

Snap Happy

Has the iPhone killed the DSLR?
Or just reinvented social interactions?

William Elder



History of the iPhone Camera

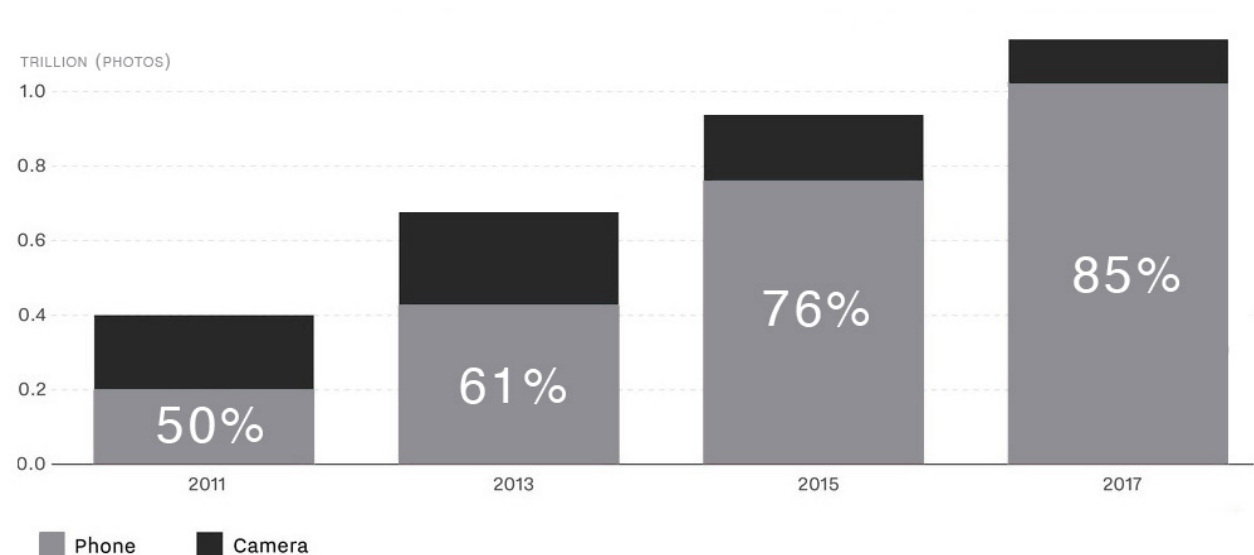
In 2007, the world changed forever. In 2007, Apple released the iPhone - a mobile telephone capable of handling phone calls, messages, music, internet, and it even had a camera. For years, the iPhone camera was not revolutionary; it's pictures were low quality, and in no way could capture photos like DSLR cameras could at that time.

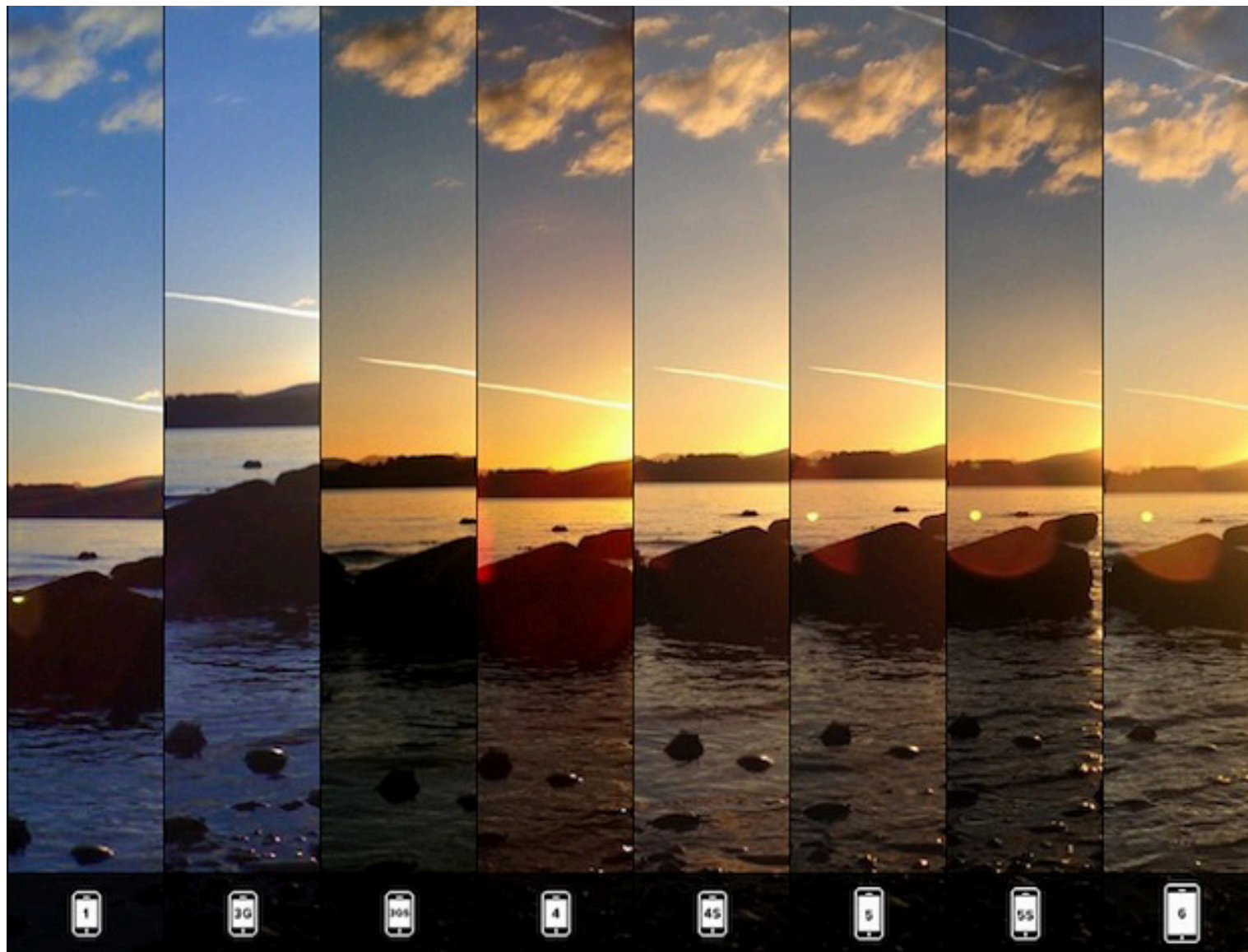
However that all changed in 2010 when the iPhone 4 was released. It boasted a 5MP back-side illuminated sensor, HD video, 5x digital zoom, featured an LED flash, and a 4 element lens. This is a huge upgrade for the iPhone, considering the iPhone 3GS shipped with only a 3MP camera with no HD video, no flash, and a very small camera sensor. With no surprise, the iPhone 4 did incredibly well, topping just over 1.7 million units sold. At this point in time, roughly 50% of digital photos taken were on a smart phone.

"Despite having a camera with major technical limitations, the iPhone has become a disruptive technology in amateur photography." (Chesher, C. 2012)

By 2017, this number grew to 85%.

With the camera finally up to social standards, society needed somewhere to post all the photos they took. And alas, Instagram was born.





A comparison between the first iPhone's camera versus the iPhone 6.

The Social Uprise

In 2010, Instagram was born. A social media application for both iPhone and Android that allowed users to share pictures taken on their phone with friends. Despite its release however, it did not have a large userbase until acquired by Facebook in April 2012.

Social media was booming - society was shifting into an online universe. Users are beginning to create new forms of intimate online emotions whereby insignificance with societies materialistic elements are out of context. Smart phones are accelerating the rate of camera phone image-taking, including editing and sharing - these pictures allow users to use the newest filters and editing techniques to give a false sense of feeling unique. The photo is then shared online and will be online forever.

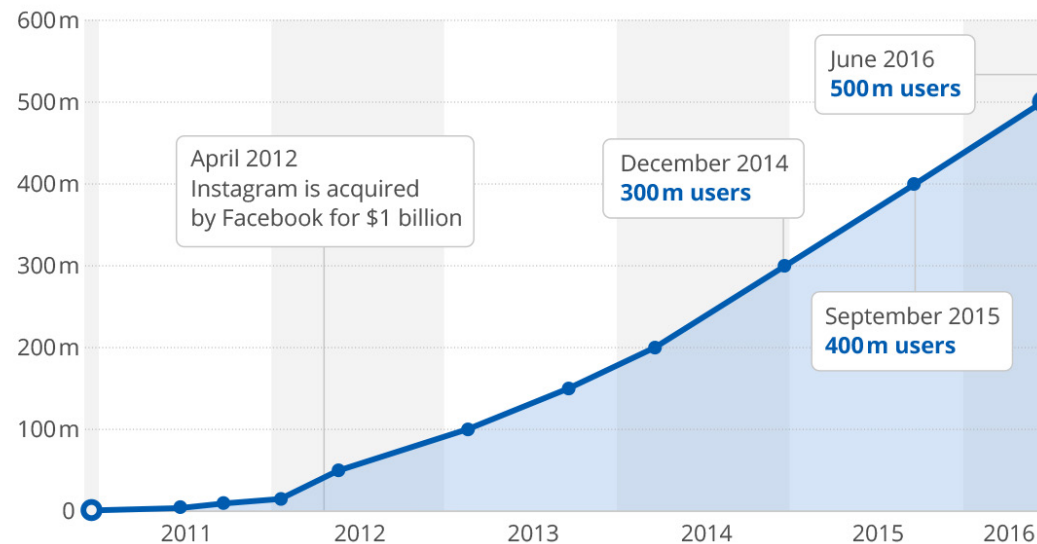
This is according to S. Pink and L. Hjorth in their book, *Emplaced Cartographies*. This idea that the constant evolution of

features may be taking away from the actual core of photography.

In 2016, the iPhone 6S was released. It featured a 12MP camera, an aperture of just $f/1.8$, optical image stabilisation, a 6 element lens, Quad-LED true tone flash, etc. At the same time, Instagram had just reached 500 million users.

Advancements in the iPhone camera has also lead to other technological advancements. Augmented realities and

virtual reality is becoming more and more common in everyday life. With 360 Degree photos being phased into Facebook, social advancements are constantly being explored.



Source: Tech Insider

What about DSLR's?

After the initial release of Instagram, the digital camera market did not suffer too much, with sales still reaching 122 million in 2010. However by 2015, only 35 million digital cameras were sold. This number is constantly declining.

Many argue that phones will replace digital cameras in the near future however I disagree - There will always be a separate market for pro-level photographers, and a smart phone camera will not be able to surpass the quality digital cameras possess for many years.



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