OntologySummit2011: Making the Case for Ontology

(Track-4) Panel Session: **Strategies for 'Making the Case'**

Science & Technology that change the world:
beyond good work, marketing stunts and logic

by

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Do we even *have* a case?

- **Is it *really* that good**?

- **Are we *marketing* it properly**?

- **Do we know how to pitch it**?

Beyond Good Work:

Technology Filters and Lenses that help us identify what might be important in the future … (inspired) IFTF/2006

- The Right People are Involved
- The Application Fills a Strong Need
- The Tyranny of the Installed Base
- Overcoming current Limits

- Market readiness
- Technology Capacity
- Timing
- Global Social and Economic Trends
- … *with a bit of* **Luck**!

Beyond 'Marketing Stunts'

In this day and age, we almost have to be sensational to be heard, but then …
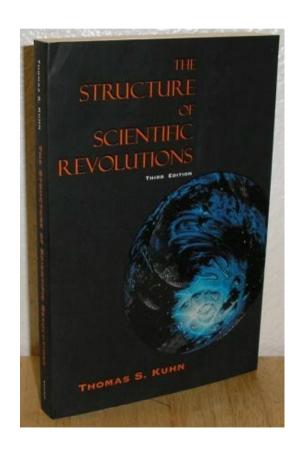
Who are we making our case to?

- Policy Makers … to put us on the map

- Budget holders … to allow the work to be funded

- The CIO's and System Architects … that ontological engineering will give them the solution they are looking for

- The engineers and developers … on adopting the approach

- The users/consumers of the technology … because they will be driving the needs

- Educators … to produce the people with the right skills

… we need a different message for each of them!

Beyond Logic

Why does it still feel like we are at a loss?

... remembering that the Dartmouth Summer Research Conference on Artificial Intelligence actually took place in 1956 ...

- Hasn't this taken a bit too long?

- I believe Thomas Kuhn has our answer, in "The Structure of Scientific Revolutions" (1962, with his 1969 postscript)

- Ontology is still at Kuhn's "pre-paradigm" phase

I'll leave with this sound bite ...

"Ontology promises to be the driver for the next paradigm shift. If you think personal computing, and the Internet have been disruptive, wait and see what Ontology can bring about."

source: http://ontolog.cim3.net/cgi-bin/wiki.pl?OntologySummit2011_MakingTheCase_CommunityInput#nid2LX2