**Integral Mind**

**NGA Disparate Data Challenge**

**Demo Script / Explanation**

Step 1: Go to <http://cogview.com/nga/ui.html>

Step 2: Use the buttons on the top left of the page to zoom in, zoom out, and view the full page.

Step 3: Note the two countries that are depicted on the map. This limitation is a result of the lack of complete relevant information for other countries in the sample data set sources used for this demo.

Step 4: For each country jointly supported by the data (Ghana and the Philippines), there is country-wide data and localized data. The system is fusing food insecurity-related data with the context created by World Values Survey responses.

The country-wide data represents general aspects of the country and represents barriers to change (i.e. if Family is strong, then it will take significant effort to overturn this, and the US should take it into account). The localized data is represented by points and lines between those points. The points come directly from the data itself, and the lines between those points are discovered by Integral Mind.

The color of country and line data represents the level of overall desirability of the situation in the places where lines are found. Put differently, if a red line is in an area, there are some unpleasant circumstances there. Darker red is worse.

The country-wide outlines are currently all green because the data used to generate them is derived from general information on values (which are inherently positive) and is not yet compared to a baseline (though doing so would be easy).

Clicking on the lines or inside the colored areas reveals popups including word clouds, lists of concepts with corresponding values, and links to the data responsible for generating the point at hand (of course, still fully fused with all other data). Within the word clouds, blue concepts are those that are present in the simulation outcome, and red those that are not, or which need to be watched out for. The numerical values next to concepts signify the importance of those concepts – the higher the value, the more important/relevant. Though the presented information is a fusion of multiple data sets, the link to the primary data source enables users to access the primary raw data.

Note the difference between the results in Ghana and the Philippines in terms of Food Insecurity, and consequentially other results, such as Health, Safety, Core Emotions, Core Needs, and Happiness. Since Food Insecurity is higher in Ghana, according to the raw data, it stands to reason that Health, Safety, Core Emotions, Core Needs, and Happiness are higher in the Philippines.

Step 5: Note the end of the red lines inside Ghana and the Philippines. Each end represents a specific region within the country.

Step 6: Note that while specific data regarding conflicts in Ghana and the Philippines are not included, Integral Mind’s semantic understanding of the people’s culturally aware psyche, coupled with its reasoning algorithms, has identified the tendency of people to more easily engage in conflict in the red areas (as their needs are not met, or they have more reason to be involved in conflict). This tracks very closely with the real life situation, as demonstrated by the following figures regarding conflicts in these two countries:

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| Source: UNDP | Source: Integral Mind demo |
| Source: Global IDP Project | Source: Integral Mind demo |