

Social and Knowledge Engineering: Final Project

For your final project, you will deliver a **15-minute (maximum) pitch** on the topic you have been developing throughout the semester. This final pitch is your opportunity to demonstrate the skills you have practiced, including:

- Implementing **Cialdini's Weapons of Influence**,
- Managing your own and the **audience's emotional states**, and
- Communicating with **clarity** and **accuracy**.

You may **choose your audience level** — whether a technical, academic, business, or general audience — but you should tailor your language, examples, and appeals accordingly.

Requirements:

1. Recorded Pitch Presentation

- Record your **presentation** (up to **15 minutes**).
- You are **strongly encouraged** to use **slides** to enhance your pitch.
- If you use slides, please send them along with your video.
- Speak clearly, maintain audience engagement, and apply what you have learned about **influence** and **emotional appeal**.

2. Written Reflection

Along with your video recording, submit a written description (1–2 pages) that includes:

- **Concrete examples** of how you attempt to influence the emotional state of your audience and what emotion to aimed to evoke (e.g., hope, urgency, trust).
- **Concrete examples** from your talk of how you used one of more of Cialdini's Weapons of Influence (see list below).
 - **Reciprocity** — People feel obligated to return favors or concessions.
 - **Commitment and Consistency** — People want to act consistently with what they have already committed to.
 - **Social Proof** — People look to others' behavior to determine their own.
 - **Liking** — People are more easily influenced by those they like.
 - **Authority** — People tend to follow credible, knowledgeable experts.
 - **Scarcity** — People place greater value on things that appear rare or fleeting.

You do not need to use all of them — **at least two** should be clearly and thoughtfully employed.

Evaluation Criteria:

You will be evaluated based on:

1. **Clarity** — Is your message easy to follow, logically structured, and appropriate for the intended audience?
 2. **Accuracy** — Are your statements factually correct and appropriate for the topic and audience?
 3. **Implementation of Weapons of Influence** — How effectively do you deploy specific influence strategies?
 4. **Emotional Appeals** — How successfully do you manage emotional dynamics to enhance your persuasive power?
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Submission Instructions:

- Send an **email** to me with your **video recording**, **slides** (if used), and **written reflection** by **May 9, 2025**.
 - If you have trouble with file sizes, consider using Google Drive, Dropbox, or a private YouTube link (unlisted).
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Timeline:

- **May 5, 2025:** Final class meeting to answer questions and offer last-minute advice.
- **May 9, 2025:** Final submission deadline.
Late submissions will not be accepted unless arrangements are made in advance.