

Strategies for “Making the Case” for Ontology

Track-4 overview

Ontology Summit 2011
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Goals

- Flesh out a range of approaches that we can use to "Make the case"
- Deliver a body of knowledge and resources for use by the community in the future
- Get the word out (grab attention and eyeballs)

Possible Approaches & Deliverables

- Collecting soundbytes and quotable quotes
- Feature an open debate - Making the Case, for and against, Ontology - in an IQ-squared style debate and measuring success by seeing how many minds each side is able to change (<http://intelligencesquaredus.org/index.php/about-us>)
- Enumerating Pros and Cons
- (alternatively) Do a Mock Trial
- Enumerating a repertoire of
 - (a) elevator pitches" and
 - (b) arguments for a range of audiences

Discourse & Virtual Sessions

- Kick-Off
 - Identify sources and resources
- Work using the Ontology Summit Exploders (discussion/ mailing list)
- Host the Debate or Mock Trial event
- Round-up
 - Agree final deliverables and summit content