

AO 500:

Social & Knowledge Engineering

Meeting Pattern

1 meeting per week, 120 minutes per meeting.

Instructor

John Beverley, PhD

Email

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Office Location & Hours

Remote, by request

Course Description

The goal of this course is train presentation and preparation skills as applied to the domain of knowledge engineering. This includes factors which affect social influence, the underlying mechanisms for them, how they are applied in real world situations. To this end, the course will provide evidence-based drills to practice leveraging body language, metaphor, rhyming, tone, and ideological convictions to persuade small and large audiences. The aim of this course is for you to leave a more competent, confident, and polished presenter, as well as an informed critic of those charmers in the world attempting to persuade you.

Learning Outcomes

Outcome	Method of Assessment
Identify key weaknesses of your persuasion and presentation style	Drill 1-3, Midterm
Develop skill in identifying persuasion strategies deployed by others	Drill 1-3, Midterm
Practice constructing minimal polished pitch deck in a short time	All
Use heuristic methods and best practices to deploy body language strategies for persuasion	Drill 3,4
Work collaboratively in team environments to push through goals and ideas in a timely manner while supporting your team	All
Assess the quality and suitability of presentations of peers	Final Project

Required Text(s)

- Cialdini, R. B. (2009). Influence: Science and Practice (Fifth Edition). Boston, MA: Allyn and Bacon.
- Cabane, O. F. (2013). The Charisma Myth How Anyone Can Master The Art And Science Of Personal Magnetism
- Green, B. (1999). 48 Laws of Power

Course Requirements

- Students will be expected to attend and participate in class discussions.
- Students will be expected to perform biweekly drills.
- Students will be expected to submit and review midterm presentations
- Students will be expected to submit and review final presentations.

Grading Policy

Weighting	Assessment/Assignment
30%	Participation
40%	Drills
15%	Midterm Presentation
15%	Final Presentation

Drill Assignments

Drill assignments will be assigned during the course. You are encouraged to work with your classmates on these assignments. The drills will be tailored to your particular presentation weaknesses, as evaluated by the instructor. You will be evaluated based on your ability to make progress on addressing those weaknesses during the drill assignment. Assignments will be due **at the beginning of class on the Monday of the week that they are assigned** unless otherwise specified. Drills will be submitted to the instructor via email. **Late drill assignments will not be accepted.**

Attendance and Participation

In my experience, attendance is vital to mastering the material covered during this course. With that in mind, I require students attend each class session, and incorporate this requirement into each student's grade. There are two components to the grade: attendance and participation.

With respect to attendance, you are allowed to **miss two sessions** without penalty and without an excuse.

With respect to participation, I intend to follow the rubric below:

- 90-100% - Regularly contribute to class discussions with insightful and relevant comments. Engage constructively with peers.
- 80-89% - Frequently participates in class discussions. Shows a good understanding of course material.
- 70-79% - Participates in class but contributions are less frequent. Understands basic concepts but does not demonstrate good understanding of the course material.
- 60-69% - Rarely participates in class discussions. Contributions show minimal understanding of the course content.
- 0-59% - Does not participate in class discussions or contributions are off-topic or disruptive. Shows little to no understanding or engagement with the course material.

Accordingly, it will serve you well to be prepared to discuss the course content when you arrive each day, that is, complete the assignments, and be ready to engage in discussions.

Students may have valid reasons for missing classes, including military duties, religious commitments, health issues verified by a physician or qualified healthcare provider, among other things. You must inform me at least 48 hours in advance via email, when feasible. I will determine what constitutes a fair amount of work to compensate for your absence.

Midterm Presentation

The cumulative midterm presentation will consist of a presentation on a topic of your choosing that has been accepted by the instructor as acceptable. Each student is required to complete the midterm presentation. This may take the form of a video or in-class presentation. If the former, then the midterm presentation will be due **at the beginning of class on the Monday of the week that it is assigned** and will be submitted to the instructor via email. If the latter, then the midterm presentation must be given no later than the last day of class. The midterm presentation **will not be accepted after the deadline**.

Final Project

The cumulative final presentation will consist of a presentation on a topic of your choosing that has been accepted by the instructor as acceptable. Each student is required to complete the final presentation assignment. Students are encouraged to revise and incorporate content from their midterm presentation and drill assignments submitted earlier in the course for their final presentation. This may take the form of a video or in-class presentation. If the former, then the final presentation will be due **at the beginning of class on the Monday of the week that it is assigned** and will be submitted to the instructor via email. If the latter, then the final presentation must be given no later than the last day of class. The final presentation **will not be accepted after the deadline**.

Incompletes

A grade of incomplete ("I") indicates that additional course work is required to fulfill the requirements of a given course. Students may only be given an "I" grade if they have a passing average in coursework that has been completed and have well-defined parameters to complete the course requirements that could result in a grade better than the default grade. An "I" grade may not

be assigned to a student who did not attend the course. Prior to the end of the semester, students must initiate the request for an “I” grade and receive the instructor’s approval. Assignment of an “I” grade is at the discretion of the instructor.

Grading Chart

Letter Grade	Points	Letter Grade	Points	Letter Grade	Points
A	93%-100%	B-	80%-82.9%	D+	65%-69.9%
A-	90%-92.9%	C+	77%-79.9%	D	60%-64.9%
B+	87%-89.9%	C	73%-76.9%	F	< 60%
B	83%-86.9%	C-	70%-72.9%		

Sample Schedule

Week	Topic	Lecture Topic	Assignment
Week 1	• Introduction	• Influence	
Week 2	• Science of Influence	• Cialdini, Chapter 1-2	Drill #1
Week 3	• Weapons of Influence	• Cialdini, Chapter 3-5	
Week 4	• The Gauntlet	• Cialdini, Chapter 6-8	Drill #2
Week 5	• The Gauntlet Continued	• Cialdini, Chapter 7, 8	
Week 6	• The Gauntlet Again	• Cabane, Chapter 1, 2	Drill #3
Week 7	• The Gauntlet Penultima	• Cabane, Chapter 3	
Week 8	• The Gauntlet Ultima	• Cabane, Chapter 6, 9	Drill #4
Week 9	• <i>Spring Break</i>		
Week 10	• The Gauntlet Continued	• Greene, Laws 1-13	
Week 11	• The Gauntlet Again	• Greene, Laws 14-30	Draft Final Project
Week 12	• The End	• Greene, Laws 31-48	Final Project