



# *Science of Influence*

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# *Outline*

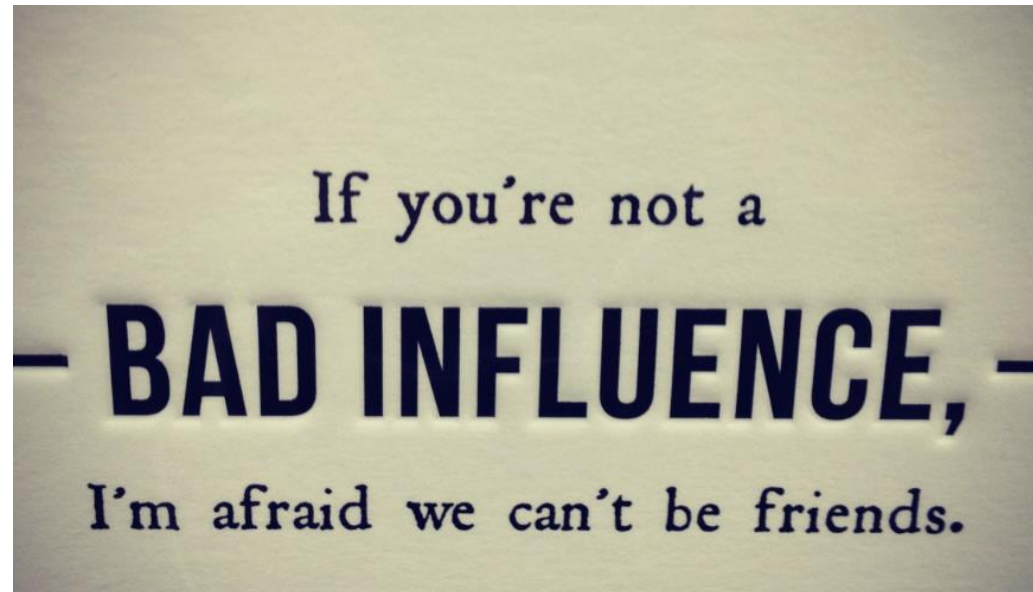
- Science of Influence
- Unrelenting Standards
- Group Exercise

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# *Social Influence*

- The influence of a person's attitudes or behaviours by another
- For example: Peer pressure, voting behavior



# ***Social Influence***

- The influence of a person's attitudes or behaviours by another
- For example: Peer pressure, voting behavior
- Influence occurs along dimensions:
  - Conformity to peer expectations
  - Obedience to leadership
  - Persuasion others to do something

# *Power*

- Power is “The ability... to bring about the outcomes they desire”  
(Salancik & Pfeffer, 1974, p. 3)
- People’s ability to control the environment around them, including the behavior of other people, the capacity to influence decisions



# *Power Bases*

- **Legitimacy** Formal authority based on position in organisation
- **Reward** Ability to give people rewards for their compliance
- **Coercion** Ability to punish people for their non-compliance
- **Information** Power stemming from formal control over the information that people need to do their work
- **Expertise** Ability to influence others through specialized knowledge, skills, abilities
- **Reference** Ability to influence others through desirable traits and characteristics e.g., liking, values or admiration

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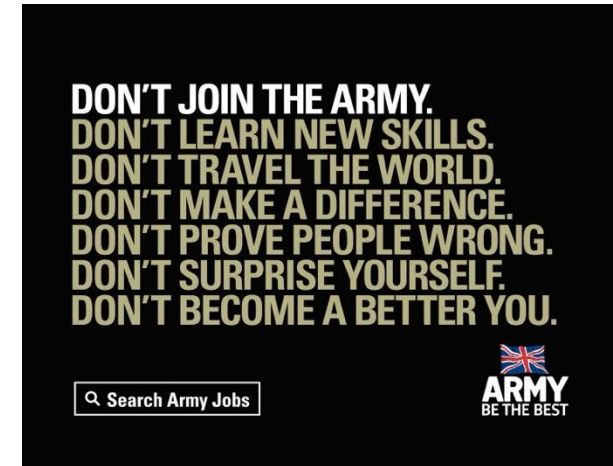
# *Power Bases*

- When leaders try to make their followers do something, three types of outcomes are possible (Cialdini & Goldstein, 2004)
- **Resistance** Failing to make the desired change
- **Compliance** Changing behaviour but not internal attitude
- **Commitment** Internalizing new attitude and behaviour



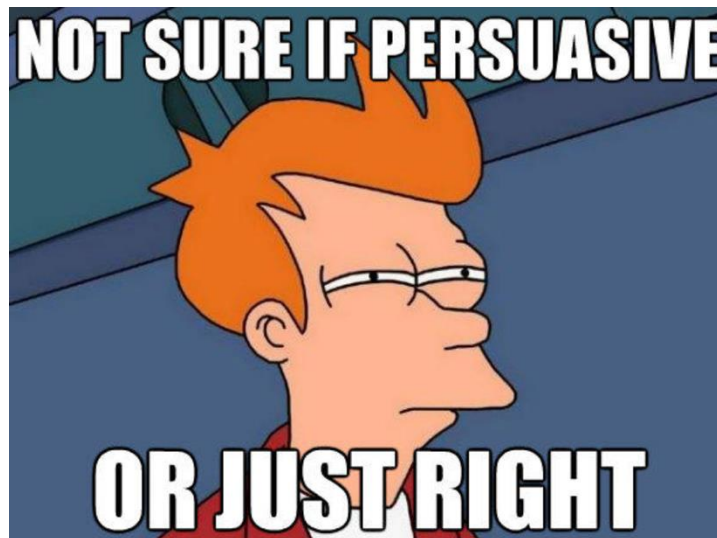
# *Reactance Theory*

- When a person feels that someone is taking away choices, they may adopt positions contrary to what was intended and increase resistance to persuasion, i.e. **reverse psychology**



# *Persuasion*

- When communicators try to convince others to change attitudes or behaviors through the transmission of a message in an atmosphere of free choice
- **Persuasion** can be, but is not always, a bad thing



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# *Techniques*

- **Door in Face:** Make large request, after refusal, make smaller request
- **Foot in Door:** Obtain small commitments ramping to larger request
- **Low-Ball:** Get someone to agree to something then up the terms
- **Thick Terms:** Use positive words to attract; negative words to repel
- **Intonation:** Adjust pitch, tone, speed of speech for emotional response
- **Patterns:** Rhyming, melody, repetition, chiasmata
- **Trigger Words:** “Sorry” for trust; “because” to simulate reasons

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Let's **start by using an ontology** for semantic search—it will make your existing data more discoverable without changing your whole system.



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Since that worked well, let's **integrate an ontology** into our data pipeline so all future data is semantically structured.

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Now that you see the benefits, let's link it to **external ontologies** and build a **reasoning engine on top**.

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Without ontologies, your data will remain **siloed**, **ambiguous**, and **fragile**, making integration and scaling a **nightmare**.

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If you don't standardize your terms now... you will run into major integration issues later. (**slow and serious** for gravity)

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**No** ontology, **no** consistency. (rhyming)



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You should adopt ontologies **because** they prevent data fragmentation and ensure reusability across systems.

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# *Group Exercise*

**LEAVES ON A STREAM**

# *Group Exercise*

**TELL US ABOUT SOMETHING THAT EXCITES YOU**

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**TELL US ABOUT SOMETHING THAT EXCITES YOU**

**MAKE US EXCITED ABOUT IT TOO**

# *Group Exercise*

**TELL US ABOUT SOMETHING THAT EXCITES YOU**

**(EVERYONE ELSE PAY ATTENTION TO HOW YOU FEEL)**