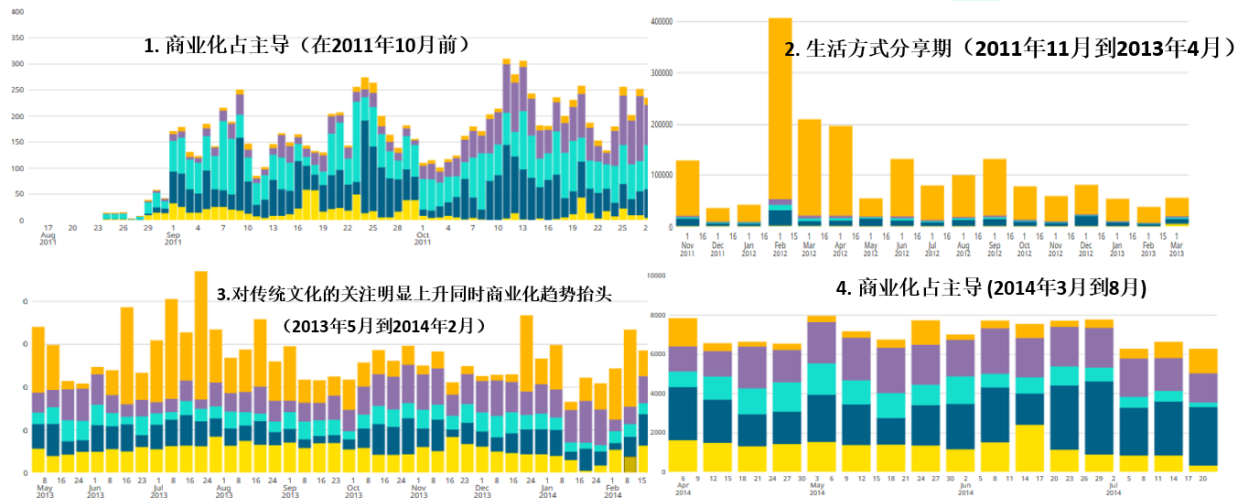
- 1. Predominant Commercialization (Before January 2013)** (the database has only Chinese data after 2010) The commercial information of the products and resources of mind-body-spirit takes the majority (60%), the discussion of the functionality of mediation takes 14%.
- 2. Life Style Sharing (March 2013 to September 2013)**, individual life style sharing rise to 45% (from 14%), commercial information dropped to 12% (from 60%). Meanwhile, discussions about the traditional cultures and spiritual development state to increase.
- 3. Predominant Traditional Culture (September 2013 to August 2014)**, discussions about the traditional cultures rises to 68% (from 26% in the last period). The rest aspects all drop to below 10%.

- 1. 商业化占主导 (在 2013 年 1 月前)** (该数据库中只有自 2010 年以来的中国社交媒体信息)，产品和应用资源信息占主流 (60%)，功用探讨占 14%
- 2. 生活方式分享期 (2013 年 3 月-9 月)**，个人分享从 14% 上升到 45%，产品资源信息下降至 12% (从 60%)，同时从传统和灵修方面探讨的信息比例也有较大幅度上升。
- 3. 传统文化讨论占主导 (2013 年 9 月至 2014 年 8 月)**，在传统文化的语境中出现的讨论比例从以前的 5%-26%，上升到 68%。其他方面下降到 10% 以下。

Combining a collection of key words related to the mind-body-spirit culture to conduct the analysis shows a similar trend. Since August 2011, the Chinese public's response to the topics related to meditation, yoga, spiritual development, personal growth and mind-body-spirit in general can be divided into four stages

以冥想、瑜伽、灵修、人生成长和身心灵等相关关键字集合检索的信息统计显示的中国大众对身心的反应有类似趋势。从 2011 年 8 月以来，大致分为以下 4 个阶段：

图三：中国身心灵社交媒体趋势分析



- 1. Predominant Commercialization (August 2011 to October 2011)** Major discussions are about products like yoga and other relevant mind-body-spirit events 66%
- 2. Predominant Life Style Sharing (November 2011 to April 2013).** Individual sharing of their life style takes up the majority volume (83%)
- 3. Rising Traditional Culture and Rising Commercialization (May 2013 to February 2014)** Attention to topics in traditional cultures rose prominently (from close to 0 to 19%), information related to products and resources start to rise to about 50%.
- 4. Predominant Commercialization (March to August 2014)** Product information continue to rise to 63%, while the attention to traditional culture remains the same 19% individual sharing of their life style drops to below 10%.

1. 商业化占主导（在 2011 年 10 月前）：瑜伽等活动和产品为主要关注，占 66%。
2. 生活方式分享期（2011 年 11 月到 2013 年 4 月）：个人生活分享上升到主流，占 83%。
3. 对传统文化的关注明显上升同时商业化趋势抬头（2013 年 5 月到 2014 年 2 月）：有关传统文化的讨论从几乎为零上升到 19%，相关活动和产品信息开始回升（相加占 50%）。
4. 商业化占主导（2014 年 3 月到 8 月）：产品和活动信息回升到 63%，传统文化的关注基本不变，个人分享的比重下降到 10% 以下。

The difference of these two analysis shows that China has not seen many commercial products surrounding meditation, but commercialization of other aspects is pretty sensitive to the market needs.

这两个分析之间的不同显示中国关于冥想静心的产品还不多，而对身心灵其他方面的商业化活动对市场的需要很敏感。

## The Future of China's Mind-Body-Spirit Market

中国身心灵市场的未来

Does the Chinese public's increased attention to the mind-body-spirit related topics in social media directly lead to more commercial activities? With the American experiences as a reference, especially the trend of commercialization in mind-body-spirit subjects, we have the following predictions:

中国社交媒体中体现对身心灵的关注是否转变成在身心灵领域的商业活动了呢？参照美国身心灵领域的发展，尤其是其商业化的趋势，我们对中国身心灵产业的发展趋势有以下预测：

**1) China's mind-body-spirit industry will grow in the terms of market volume.** As having been validated by the trend shown in the analysis of a collection of key words combined together, commercial messages are taking up the majority of all related social media messages (not even counting the Wechat which has become a key marketing tools). This trend is parallel to that in the U.S. (see graph #).

As mentioned before, there are “hundreds of millions of potential religions consumers (in China). Perhaps many of them have unmet religions needs, or are waiting to be awakened”. This creates huge potential market for informatics and products related to the path towards the essences of human being as an integrated being of mind, body, spirit. In light of American experiences, we predict continued business increase in China related to yoga, mind-body-spirit training, books and audio video products, and alternative healing.

**第一，中国身心灵产业将在销售量上有大幅增长。**正如前面综合所有身心灵相关关键字进行的社交媒体分析显示，现在中国商业信息在所有社交媒体信息中占主流(这还不算已经被商家广为开发的微信)。商业化上升这个趋势与美国是一致的。前面引用过的一篇学术文章指出，“中国有上亿潜在宗教客户。也许他们之中很多人有尚未满足的宗教需求，或者还有待开启。”<sup>26</sup>这种形势为有关探索人做为身心灵整体的本质的精神探索道路的相关信息和其他产品塑造的巨大的潜在市场。参照美国的经验，我们预测中国与瑜伽、身心灵领域相关的的培训、书籍音像及替代疗法的商务活动将继续上长。

**2) There will be a bigger diversity in business model in the field of mind-body-spirit.** The commercial activities shown up the existing social media include training events, book sales, accessory sales like yoga mat, retreats, tours, broadcasts, yoga activities. Compared with the mind-body-spirit industry in the U.S., the Chinese industry still looks more like in its preliminary stage. As the field further develop, the intermediary and service sector will emerge to expand the business diversity, such as the conveners (like holding events like the Wisdom 2.0 Conference or the Wake Up Festival or business conventions), the evaluators (like the ranking business or certifying authority), the platforms (like the portal websites

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<sup>26</sup> Yang Fenggang, Red, Black and Grey Religions Markets in China, The Sociological Quarterly, Vol 47, No. 1 (Winter 2006), PP 93-122.

or comprehensive retreat and training centers like the Chopra Center, the Omega Center or Kripalu Center in the U.S), business suppliers (such as meditation accessory special producers, essence oil producers), or professional training facilities or the train-the-trainer businesses.

**第二，中国与身心灵相关的商业形式将极大的丰富。**目前，在社交媒体信息分析中出现的商业活动模式不外乎是培训、书籍销售、像瑜伽垫之类的用具销售、修行营、旅行、广播、瑜伽活动。与美国现在的身心灵业态相比，中国身心灵业态相对初级。随着这个领域的进一步发展，将会出现身心灵领域的中介和服务部门。如会议机构（组织或像智慧2.0峰会、觉醒节这样大型综合会议和展会），评论者（如排名产业、专业评审机构），平台性机构（如组建端口式网站平台或像乔普拉中心、奥米伽中心或科宝路中心这样的综合的身心灵修养与培训中心），用具供应商、以及专门技师、培训师的培训产业。

**3) Traditional Chinese approaches to holistic wellbeing such as Chinese medicine or Taiji will see further rival, though Qigong will depend on the government's control.** The social media research indicated increasing interest in China's traditional culture in the context of mind-body-spirit. With the increasing commercialization inspired by the business models from the U.S., such as healing centers, classes and retreat, it can be predicted that Chinese traditional holistic approaches like taiji and Chinese medicine will be more accessible to the public as a way of life. In the current limited social media data analysis (during 2011 to 2014), we did not identify prominent trend of rise of Taiji or Chinese medicine related discussions.

**第三，对中国传统文化相关全人整体视角的内容如中医或太极的关注将会持续升温，而对气功的追随取决于政府的政策。**社交媒体信息分析显示围绕着身心灵出现了对中国传统文化的热捧。随着在美国商业模式（如疗愈中心、培训和修养营）激发下的中国身心灵领域的进一步商业化，可以预测的是中国传统全人整体方法如太极和中医可能会借助西方的关注和西方阐释模式的回流，开始受到越来越多主流的关注，并将越来越成为大众可及的生活方式。但是在目前有限的中国社交媒体信息库里（2011-2014年），我们没有看到相关太极或中医的独立讨论的明显升温。

Qigong a form of holistic healing approach originated from Chinese traditional culture, that is “comparable to New Age, religions, occults, yoga or clients and audience cults” has a different story. The 1999 Legislative Resolution on Banning Heretic Cults that bans Falun Gong and other 16 major Qigong groups. However, immediately following the ban, the General Administration of Sports in China propagated a Temporary Rule of Administration on Health-Oriented Qigong, allowing Qigong practice in the name of health after being sanctified by this Administration<sup>27</sup>. Then in 2006, this Administration issued the Regulation on Health Oriented Qigong, which stipulates that any types of practices of Qigong should get approved first by the Administration, and groups or facilities teaching and practicing Qigong should get the approval of the Administration. This regulation has complicated the teaching and

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<sup>27</sup> “健身气功管理暂行办法”经国家体育总局 2000 年 9 月 8 日通过

spreading of Qigong, and to a certain extent may put a constraint on commercialization of Qigong. Whereas in the US, Qigong has been recognized as an alternative healing practice. In the annual Wake Up Festival, a comprehensive retreat event, the teaching and experiencing Qigong has been on the regular agenda.

中国传统的气功是一种基于全人整体视角的疗愈方式，但是同时“类似新世纪、宗教、神秘教派、瑜伽或大师崇拜基础上的受众团体”<sup>28</sup>，也因此有不同命运。1999年关于取缔邪教组织、防范和惩治邪教活动的决定发布之后，16个主要气功组织随同法轮功被禁止<sup>29</sup>。紧接着，2000年中国颁布“健身气功管理暂行办法”，强调气功的健身功能，由国家体育总局归口管理，使得经政府认定的气功流派能以健身活动的形式开展。接下来在2006年颁布“健身气功管理办法”，规定任何门派的气功都必须首先由政府批准，用于气功练习和教授的场所也必须提前获得许可。这项规定使得气功的教授和传播变得复杂化，在一定程度上将影响气功商业传播。而在美国，气功已经成为替代养疗方式的一种受到追捧。在每年一度的综合身心灵大会“觉醒节”上，气功学习和体验是一个常项。

**4) China will see more research examining the effect of the holistic approaches on human wellbeing.** They will be either delivered by mind-body-spirit services or businesses as a marketing approach through translation or sponsorship, or as an academia’s response to the rising public interest in the mind-body-spirit approaches.

第四，中国将出现越来越多学术研究探索身心灵全人整体观手段的功效。这或者由身心灵业界作为一种营销手段，通过翻译引介或自行组织的，还可能是学术界自身处于对兴起的身心灵热潮的好奇而自发进行的。

**5) China will see increased international exchanges in this area.** The growing market in China will push the industry and entrepreneurs in China to introduce resources from overseas such as the U.S. where the mind-body-spirit is more mature. There will be increased foreign teachers, books and media resources as well as related products being introduced to the Chinese market. Overseas study tours or retreats will be on the rise too considering the Chinese public’s increased ability to pay internationally.

第五，中国将在身心灵领域有更多的国际交流与合作。商业化的趋势将促使中国业界人士为了广泛开发身心灵服务资源和教育资源，而跨出国界，扩大与像美国这些身心灵业态较发达的国家的交流与合作。中国公众将看到更多的海外音像书籍和大师和培训机构。随着中国公众国际支付能力的增强。海外访学团或修养营也会成上升趋势。

Overall, our belief is that China’s mind-body-spirit market will lead to the rival of some Chinese traditional approaches, combined with foreign business models. In addition a set of new, diversified mind-body-spirit approaches have originated from different world cultures will introduce new ideas and practices to China. The effective development of the mind-body-spirit industry in China hinges on the

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<sup>28</sup> Yang Fenggang, Red, Black and Grey Religions Markets in China, The Sociological Quarterly, Vol 47, No. 1 (Winter 2006), PP 93-122.

<sup>29</sup> Yang Fenggang, Red, Black and Grey Religions Markets in China, The Sociological Quarterly, Vol 47, No. 1 (Winter 2006), PP 93-122.

recognition, participation and adoption of the mainstream and furthermore, the attitude of the government is crucial to a prosperous mind-body-spirit market in China.

总之，我们相信，中国的身心灵经济的发展将引发一些中国传统文化方式在外来商业模式的启发下的复苏，同时，那些源自多姿多彩的世界文化新的各式各样的的身心灵方式将为中国带来新的观念和方法。中国身心灵业的有效发展，取决于主流的认同、参与和采纳，而政府的态度对中国身心灵市场的繁荣将有举足轻重的影响。