Gauntlet Continued

John Beverley

Assistant Professor, *University at Buffalo*
Co-Director, *National Center for Ontological Research*
Affiliate Faculty, *Institute of Artificial Intelligence and Data Science*

Outline

- Weapons of Influence Refresher

- The Gauntlet

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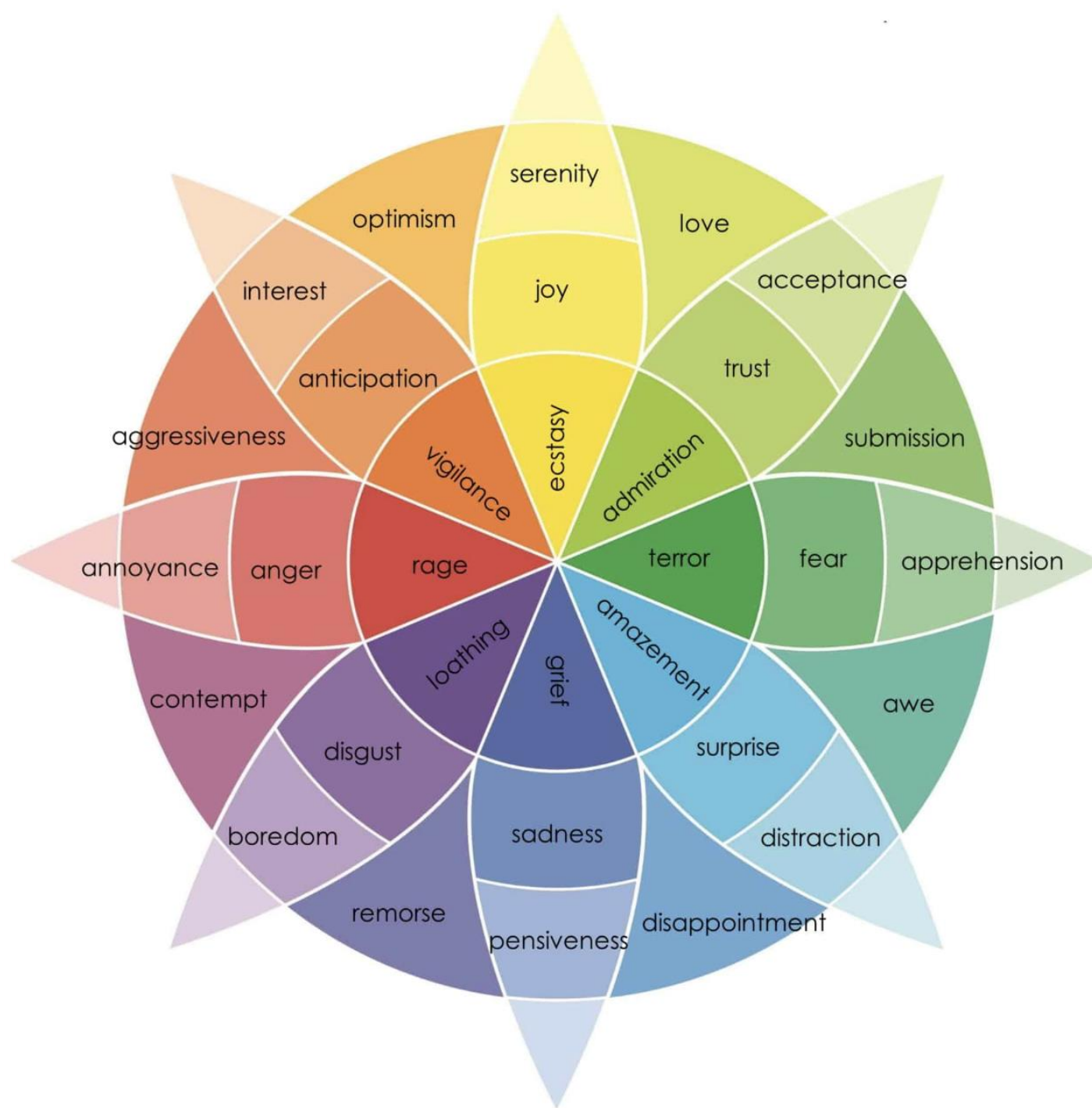
- The Gauntlet

Checklist

- Reciprocity
- Commitment/Consistency
- Social Proof
- Liking
- Authority
- Scarcity

Refined Checklist

YOU ARE UNIQUE

WHAT PRINCIPLES HAVE YOU LEARNED ABOUT YOURSELF?

LEAVES ON A STREAM

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Rules

- You have **five minutes** to present on the following:

  Why should I use ontologies, knowledge graphs, enriched semantics, etc.?

- Today, I would like you to practice pitching to **me**

- There will be a Q/A portion as well