



TITLE: Uncovering Mind-Sets for Everyday Topics Through Mind Genomics Coupled With AI

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ABSTRACT (up to 300 words)

Mind Genomics is an emerging science about how people make decisions in everyday life. Recent evolution of the science has incorporated AI, allowing the researcher to specify a topic (e.g., what should one do to exercise more, or eat less at night). AI (Idea Coach) emerges with sets of questions and sets of answers to the questions. The researcher uses Idea Coach to select the answers. The Mind Genomics platform then combines the answers into vignettes, presents these vignettes to respondents, obtains ratings, and through regression analysis identifies the specific, strong drivers of interest. Finally, the system clusters the respondents based upon the pattern of their individual element contributions. In a matter of less than 3-4 hours a researcher can go from virtually 'no knowledge' about a topic to a fully customized self-instruction book (Idea Book), as well as empirical data about the different ways people think about the ideas (mind-sets), and finally a way to identify these mind-sets in the population (PVI, personal viewpoint identifier). Applications range from creating new knowledge, to specifics about the specific language to use when communicating with individuals about health and other personal topics. The system is simple (even grade school students can use it), fast (hours), affordable world-wide, and designed to create knowledge at industrial scale. Mind Genomics has been 'battle-tested' for more than 25 years, continuing to evolve to a world-wide knowledge-creation 'machine' for all people, all ages.

BIOGRAPHY (up to 200 words)

Howard Moskowitz received his PhD in experimental psychology from Harvard at the age of 24, in 1969. During his almost 55-year career he has evolved from a scientist to an entrepreneur, consumer researcher, and now mentor. His early work began in the sense of taste. Over the past 30 years he has created a new science, Mind Genomics (www.BimiLeap.com), with the goal of systematizing knowledge, making this available to everyone in the world at low cost. The goal is to educate the world, advance wellbeing, both by providing a system through which anyone can do research about the world of thinking and the everyday. Mind Genomics has been instrumental in helping advance well-being, and now education of young people in many areas around the world.

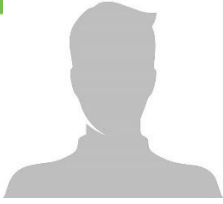


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