

## Buy-In for Earth IBM Watson Challenge Video

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**First Author**

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### **Purpose:**

This video text was developed for the hack contest:

IBM Watson Challenge

[http://watson.devpost.com/?utm\\_source=Devpost+Weekly+Newsletter&utm\\_campaign=44bff5d17f-Hacker\\_1\\_7\\_16&utm\\_medium=email&utm\\_term=0\\_294421ffd0-44bff5d17f-225477453](http://watson.devpost.com/?utm_source=Devpost+Weekly+Newsletter&utm_campaign=44bff5d17f-Hacker_1_7_16&utm_medium=email&utm_term=0_294421ffd0-44bff5d17f-225477453)

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### **Voice:**

The voice used is NaturalReader, USA Paul.

### **YouTube:**

Buy-In for Earth: <https://youtu.be/NSoGaGOZsmU>

### **Outline:**

- I. **Disempowering Terrorism**
  - II. **Enrollment as Buy-In**
  - III. **Code Development**
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**Buy-In for Earth  
or  
Disempowering ISIS  
Video  
By Tom Riley**



### **BIEAmddyy.mp3:**

We do not always get to set the priority for our major projects. We must often look to our national leadership for that. After the Paris attacks, President Obama spoke on television and laid out a major effort to respond. We listened to our leader and got into action.

I am a technical designer and futurist specializing in the big-picture and I work on how to use new science to directly address the problems of the 21<sup>st</sup> Century. I soon realized that the process that I had been working on to revitalize space exploration was well suited to the specific task of disempowering ISIS. Although not at first obvious, it is a good fit.

This non-violent approach is not fast and it is not sure, but in the end it is powerful. This approach will take the latest science and it will take the efforts of many teams of people organized over the Internet. It may take several years effort to even find out if it will work, so it is time to start.

The Watson materials will cut down that development time by powerfully organizing the data and helping people to buy into the needed work. This is a great match particularly for a rapid prototype.

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### **Top of the Design: Blue Marble Earth, NASA**



### **BIEBmddyy.mp3:**

This type of design work starts the effort with a need at the bottom, but soon jumps to the big-picture at the top. The work then iterates between top and bottom until you meet yourself in the middle.

The top of this design is the Blue Marble Earth in the 21<sup>st</sup> Century. It is the whole Earth because the great problems we now face (Terrorism, Global Warming, etc.) are global. It is the 21<sup>st</sup> Century because that is our time and the 21<sup>st</sup> Century is like no other. We must deal with the Earth in the 21<sup>st</sup> Century on its own terms. And, it is oh, so easy, to forget what century we are in and pretend we are in a simpler time and place.

### **Our Approach:**

#### **BIECmmddy.mp3:**

Now jumping down to look directly at the problem, we see that the key to ISIS's power is their recruiting. If we can disable their recruiting, we can disempower the whole movement.

The talking heads on TV seem to be totally mystified on ISIS's recruiting success, but this simply shows their complete lack of research into how recruiting works. There is an enormous literature available on recruiting. It is available under many topics from self-improvement, to leadership, to team building, to even sales. There is even substantial new science available on how recruiting works within the human brain. It is that new science we propose to exploit here.

Technical people call the key recruiting process "Buy-In", as in "He really bought into the project". Fortunately buy-in is now well studied and a step-by-step procedure is available.

The key step in buy-in is when the person envisions themselves succeeding with the idea. This is an out-and-out daydream. The person must clearly see themselves in their mind's eye succeeding with the project. This daydream is often short but is quite memorable and very common. Most people can think of times in their life when they bought in. Many people also go through this process with their own ideas and commonly generate self-buy-in.



### The Void:

#### BIEDmddyy.mp3:

If we now look at the images of success we are actually providing for our young people we find a great void.

Most of the available images are about zombie apocalypse, or robots running amok. Images of believable people in effective action to address the real problems of the 21<sup>st</sup> Century are few and far between.

It is not that the 21<sup>st</sup> Century is not challenging. It is the most challenging century ever. The 21<sup>st</sup> Century is many things but it is not boring. The problem is simply that we are not depicting either the real challenges or real solutions.

This leaves a great void where even the murderous vision of ISIS can take root.

Our task then is to fill that void. We must fill it with examples and stories of people that real people can identify with, stories of people who are in action on the great problems of the 21<sup>st</sup> Century.

In our first prototype, we wrote a few such short stories, but we need many more examples of real people in real action. For our second prototype, "Buy-In for Earth", Watson can definitely

help us search out powerful examples. We can start with our few stories and many TED talks, but then need to expand our field.

If we fill that vision of success void then we will disempower ISIS. This we can do. As a non-violent effort we will not confront them directly, in fact, this is the last time we need to even mention ISIS by name. Our process will slowly render them powerless by ham-stringing their recruitment and they will then fade from existence.

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## I. Enrollment as Buy-In

### Enrollment as Buy-In

#### Features:

#### **BIEEmdddy.mp3:**

Buy-In is a module in the human brain that involves the connection of the visual and language centers. It evolved to help people work in small social groups with everything from organizing a hunt to building a village long house. It is old and it is very useful. It is a foundation for all civilization but it does have limitations and we need to recognize these limitations in the design of our app. We can now build an app that invites people to buy into Earth by getting into action on the great problems of the 21<sup>st</sup> Century.

When people buy into a project they get in action and they stay in action. This is how we built everything from the Great Pyramids, through the Gothic Cathedrals, to Apollo to the Moon. It is how the human race works together to do big things.

Buy-In is by invitation only. If you try to force someone to buy into your idea, it very quickly becomes a hard sell and usually makes the person angry. For this reason you cannot scare people into buying in and this is a serious mistake that the environmental movement often makes. A well designed buy-in presentation can get 5% of the audience into initial action. That is all it takes to generate a great movement.

You have only one vision center in your brain. It is at the back of your head and it is needed both for analyzing what you see and for daydreaming. Have you ever noticed that you are not paying any attention to what you are looking at when you are daydreaming? If you need the person to daydream about their success with your idea, then you must deliver the final element of your message with language while leaving the visual field boring for the moment.

If buy-in has occurred, the person will first be moved to language. It could be only a word or phrase, like "Cool", but it will be language and we need to accommodate it. On the Internet this can be accommodated with a blog or other interactive media.

After language, the person will need an opportunity to be in action. Again, on the Internet this can be accommodated with links to appropriate Web sites.

These features are easily built into our new Watson app.



Available Graphic, Logo 300x300

## II. Code Development:

### General Coding Notes:

#### BIEFmddyy.mp3:

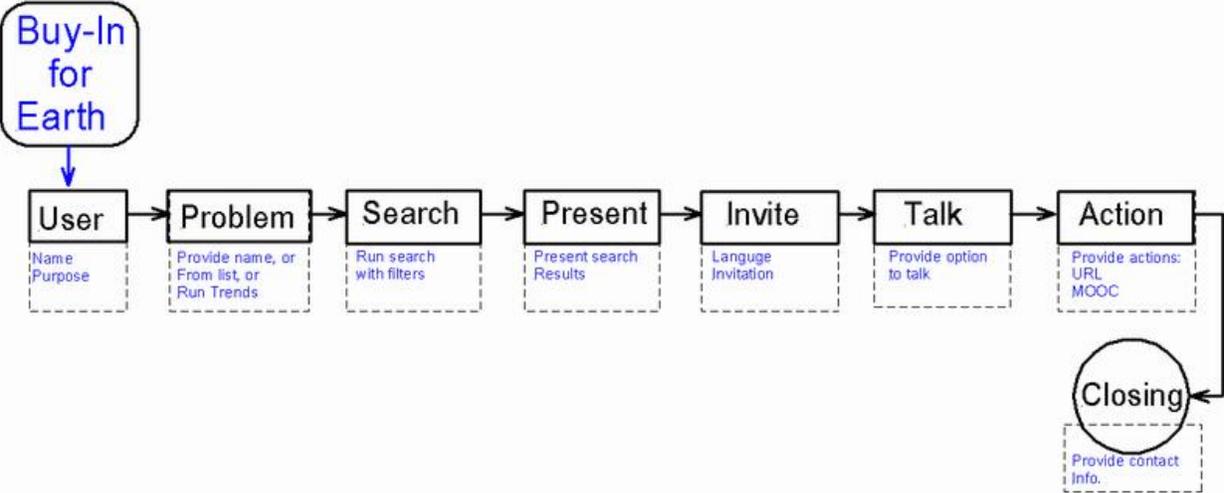
Long ago I wrote code. In fact, code I wrote set the record for the most repeat flights in the Space Shuttle bay for a scientific instrument at eight, all successful. (Does anybody even remember Forth?) But all that now seems like it took place in the early Pleistocene.

The problem is that I have not coded in a long time. Clearly I needed to find coding members for my team and the Devpost team building feature can through.

Our problem then is to code a prototype Watson App to test if Buy-in for addressing the great problems of the 21<sup>st</sup> Century can be generated in people by software.

### Code Outline:

# Minimum Entry:



1. **Set up**
2. **Get problem**
  - From user
  - From list
  - From Trend API
3. **Run main search**
  - Filtered
  - Use API
4. **Offer results**
  - People in action
  - Stories
5. **Offer Invitation**
6. **Talk is possible**
  - Blog
7. **Closing**
  - Contacts

### **BIEGmmddy.mp3:**

The code is written in seven steps:

1. **Set up**                Sets up this App and displays a graphic. Displays a short purpose statement.
2. **Get Problem**                Asks for a User Name to use. Asks for the problem. Either: (1) takes a specific problem, (2) chooses a problem from a list, or (3) runs a Watson Trend API on most commonly discussed great problems of the 21<sup>st</sup> Century.
3. **Run main Search**                Runs a detailed Retrieve and Rank API on the great problem with filters. Looks specifically for examples of people in action on the specified great problem. Filters out zombie apocalypse.

4. **People offered** Offers links to examples of real people in action, many will be TED's.
5. **Offer Invitation** Presents invitation to action in the form of language.
6. **Talk Possible** Offers link to Blog incase the person is moved to language. The number of people moved to language is our primary data point.
7. **Closing** Saves as needed to support learning feature for User Name. Provides comments on team, purpose, and URL link.

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**YouTube:**

**Video Title:** Buy-In for Earth

**YouTube:** <https://youtu.be/NSoGaGOZsmU>

**Description:**

“Buy-In for Earth” is part of an effort to support buy-in for a massive and sustained effort on the great problems of the 21<sup>st</sup> Century and thereby supports building a sustainable Earth. It uses the latest information on how the human brain works and combines that with a powerful machine intelligence.

This video was prepared as part of an entry for The IBM Watson Challenge.

Details can be found at:

Buy-In for Earth

<http://bigmoondig.com/Essays/BuyInEarth.html>

Enjoy,  
Tom Riley  
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