



Taylor Smith

The New Normal

Has your iPhone become your new best friend?

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The unfortunate truth is that iPhones are being seen as almost an extra limb to their users. Though, is this unfortunate? iPhones have impacted social interaction and the way we communicate, and though this may be frowned upon by some, the iPhone has provided consumers with a device they rely on so heavily.

Ten years on since the release of the first iPhones and it is estimated that there are currently over 700 million iPhones in use. Before we accuse the younger generation of being addicted to their iPhones, we must ask why? The answer is simple; the convenience and practicality are too good to pass. We become reliant on our iPhones as they simplify many everyday activities, such as GPS, texting and communication, banking, photographing, music and much more. Many businesses have their rosters and jobs sent to their employees through their phones. Similarly, schools and universities are implementing apps as a

method of communication and resources for students and families.

Since becoming so reliant on our iPhones, the integrity of social interaction and face-to-face communication has decreased. When surveyed, 81.63% of responders voted yes when asked if they were likely to have their phone present while being with friends and family. Being active on your iPhone whilst in the company of others indirectly conveys that you care more about whatever is happening somewhere else on your iPhone than you care about the actual presence of the person right in front of you. 84% of those same responders admitted they use their phone while at work or school. The iPhone is undeniable a distraction which divides out attention between a real-life situation and the one on our phone, devaluing both. A successful experiment has been commonly conducted to prove the impact of a phone on social interaction. People gather for coffee or lunch and

are observed to see the quality of conversation and interaction. The results always reveal that those without an iPhone present have a more wholesome and fulfilling engagement while those who do have their phones out lack empathy and connection.

Social interaction changed at the convenience of texting. Something seemingly simple has discouraged genuine communication and encouraged laziness. While everyone can agree that texting is convenient, it can also cause complications surrounding miscommunication and lack of time for relationships. 86% of responders believed that texting is an appropriate form of contact and over 60% agreed that it could impact relationships. This is due to reasons such as less physical attention, misconstrued messages, trust issues, and drama. Can you imagine quitting your job

via text or sending your grandmother a condolence message rather than calling? Majority of people will frown upon these ideas and see it as an inappropriate form of contact, though it is apparent it is becoming the new normal to do so.

The dependability on an iPhone is inevitably increasing. You can see it everywhere you go; people listen to music on trains, and at the gym, they transfer money before they pay for their morning coffee, families even text from the same room. Being dependent on the functions of an iPhone may not necessarily be a bad thing.

So, are we actually becoming lazy or are we just accepting that the iPhone has changed the role of social interaction in everyday life?



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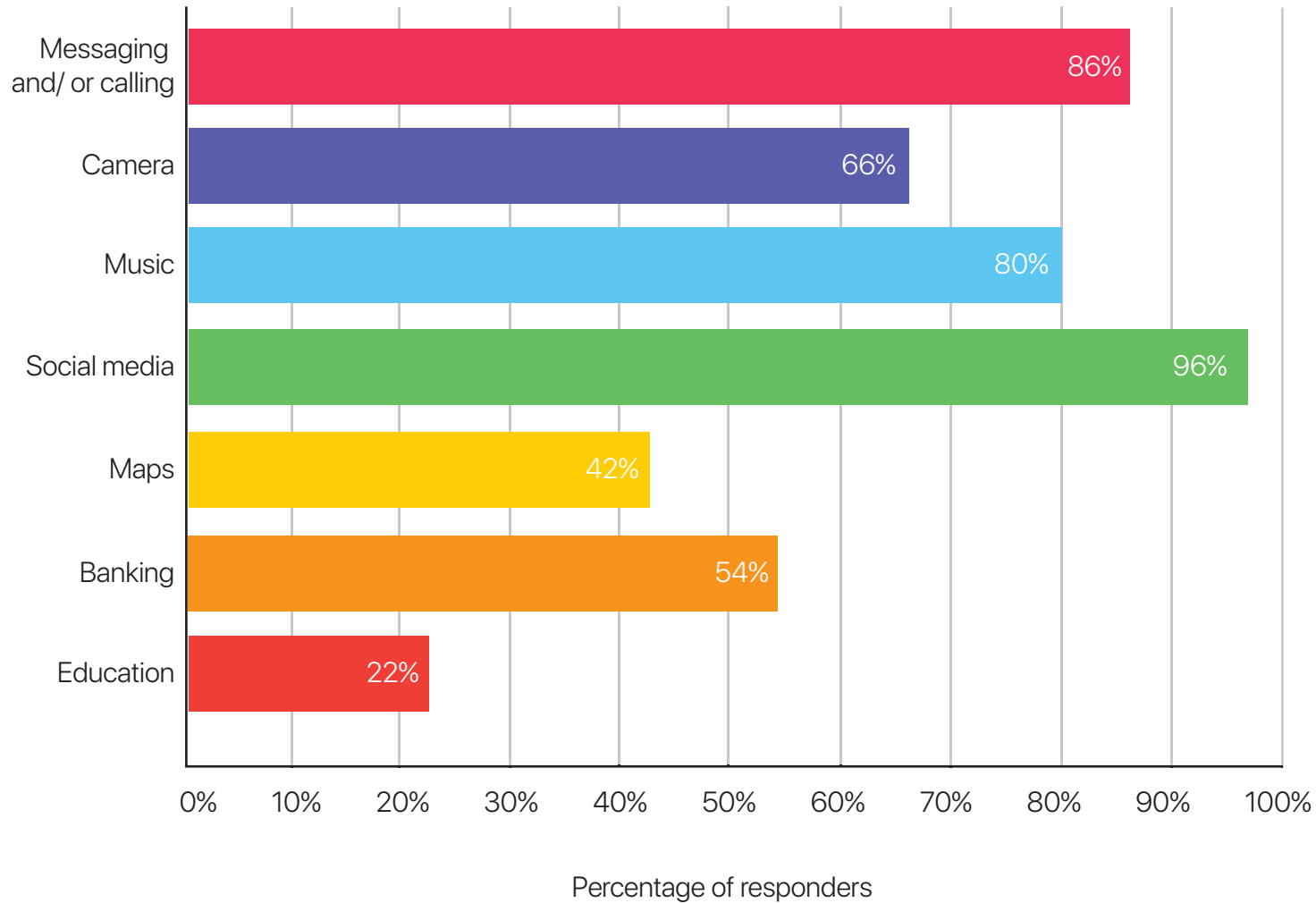
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Why So Distracting?

A survey was conducted to assess and reveal what specific functions an iPhone is used for. 50 people were asked 'which of the following do you most use your iPhone for? (select multiple if necessary)'. The results are as follows:



Impact on Relationships

The same 50 people were asked if they believe iPhones impact relationships.

Those who voted yes had reasons such as:

Less physical communication and attention

People use it as a way out of conversation

More ways of contact equals more opportunities for fights and things to be taken out of context

Manners of textig can upset people or misconvey intended emotions

Discourages healthy time apart

Hiding things from others

Yes
(64%)

No
(36%)