

Multimedia Appendix 3. Pairwise comparisons of quality assessments.

Table 1. Pairwise chi-square tests of source attribution.

Domain#1	Domain#2	<i>p</i> -value	Adj. <i>p</i> -value (Hommel)
Acupuncture	Homeopathy	0.11	0.12
	Massage	0.04	0.07
	Reiki	0.0001	0.001
	Yoga	4.01e-05	0.0004
Homeopathy	Massage	0.58	0.58
	Reiki	0.04	0.07
	Yoga	0.05	0.07
Massage	Reiki	0.005	0.02
	Yoga	0.07	0.09
Reiki	Yoga	0.02	0.05

Table 2. Pairwise chi-square tests of presences of external links.

Domain#1	Domain#2	<i>p</i> -value	Adj. <i>p</i> -value (Hommel)
Acupuncture	Homeopathy	0.01	0.04
	Massage	0.10	0.19
	Reiki	0.58	0.58
	Yoga	0.0006	0.01
Homeopathy	Massage	0.46	0.51
	Reiki	0.08	0.19
	Yoga	0.30	0.44
Massage	Reiki	0.44	0.51
	Yoga	0.11	0.19
Reiki	Yoga	0.01	0.03

Table 3. Pairwise chi-square tests of presences of domain-specific terminologies.

Domain#1	Domain#2	<i>p</i> -value	Adjusted <i>p</i> -value (Hommel)
Acupuncture	Homeopathy	0.03	0.10
	Massage	0.05	0.122
	Reiki	0.79	0.88
	Yoga	0.60	0.75
Homeopathy	Massage	1.00	1.00
	Reiki	0.01	0.06

	Yoga	0.13	0.26
	Reiki	0.01	0.06
Massage	Yoga	0.20	0.33
Reiki	Yoga	0.29	0.41