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IPhone

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iPhone

Introduction:

At the age of technological advances, the release of the iPhone in 2007 considered as a quantum jump in the world. The iPhone is an internet-enabled smartphone that revolutionized the mobile phone industry. The iPhone was developed by Apple Inc, which is known for developing innovative technologies (Kerris & Dowling, 2007). In particular, the iPhone combined three essential capabilities at the time. These were wireless internet communication, widescreen touch controls and smartphone capabilities. These advantages made the iPhone a distinguish smartphone among other smartphones in the market. This research provides an in-depth analysis of the iPhone, with specific attention on the legal, ethical and security issues associated with this technology.

Background:

The iPhone was introduced into the mobile phone market on January 9, 2007 (Kerris & Dowling, 2007). Its introduction had a lot of compliments due to its revolutionary technology and capabilities. The product combined capabilities such as touch controls, wireless internet connectivity and advanced mobile software. In fact, these advanced features were not thought to be easily combined at that time. The iPhone, no doubt, changed the way that mobile phones are utilized. The iPhone enabled the synchronization of contacts from the personal computer (PC) or other internet services such as Yahoo. The iPhone also introduced with a QWERTY soft keyboard that was accessible on the wide iPhone touch screen. Additionally, the iPhone introduced an advanced camera feature with a capability of 2 megapixel (Kerris & Dowling, 2007). Furthermore, Steve Jobs, who's the CEO of Apple company, believed "iPhone is a revolutionary and magical product that is literally five years ahead of any other mobile phone"

(Kerris & Dowling, 2007). This quotation indicates that iPhone was a technology way before its time. In fact, the iPhone's revolutionary features have greatly inspired the current world of smartphones.

Benefits:

Apart from being a technological innovator, the iPhone also contains number of benefits. According to Matt Peckham (2012), the thin shape of the iPhone improves user experience by enhancing the usability of the phone. To begin with, the thinness improves screen imaging through the use of in-cell display that is clearer than the older display technology. Sharper images and texts enable the user to enjoy the experience of using the iPhone. Second, the thin iPhone model allows for more space to include a larger battery, which allows users to use their iPhones for longer time either for business or for personal use. Having to recharge the phone now and then would make the iPhone unpractical (Peckham, 2012). In fact, the iPhone also contained advanced sensors, which can be functionalized to control the brightness and the orientation of the screen. This feature will play a significant role in extending the battery life. Additionally, the iPhone was provided with high-speed quad band GSM, EDGE, and Wi-Fi capabilities that make it easier for people to browse the Internet at any time (Kerris & Dowling, 2007).

Legal and Ethical Issues:

The invention of the iPhone has not been without arguments regarding ethical and legal issues. David Mielach (2012) outlines the growing concerns in 2012 about how the company treated its factory workers in China. The ethical issue, which had been highly published by local and international media, caused a boycott threat from a lot of Americans. The question for many American consumers was, is it ethical to purchase an iPhone and support the company, which

was responsible for horrible violation of its Chinese workers? Moreover, people were infuriating by the fact that Apple had made \$13 billion in profits in 2011 at the expense of the workers (Mielach, 2012). An article by Charles Duhigg and David Barboza in the new york times newspaper indicates that Apple Inc., forced its Chinese workers to live in overcrowded dorms, to stand for a long time until they are unable to walk, and working in dirty environments (2012). The report also specifies the use of underage workers and the low payment of the workers. These violations had led to increase suicides rates among workers who were in objection of the low pay and poor working conditions (Duhigg, Barboza, 2012). These human rights violation, which consider as an ethical issue, has affected the reputation of Apple Inc. (Mielach, 2012). However, these ethical issues increased the awareness of the American businesses regarding the ethical operations.

Security Concerns:

The great capabilities that iPhone introduced into the mobile phone industry made it a major target for hackers. John Schwartz (2007) points out the fact that the iPhone was able to combine and save numerous personal information on the phone and further make them accessible through Wi-Fi internet connection led to a lot of security concerns. These security concerns continue to face every smartphone user even nowadays. Whereas Apple Inc. was, and still, committed to guaranteeing the security of personal data on their devices. However, the revolutionary nature of its technology created gaps that were easily exploited by hackers. The article shows a story of a hacker that was targeting personal data of a reporter. The hacker was able to access text messages and contacts information while the reporter's was browsing his own web site through his iPhone. This hack not only determined the weakness of the iPhone but also increased concerns about the security of personal information on the iPhone (Schwartz, 2007).

Apart from accessing information, Schwartz further clarifies the potential threat to the iPhone's software by hackers. This is achieved by the introduction of viruses, which damage the performance of the system. Some hackers can also develop other software to run on the iPhone, which make it difficult for Apple Inc. to keep track of its software (2007). These security concerns continue to be raised even in the present days. Although many attempts have been made in the efforts of making iPhones more secure, advances in technology and software knowledge have also caused hackers to raise the risks even higher.

Social Problems:

As mentioned above, the development of the iPhone greatly transformed the way people communicate. Research by Muhammad Sarwar and Tariq Soomro (2013) discusses the considerable social problems that iPhone addiction has created. People nowadays are addicted to their phones, which hugely reduced interpersonal communication. The research describes smartphones addiction as “wanting to be in constant communication with people even though when there is no real need for communication” (Sarwar & Soomro, 2013, p. 222). This lack of communication will make it difficult for people to effectively understand each other, especially when they engage in face-to-face communication. Furthermore, the abundance of different apps whether they be social, professional, or for entertainment means that iPhone addiction is not only limited to adults but kids also. Kids attachment to their phones for a long time reduces the importance of face-to-face communication (Sarwar & Soomro, 2013, p. 221). Having a lot of entertainment options such as games and videos under their fingertips would keep them distracted from real life, which may cause serious addiction problems (Sarwar & Soomro, 2013, p. 222). This issue has created social gaps between family, friends, and community members, which concerns a lot of people.

Further Research:

Advancement in technology has led to improved versions of iPhones, which have even better capabilities. This has also increased the potential security risks, especially when it comes to personal data. This means that a hacker can access more personal information and do more harm to the iPhone. As such, the security concerns is a major aspect for further research, particularly on ways of improving the iPhone software from being hacked and protect the user's privacy.

Conclusion:

In summary, it is apparent that the iPhone was, and still, a remarkable invention of technological advancement. The iPhone provided a new way of mobile phone communication and usability. Its revolutionary technology has led to the variety of smartphones that are in use today. The iPhone success story has not been without unethical business practices by Apple Inc., security concerns and social problems. However, these controversies cannot erase the fact that the iPhone stands out as major technological innovation of the 21st Century.

References

Duhigg, C., & Barboza, D. (2012, January 25). In China, Human Costs Are Built Into an iPad. *New York Times*. Retrieved February 28, 2015, from <http://www.nytimes.com/2012/01/26/business/ieconomy-apples-ipad-and-the-human-costs-for-workers-in-china.html>

In this article, the authors highlight the gross violation that Chinese workers faced in Apple Inc. factories. The article also presents the number of Chinese workers who had injured and killed as a result of the poor and unsafe working environment. Some other companies that provide poor working condition for its workers were also mentioned. Furthermore, the article underlines that apple Inc. is working on improving its factories working condition for more safe and convenient environment.

Kerris N. & Dowling S. (2007). *Apple Reinvents the Phone with iPhone*. Retrieved February 19, 2015, from <https://www.apple.com/pr/library/2007/01/09Apple-Reinvents-the-Phone-with-iPhone.html>

This article is a report on the unveiling of the iPhone in 2007. The article articulates a number of innovations that Apple Inc. developed into the iPhone to make it a revolutionary phone. Some of the highlights include its wide iPod touch screen, internet connectivity capabilities among others.

Mielach D. (2012). *Is It Ethical to Own an iPhone?* Retrieved February 19, 2015,

from <http://www.scientificamerican.com/article/is-it-ethical-to-own-an-iphone/>

In this article, the author brings out the ethical concerns that have been raised about Apple Inc. Highlighting the company's violation of human rights in its factories in China. The article largely summarizes several media reports and concerns on the issue. It also brings up the fact that consumers can be active in ensuring that companies conduct their businesses in ethical manner.

Peckham M. (2012). *5 Benefits of a Thinner iPhone with In-Cell Display Technology*. Retrieved

February 19, 2015, from <http://techland.time.com/2012/07/18/5-benefits-of-a-thinner-iphone-with-in-cell-display-technology/>

This article outlines the benefits that introduced by the new iPhone technology. The author begins by presenting the concept of in-Cell Display Technology, followed by a review of some of the major benefits of this technology. In essence, the article reveals the significance of the iPhone in the mobile phone industry.

Sarwar, M., & Soomro, T. (2013). Impact of Smartphone's on Society. *1450-202X(450-216X)*, 218-226. Retrieved February 27, 2015, from

http://www.researchgate.net/profile/Tariq_Soomro/publication/236669025_Impact_of_Smartphone's_on_Society/links/00b7d518ce4de2509d000000.pdf.

The research "Smartphone's on Society", provides a background of the smartphones. In addition, the research explores and investigates how smartphone's are increasing rapidly

and affecting the general public nowadays. The research focuses on several different fields regarding the effects of smartphones. In addition, it includes several solutions to help reducing smartphone's negative impacts.

Schwartz J. (2007). *iPhone flaw Lets Hackers Take Over, Security Firm Says*. Retrieved February 19, 2015, from

http://www.nytimes.com/2007/07/23/technology/23iphone.html?_r=1&

This article articulates the security concerns associated with the iPhone following its unveiling in 2007. The author points out that the new capabilities that iPhone came with posed potential weak points that could be exploited by hackers to illegally obtain private data. The article also affirming that this issue remains a major threat even in the present times.