

IoB - Internet of Behaviors

Description

The Internet of Behaviors, considered as a subset of the Internet of Things, is an IoT technology focused on sales and marketing. IoB aims to collect data through IoT technologies in order to predict how people will act in which situations and to direct the behaviors as a result of the analysis of the collected data. This training has been prepared for the participants to have knowledge about the Internet of Things and the Internet of Behaviors.

Delegates will learn

- Fundamentals of the Internet of Things
- Differences of the Internet of Things with Similar/Related Technologies
- Technologies Used in IoT Application Development
- Fundamentals of the Internet of Behavior
- Internet of Behavior, Business Processes
- Opportunities in the Internet of Behavior

Outline

Internet of Things

- Internet of Things and Components
- Internet of Things Technology/Protocol Architecture

- Internet of Things Usage Areas
- IoT Pros and Cons
- Technical Challenges in IoT
- Assistive Technologies Used in IoT Application Development
- IoT Application Layer Messaging/Communication Protocols
- IoT Cloud Platforms
- IoT and Big Data

The Internet of Behavior

- What is the Internet of Behavior?
- Internet of Behavior Workflow and Functioning Process
- IoB Platforms Data Sources
- Internet of Behavior Advantages
- Applications of the Internet of Behavior in Different Sectors
- Technical Challenges in the Field of the Internet of Behavior
- IoB Security - Use of Privacy and Ethics
- Opportunities in the Internet of Things and the Future of IoB
- Effects of Internet of Behavior on Business Models and Business Model Development

Comparison of the Internet of Behavior and Related Technologies

- Internet of Behaviors vs Internet of Things
- Internet of Behaviors vs Artificial Intelligence of Things (AIoT)

Prerequisites

There are no prerequisites.