

INTERNET OF BEHAVIOUR



KEVIN ASHTON

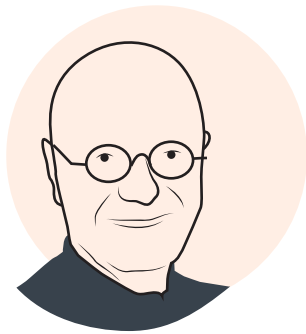
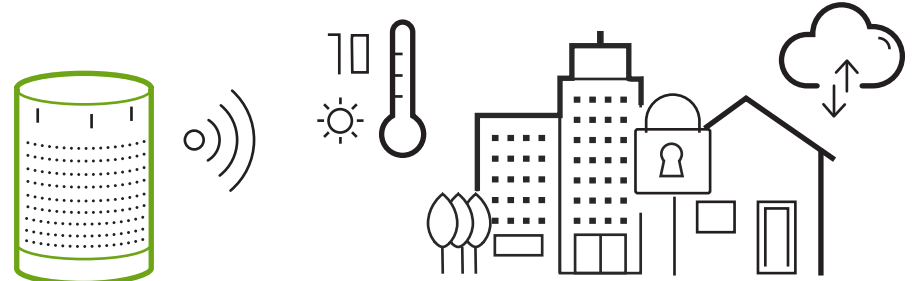
1999

It proposes the term **Internet of Things** (IoT) to describe the phenomenon of digital interconnection between objects in the physical world and the Internet.

Alexa-type device allows you to control home functions by connecting to objects such as air conditioning, windows, TV, etc.

75 bil.

It is estimated that by 2025 there will be 75 billion IoT-connected devices, according to Cisco.



GOTHE NYMAN

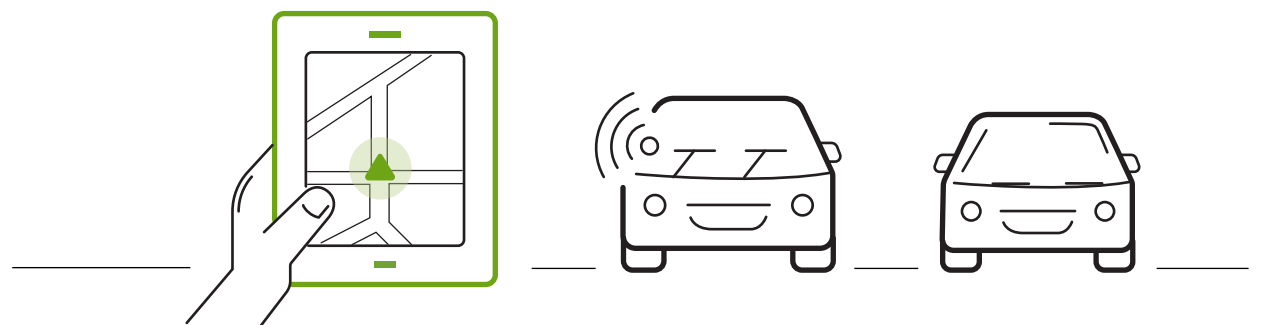
2012

Professor of psychology who described the **possibility of obtaining more detailed data on user behaviour** when interacting with IoT.

Your mobile phone and connected car

let you know your departure time to work and your route and could alert you to leave home earlier because there is a traffic jam on your usual route.

With this data, decisions could be taken such as providing an extra lane or reinforcing certain public transport lines.



2050

According to a Gartner report, more than 50% **of the world's population is expected to be part of at least one IoB programme.**

