The Rise of the 4th Platform: Pervasive Community, Data, Devices, and Intelligence		
Themes	**Sub Themes**	**Primary Themes**
SMACT	SMACT	Knowledge/understanding of platform/technology
Business and implementing technology	Need understanding of technology	
Business and digital transformation	Understand old and new technology possibilities	
Understand the value of the technology in business	Data is not the problem. Production is necessary	
Rise of platform 1-4, increased users, network and abilities	New platform has lots of benefits	
Apply digital technology into industry, business and corporate culture	Best platform best benefits	
Rise of new platform and example	Knowledge, network and machine learning	
Need understanding of technology	New platform technology	
Understand old and new technology possibilities	Ambient computing	
Data is not the problem. Production is necessary		
Understand the business nature of digital network	Business and implementing technology	Tehcnology and the business
New platform has lots of benefits	Business and digital transformation	
Best platform best benefits	Understand the value of the technology in business	
Internet of Things revolution coming soon	Apply digital technology into industry, business and corporate culture	
Disappear man machine technology	Understand the business nature of digital network	
Knowledge, network and machine learning	Organizations need to be prepared for new platform	
New platform technology		
Connection with 3rd platform	Rise of platform 1-4, increased users, network and abili	Platform 4 Internet of Things
Ambient computing	Rise of new platform and example	
New platform is coming soon	Internet of Things revolution coming soon	
Organizations need to be prepared for new platform	Disappear man machine technology	
	New platform is coming soon	
	Connection with 3rd platform	