



## Foods: Trends, Fads, and Mind-Sets as Envisioned by AI Using LLMs (Large Language Models)

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### Abstract

This paper presents an approach to synthesizing mind-sets using artificial intelligence, LLMs (large language models). The paper focuses on a general treatment of food trends and food fads. The approach presented here shows how artificial intelligence can become the source of information, a synthesizer of mind-sets in the spirit of Mind Genomics and end up being a reporter writing press releases after projecting what will happen in years to come. The approach presented here represents a new way to understand a topic and is meant for educational purposes where a student or a professional must come up to speed quickly on a topic and even think of what might be next.

**Keywords:** Food Fads; Food Trends; Large Language Model; Mind Genomics; Synthesized Mind-Sets

### Abbreviations

AI: Artificial Intelligence; ChatGPT: Chat Generative Pre-Trained Transformer; LLM: Large Language Model; OLS Regression: Ordinary Least Squares Regression

### Introduction

With the ever-increasing presence of social media, we are subjected to information about the topics of everyday life as topics for news, for opinion, and for chats. One of the most popular topics is food trends and, in its wake, food fads. The old adage comes into play here, "everyone has to eat." Coupled with this is the increasingly popular trend of taking pictures of the items one is eating, either at a restaurant or at home, and sharing these pictures with friends.

The use of artificial intelligence, specifically that provided by the increasing popular LLMs (large language model), allows us to embark on an interesting journey, one that can be done quickly, but one which provides a fascinating body of information for future speculation and of course future research [1]. This paper focuses on food trends and food fads, introducing artificial intelligence as

the "coach" to provide knowledge about food trends and fads, and then to synthesize mind-sets [2-4].

### What Artificial Intelligence Has to Say About Food Fads-The Contribution of ChatGPT 3.5

Artificial intelligence, particularly Large Language Models (LLMs), can provide valuable insights into food trends and fads through data analysis. LLMs can uncover patterns and forecast upcoming trends, making predictions more precise and timelier. However, AI may overlook certain trends which humans are more adept at recognizing due to algorithms' limitations or biases. LLMs can provide a deeper understanding of consumer behaviors, offering insights into emerging trends, explanations for popularity, and strategies for making the most of them. This helps businesses stay ahead of the curve and make informed decisions regarding product development and marketing [5,6].

Our first exercise was to identify what was known about food trends and fads [7]. The paragraphs below in Table 1 provide background material, selected from ChatGPT 3.5, and modified by the authors, using the help of QuillBot [8]. It will be clear from read-

ing the LLM “summary” that using artificial intelligence provides a rapid, simple, and useful introduction to the topic. The information contained in the summary does not surprise us. We know from experience that the summary contains factual materials and appears

to make no outrageous statements which would cause us to suspect the validity of the results. One should note here that the information presented below can be easily confirmed through observing daily life and accessing social media and food topics on the internet.

Food trends have become increasingly popular, with plant-based meat alternatives like Beyond Meat and Impossible Foods becoming popular choices for consumers seeking sustainable and eco-friendly protein. Dairy-free milk substitutes like oat milk, almond milk, and coconut milk are also gaining popularity among health-conscious consumers. Fermented foods like kimchi, kombucha, and kefir are also gaining popularity due to their probiotic properties and positive impact on gut health. Superfoods like quinoa, chia seeds, and acai berries are gaining popularity due to their many health benefits.

Understanding food trends is crucial for businesses to attract a diverse customer base, increase profits, and stay ahead of the competition. Being well-versed in food trends helps individuals make informed decisions about their diet and nutrition, avoiding potentially harmful dietary fads. Food trends are shaped by a variety of factors, including cultural, social, and economic influences. On the other hand, fads tend to be driven by the power of social media, the influence of celebrities, or clever marketing campaigns.

Food trends can greatly impact the food industry, showcasing shifts in people’s eating habits and attitudes towards food. In order to make accurate predictions about food trends, businesses need to take into account various factors, including social media trends, the popularity of certain foods, and people’s dietary preferences. By staying up-to-date with the latest trends and swiftly adapting to changing preferences, food companies can seize new opportunities in the marketplace and maintain a competitive edge.

**Table 1:** Information about food trends and food fads obtained from using LLM (ChatGPT 3.5), and then summarized by QuillBot.

**Understanding and Capitalizing on Food Fads and Trends - The Role of AI as a Knowledge Provider**

Food fads are temporary trends which quickly fade away, whereas food trends have a lasting impact on consumer preferences and the food industry. Companies can capitalize on emerging food trends by staying ahead of the curve, adjusting their offerings, and utilizing market research, trend analysis, and consumer surveys to gain insights into popular ingredients and innovative concepts.

Working with influencers, chefs, or nutrition experts can generate excitement around products and boost social media interaction, while incorporating sustainable practices, ethical sourcing, and transparent labeling can appeal to eco-conscious consumers and foster long-term brand loyalty. Companies can also use technology, data analytics, and predictive modeling to understand future trends and develop innovative products which connect with their target audience.

Food fads are often influenced by nutritional concerns and warnings from experts and scientific research. Media outlets can amplify these warnings and contribute to the spread of food fads. Marketing campaigns play a crucial role in shaping food fads by influencing consumer preferences and creating buzz around certain food products. By strategically promoting and advertising these products, companies can generate excitement and curiosity among consumers, leading to the creation of food trends.

Our understanding of food trends has been shaped by the emergence of personalized nutrition, the influence of social media influencers, and the recognition of individual variations in dietary choices. Artificial intelligence, especially Large Language Models

(LLMs), can provide valuable insights into food trends and fads through meticulous data analysis. Nevertheless, AI might fail to identify certain patterns that humans are better at spotting, owing to the limitations or biases inherent in algorithms. LLMs offer a thorough and evidence-based resource for grasping consumer behaviors and trends, enabling businesses to stay ahead of the game and make well-informed choices. Given the increasing prominence of technology, it is clear that AI has become an essential asset in tracking trends within the food industry. In particular, LLMs provide valuable and actionable insights which can greatly benefit businesses.

**Understanding people through mind genomics**

Mind Genomics is an emerging science which focuses on how we make decisions regarding the quotidian things of our life, the ordinary issues which would rarely fascinate an experiment, but which are the true foundations of behavior. One important aspect of Mind Genomics is the concept that individuals have varying focuses when it comes to the world around them. This encompasses a wide range of factors, spanning from individuals’ personal preferences and beliefs to their cultural backgrounds and societal influences. By grasping these variations in perception and focus, researchers can develop a more profound comprehension of how individuals interpret and react to the world around them [9-12].

Mind Genomics conducts experiments with individuals to test their reactions to different stimuli. Typically, the researcher identifies topics, turns the topics into questions, and for each question selects four answers. These answers are then edited to become stand-alone phrases painting a “word description.” The underlying program running the Mind Genomics platform (www.BimiLeap.

com) then combines these answers into vignettes in a structured fashion, following an experimental design. The experimental design can be likened to a book of recipes. The respondents evaluate the vignettes like test vignettes or combinations of ideas, the system identifies the strongest performing elements using OLS (ordinary least squares) regression, and then shows how each respondent is “swayed” by different elements. The mind-sets emerge when the system identifies clusters of respondents based upon the pattern of the coefficients emerging from OLS regression. These patterns of coefficients, one pattern for each respondent, suffice to put the respondents into different, exhaustive, complementary subgroups called mind-sets. The approach uses the well-accepted statistic procedure called k-means clustering [13,14].

**Synthesizing or simulating mind-sets through AI for the topic**

Recent research has included the use of artificial intelligence to develop mind-sets on a variety of topics, such as contacts with law enforcement and worries around health [15-17]. With the use of

AI, specifically the LLMs, we are able to get significant insights into a variety of mental processes, which in turn lets us explore new ideas and views. Using a broad variety of data sets - including a variety of viewpoints, experiences, and cultural backgrounds - and testing and monitoring the mind-sets that are formed by AI on a constant basis are all crucial in order to guarantee the successful development of mind-sets in artificial intelligence.

Table 2 shows the brief given to the Idea Coach in the Mind Genomics platform, BimiLeap.com. Idea Coach is an embedded link to ChatGPT 3.5. Once given correct instructions, such as those shown in Table 2, ChatGPT 3.5 returns with the five synthesized mind-sets, shown in Tables 3A-3E respectively. The number of mind-sets was not specified. Were fewer or more mind-sets requested, these would be dutifully returned. As of this writing, we do not know what would be returned were we to specify return with a very large number of mind-sets, such as 10.

At every turn I read about foods which are bad for me. I am nervous. What should I believe? I know that there are different mind-sets of stories about the problems in food.

For each mind-set, tell me the following:

The key message of the mind-set

Four slogans which emblemize what the mind-set is telling me to avoid, and why

Four slogans which emblemize what the mind-set is telling me to consume, and why

Four motivations for the mind-set for telling me what it is telling me, either positive or negative

A six-paragraph story about the interview of this mind-set with a nutrition magazine which wants to find out the science behind the points of view, the strategy of the mind-set, how people respond, and finally the corporations supporting this mind-set

Describe how the mind-set can be said to be grounded in good science.

Describe how the mind-set can be said to be grounded in hucksterism.

Describe how the mind-set can be said to be grounded in self-interest financially.

Describe how the mind-set can be said to be grounded in “what’s hot,” viz., looking for something to hang on to.

Describe where the mind-set will be in one year.

Describe where the mind-set will be in five years.

Describe where the mind-set will be in ten years.

**Table 2:** Prompt given to Idea Coach in the Mind Genomics platform.

<b>THE NO GRAIN MIND-SET</b>
Key message: Avoid all grains for optimal health and weight loss.
Slogans to avoid: “Grains make you fat”, “Grains cause inflammation”, “Grains are addictive”, “Grains disrupt gut health”
Slogans to consume: “Eating whole fruits and vegetables is key”, “Lean protein is essential”, “Healthy fats are your friend”, “Leafy greens are your best bet”
Motivations: Negative - fear of chronic diseases, desire for weight loss; Positive - promotion of whole, nutrient-dense foods, improved digestion
The nutrition magazine interviews a spokesperson for the NO GRAIN mind-set who discusses the impact of grains on health, the strategy of cutting out grains completely, the positive feedback from followers, and the financial backing from organic food companies.
Grounded in good science through research showing potential links between grains and inflammation, digestive issues, and weight gain
Grounded in hucksterism by demonizing an entire food group without considering individual differences in tolerance and moderation
Grounded in self-interest financially through the promotion of specific products and diets which align with the mind-set
Grounded in “what’s hot” by tapping into the current trend of low-carb and paleo diets
In one year, the mind-set will likely have grown in popularity and gained more mainstream attention.
In five years, the mind-set may have evolved to incorporate more nuance and flexibility in the approach to grains.
In ten years, the mind-set could become a well-established dietary approach with a strong following.

**Table 3A:** Answers to the prompt for the synthesized mind-set “NO GRAIN”.

<b>THE RADICAL DETOXIFICATION MIND-SET</b>
Key Message: Avoid processed foods and toxins to cleanse your body and improve overall health.
Avoid: “Say no to sugar — it’s poison for your body”, “Processed foods are killing you slowly”, “Ditch the chemical additives for a natural body”, “Detox your body from harmful toxins”
Consume: “Eat organic, whole foods for a clean body”, “Embrace plant-based diets for ultimate detox”, “Drink plenty of water to flush out toxins”, “Include detoxifying herbs in your daily routine”
Motivations: Positive - promoting a healthy lifestyle, preventing chronic diseases; Negative – fear-mongering about toxic food ingredients, incentivizing detox products
In a nutrition magazine interview, RADICAL DETOXIFICATION advocates explain the benefits of avoiding processed foods and toxins in the diet. They emphasize the importance of natural ingredients and clean eating for overall health. Some respond positively to the message, whereas others question the extreme approach to detoxification. Corporations supporting this mind-set may include organic food producers and detox product manufacturers.
Grounded in good science: The mind-set is grounded in the idea that processed foods and toxins can have negative effects on the body. Scientific studies have shown that some artificial additives and chemicals in food can be harmful.
Grounded in hucksterism: The mind-set can be seen as promoting unnecessary detox products and fear-mongering about food ingredients to sell products.
Grounded in self-interest financially: Some advocates of RADICAL DETOXIFICATION may have a financial interest in selling detox products or promoting specific diets.
Grounded in “what’s hot”: The mind-set may be grounded in the current trend of health and wellness, with people looking for new ways to improve their health.
In one year: The mind-set may gain more popularity among health-conscious individuals.
In five years: RADICAL DETOXIFICATION could become more mainstream, influencing dietary guidelines and food production practices.
In ten years: The mind-set may evolve to include more sustainable practices, such as supporting local and organic food systems.

**Table 3B:** Answers to the prompt for the synthesized mind-set “RADICAL DETOXIFICATION”.

**THE PALEO MIND-SET**

Key message: Eat like our ancestors to improve your health and longevity.

Avoid processed foods: They contain additives and chemicals our bodies are not designed to process.; Avoid grains: Our bodies have not evolved to digest grains properly.; Avoid dairy: Many people have difficulty digesting dairy products.; Avoid sugar: Excessive sugar consumption leads to health issues.

Consume lean meats: Provides essential nutrients and proteins.; Consume fruits and vegetables: Rich in vitamins, minerals, and antioxidants.; Consume healthy fats: Such as avocados, nuts, and olive oil; Consume nuts and seeds: Good sources of protein and healthy fats.

Motivations: Improve overall health and well-being, prevent chronic diseases, support sustainable agriculture, promote animal welfare.

In an interview with a nutrition magazine, the PALEO mind-set explains the benefits of eating a diet based on Paleolithic principles, emphasizing the importance of whole foods, lean proteins, and healthy fats. People respond positively to the idea of eating natural, unprocessed foods and avoiding modern-day “toxins.” Corporations supporting this mind-set include organic food producers, grass-fed meat suppliers, and paleo-friendly product brands.

Grounded in good science: The Paleo diet is supported by research showing that our ancestors ate a diet rich in whole foods and that modern processed foods contribute to health issues.

Grounded in hucksterism: Some proponents of the Paleo diet may exaggerate its benefits or demonize certain food groups, leading to a limited and potentially unbalanced diet.

Grounded in self-interest financially: Companies selling Paleo-friendly products may profit from promoting this diet trend.

Grounded in “what’s hot”: The Paleo diet gained popularity as a trendy and fashionable way of eating.

In one year: The PALEO mind-set will likely continue to grow in popularity, with more people adopting a “caveman” approach to nutrition.

In five years: The Paleo diet may become more mainstream and widely accepted as a healthy eating plan.

In ten years: The PALEO mind-set could evolve to incorporate more sustainable and ethical food practices, influencing larger food industry trends toward whole, unprocessed foods.

**Table 3C:** Answers to the prompt for the synthesized mind-set “PALEO”.

**THE ALKALINE DIET MIND-SET**

The key message is that maintaining an alkaline pH balance in the body is crucial for overall health and well-being.

Slogans to avoid: “Say no to acidic foods, they harm your body!”, “Avoid processed foods, they disrupt your pH balance!”, “Limit dairy products, they can cause inflammation!”, “Cut down on sugar, it can lead to acidity and disease!”

Slogans to consume: “Embrace leafy greens, they help maintain alkalinity!”, “Eat plenty of fruits and vegetables, they are alkalizing!”, “Enjoy plant-based proteins, they support alkaline levels!”, “Drink alkaline water, it helps balance pH!”

Motivations: Promoting better health and vitality, preventing chronic diseases, enhancing digestion and absorption of nutrients, potentially increasing longevity.

In a recent interview with a nutrition magazine, the ALKALINE DIET mind-set expert shared the importance of balancing pH levels in the body through plant-based foods and alkaline water. The expert discussed the science behind the acidity-alkalinity balance and how this impacts overall health. People respond positively to the idea of preventing diseases and feeling more vibrant by following an alkaline diet. Corporations supporting this mind-set include natural food companies, alkaline water brands, and health and wellness centers.

The ALKALINE DIET mind-set is grounded in the science of how pH levels impact bodily functions and the potential benefits of maintaining an alkaline state for health.

It can be grounded in hucksterism if some individuals oversell the benefits of an alkaline diet without scientific evidence or exploit people’s fears of acidity.

The mind-set can be grounded in self-interest financially if certain companies promote alkaline products for profit without considering the individual’s unique dietary needs.

It may be grounded in “what’s hot” as people are constantly searching for new and trendy diets to improve their health and well-being.

In one year, the ALKALINE DIET mind-set may gain more popularity and mainstream recognition.

In five years, the mind-set may become more integrated into conventional health advice and practices.

In ten years, the ALKALINE DIET mind-set may evolve to include more personalized approaches based on individual pH levels and genetic factors.

**Table 3D:** Answers to the prompt for the synthesized mind-set “ALKALINE DIET”.

<b>THE Gut Health Revolution Mind-Set</b>
Key message: The health of your gut is crucial for overall well-being.
Avoid processed foods: They can disrupt the balance of good bacteria in your gut. Avoid artificial sweeteners: They can negatively impact gut health. Avoid antibiotics in non-essential situations: They can deplete beneficial gut bacteria. Avoid excessive alcohol consumption: It can harm gut lining and microbiome.
Eat high-fiber foods: They promote healthy gut bacteria growth. Consume fermented foods: They contain probiotics which support gut health. Include prebiotic-rich foods: They feed the good bacteria in your gut. Drink plenty of water: Hydration is important for gut function.
Motivations: Promote overall health and well-being, reduce gut-related issues such as bloating and digestive discomfort, increase energy levels, prevent chronic diseases.
The GUT HEALTH REVOLUTION is interviewed by a nutrition magazine eager to understand the science behind gut health. The mind-set explains how the balance of gut bacteria influences overall health, sharing strategies for improving gut health through diet and lifestyle choices. People respond positively to the idea of improving their gut health naturally, and the mind-set is supported by health food companies promoting probiotic-rich products.
Grounded in good science: Supported by research showing the impact of gut health on overall well-being and the importance of maintaining a healthy balance of gut bacteria.
Grounded in hucksterism: Some companies may exaggerate the benefits of gut health products for financial gain.
Grounded in self-interest financially: Companies selling probiotics and gut health products may push the idea of gut health as a marketing strategy.
Grounded in “what’s hot”: With the increasing focus on holistic health and wellness, gut health has become a popular topic of interest.
In one year: The GUT HEALTH REVOLUTION will likely continue to gain popularity as more research is conducted on the gut microbiome.
In five years: Gut health will likely become an even more integral part of overall health discussions, with mainstream acceptance of probiotics and prebiotics.
In ten years: Gut health will likely be at the forefront of health recommendations, with personalized gut health plans becoming more common.

**Table 3E:** Answers to the prompt for the synthesized mind-set “GUT HEALTH REVOLUTION”.

### Discussion and Conclusions

Looking ahead to the future of trend tracking and fad watching for foods, it is clear that the food sector is poised to shift towards more sustainable and ethical business methods. More and more, individuals are becoming aware of the impact their food choices have on the environment. As a result, they are calling for transparency from food producers. These trends are expected to gain more popularity, with a focus on diets centered around plant-based foods, regenerative agriculture, and locally sourced products.

It is clear that the food industry is on the brink of a technological revolution, paving the way for exciting innovations. One interesting example is the development of personalized nutrition plans tailored to an individual’s genetic makeup. Additionally, there is the exciting prospect of using 3D printing to create food, and the use of blockchain technology to track the journey of food from its origin to the consumer’s plate. These advancements will empower customers to make informed decisions about the food they consume, ultimately driving the sector towards greater environmental responsibility.

The rise in awareness of the need for greater responsibility within the food sector can be attributed, in part, to the occurrence of significant food scandals. As people become increasingly aware of the impact of their food choices on their health and the environment, they will expect food producers and authorities to make necessary changes. Furthermore, the rise of social media and influencers will have a significant impact on shaping culinary trends and fads. Customers are turning to online sources more and more for advice and inspiration.

When it comes to food, the main areas of interest for trend tracking and fad watching revolve around health and wellness, sustainability, and the intersection of food and technology. Consumers are increasingly mindful of the impact their food choices have on the environment and society. They are also looking for ways to improve their health through nutrition. There will be a shift towards prioritizing plant-based and whole meals, along with a growing emphasis on ethical production and sourcing of ingredients. Table 4 presents a comprehensive overview of the trends by employing

the strategy of “looking backwards” which involves describing past events while also incorporating insights into future occurrences. Edward Bellamy, the renowned author of *Looking Backward*, a

captivating novel set in the year 2000, published in the late 1800s, serves as the inspiration for this approach.

In the year 2035, writers are utilizing large language models powered by artificial intelligence to simulate intellectual work regarding food fads and trends. These AI models have revolutionized the way we understand and analyze the ever-changing landscape of the culinary world.

According to Chef Samantha Jones, “AI has allowed us to predict upcoming food trends with remarkable accuracy, giving us insights into consumer preferences and helping us innovate in the kitchen like never before.” With the help of AI, writers are able to stay ahead of the curve and provide valuable insights to their readers.

Food critic John Smith adds, “AI has transformed the way we write about food fads, allowing us to analyze data and trends on a massive scale. This technology has enabled us to deliver more informed and engaging content to our audience.”

The use of AI in food writing is not limited to analyzing trends; it also plays a crucial role in creating personalized recipes and meal plans. Nutritionist Rachel Lee explains, “AI algorithms can analyze individual preferences and dietary restrictions to create tailored meal plans which meet specific needs, revolutionizing the way we approach nutrition.”

Overall, the increasing use of large language models powered by AI is reshaping the food writing industry, providing writers with tools and insights which were once unimaginable. As we look towards the future, AI is set to play an even bigger role in shaping the way we understand and appreciate food.

**Table 4:** A press release about food fads and food trends written in 2035, 10 years hence.

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