Data Growth Factors

Internet of Things & Social Media

As mentioned earlier, data is predicted to grow at a 23% CAGR from now until 2025. Internet of Things (IOT) and Social Media are the two biggest growth factors contributing to this data expansion. Competition for the connected vehicle space has become crowded as Apple and Google are becoming involved in vehicle programming, alongside both established car companies and the myriad of electric automotive startup companies. These companies view the car as a smartphone on wheels, and are eager to gain a piece of the pie.

Yet despite all of this, social media is growing and connecting people from all around the world in ways which were not possible before now. Perhaps social media companies will be able to tweak their algorithms, and/or change the way that they interact with users to make the platforms healthier for everyone.How will governments react to this expansion of data? Will they try to harness it for state surveillance purposes? This possibility is not necessarily limited to countries like China, Russia, and Vietnam who already have tight government surveillance systems in place. The NSA has been exposed for hiding surveillance software in the firmware of hard drives in the past. What's to stop government agencies from embedding software into IOT devices (or cell phones for that matter)?

Ultimately, the wielding of such surveillance power is just as important as the surveillance capabilities that government agencies possess. Orwellian capabilities only manifest into Orwellian dystopia when governments leverage technology for evil.

Industrial IOT will ensure that factories run efficiently and downtime for maintenance or repairs is minimized. Wearable IOT is a popular consumer market that adds value to people's lives by providing them with information about their activities, health, and habits. Farming IOT will allow for more efficiency in watering, pest management, surveillance, and adaptive shading. Traffic IOT will allow for smoother commutes and less queuing at lights. Power Grid IOT will find energy efficiencies in the transmission of electricity and will preemptively prevent blackouts.

"It's projected that we are going to have one trillion sensors in the world by 2025. That is one thousand billion sensors." - Mike Hayes