ADVANCED LEARNING STRATEGIES
Empowering Learning Professionals

MIND GENOMICS GLOSSARY (A–Z)

A

Absolute Coefficient

The magnitude of a message's impact without considering whether it increases or decreases response. It highlights messages that strongly move people in any direction.
Key takeaway: A large absolute coefficient means the message truly matters and influences decision making.

Additive Model

A statistical model where the effects of individual messages add together to create the total response. It treats each message as contributing an independent effect.
Key takeaway: Mind Genomics uses additive models so it can isolate the power of each idea inside a vignette.

Algorithmic Segmentation

Segmenting people based on statistical patterns in their responses rather than demographics.
Key takeaway: Mind Genomics groups people by how they think, creating far more accurate and respectful segments.

Analysis of Variance (ANOVA)

A statistical comparison of means across groups to see whether differences are significant.
Key takeaway: ANOVA shows that differences exist, but Mind Genomics identifies the specific messages that create those differences.

Attribute

A feature or characteristic, often used in traditional conjoint studies to describe product traits.
Key takeaway: Mind Genomics focuses on messages rather than product attributes because messages reveal deeper psychological truth.

B

Balanced Design

A study structure where each message appears an equal number of times across vignettes in varied combinations.
Key takeaway: Balanced designs enable clean scientific measurement of each message.

Baseline Response

The average response before message effects are added.
Key takeaway: Baseline helps interpret how far drivers raise response and how far deterrents lower it.

Behavioral Driver

A message that increases the likelihood of a desired behavior or decision.
Key takeaway: Mind Genomics identifies behavioral drivers empirically instead of relying on assumptions.

BimiLeap

The platform that allows people to build Mind Genomics studies, generate vignettes, collect ratings, and produce coefficient based insights and mindsets.
Key takeaway: BimiLeap brings the science of Mind Genomics to everyday learners for the cost of a cup of coffee.

Bottom-Up View

An analytic view that begins with each mindset individually before aggregating upward to the population.
Key takeaway: Bottom up analysis respects the reality that people think in different patterns, not averages.

C

Coefficient

A numerical value that shows how much a message raises or lowers response.
Key takeaway: Coefficients reveal true cause and effect behind human decision making.

Comparative Coefficients View

A table showing how a single message performs across all mindsets.
Key takeaway: This view exposes alignment, conflict, and hidden segmentation.

Conjoint Analysis

A traditional research approach that measures preference for bundles of features.
Key takeaway: Mind Genomics extends this logic but measures ideas, messages, and mindsets, offering deeper psychological insight.

Consensus Messaging

Messages that perform positively across all mindsets simultaneously.
Key takeaway: Consensus messages unify audiences without sacrificing personalization.

Contrast

The purposeful variation of messages across vignettes that allows regression to isolate each effect.
Key takeaway: Contrast is the engine of discovery in Mind Genomics.

Crossover Message

A message that helps one mindset and harms another.
Key takeaway: Crossover messages are proof that one size fits all approaches often fail.

D

Data Story

A narrative interpretation of what the findings reveal and why they matter.
Key takeaway: Mind Genomics produces data stories grounded in measurable patterns, not speculation.

Decision Architecture

The structure of how choices are presented to people.
Key takeaway: Mind Genomics reveals which messages shape decisions before the architecture is designed.

Deterrent

A message with a negative coefficient that lowers interest, trust, or likelihood of choosing.
Key takeaway: Understanding deterrents is essential because avoiding the wrong message can matter as much as choosing the right one.

Design Matrix

The blueprint that determines how messages are assigned across vignettes.
Key takeaway: The design matrix is what makes Mind Genomics scientifically valid.

Discrete Choice Modeling

A model where people choose one option from several, often used in marketing research.
Key takeaway: Mind Genomics is more flexible because it evaluates message impact directly, not forced choices.

Driver

A message that significantly raises response due to a strong positive coefficient.
Key takeaway: Drivers show what makes people say yes.

E

Effect Size

A measure of how strongly a variable influences an outcome.
Key takeaway: In Mind Genomics, the effect size is expressed in coefficients that reflect real world impact.

Element

A short idea or thought that appears inside a vignette.
Key takeaway: Elements are the atomic units of the study and the basis for coefficient analysis.

Empirical Segmentation

Segmenting audiences based on observable behavior or response patterns.
Key takeaway: Mindsets are empirical segments drawn from real thinking behavior, not assumptions.

Experimental Design

The scientific structure for how elements are combined in the study.
Key takeaway: Good design prevents noise and ensures each message can be measured independently.

F

Factor

A variable tested in a study. In Mind Genomics, each message is a factor whose effect is quantified.
Key takeaway: Each factor's measurable impact shows how people think.

Full Population Grid

A table listing the coefficients for every message across the full sample.
Key takeaway: Useful for quick scanning, but mindset analysis reveals the deeper story.

G

Gladwell, Malcolm

A journalist who popularized Howard Moskowitz's work in his TED Talk and writing about spaghetti sauce.
Key takeaway: Gladwell introduced the world to the idea of many best products, but Mind Genomics goes far beyond food and consumer goods.

H

Health Communication Insight

A finding that explains how patients understand or respond to health related ideas.
Key takeaway: Mind Genomics uncovers emotional, cognitive, and practical drivers that shape health behavior.

Hidden Logic of Choice

The underlying patterns that explain why people respond the way they do.
Key takeaway: Revealing this hidden logic is the core purpose of Mind Genomics.

I

Impact Score

A ranked measure of how much a message influences response.
Key takeaway: Helpful for scanning, but coefficients provide the real predictive insight.

Interaction Effect

When one variable changes the effect of another.
Key takeaway: Mind Genomics minimizes these by design so each message can be measured independently.

K

K-Clustering

The statistical method that groups respondents into mindsets based on their pattern of responses.
Key takeaway: K clustering creates cognitive segments based on thinking style, not demographics.

L

Liking Score

The raw rating for a vignette before modeling.
Key takeaway: Liking is perception; coefficients are causation.

Linear Model

A model where effects combine additively without interaction.
Key takeaway: Mind Genomics uses linear models to reveal clean, isolated message effects.

M

MaxDiff (Maximum Difference Scaling)

A method where respondents choose the best and worst options from a list.
Key takeaway: MaxDiff ranks preferences, while Mind Genomics explains them.

Meaning Trace

The deeper pattern of meaning revealed by the way messages influence a mindset.
Key takeaway: Meaning traces allow qualitative storytelling grounded in quantitative truth.

Message

A short, clear idea presented to respondents.
Key takeaway: Messages are the real world thoughts whose effects can be scientifically measured.

Mindset

A segment of people who share a similar pattern of response to messages.
Key takeaway: Mindsets represent how people think, not who they are.

Mindset Fingerprint

A graphic or tabular display of the distinctive pattern that defines a mindset.
Key takeaway: Fingerprints make invisible thinking patterns visible.

Mindset Story

A narrative summary of what defines a mindset based on its strongest drivers and deterrents.
Key takeaway: It offers precise language for communicating with each segment.

Moskowitz, Howard R.

The creator of Mind Genomics and a Harvard trained experimental psychologist whose work transformed product development and communication science.
Key takeaway: Howard proved the world does not consist of average consumers but of distinct mindsets with distinct desires.

N

NPS (Net Promoter Score)

A simple measure of likelihood to recommend a product or service.
Key takeaway: NPS shows direction, but Mind Genomics reveals the reasons behind the number.

O

Orthogonal Design

A design structure ensuring variables do not overlap, allowing clean measurement of each independent effect.
Key takeaway: Orthogonality gives Mind Genomics its precision.

P

Pattern of Response

The unique way each respondent reacts to the full set of messages.
Key takeaway: These patterns form the raw material that becomes mindsets.

Perceptual Space

The mental framework people use to interpret choices.
Key takeaway: Mind Genomics maps this space through mindset segmentation.

Population Grid

A view showing coefficients for the entire sample.
Key takeaway: Useful for summaries but hides powerful mindset differences.

Predictive Model

A model that forecasts how someone will respond to a message.
Key takeaway: Mind Genomics produces predictive models grounded in coefficients and mindsets.

PVI (Personal Viewpoint Identifier)

A short quiz that assigns someone to a mindset based on their thinking pattern.
Key takeaway: The PVI extends the study into practical personalization.

R

Regression Analysis

The statistical method Mind Genomics uses to determine message effects.
Key takeaway: Regression makes the science predictive instead of descriptive.

Response Distribution

The range of how respondents scored vignettes or messages.
Key takeaway: Distribution hints at differences, but coefficients explain them.

S

Segmentation

Dividing a population into meaningful groups.
Key takeaway: Mind Genomics segments by cognition and decision making, not demographics.

Signal vs. Noise

Signal is meaningful effect; noise is random variation.
Key takeaway: Mind Genomics is engineered to amplify signal and reduce noise through contrast.

Silhouette

A visual pattern that shows how a mindset reacts to different categories of messages.
Key takeaway: Silhouettes help you see patterns quickly.

Stevens, S. S. (Stanley Smith Stevens)

A foundational psychologist known for psychophysics and Stevens' Power Law; he taught Howard Moskowitz at Harvard and shaped his scientific thinking.
Key takeaway: Stevens provided the philosophical foundation for measuring human perception scientifically.

Stimulus Balance

Ensuring equal exposure of messages across vignettes.
Key takeaway: Balanced stimuli yield trustworthy coefficients.

Stimulus Set

The total collection of vignettes used in the study.
Key takeaway: The full stimulus set creates the variation needed for discovery.

T

Thematic Interpretation

Organizing drivers and deterrents into meaningful themes.
Key takeaway: Mind Genomics finds themes based on measured effects, not intuition.

Threshold Effect

The point where a message begins to meaningfully change response.
Key takeaway: Thresholds appear naturally when coefficients grow in magnitude.

Top-Box / Bottom-Box Scores

Raw percentages of respondents selecting high or low scores.
Key takeaway: Useful for context, but coefficients offer deeper insight.

Top-Down View

An analysis starting at the population level before exploring mindsets.
Key takeaway: Useful summary, but deeper truth emerges in mindset analysis.

U

Use-Case Mapping

Connecting insights to practical applications across domains.
Key takeaway: Mind Genomics becomes strategic when mapped to real world action.

V

Variability Profile

A view showing how much responses differ across individuals or groups.
Key takeaway: Mind Genomics explains variability through mindsets.

Vignette

A short combination of messages presented as a mini scenario for respondents to rate.
Key takeaway: Vignettes mimic real decision making while still allowing message level measurement.

W

Weight of Evidence

The collective strength of data supporting a message's impact.
Key takeaway: Coefficients provide the weight of evidence in Mind Genomics.

Z

Zero-Sum Interpretation

The incorrect belief that if one message succeeds, another must fail.
Key takeaway: Mind Genomics shows that different messages succeed for different mindsets without conflict.