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IT 103 002

Project Part I: Development of Smartphone

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I. Introduction

Imagine one day you don't have a smartphone with you. How would like it to be? It's hard to imagine if you don't have a smartphone because we have used to them and they have become a part of life. In contemporary, we live in a technology world and it's totally different from decades ago which people use letters to send message or spend a month to go somewhere. We live in a digital and technological world, so information technology such as television, smartphone, Internet, driverless car are invented to benefit people. My paper is focus on the development of smartphone. I will introduce the background of smartphone first, then I will find out some benefits the smartphone bring to people. Next, I will show some legal and ethical issues about smartphone and finally I will provide some future perceptions on smartphone market.

II. Background

According to an article entitled The History of Smartphone published on December 6th 2011 on the TNW website, the author Brad Mccarty narratives the history of smartphone. "Ericsson was the first brand to actually coin the phrase "smartphone", with the release of its GS88 in 1997. From 1996 to 2011, the Symbian OS would be the world's leader for smartphone operating systems. Devices changed pretty drastically between 2002 and today, but the operating systems were largely unaffected. That is, at least, until 2007. When Apple Inc. introduced the iPhone, it was the first real change that we saw in the market since the market was born. Smartphones had always been seen more along the lines of something that business people used, and Apple did a rather magnificent job translating the idea over to something that a consumer would desire. Quietly, however, another operating system was stretching its wings. Android, an open-source project

which would eventually be backed by Google, made the promise of a reliable, robust operating system that could be installed onto any number of devices. Both Apple's iOS and Google's Android boast high customer loyalty numbers, and pre-release sales of the Microsoft Lumia 800 would lead one to believe that it will enjoy the same." (Mccarty, 2011)

Now, we know there's a long process of evolution from mobile phone to smartphone. It's sure that smartphone bring our benefits and convenience.

III. Potential Benefits

Let me list some benefits of smartphone. According to the article named Advantages and Disadvantages of Mobile Phones: The Smartphone Generation, which published on May 22th 2014 on Udemy Blog, the author Nick Tomasovic tells us some advantages and benefits and smartphone. The first benefit is it's easy and convenient to communicate with friends, family and coworkers. Long times ago, people used letters to send message and it usually cost a long time. With the smartphone, it's super easy and convenient to keep contact with people who you want to chat with. The second benefit is smartphone keep constant Internet access. Today, if we have Wi-Fi somewhere, we can surf the Internet to search information, video with people who are far from here, download applications and watch movies. There are too many things we can do with the Internet. So, smartphone is only a medium to provide constant access to Internet. "The third benefit is Applications and the All-in-One Device. Nowadays, smartphone can fit mp3 player, digital camera, phone, and GPS at the same time. It's convenient and useful." (Tomasovic, 2014)

IV. Legal and ethical issues & Social Problems

With the advantages of smartphone, there also exists some disadvantages including social problems and legal and ethical problems. According to the CBS News, last accessed on June 13, 2013, an article named Smartphone security: Law enforcement to issue call for help from tech companies shows us in the U.S., one-third of robberies involve the theft of a mobile device. According to Consumer Reports, "1.6 million Americans had their smartphones stolen last year. "Why do they not break into cars every night and steal radios out of them? Because the people who make cars and radios made it so when you rip radio out, it won't work again." (CBS News, 2013)" In addition to these unethical robberies, using smartphone often cause traffic crash. According to the report named No smartphone service? Fewer traffic crashes which was published on December 1st 2014 on the Washington Post, the author Ashley Halsey pointed that traffic accidents fell by 20 percent in Dubai and 40 percent nationwide. The chief of police and the head of the traffic division both linked the drop to the outage, which cost BlackBerry owners' access to email, text messages and internet functions. (Halsey, 2014) It means less use of smartphone, fewer traffic accidents happen. There are some other disadvantages of smartphone such as privacy issues and security issues. For example, when we shopping online, many unethical issues happen. Sometimes, seller use unethical methods to see the customers' password of credit card. Also, privacy problems are also tough to solve. Some illegal and unethical hackers invade our system to steal some important data or information. This is very annoying and victims always feel helpless.

V. Further Required Research

Smartphone is the product of development of society, it still has a big space to develop in the future. Some issues we can solve now such as privacy issues and security issues will

be solved in the future. Also, further research should focus on how smartphone connect to business, which means how to make use of smartphone in a trade relationship. According to the Website Science Direct, the author Venkatesh Shankar and Eileen Kelley published a paper named Innovations in Shopper Marketing: Current Insights and Future Research Issues in 2011. They came up with some ideas of future research on smartphone field, for example, they pointed out that innovations of smartphone can bring shopping market a bigger and brighter future. (Shankar & Kelly, 2011) So, we should focus more on the development of economic, political environment and how they influence the development of smartphone with each other.

VI. Conclusion

All in all, technology information has been a huge part of life. We have used to smartphone now because it's convenient and useful. However, everything has both good and bad parts, so does smartphone. It brings people convenience for communicating with people, surfing the Internet and doing a lot of things. On the other hand, it cause students not focus on studying and damages eyesight. Although, we can't solve all the problems that smartphone brings to us such as privacy problem and security issues, we strive to find new methods and approaches to overcome them. With the development of smartphone, it brings people more and more benefit. So, we have to do more research to reduce problems and create more benefits.

VII. Reference

1. Mccarty, B. (2011, December 6). The History of the Smartphone. Retrieved from <http://thenextweb.com/mobile/2011/12/06/the-history-of-the-smartphone/>

Annotation: Mccarty listed two periods of the history of smartphone, which are the early days and Android, IOS and today. In the early days, the authors shows us some background and details of phone, including some producers of phone and how it changes our life. Nowadays, Android and IOS have become two biggest systems of smartphone.

2. Tomasovic, N. (2014, May 22). Advantages and Disadvantages of Mobile Phones: The Smartphone Generation. Retrieved from <https://blog.udemy.com/advantages-and-disadvantages-of-mobile-phones/>

Annotation: Tomasovic listed several advantages and disadvantages of smartphone. The advantages are it's convenient to communicate with people and also it keeps constant access to Internet. The third advantage is many applications can fit in a one device. The disadvantages are hinder real human interaction, lead to some pretty serious accidents and breaches of privacy and security.

3. CBS News. (2013, June 13). Smartphone security: Law enforcement to issue call for help from tech companies. Retrieved from <http://www.cbsnews.com/news/smartphone-security-law-enforcement-to-issue-call-for-help-from-tech-companies/>

Annotation: In this news report, the reporter points out one third robberies involve the theft of a mobile device. The government has put law to enforce tech companies to deal with the details of smartphone in order to reduce the percentage of robberies. This event also means the smartphone has privacy and security issues.

4. Halsey A. (2014, December 1). No smartphone service? Fewer traffic crashes *Washington Post*. Retrieved from <http://www.washingtonpost.com/blogs/dr-gridlock/wp/2014/12/01/no-smartphone-service-fewer-traffic-crashes/>

Annotation: In the Washington Post, the author Halsey demonstrate that with fewer use of smartphone, the fewer traffic crash happen. The author use survey and data to show readers smartphone can distract people's attention, thus causing serious traffic accidents. This post is used to demonstrate the disadvantage of smartphone.

5. Shankar V. & Kelly E. (2011). Innovations in Shopper Marketing: Current Insights and Future Research Issues. Retrieved from <http://www.sciencedirect.com/science/article/pii/S0022435911000364>

Annotation: This is an academic paper about innovations in shopper marketing. The author focused on the insights and future research issues of shopper marketing. This paper also showed readers a lot of information about smartphone and IT. This is a new way to connect smartphone to a trade or business. With the development of shopper marketing, more and more smartphone will be used to do trades.