

# The human element - 31 Oct 2016

BY LOUISE MARSLAND

Has social media fundamentally changed language and the way we communicate? JP Kloppers, the CEO of BrandsEye says in his article on [social media and data](#), that we actually changed how language works in using the limits of tweets and status updates, plus emoticons to convey feelings.

However, given the complexity, cultural nuance of language and even acronyms, Kloppers says we still need people to decode the trends and patterns in what is being conveyed online, as algorithms and machines will not pick up the subtleties to provide accurate social data to make informed business decisions.

This week Deloitte reported back on a session with business execs on how to extract value from mega business trend and disruptor, the [internet of things](#) (IoT). The central message to demystify IoT was that the tech must not be deployed in "islands of automation" nor was it necessary for business to "rip and replace" systems. Rather, IoT can be integrated into an organisation through consolidation, to enhance existing systems.

However it is implemented, the fact is, that IoT is here and by 2020, there will be 20.8 billion devices connected, according to stats from Gartner.

Have a great week!

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