

Research Article

# Open Innovation in the World Order through AI: Gaza, Israel and Beckoning Opportunities

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## Abstract

The paper focuses on the use of AI to summarize and hypothesize mind-sets, motives, and strategies for peace, all involving the current conflict between Israel and Hamas in Gaza. The embedded AI in the BimiLeap program (Idea Coach), originally developed to facilitate critical thinking, has been expanded to allow users to understand social situations and the motives of people more profoundly. The Mind Genomics platform thus moves from its origin as an attitude research platform into an easy-to-use, rapid, affordable component of the world of Open Innovation, accessible to all, and producing useful, testable suggestions. The paper shows easy-to-create inquiries provided to AI, and the type of output immediately available, and then more output summaries returned a few minutes later.

## Introduction

The sociology, psychology, and other areas of social science are filled with studies of conflict, of conflict resolution, and so forth. Conflict appears to be inborn. The purpose of this paper is to move from a profound study of the nature of conflicts to the use of easily deployed artificial intelligence to deal with conflicts. Conflict, disagreements, take many forms, each form the focus of a scientific literature going back decades, and for political conflict, going back centuries and millennia. The continuing question is how to resolve a conflict and can there be new ways of discovering resolutions.

The approach presented in this paper, AI-Enhanced Mind Genomics, emerged from decades of research on understanding how people make decisions. The objective of Mind Genomics is to study the decisions that people make in their ordinary lives, not so much by asking them what is important but instead by showing people different ‘vignettes’, combinations of messages about people, and asking people to select how they feel when they read these vignettes. Table 1 shows an example of a vignette and the rating question.

The important thing about the vignettes is that they represent slices of life. Although the vignette is simply a phrase, like those in Table 1 below, when these phrases are put into a combination, either by a person who is thinking or by a machine following a prescribed set of combinations, they paint a picture of situation that has some semblance of reality. People who read the vignette get a feeling of the situation and make a judgment about the situation.

Before proceeding with the AI enhancements, it is important to contrast the approach presented here with the conventional approaches. Conventional wisdom works with simple ideas, general concepts. These ideas often cover a wide range of topics. The ideas themselves are rarely ‘fleshed out’ with specific, depending rather on the mind of the respondent to fill in the specifics. In this way the researcher is able to identify the general point of view of the respondent, e.g., the respondent is interested in economic opportunities, or the respondent is interested in safety and security, etc. One need only take one of the seemingly omnipresent surveys on a business transaction or a medical visit to see the focus from the top down, from the general topics such as efficiency, politeness and competency. This is no focus on specifics, on the granularity of the experience.

## The Original Mind Genomics Approach

Mind Genomics emerged about thirty years ago, when author Moskowitz and colleague Derek Martin presented the approach at the annual congress of ESOMAR (World Society of Market Research), held in Copenhagen [1]. The approach, then called IdeaMap, featured the notion of evaluation of systematically varied vignettes, and then the deconstruction of the rating into the part-worth contribution made by each element. The approach was an advancement of earlier

Table 1: The vignette and the rating question.

<p>How do you feel about the prospects of peace when you read this:          Economic partnerships bring countries together, fostering shared wealth and peace.          By working together on projects, countries can experience mutual benefits and harmony.          Joint economic endeavors build bridges of prosperity, strengthening peaceful relationships.          Please select a rating          1 = It doesn't sound motivating AND it may be rejected          2 = It doesn't sound motivating BUT it may be considered          3 = I cannot answer this question          4 = It sounds motivating BUT it may be rejected          5 = It sounds motivating AND it may be considered</p>
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efforts called ‘conjoint measurement’, based on foundational work by Luce and Tukey [2], and continued by Wharton School professors Paul Green, Jerry Wind, and Abba Krieger [3,4]. Their focus was the complexity of decision making by assuming that people were presented with options, and that they had to trade-off one option for another. They could not have everything. The experiments run by Green and Wind were done to identify the rules of the mind, viz., what was important to a person. Their sets of experiments were augmented by modeling and segmentation

In the end, these early contributions set the stage for the emergence of IdeaMap, morphing into RDE (Rule Developing Experimentation [5], and finally the emerging science of Mind Genomics [6] The Mind Genomics science facilitated by a computer platform, [www.bimileap.com](http://www.bimileap.com). The platform guided the user, first to define the study, then to develop four questions which told a story about the topic (Figure 1, Panel A). After some years of experience it became clear that the stumbling block was the development of meaningful questions. The education system taught people how to give answers, but not how to think critically, and clearly not how to formulate a series of questions which would tell a relevant story.

The introduction of AI in the form of ChatGPT) solved the problem [7]. The Mind Genomics platform was augmented with an AI capability called Idea Coach (Figure 1 Panel B). The user simply typed in a request for questions about a topic, and Idea Coach returned with 15 suggestions, as shown in Table 2. The user then selected four questions or developed questions without the AI, or even took the questions suggested by AI, and edited the questions. The output became the four questions. The same approach is used to provide answers to the questions selected. The user could select questions and edit them, obtain 15 answers to each question, and finally select four answers. This was done four times, once for each question. This second step, obtaining answers to a selected question using Idea Coach, appears in Table 3. The entire process from start to finish typically requires about 20 minutes once the user has understood the steps.

### Using Mind Genomics and Idea Coach to Spur Open Innovation in Public Policy

The term open innovation has been presented as a new way to drive innovation [8-10]. The notion is that one can innovate in many ways, and need not follow the typical, perhaps exaggerated pattern of

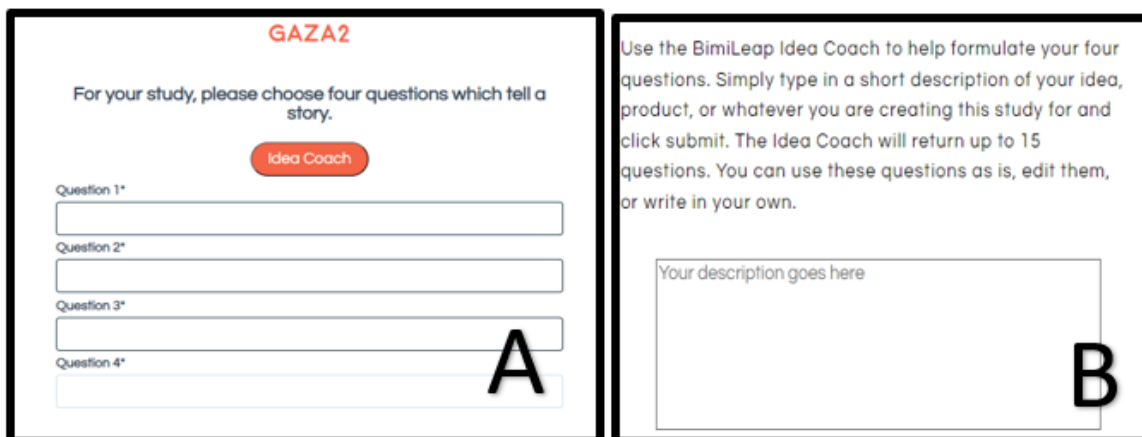


Figure 1: Panel A shows the request for four questions. Panel B shows the input to Idea Coach, which permits the user to invoke AI to help create the questions.

Table 2: The 15 questions generated by AI embedded in Idea Coach.

<p>Question provided by user to AI embedded in: What are questions that can be asked about relevant and feasible suggestions for a viable peace between Gaza and Israel?</p> <p>15 suggestions returned with 20 seconds by AI, through Idea Coach:</p> <ol style="list-style-type: none"> <li>1. Can both sides agree to initiate peaceful negotiations for a lasting solution to end the conflict?</li> <li>2. How can we establish a secure and demilitarized zone in Gaza to ensure the safety of both Palestinians and Israelis?</li> <li>3. What steps can be taken to promote tolerance, understanding, and coexistence among the youth of Gaza and Israel?</li> <li>4. How will the establishment of joint economic projects create a sense of shared prosperity and boost peaceful relations?</li> <li>5. How can we foster cultural exchanges and initiatives that celebrate the similarities and diversity between Palestinians and Israelis?</li> <li>6. Can international peacekeeping forces be deployed in Gaza to maintain stability and prevent any resurgence of violence?</li> <li>7. What measures can be implemented to stop the smuggling of illegal weapons and resources into Gaza?</li> <li>8. In what ways can we facilitate the free movement of people and goods between Gaza and Israel, promoting economic growth and cooperation?</li> <li>9. Will the recognition and respect of historical and religious sites in both Gaza and Israel contribute to a sense of shared heritage and unity?</li> <li>10. How can we ensure that all parties receive fair and just access to essential resources such as water, electricity, and healthcare?</li> <li>11. Can joint infrastructural development projects, such as improving water and sanitation systems, create mutual benefits and enhance living conditions for both Palestinians and Israelis?</li> <li>12. What efforts can be made to rehabilitate and reintegrate former militants into society, fostering a sense of hope and belonging?</li> <li>13. Will the establishment of educational programs promoting peace and conflict resolution lead to a generation of young Palestinians and Israelis committed to peaceful coexistence?</li> <li>14. How can we facilitate family reunification and promote cross-border visits to reconnect Palestinians in Gaza with their relatives in Israel?</li> <li>15. Can we establish mechanisms for addressing the grievances and concerns of both Palestinians and Israelis to promote a sense of justice and reconciliation?</li> </ol>
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**Table 3:** The 15 answers to one of the selected questions generated by AI embedded in Idea Coach

<p>The question selected to be one of the four questions: How will the establishment of joint economic projects create a sense of shared prosperity and boost peaceful relations?</p> <p>The 15 answers to the question provided by idea Coach</p> <ol style="list-style-type: none"> <li>1. Economic partnerships bring countries together, fostering shared wealth and peace.</li> <li>2. By working together on projects, countries can experience mutual benefits and harmony.</li> <li>3. Joint economic endeavors build bridges of prosperity, strengthening peaceful relationships.</li> <li>4. Collaborative projects generate prosperity, fostering harmony and peaceful coexistence.</li> <li>5. Economic initiatives promote shared success, enhancing peaceful and harmonious relations.</li> <li>6. Through joint economic ventures, countries find common ground for prosperity and peace.</li> <li>7. By partnering on economic projects, nations build a foundation of shared prosperity.</li> <li>8. Collaborating on economic endeavors unites countries toward prosperity and peaceful relations.</li> <li>9. Joint economic initiatives cultivate a sense of shared prosperity, promoting peaceful coexistence.</li> <li>10. Economic partnerships create a mutually beneficial environment, fostering peaceful relationships.</li> <li>11. Collaborative economic ventures pave the way for shared prosperity and peaceful interactions.</li> <li>12. By engaging in joint economic activities, nations foster prosperity and peaceful cohabitation.</li> <li>13. Economic cooperation initiatives bring countries together, nurturing shared prosperity and peace.</li> <li>14. Joint economic projects strengthen bonds of prosperity, paving the way for peaceful relationships.</li> <li>15. Partnership in economic ventures creates a harmonious environment, promoting shared prosperity and peace.</li> </ol>
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**Table 4:** First set of inputs which frame the question.

<p>Topic:</p> <p>After the brutal attack by Hamas on October 7, killing 1200 Israelis and kidnapping 150, there is an all-out war declared by Israel against Hamas. Hamas charter calls for killing Israelis and Jews, and never making peace. How is it possible to work with Palestinians and the world to make sure that the war is stopped, that Hamas is finished, and that the situation is set for a peace with Gaza that will restore Gaza, given that Hamas is still there.</p> <ol style="list-style-type: none"> <li>1 Please provide question that the Palestinians/Gazans should ask, and the reason for the question in the mind of the Palestinians/Gazans who asked the question.</li> <li>2 For each question that the Palestinian/Gazan asks, please provide four reasonable answers from Israel, and the reasons in the mind of Israel for each of these four reasonable answers.</li> <li>3 For each question that the Palestinian/Gazan asks, please provide four reasonable answers from the United Nations membership, and the reasons in the mind of the United Nations membership for each of these four reasonable answers.</li> <li>4 Please make the questions, the answers, and the reasons simple to understand, and asked/answered by people who are HONEST, AND WHO WANT PEACE.</li> <li>5 Make the questions, the answers, and the reasons interesting to the reader.</li> <li>6 Please number all questions, answers, reasons so they can be linked together.</li> </ol>
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innovation following the ‘inspiration’ given to the highest-ranking member in the group or in the company. The number of articles on open innovation (Number?) is testament to the fact the concept is alive and well. The application of open innovation to public policy is also testament to the acceptance of the concept in a world where competition, profit and loss, and very survival take a different shape.

The focus of this paper is to present how a new way of thinking with Idea Coach and Mind Genomics can contribute to open innovation in public policy. The effort presented here shows just one exercise in what became a short set of exercises in public policy to formulate what to do in the current war between Israel and Hamas being fought in Gaza. The presentation shows directly what can be obtained in a matter of less than a few minutes and suggests how to iterate the inputs to suggest new ideas.

The remainder of this paper is the presentation of the results of the exercise. There is little need for comment. The results and the interpretation are self-evident. What is important to remember, however, are the immediacy, simplicity, affordability, and depth of the results. And, of course, the reality that these ideas must be quickly evaluated, whether using Mind Genomics with real people to identify the acceptable of the ideas, or some other method, such as in-depth

interviews, focus groups, or even surveys.

### **Mind Genomics as Ideas Underlying Open Innovation in Policy: The Steps, the Results**

Following the process shown in Figure 1, Panel B, the user defines the situation (Table 4). The squib is far more complicated, however, because now the user is going to engage the AI built into Idea Coach to provide much more information. The instructions are to provide questions, reasons underlying the questions, answers to those questions from Israel, answers to those questions from the UN, as well as making the answers come from an honest person, and making the questions and answers interesting.

Within a minute or so, the AI in Idea Coach returns with the request. The immediate results are shown in Table 5. The user can edit the request shown in Table 4 and re-run, or simply re-run for another attempt at providing the information. Each iteration can be done in 30 seconds or shorter. Within 10 minutes the motivated user can do 20 iteration, simply by pressing the repeat button. Some of the results will be the same in several iterations, but many of the iterations will surface new material. The process allows for instant iterations by giving the user the opportunity to modify the ‘squib’ or prompt to Idea Coach in real time, and then re-submit.

**Table 5:** Immediate output from Idea Coach to address the input squib (prompt) shown in Table 4.

<p>Palestinian/Gazan Question: How can we ensure an end to the war between Israel and Hamas, and work towards a peaceful resolution in Gaza given the existence of Hamas?</p> <p>1 Reason for asking the question: The Palestinians/Gazans want to explore possibilities for peace and stability in Gaza, despite the presence of Hamas.</p> <p>2 Israel's Answers: Engage in direct negotiations with Hamas: Israel may consider engaging in direct negotiations with Hamas as a means to cease hostilities, secure a ceasefire agreement, and work towards a peaceful resolution. This may provide an opportunity for Hamas to reconsider its stance and find common ground for a peaceful coexistence.</p> <p>Support the emergence of an alternative leadership: Israel could support the emergence of moderate Palestinian leaders who oppose Hamas' extremist ideology and prioritize peace. By empowering and collaborating with such leaders, it may be possible to sideline Hamas and create new conditions for peace in Gaza.</p> <p>Apply increased diplomatic and economic pressure: Israel could apply increased diplomatic and economic pressure on Hamas to curb its violent activities. By making it costly for Hamas to continue engaging in violence, they may be compelled to reassess their position and seek peaceful alternatives.</p> <p>Foster cooperation and development in Gaza: Israel could promote initiatives aimed at fostering cooperation and development in Gaza, thereby providing incentives for the Palestinians to reject violence and embrace peaceful means for political resolutions.</p> <p>3 Reasons for Israel's approach: Engaging in negotiations with Hamas: Israel might believe that direct negotiations could be an avenue for de-escalation and a potential breakthrough in resolving the conflict.</p> <p>Supporting alternative leadership: Empowering moderate voices might create a path for a more constructive dialogue between Palestinians and Israelis.</p> <p>Applying pressure: Increasing diplomatic and economic pressure could potentially weaken Hamas and make it less capable of ongoing violence, creating an opening for peace initiatives.</p> <p>Fostering cooperation and development: By investing in the economic and social development of Gaza, Israel could potentially create an environment where peace is seen as preferable to conflict.</p> <p>4 United Nations Membership's Answers: Facilitate inclusive peace talks: The United Nations could facilitate inclusive peace talks involving all relevant parties, including Hamas, to find common ground and explore avenues for lasting peace.</p> <p>Develop international peacekeeping mission: The UN could consider deploying an international peacekeeping mission to Gaza, ensuring security and stability while negotiations take place.</p> <p>Provide humanitarian aid and reconstruction support: The UN could increase its humanitarian aid efforts and support the reconstruction of Gaza to alleviate the suffering of its people and promote stability in the region.</p> <p>Condemn and isolate extremist groups: The international community, including the UN, should actively condemn and isolate extremist groups like Hamas, making it clear that their ideology and actions are universally rejected.</p> <p>5 Reasons for the United Nations membership's approach: Facilitating peace talks: The United Nations, as a neutral mediator, can provide a platform for open dialogue and negotiations, fostering an environment conducive to peace.</p> <p>Peacekeeping mission: Deploying international peacekeepers can help establish a secure environment and build confidence between the conflicting parties.</p> <p>Humanitarian and reconstruction support: Providing aid and support can address urgent needs and demonstrate the international community's commitment to the wellbeing of the people in Gaza, fostering stability.</p> <p>Condemning and isolating extremist groups: Denouncing and isolating extremist groups helps ensure they are not legitimized or able to gain additional support, thus diminishing their influence and creating space for peaceful resolutions.</p>
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After about 20 minutes, and after the user has logged out correctly, the platform sends the user the entire booklet of iterations, doing so by email. In addition to one tab devoted to the iteration that the user saw, the platform further summarizes the results, and applies additional AI to the material it generated. Table 6 shows the summarized material.

### **Moving the Process Entirely to AI to Explore Synthetized Mind-sets**

The final demonstration in this paper emerges from the work in Mind Genomics which demonstrated the existence of 'mind-sets', operationally defined as people who responded the same way to

specific messages in a granular topic (REF). These mind-sets may more profoundly differentiate people than do the simple patterns of response in questionnaires, primarily because the latter, the questionnaires, focus on the generalities. The different segments emerging from these questionnaires are more global. It is often very difficult to know what to say to a segment in these global segments when the requirement is to deal with a specific, localized issue. In contrast, mind-sets in Mind Genomics emerge from the granular. Mind-sets in Mind Genomics become general, global, only when they seem to emerge again and again in different topics as now-familiar ways in which the people differ.

**Table 6:** Summarization and AI-based expansion of initial AI output shown in Table 5.

<p><b>Key Ideas</b></p> <ol style="list-style-type: none"> <li>1. How can peace be achieved in Gaza despite the existence of Hamas?</li> <li>2. How can Hamas be marginalized, and alternative leadership empowered?</li> <li>3. How can increased diplomatic and economic pressure be applied to Hamas?</li> <li>4. How can cooperation and development be fostered in Gaza to promote peace?</li> <li>5. How can the United Nations facilitate peace talks and support stability in Gaza?</li> <li>6. How can a peacekeeping mission be established in Gaza?</li> <li>7. How can humanitarian aid and reconstruction support be provided to Gaza?</li> <li>8. How can extremist groups like Hamas be condemned and isolated by the international community?</li> </ol> <p><b>Themes</b></p> <p><b>Theme 1: Achieving Peace and Marginalizing Hamas</b>          How can peace be achieved in Gaza despite the existence of Hamas?          How can Hamas be marginalized and alternative leadership empowered?          How can increased diplomatic and economic pressure be applied to Hamas?          How can cooperation and development be fostered in Gaza to promote peace?</p> <p><b>Theme 2: International Support and Diplomacy</b>          How can the United Nations facilitate peace talks and support stability in Gaza?          How can a peacekeeping mission be established in Gaza?          How can humanitarian aid and reconstruction support be provided to Gaza?          How can extremist groups like Hamas be condemned and isolated by the international community?</p> <p><b>Perspectives</b></p> <p><b>Theme 1: Achieving Peace and Marginalizing Hamas</b></p> <p><b>Plus factors:</b>          Potential for international support and collaboration in achieving peace          Existence of previous peace agreements and frameworks (such as the Oslo Accords) to build upon          Possibility for nonviolent resistance movements to gain momentum and challenge Hamas leadership          Economic incentives for Gaza if peace is achieved, such as infrastructure development and increased trade opportunities</p> <p><b>Minus factors:</b>          Hamas' control over Gaza and its entrenched military infrastructure may hinder peace efforts          Lack of unity among Palestinian factions may undermine any attempts to marginalize Hamas          External actors may have differing interests and approaches, leading to potential conflicts and impeding progress          Potential for violence and resistance from Hamas or its sympathizers in response to attempts to marginalize the group</p> <p><b>Interesting factors:</b>          Balancing the need for security and stability in Gaza with the goal of marginalizing Hamas          Examining previous attempts to negotiate with Hamas and the challenges they faced          Exploring the potential role of regional actors, such as Egypt or Qatar, in facilitating peace talks and supporting alternative leadership in Gaza          Assessing the impact of external factors, such as the Israeli Palestinian conflict and regional dynamics, on peace efforts</p> <p><b>Theme 2: International Support and Diplomacy</b></p> <p><b>Plus factors:</b>          Existence of international organizations, such as the United Nations, with experience in peacekeeping and humanitarian aid          Potential for diplomatic pressure and sanctions to influence Hamas' behavior and encourage peace talks          Global consensus against extremist groups, providing a foundation for condemnation and isolation efforts          Access to financial resources and technical expertise for reconstruction and development in Gaza</p> <p><b>Minus factors:</b>          Differing priorities and agendas among international actors may complicate coordination and cooperation          Limited enforcement mechanisms for international dictates or sanctions against Hamas          Growing skepticism towards the United Nations and its ability to effectively resolve conflicts          Potential backlash and resistance from Hamas or its sympathizers to international intervention</p> <p><b>Interesting factors:</b>          Analyzing the role of regional powers, such as the United States, European Union, or Arab countries, in supporting diplomatic efforts in Gaza          Exploring the potential for creative diplomacy, such as track two diplomacy or people to people exchanges, to complement formal peace talks          Assessing the impact of previous international interventions and peacekeeping missions in the region          Evaluating the potential for international institutions, such as the International Criminal Court, to hold Hamas accountable for its actions.</p> <p><b>What is missing</b></p> <p>Possible missing points for a complete understanding of the topic:</p> <ol style="list-style-type: none"> <li>1. The role of regional actors: The topic questions do not address the role of other regional actors, such as neighboring Arab states, in the resolution of the Israel-Hamas conflict. Considering their involvement and potential contribution to mediation efforts or peace initiatives is important for a comprehensive understanding of the topic.</li> <li>2. Addressing root causes of the conflict: While the topic questions focus on strategies to mitigate the conflict and work towards a resolution, they do not explicitly mention addressing the root causes of the Israel-Hamas conflict. Exploring the underlying grievances, such as territorial disputes, access to reserves, or historical claims, could be crucial to finding a lasting and sustainable peace.</li> <li>3. International legal framework: The topic questions do not mention the role of international law in resolving the Israel-Hamas conflict. Understanding the legal frameworks, such as United Nations resolutions, international humanitarian law, and human rights conventions, can shape the approach towards a peaceful resolution and adherence to international norms.</li> <li>4. Reconciliation and trust building measures: Building trust and promoting reconciliation between Israelis and Palestinians is crucial for a long-term peaceful resolution. The topic questions could include strategies or initiatives aimed at fostering dialogue, forgiveness, and understanding between the two communities.</li> <li>5. External actors' interests and influence: The topic questions do not address the interests and influence of external actors, such as the United States, European Union, or regional powers like Iran or Saudi Arabia, in the Israel-Hamas conflict. Considering external actors' motivations, agendas, and potential roles is important for a comprehensive understanding of the dynamics influencing the peace process.</li> </ol>
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#### Alternative Viewpoints

Alternative viewpoints on the topic questions could include:

1. Take a hardline military approach: Some individuals or governments may argue for a more aggressive military approach towards Hamas, including intensified airstrikes and ground operations, in order to weaken their capabilities and force them into submission. They believe that only military force can effectively deal with an organization like Hamas.
2. Maintain the status quo: Some people might argue that the current situation should be maintained as it is, with periodic flareups of violence and temporary ceasefires. They may argue that it is unrealistic to expect a peaceful resolution as long as Hamas remains in power, and that managing the conflict is the best option available.
3. Advocate for a one state solution: There are individuals who believe that the only way to achieve lasting peace between Israel and Gaza is through a one state solution, where Israelis and Palestinians live together in a single, inclusive and democratic country. They argue that creating separate states would only perpetuate the divide and lead to ongoing conflict.
4. Pursue a regional approach: Some proponents might argue for a regional approach by involving neighboring countries such as Egypt, Jordan, and Saudi Arabia, in order to collectively address the issue and work towards a comprehensive solution. They believe that regional cooperation and support is essential for achieving lasting peace in Gaza.
5. Call for international pressure on Israel: Certain individuals or groups might argue that the international community should put pressure on Israel to make concessions and address Palestinian grievances. They may advocate for economic sanctions, boycotts, or diplomatic isolation as means to pressure Israel into altering its policies and creating an environment conducive to peace.
6. Encourage grassroots peace initiatives: Some individuals may argue for grassroots efforts to promote peace and understanding between Israelis and Palestinians, bypassing traditional political leadership. They believe that people to people interactions and dialogue can gradually build trust and pave the way for a peaceful resolution in Gaza.

#### Interested Audiences

1. Governments and political leaders: Governments and political leaders from countries around the world may be interested in the topic questions as they play a crucial role in shaping foreign policy and international relations. They need to understand the potential solutions and approaches to resolving the Israel Hamas conflict in order to determine their own stance and involvement in the issue.
2. Diplomats and international organizations: Diplomats and representatives from international organizations, such as the United Nations, are directly involved in mediating conflicts and facilitating peace talks. They would be particularly interested in exploring ways to ensure an end to the war between Israel and Hamas and work towards a peaceful resolution in Gaza.
3. Human rights organizations and activists: Human rights organizations and activists, both in the region and internationally, advocate for the rights and wellbeing of the Palestinians in Gaza. They would be keenly interested in finding ways to alleviate the suffering of the people in Gaza and promote stability in the region.
4. Scholars and researchers: Academics and researchers in the fields of international relations, conflict resolution, and Middle Eastern studies would be interested in the topic questions as they provide an opportunity for analysis and the exploration of potential solutions to a complex and longstanding conflict.
5. General public: The Israeli Palestinian conflict is a highly debated and emotionally charged issue that receives significant media coverage. The general public, both in the region and around the world, may be interested in understanding the various approaches and perspectives on how to achieve peace in Gaza.

#### Opposing Audiences

1. Hamas: Hamas, as the governing authority in Gaza, may oppose the idea of direct negotiations with Israel or the emergence of alternative leadership that challenges their authority. They may view it as a threat to their power and influence over the Palestinian population.
2. Hardline Israeli politicians and citizens: Some Israeli politicians and citizens may be opposed to engaging in negotiations with Hamas, as they may see it as legitimizing a group that is labeled as a terrorist organization by Israel and many other countries. They may prefer a more hardline approach, focusing on military operations and maintaining a blockade on Gaza.
3. Radical extremist groups: Radical extremist groups, both within the Palestinian territories and internationally, may oppose any peaceful resolution or negotiation between Israel and Hamas. They thrive on perpetuating violence and conflict and may see any efforts towards peace as a betrayal of their ideology.
4. Certain regional actors: Some regional actors may have their own political or strategic agendas that are opposed to a peaceful resolution between Israel and Hamas. They may benefit from the perpetuation of the conflict or may see Hamas as a useful tool to further their own interests.
5. Supporters of the BDS movement: The Boycott, Divestment, and Sanctions (BDS) movement, which aims to pressure Israel to change its policies towards the Palestinians, may oppose any approach that involves negotiations with Hamas or is seen as benefiting Israel. They may argue that engaging with Hamas undermines the Palestinian Authority and other moderate voices.

#### Innovations

1. Technology based security systems: Develop new and innovative surveillance systems and technology to detect and prevent acts of violence, terrorism, and smuggling in Gaza, minimizing the need for military intervention.
2. Rehabilitation and education programs: Implement specialized rehabilitation and education programs for former members of extremist groups, providing them with skills and opportunities to reintegrate into society.
3. Youth empowerment initiatives: Launch initiatives to empower young people in Gaza by providing them with education, vocational training, and mentorship programs, thereby reducing the appeal of extremist ideologies and promoting stability.
4. Mobile banking and financial services: Introduce mobile banking and financial services to promote economic development in Gaza while minimizing the potential for funds to be used by extremist groups.
5. Sustainable infrastructure development: Implement sustainable infrastructure development projects, such as renewable energy systems and water purification facilities, to improve living conditions and promote economic stability.
6. Public private partnerships: Encourage public private partnerships to invest in businesses and industries in Gaza, creating job opportunities and supporting economic growth.
7. Cultural exchange programs: Facilitate cultural exchange programs between Gaza and other countries to foster understanding, dialogue, and empathy, contributing to peacebuilding efforts.
8. Conflict resolution and mediation training: Provide comprehensive conflict resolution and mediation training to key stakeholders in Gaza, promoting peaceful negotiations and diplomatic solutions.
9. International peacebuilding initiatives: Establish international peacebuilding initiatives that bring together representatives from various countries to collaborate on peace talks and provide ongoing support and resources for stability in Gaza.
10. Media campaigns promoting peace: Launch media campaigns focused on promoting peace, tolerance, and understanding within Gaza, emphasizing the benefits of peaceful coexistence and marginalizing extremist ideologies.

What happens when the AI is told that there are three mind-sets, but is not told what the mind-sets are, or anything about them. Rather, the AI is asked to define the mind-sets, and then answer questions about these mind-sets. Table 7 shows one of these

'exercises,' showing the input to Idea Coach at the top (section A), then the materials returned immediately in the middle (section B), and finally the AI summarization returned with the Idea Book at the boom (section C).

Table 7: Using A to synthesize and then understand possible mind-sets.

<p>Section A-User Input to AI</p> <p>Topic: The topic is making Gaza into a wonderful place to live</p> <p>The basic goal is to begin the friendly conversation between Gazan Palestinians and Israelis, under the guidance of the United States, with the blessing of the United Nations. The aim is a long term solution that is economic, social, and appeals to everyone.</p> <p>There are three mind-sets of Gazans.</p> <p>Give each mind-set a name which reflects the mind-set</p> <p>Tell us the type of people who belong in the mind-set</p> <p>For each mind-set provide the following, in a way which is clear, persuasive, interesting, and motivating.</p> <p>What are 10 different questions that each mind-set can ask about what specifically to do to make Gaza a wonderful place to live.</p> <p>Make each question simple, making a suggestion, and then elaborating that suggestion into a question</p> <p>Make the question realistic to answer</p> <p>Section B-Immediate output of AI (real time)</p> <p>Mind-set 1: Hopeful Optimists</p> <p>-People who believe in the potential of Gaza and are committed to creating a positive change.</p> <p>How can we promote entrepreneurship and create more job opportunities in Gaza?</p> <p>What steps can we take to improve access to quality education and overcome educational challenges in Gaza?</p> <p>How can we enhance the healthcare system in Gaza and ensure access to adequate medical services for all residents?</p> <p>What initiatives can we develop to promote tourism in Gaza and showcase its rich cultural heritage?</p> <p>How can we improve infrastructure, including water and electricity supply, to enhance the quality of life in Gaza?</p> <p>What measures can be implemented to protect and support women's rights in Gaza?</p> <p>How can we encourage and attract foreign investment to stimulate economic growth and development in Gaza?</p> <p>What strategies can be adopted to improve transportation and connectivity within Gaza and with neighboring regions?</p> <p>How can we harness renewable energy sources to meet Gaza's energy needs and promote sustainability?</p> <p>What steps can be taken to foster a sense of community and promote social cohesion among Gazan residents?</p> <p>Mind-set 2: Pragmatic Realists</p> <p>-People who approach the situation in Gaza with a practical mindset, seeking feasible and achievable solutions.</p> <p>How can we collaborate with neighboring regions to enhance trade and economic cooperation for the betterment of Gaza?</p> <p>What measures can be taken to improve the governance and administrative systems in Gaza?</p> <p>How can we effectively address and reduce corruption within political and economic sectors in Gaza?</p> <p>What role can international organizations play in facilitating infrastructure development and economic growth in Gaza?</p> <p>How can we empower local businesses and facilitate access to capital and resources for entrepreneurs in Gaza?</p> <p>What steps can be taken to foster a culture of innovation and technological advancements in Gaza?</p> <p>How can we ensure the fair distribution of resources and opportunities among the different areas of Gaza?</p> <p>What strategies can be implemented to address environmental challenges and promote sustainable development in Gaza?</p> <p>How can we engage youth in decision-making processes and provide them with opportunities to shape their future in Gaza?</p> <p>What role can the United States, United Nations, and other international actors play in supporting the long-term development of Gaza?</p> <p>Mind-set 3: Harmonious Collaborators</p> <p>-People who prioritize cooperation, dialogue, and reconciliation between Gazan Palestinians and Israelis.</p> <p>What trust-building measures can we implement to promote peaceful coexistence between Gazan Palestinians and Israelis?</p> <p>How can we create joint economic projects involving Gazans and Israelis that would benefit both sides?</p> <p>What steps can be taken to improve cross-border trade and facilitate the movement of goods and people between Gaza and Israel?</p> <p>How can we promote cultural exchange and mutual understanding between Gazan Palestinians and Israelis?</p>
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What mechanisms can be established to address security concerns and ensure the safety of both Gazans and Israelis?

How can we promote cross-border collaborations in fields such as healthcare, research, and innovation?

What initiatives can be developed to promote joint environmental conservation efforts and address shared ecological challenges?

How can we foster grassroots movements and dialogue platforms to facilitate communication and understanding between Gazans and Israelis?

What steps can be taken to support joint educational programs and exchanges between Gazan and Israeli schools and universities?

How can we ensure equal rights and opportunities for Gazans and Israelis, regardless of their background or ethnicity?

#### Section C: AI Summarization and Expansion (Returned in Idea Book after 20 Minutes)

##### Key Ideas

1. Promoting entrepreneurship and creating job opportunities in Gaza.
2. Improving access to quality education and overcoming educational challenges in Gaza.
3. Enhancing the healthcare system in Gaza and ensuring access to adequate medical services.
4. Developing initiatives to promote tourism in Gaza and showcase its cultural heritage.
5. Improving infrastructure, including water and electricity supply, to enhance the quality of life.
6. Implementing measures to protect and support women's rights in Gaza.
7. Encouraging and attracting foreign investment to stimulate economic growth.
8. Improving transportation and connectivity within Gaza and with neighboring regions.
9. Harnessing renewable energy sources to meet Gaza's energy needs and promote sustainability.
10. Fostering a sense of community and promoting social cohesion among Gazan residents.
11. Collaborating with neighboring regions to enhance trade and economic cooperation for Gaza's betterment.
12. Improving governance and administrative systems in Gaza.
13. Addressing and reducing corruption within political and economic sectors in Gaza.
14. Involving international organizations in facilitating infrastructure development and economic growth in Gaza.
15. Empowering local businesses and facilitating access to capital and resources for entrepreneurs.
16. Fostering a culture of innovation and technological advancements in Gaza.
17. Ensuring fair distribution of resources and opportunities among different areas of Gaza.
18. Addressing environmental challenges and promoting sustainable development in Gaza.
19. Engaging youth in decision-making processes and providing opportunities for shaping Gaza's future.
20. Seeking the support of the United States, United Nations, and other international actors in Gaza's long-term development.
21. Implementing trust-building measures to promote peaceful coexistence between Gazan Palestinians and Israelis.
22. Creating joint economic projects benefiting both Gazans and Israelis.
23. Improving cross-border trade and facilitating movement between Gaza and Israel.
24. Promoting cultural exchange and mutual understanding between Gazan Palestinians and Israelis.
25. Establishing mechanisms to address security concerns and ensure safety for both Gazans and Israelis.
26. Promoting cross-border collaborations in healthcare, research, and innovation.
27. Developing initiatives for joint environmental conservation efforts and addressing shared ecological challenges.
28. Fostering grassroots movements and dialogue platforms to facilitate communication and understanding.
29. Supporting joint educational programs and exchanges between Gazan and Israeli schools and universities.
30. Ensuring equal rights and opportunities for Gazans and Israelis, regardless of background or ethnicity.

##### Themes

###### 1. Economic Development:

- Promoting entrepreneurship and job opportunities
- Attracting foreign investment
- Improving infrastructure
- Harnessing renewable energy sources
- Empowering local businesses and entrepreneurs

###### 2. Education and Healthcare:

- Improving access to quality education
- Enhancing the healthcare system and services
- Engaging youth in decision-making processes

###### 3. Governance and Corruption:

- Improving governance and administrative systems
- Addressing and reducing corruption

###### 4. Social and Cultural Development:

- Promoting tourism and cultural heritage
- Fostering a sense of community and social cohesion
- Promoting women's rights and empowerment
- Supporting grassroots movements and dialogue platforms

###### 5. International Collaboration:

- Involving international organizations in development efforts
- Seeking support from the United States, United Nations, and other international actors

###### 6. Israeli-Palestinian Cooperation:

- Implementing trust-building measures
- Creating joint economic projects
- Improving cross-border trade and movement
- Promoting cultural exchange and mutual understanding
- Establishing mechanisms for addressing security concerns



7. Environmental Sustainability:

- Addressing environmental challenges
- Promoting sustainable development
- Initiating joint environmental conservation efforts

8. Equality and Human Rights:

- Ensuring fair distribution of resources and opportunities
- Ensuring equal rights and opportunities for all

Note: These themes are not mutually exclusive and there may be some overlap among them.

Perspectives

1. Economic Development:

- Plus factors: Promoting entrepreneurship and job opportunities can lead to economic growth and reduced unemployment rates. Attracting foreign investment can bring in capital and expertise. Improving infrastructure can support economic activities and enhance productivity. Harnessing renewable energy sources can lead to sustainable development. Empowering local businesses and entrepreneurs can contribute to local economic development and poverty reduction.
- Minus factors: Promoting entrepreneurship and job opportunities may require significant investment and may not guarantee immediate results. Attracting foreign investment may face challenges such as political instability or regulatory barriers. Improving infrastructure may be costly and time-consuming. Harnessing renewable energy sources may require initial investment and technical expertise. Empowering local businesses and entrepreneurs may face resistance or competition from established industries.
- Interesting factors: The potential for economic development through entrepreneurship and foreign investment can lead to transformative changes in the region. The utilization of renewable energy sources can contribute to global environmental goals. Empowering local businesses and entrepreneurs can foster a sense of ownership and sustainability in economic development efforts.

2. Education and Healthcare:

- Plus factors: Improving access to quality education can enhance human capital and contribute to long-term development. Enhancing the healthcare system and services can improve the overall well-being of the population. Engaging youth in decision-making processes can ensure that their voices and perspectives are represented.
- Minus factors: Improving access to quality education may require significant investments in infrastructure, training, and resources. Enhancing the healthcare system and services may face challenges regarding funding, availability of qualified healthcare professionals, and infrastructure. Engaging youth in decision-making processes may require changes in traditional power structures and may face resistance from older generations.
- Interesting factors: Education and healthcare are fundamental pillars of human development, and improvements in these areas can have far-reaching impacts on individuals and societies.

3. Governance and Corruption:

- Plus factors: Improving governance and administrative systems can enhance efficiency, transparency, and accountability. Addressing and reducing corruption can lead to a more equitable distribution of resources and increased public trust in institutions.
- Minus factors: Improving governance and administrative systems may require systemic changes that can be complex and time-consuming. Addressing and reducing corruption may face resistance from vested interests and require comprehensive reforms.
- Interesting factors: Good governance and the fight against corruption are crucial for fostering trust, stability, and sustainable development. Efforts to improve governance and reduce corruption can contribute to a more inclusive and participatory society.

4. Social and Cultural Development:

- Plus factors: Promoting tourism and cultural heritage can generate economic opportunities and preserve cultural identity. Fostering a sense of community and social cohesion can contribute to social harmony and collective action. Promoting women's rights and empowerment can lead to more inclusive and equitable societies. Supporting grassroots movements and dialogue platforms can enhance citizen engagement and foster social change.
- Minus factors: Promoting tourism and cultural heritage may require balancing economic growth with environmental and cultural preservation. Fostering a sense of community and social cohesion may face challenges of inclusivity and addressing social divisions. Promoting women's rights and empowerment may face resistance from traditional gender norms and power structures. Supporting grassroots movements and dialogue platforms may require navigating political sensitivities and potential backlash.
- Interesting factors: Social and cultural development can contribute to a sense of identity, pride, and community resilience. Promoting women's rights and empowerment can lead to more equitable and sustainable development. Grassroots movements and dialogue platforms can provide alternative channels for political expression and social change.

5. International Collaboration:

- Plus factors: Involving international organizations in development efforts can bring in expertise, technical assistance, and funding. Seeking support from the United States, United Nations, and other international actors can enhance legitimacy and visibility of developmental initiatives.
- Minus factors: Involving international organizations may require navigating complex bureaucratic processes and aligning interests and priorities. Seeking support from specific countries or organizations may face political hurdles or dependencies.
- Interesting factors: International collaboration can provide opportunities for knowledge sharing, capacity

What is missing

Some missing topic questions that can complete an understanding of the topic are:

For Mind-set 1: Hopeful Optimists:

- How can we address the economic blockade on Gaza and promote trade and economic cooperation with other countries?
- What strategies can be implemented to rehabilitate and develop the agriculture and fishing sectors in Gaza?
- How can we address the mental health and psychosocial needs of Gazan residents, considering the long-standing conflict and siege?
- What initiatives can be developed to promote cultural exchange and understanding between Gaza and the international community?
- How can we ensure equal access to clean water, sanitation, and housing for all residents in Gaza?

For Mind-set 2: Pragmatic Realists:

- How can we address the high unemployment rate in Gaza and create sustainable job opportunities for the growing population?
- What strategies can be implemented to improve the security situation in Gaza and ensure a stable environment for economic growth?
- How can we promote vocational training and skills development programs to meet the needs of the local job market in Gaza?
- What measures can be taken to attract foreign direct investment and encourage local businesses to expand and innovate?
- How can we develop a comprehensive regulatory framework and business-friendly environment to promote entrepreneurship in Gaza?

For Mind-set 3: Harmonious Collaborators:

- How can we address the historical grievances and build a foundation of trust between Gazans and Israelis for sustainable peace?
- What initiatives can be developed to promote joint cultural events and dialogue sessions that foster understanding and empathy?
- How can we support and strengthen grassroots peacebuilding organizations and initiatives in Gaza and Israel?
- How can we involve religious leaders and institutions in promoting interfaith dialogue and reconciliation between Gazans and Israelis?
- What measures can be taken to ensure the protection and advancement of human rights for both Gazans and Israelis in any future peace agreement?

#### Alternative Viewpoints

Alternative viewpoints on the topic questions could include:

##### 1. Mind-set 1: Hopeful Optimists

- Some may argue that promoting entrepreneurship and job opportunities in Gaza is not feasible due to the ongoing conflict and limited access to resources.
- Others may believe that focusing on improving access to quality education in Gaza is not a priority, as immediate humanitarian needs should be addressed first.
- Some may question the feasibility of enhancing the healthcare system in Gaza, arguing that the lack of resources and infrastructure make it difficult to provide adequate medical services.
- Others may argue against promoting tourism in Gaza due to safety concerns and the unstable political situation in the region.
- Some may prioritize other infrastructure needs over improving water and electricity supply in Gaza, viewing them as less urgent.
- Some may argue that women's rights in Gaza are a cultural and religious matter that should be addressed internally, rather than through external measures.
- Others may believe that attracting foreign investment to Gaza is not realistic until the political situation stabilizes and there is a guarantee of long-term security.
- Some may argue that improving transportation and connectivity within Gaza is not a priority, as resources should be focused on other pressing needs.
- Others may believe that harnessing renewable energy sources in Gaza is not feasible due to limited resources and infrastructure.
- Some may question the effectiveness of fostering a sense of community and social cohesion in Gaza, arguing that the conflict and division make it difficult to achieve.

##### 2. Mind-set 2: Pragmatic Realists

- Some may argue against collaborating with neighboring regions to enhance trade and economic cooperation, believing that self-sufficiency should be prioritized over relying on external support.
- Others may question the effectiveness of improving governance and administrative systems in Gaza, arguing that the underlying political issues must be resolved first.
- Some may believe that addressing corruption within political and economic sectors in Gaza is not achievable without comprehensive political reform.
- Others may doubt the role of international organizations in facilitating infrastructure development and economic growth in Gaza, viewing them as ineffective or biased.
- Some may argue against empowering local businesses and facilitating access to capital and resources, believing that the focus should be on larger-scale development projects.
- Others may question the feasibility of fostering a culture of innovation and technological advancements in Gaza, citing limited resources and infrastructure.
- Some may believe that ensuring the fair distribution of resources and opportunities in Gaza is not possible due to political divisions and corruption.
- Others may argue against addressing environmental challenges and promoting sustainable development, viewing them as secondary to immediate humanitarian needs.
- Some may question the effectiveness of engaging youth in decision-making processes, arguing that stability and security should be prioritized over involving potentially vulnerable populations.
- Others may doubt the role of international actors in supporting the long-term development of Gaza, viewing their involvement as a political agenda rather than genuine support.

##### 3. Mind-set 3: Harmonious Collaborators

- Some may argue that trust-building measures between Gazan Palestinians and Israelis are not feasible due to deep-rooted political and historical tensions.
- Others may question the effectiveness and fairness of creating joint economic projects between Gazans and Israelis, believing that it could lead to further imbalance in power dynamics.
- Some may argue against improving cross-border trade and movement between Gaza and Israel, viewing it as normalization of the Israeli occupation and control over Gaza.
- Others may doubt the potential for promoting cultural exchange and mutual understanding between Gazan Palestinians and Israelis, believing that the conflict prevents genuine dialogue and reconciliation.
- Some may question the establishment of mechanisms to address security concerns, believing that it would perpetuate the existing power imbalance and contribute to the further militarization of the region.
- Others may argue against promoting cross-border collaborations in fields like healthcare and innovation, viewing them as a distraction from addressing the root political causes of the conflict.
- Some may question the effectiveness of joint environmental conservation efforts, arguing that the unequal power dynamics between Gazans and Israelis would hinder genuine cooperation.
- Others may argue against fostering grassroots movements and dialogue platforms, believing that they may

#### Interested Audiences

1. Government officials and policymakers: They have the power to implement policies and initiatives to address the challenges and opportunities in Gaza. These questions provide them with valuable insights and potential solutions to consider in their decision-making processes.
2. Non-governmental organizations (NGOs): NGOs working in Gaza, particularly those focused on development, education, healthcare, women's rights, and peacebuilding, would find these questions relevant to their work. They can use the questions to guide their projects and advocacy efforts.
3. Business and investment communities: These questions highlight potential investment opportunities and strategies for economic growth in Gaza. Investors, entrepreneurs, and business owners who are interested in the region and want to contribute to its development would find these questions valuable.
4. International organizations and donor agencies: Organizations such as the United Nations, World Bank, and other international actors involved in development and humanitarian assistance would be interested in these questions as they provide a comprehensive understanding of the challenges and potential solutions in Gaza. The questions can inform their strategies and funding priorities.
5. Academic and research communities: Scholars, researchers, and students studying topics related to conflict resolution, development, international relations, and the Middle East would find these questions relevant to their studies and research. The questions can serve as a basis for further exploration and analysis of the issues in Gaza.

#### Opposing Audiences

Audiences that might oppose the topic of promoting entrepreneurship and creating job opportunities in Gaza could include:

1. Militant groups: Militant groups may oppose initiatives that promote economic development and stability in Gaza as it may undermine their influence and control. They often thrive on poverty, unemployment, and the resulting discontent to recruit members and maintain power.
2. Extremist organizations: Extremist organizations, with their radical ideologies, may see economic development and entrepreneurship as a Western or Israeli influence that threatens their ideals and efforts to promote anti-Israel sentiment.
3. Those with vested interests in the current system: There may be individuals or groups within Gaza who benefit from the lack of economic development and job opportunities. They may oppose initiatives that could potentially disrupt their privileged positions or sources of income.
4. Supporters of the Israeli blockade: Some individuals or groups, both within and outside Gaza, may support the Israeli blockade and restrictions on trade and movement in and out of Gaza. They may argue that promoting entrepreneurship and job opportunities could strengthen Gaza's economy and undermine their desired outcomes of isolating and weakening the region.
5. Skeptics of cooperation with Israel: For the mindset of harmonious collaborators, there may be individuals or groups who oppose any form of collaboration or cooperation with Israelis. They may view it as betraying the Palestinian cause or see it as a normalization of relations with an occupying power.
6. Politicians with opposing ideologies: Politicians who have opposing ideologies or political affiliations may oppose initiatives aimed at promoting entrepreneurship and job opportunities if they believe it strengthens the position of a rival group or political party.

It's important to note that these are potential opposing audiences and their views may vary greatly within each group.

## Innovations

### 1. Economic Development:

- Innovative job training and skill-building programs
- Online platforms connecting entrepreneurs with investors
- Smart infrastructure solutions to improve connectivity and sustainability
- Government policies promoting the use of renewable energy sources
- Microfinance initiatives for local businesses and entrepreneurs

### 2. Education and Healthcare:

- Online learning platforms and virtual classrooms
- Telemedicine and remote healthcare services
- Youth-led initiatives for community health education
- Mobile health clinics for remote areas or underserved communities

### 3. Governance and Corruption:

- Transparent and digital governance platforms for increased accountability
- Whistleblower protection programs to encourage reporting of corruption
- Open data initiatives for public access to government information

### 4. Social and Cultural Development:

- Cultural heritage preservation and restoration projects
- Community-building programs and events promoting social cohesion
- Women's entrepreneurship and empowerment initiatives
- Social media and technology platforms for grassroots movements and dialogue

### 5. International Collaboration:

- Collaborative development projects with international organizations
- Exchange programs for knowledge sharing and capacity building
- Leveraging international expertise and funding for development initiatives

### 6. Israeli-Palestinian Cooperation:

- Joint business incubators and innovation hubs for Israeli and Palestinian entrepreneurs
- Cross-border trade agreements and simplified customs procedures
- Cultural exchange programs and festivals to promote understanding and tolerance

### 7. Environmental Sustainability:

- Renewable energy infrastructure projects, such as solar or wind farms
- Waste management and recycling initiatives
- Green building and sustainable construction practices
- Conservation and restoration of natural habitats

### 8. Equality and Human Rights:

- Policies promoting equal access to education, healthcare, and other resources
- Anti-discrimination laws and enforcement mechanisms
- Awareness campaigns and advocacy for marginalized communities
- Women's rights programs and initiatives for gender equality

## Discussion and Conclusions

There is no dearth of ideas in the world of public policy. As Mark Twain is presumed to have quipped about the weather, *'while everybody talked about the weather, nobody seemed to do anything about it'*. The same may be said about the world order, although the proliferation of government organizations as well as NGO's suggest that there ought to be a way to do things about conflicts, rather than watch the conflict continue to fester, with the loss of lives, property, and the destruction of hope.

The approach presented here was founded on an emerging science, Mind Genomics. Mind Genomics does not seek to fill holes in the literature, nor answer calls from the literature to create a nice, tidy, coherent whole piece of knowledge. Rather, having descended both from the abstract mathematical psychology of Luce, the elegance of the nascent field of consumer psychology by Wharton Marketing Professors Green and Wind, and finally battle tested in the commercial world, Mind Genomics presents a way to deal with these problems of public policy. Moving one step beyond, however, Mind Genomics incorporates AI in its Idea Coach, first to create questions and answers for those challenged to think critically about a topic, and in this second instantiation to do a lot of the thinking and suggest strategies.

What then will the literature look like in a generation when the science of Mind Genomics blends with the informational and idea generating capabilities of AI. Will there be a science of public policy? What will happen to issues with conflicts of all types, the 'stuff of life' which reduces its quality. It is possible that the conflicts of the world will each be addressed in a Mind Genomics 'Idea Book', such as the Gaza conflict addressed here, each of the Idea Books for the specific conflict requesting the same sets of choreographed suggestions, ranging from negotiations to suggestions for motives, the understanding of basic mind-sets, and finally activities to reduce the conflict and work towards a long-lasting peace. The immediate availability (minutes and hours) of Idea Books created for each situation, each conflict, makes it possible to make that conjecture, that dream, into a reality.

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