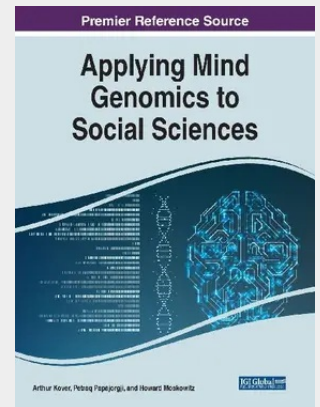


## Applying Mind Genomics to Social Sciences

The purpose of this book is to use the new science of Mind Genomics to study how people react to social issues. Mind Genomics is a collection of well-accepted yet novel approaches to understanding the mind of the respondent. Mind Genomics works at the level of the concrete, the granular. The Mind Genomics approach is Socratic (select a topic, select four or six questions or silos, and for each question provide four or six alternative answers). Instead of using a Yes/No question, Mind Genomics creates a scenario by combining answers from different silos without repeating the same scenario twice. The combination of scenarios is referred to as a vignette; the respondents provide an evaluation according to their feelings. This is the permuted experiment design, which allows a single Mind Genomics experiment to cover a lot of the so-called 'design space' of possible combinations. This book presents a unique and quantitative approach to understand people's reactions to everyday problems. It works in the scientific tradition, trying to understand how people respond to their world. A hallmark of the Mind Genomics technology is the discovery of different patterns of reactions to the elements, patterns that are intuitively obvious, and suggest different ways of perceiving the facts of a particular study case; this is referred to as Mind-Set. This new technology has been used by many researchers to study and understand issues in different application domains such as business, social, or education. This book will be the first to address social and political issues using a rigorous statistical approach via the new science of Mind Genomics.

Mind genomics is the next level of apprehension of human behavior. It seeks to comprehend what drives consumers and people in general in their day-to-day decision making. It reaches out where surveys and focus groups are inadequate tools to help us better understand how people feel and how they will behave in a particular situation. While allowing for a more encapsulating method that works well with big data, mind genomics offers a more nuanced view of the complex societal and political reality. Applying Mind Genomics to Social Sciences presents an overview of mind genomics as applied to the food industry, commerce, business services, tourism, healthcare, and even legal service. Its focus, however, explores the new avenues of mind genomics in social and political sciences. The book offers a combination of rich data combined with a new methodological approach and fresh analytical insights, which helps us better grasp and understand the complex reality of society. Covering topics such as human thought, decision making, and cognitive science, this premier reference source is a dynamic resource for political scientists, sociologists, psychologists, business leaders, marketers, government officials, journalists, students and faculty of higher education, libraries, doctoral and postdoctoral candidates, researchers, and academicians.



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