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Apps, and the Rise of Mobile Media

By Nick Pernisco, SJMLE Editor

With the introduction of the iPhone in 2007, mobile devices have become more than just “cell phones”. Today’s smartphone can place a call, but it can also browse the web, check e-mail, play games, and perform a host of other multimedia activities. For many, these devices have not only become another computer in the household, but an extension of themselves.

More than just mobile web browsers, mobile phones extend their functionality with apps, small programs usually dedicated to a single function or activity. Of course there are apps like games and news readers, but there are also apps to check your

bank balance, find reviews about a new restaurant, shop for anything, and thousands more. More than just websites in neat little packages, apps give the user an experience that’s integrated with the phone – apps have a standardized appearance, access to GPS and camera functions, and other integrated features.

Users have come to rely on smartphones for nearly every type of activity – an iPhone or Android has become a necessity for teens and twenty-somethings. People have adapted their lifestyles with the mobile device at the center of it. Just woke up? Check your e-mail in bed. Want a picture? The phone has a camera.

Who was the actor in that summer blockbuster? Check the Internet Movie Database. Did you hear the latest news? Yes, it’s on the phone. Going to bed? One last glance at Facebook.

This issue of the Student Journal for Media Literacy Education aims to explore some of the issues related to mobile phones and apps. The main focus will be on the impact and influence that mobile phones have had on society, but other related topics will be explored as well.

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Table of Contents

The Widening App Gap	Page 3
By Hayley T. and Luke R.	
Can You (Track) Me Now?	Page 4
By Charles B. and Garrick H. W.	
Cell Phone or Computer?	Page 5
By Ariel K. and Tandice T.	
App Revenue Streams And Income Strategies	Page 6
By Adi V. and Cinthia V.	
Smartphones Over Cell Phones	Page 7
By Ryan W. and Chung Sil G.	
Communicating With Smartphones	Page 8
By Lina A..	
Privacy Concerns Linked to Smartphones	Page 9
By Erica R. and Jinwoo C.	
Self Image: The Automatic Assumption	Page 10
By Brittany D.	
Apps vs. The Web	Page 11
By Sean F. and Vanessa F.	
“Textese”: Degradation of the English Language	Page 12
By Maggy R.	
The Revolution of Communication through the Smartphone	Page 13
By Keith S.	
A Whole New World of Communication	Page 14
By Daphne G.	
Out With The Old In With The New	Page 15
By Liliana B.	
Media Literacy, and How To Apply It To Apps	Page 16
By Barbra B.	
bibliographies and citations	Page 21

The Widening App Gap

By Hayley T. and Luke R.

According to a recent study by the IDC (International Data Corporation), this year the market share of smartphone users to traditional cellphone users will shift to approximately a 50/50 split. That means that roughly half the cell phones in use will have app capabilities. That same study also speculates that app sales will increase from over 10 billion in 2011 to over 79 billion in 2015. These statistics help to focus our gaze onto the ever-growing dependency society is now placing on apps, and also calls attention to the newly emerging digital divide which exists between smartphone users and non-smartphone users.

Traditional cellphones enjoyed a dominant place in the market up until 2007, when the popularity of smartphones spiked through the introduction of Apple's iPhone. In 2008, Google introduced its own phone, the Nexus One, along with a mobile operating system for smartphones called Android. That same year, Apple unveiled its AppStore, giving iPhone users the added benefit of being able to personalize their device by adding programs and features that are relevant to their daily lives. Shortly after the AppStore's introduction, Android and Windows Mobile created their own app distribution systems, and integrated app technology into their devices. Now, in 2011, approximately half of all mobile phone users are using smartphones with apps. This new dependency upon smartphones is similar in many ways to the rise of previous technologies, which were later universally adopted and integrated into our daily lives.

To help better understand this trend, one should examine the Social Presence Theory (SPT). Developed in 1976, this theory was developed as an analysis of the social effects of telephony, or telephone conferencing. Although we have now catapulted into an age where the home phone has been rendered virtually useless, an analysis of the way technology affects our communication, proves this theory to still be applicable. The SPT posits that, "the social impact of a communication medium depends on the social presence it allows communicators to have." Social presence is determined by the amount of intimate contact that the medium allows. The more social presence, the more social influence.

This affords an opportunity for further analysis. During the seventies, the most prominent form of communication technology was, of course, the telephone. During the early nineties, personal computers were introduced and the advent of the WorldWideWeb gave people an unprecedented medium of global communication. Now, we have reached a new technological precipice where cellphones with App capabilities offer users more flexibility than any other form of communication. Individuals can easily place phone calls, video calls, text message, e-mail, and utilize hundreds of thousands of apps to access information, and interact with others in new and exciting ways, all without the limitations of a wired connection.

This advancement in technology has led to a newfound dependence on smartphones for many people. This reliance is due to the fact that smartphones offer quick loading, simple to use mini programs called apps, which offer features to help enrich the users daily life. These apps cover a large range of functions such as: mobile banking, shopping, web surfing, taking and sharing photos and video, playing games, the list goes on and on.

App programmers are banking on the idea of integrating features which save time, hoping that customers will pay a small premium for the added benefits. GarageSale is an app, which costs 4.99 on the AppStore. It allows you to photograph and list items on eBay using attractive templates all from your iPhone. Many eBay sellers look for ways to list items quickly with little down time. This type of app allows those sellers a way to create listings right away with very little effort. Traditional Ebay sellers without smartphones spend much more time having to photograph the item, load the photos onto their computer, upload the photos, and create a listing from scratch.

Continued on page 16.

Can You (Track) Me Now?

By Charles B. and Garrick H. W.

The issue of privacy has long been debated. Though the U. S. Constitution contains no express right to privacy; most Americans expect one another “to follow a fundamental principle of fairness that [one] not share personal information with a third party unless they first ask permission.” (Potter 276) However, with the growing popularity of text messaging, and use of mobile apps running on every operating system under the sun, consumers find themselves in a compromise between the latest technology and the protection of ones private and/or personal documents through keeping them offline. As we are exposed to the increasing media-coverage of major corporations coming under fire for compromising their consumer privacy protection policies, we find ourselves in a position where our private information is no longer so private, leading us to wonder; What privacy have we surrendered for the privilege of using apps and smart phones?

With hundreds if not thousands created daily, the significant surplus of invasive mobile apps has become a real issue, with a lot of victims being attacked daily. Though most remain unaware of the malicious injection infecting their computer by way of things we call “cookies;” bits of data packaged and created when starting and saving any file. In a recent uproar, computer programmers were able to uncover the storage of all iOS, the apple operating systems, users' locations. “A cell phones owner’s location information has always been stored by cellular carriers, but has been available in the past only through a court order approved by a judge. Making the file visible and unencrypted on iOS devices could make it available to anyone who gains access to the phone,” says Nick Bilton, a writer for the New York Times. With the growing concern of losing privacy through the use of mobile smartphones, it has become clear that this will be an obstacle fought out in court for years to come.

Nevertheless, the lack of privacy is not enough to keep away consumers hungry for the next big piece of technology or new app. Not only did apple get hit with a lawsuit after it’s iOS operating system came under question for storing its user’s locations, “now, if you have an iPhone or an iPad, it turns out that you can do the exact same thing for yourself. As a bunch of folks are pointing out, some folks, digging through some information on Apple's devices, have discovered that it's been recording your location for

the past 10 months, and they've created a (open source) program to let you easily create a map of your own whereabouts” (techdirt.com). This program, a similar variation of Google’s “Google Latitude” is a location-aware mobile app. Latitude allows a mobile phone user to allow certain people to view their current location and is marketed towards people looking to keep a closer eye out on their family, friends or even themselves. Although there are some positive applications for this type of tracking technology such as parental tracking of underage kids that has helped find the location of runaways and injured adolescent. The automatic tracking and recording of the consumers’ whereabouts is a blatant infringement of their rite to privacy, and security in regards to their exact position. Such programs can actually provide a map which when chronologically organized can provide anyone interested with private details and patterns of their movements.

However, it’s safe to say that it’s up to the consumer at this point to stand up in defense of their privacy rights. With the development of apps like Google Latitude and its many competitors, we see people drawn to the idea that the technology is more helpful than harmful when it comes to ease of access or precise directions and locations for the directionally challenged. The consumer is continuously expecting faster, more accurate tools at our disposal, but is this shortcut actually detrimental to the consumer. We must remember to always try to maintain a balance between what is harmful and helpful.

Furthermore, we must all keep in mind that despite the right to privacy not being declared in the U.S. Constitution, we all share a right to keep our personal information private and must stay vigilant if we intend to do so when interacting through mobile apps and smartphones. In regards to mobile security and protection of personal financial information, companies need to maintain a secure and rigid firewall protecting credit card numbers, social security numbers, addresses and numbers from being easily accessed by hackers and key logging malwares.

Continued on page 16.

Cell Phone or Computer?

By Ariel K. and Tandice T.

In this ever-changing, fast paced world in which we live in, individuals are constantly seeking ways to access information and news at a faster rate. Just in the past couple of years alone, there has been an obvious shift as people are beginning to use their SmartPhone rather than their computers to access social networking sites, check their email, and pursue the day's top news. While carrying a handheld device is far more convenient than lugging around a laptop, this change is telling of the growing sense of urgency that exists throughout our social environment. The decline in the use of laptops, along with newspapers and magazines, is an inevitable reality that suggests the need for faster forms of communication. The experience of accessing information by simply pressing the internet application on a Smartphone is far different from pensively sitting behind a desk and giving one's unequivocal attention to a laptop. (Introduce quote) "Since the mid-1990s the Internet has had a drastic impact on culture and commerce, including the rise of near instant communication by electronic mail, text based discussion forums, and the World Wide Web. (Footnote)" As time passes and technology becomes more and more advanced, many can't help but benefit from what's around us. Sometimes it is easier to take your phone out and load up the internet than go to your computer, make sure it's charged, and wait for it to load. During all that time someone could check the weather, breaking news, go on their Facebook account, and probably send out a few texts. In this day and age, every minute counts.

Another factor that can come into play is that most people need a cell phone for their day-to-day life on the go. What better and more convenient way of living your everyday life than having unlimited talk, text, and internet on your cell phone. It can be cheaper for many, which is a big factor why some are using their cell phones as a source of all three, and not even needing a computer at all.

As more people become technologically savvy, the less use they have for their old methods of communication. People are far more likely to devote more time while using their laptops, compared to obtaining snippets of news and updates on their phones. (Introduce quote) "The research and education community continues to use advanced networks such as NSF's very high speed Backbone

Network Service (vBNS) and Internet. Increasing amounts of data are transmitted at higher and higher speeds over fiber optic networks operating at 1-Gbps, 10-Gbps, or more. The Internet continues to grow, driven by ever greater amounts of online information and knowledge, by commerce and entertainment, and by social networking. (Footnote)" With online networking and internet use growing people are more compelled to be on it much more which is why many find themselves going back to their handhelds. This has created a huge business for cell phone companies such as Verizon and AT&T. They are coming out with new phones constantly, each having better and faster internet capabilities than the last.

Is getting information on a SmartPhone a truly different experience than browsing the web? Some may agree or disagree depending on their device or operating system. The mobile Web browsing experience was probably bad or absolutely horrendous before Apple had improved its browsing experience in the year 2007. (Introduce Quote) "Early estimates by technology analysts estimated sales of between 250,000 to 700,000 units in the first weekend alone, with strong sales continuing after the initial weekend. As part of their quarterly earnings announcement, AT&T reported that 146,000 iPhones were activated in the first weekend. Though this figure does not include units that were purchased for resale on eBay or otherwise not activated until after the opening weekend, it is still less than most initial estimates. It is also estimated that 95% of the units sold are the 8 GB model. (Footnote)" The demand for the iPhone was high from the beginning, and has stayed this way. People have a different experience through using their handhelds to access their internet. It is faster and easier, and people tend to go with the more convenient way. With the introduction of the iPhone, the entire web browser became usable on a mobile device for the first time, and it was the underlying technology that improved this new mobile web experience that we now share. To learn more about this matter you can simply Google "WebKit" and it will inform you on how Apple "revolutionized" the mobile web browsing experience, and how the idea of "WebKit" came about.

Continued on page 14.

App Revenue Streams And Income Strategies

By **Adi V. and Cinthia V.**

There are many ways that an App Developer can make money, but do all App Developers actually make money for their Apps? Are all App developers successful? The truth may shock you. According to an article titled "So, exactly how much do app developers make on their hard work" it states that, "The development of an app costs on average of 35,000 and income for that app in a one-year period is about \$682 after Apple takes its cut." The article also continues to state that, "To break even on the cost of development of the app in the first place could take 51 years." This of course is only true on average, not all App developers plummet this way after creating an App. There are those who become quite successful.

As stated on a popular app website, the iFart app made \$40,000 in just 2 days! However, just because there is one success story like this, it doesn't mean all apps are successful in the same way. Another very successful App developer made 250,000 in just 2 months, Steve Demeter created a puzzle game called "Trism". He invested about 5,000 for his App and made 250,000 after Apple took its 30% cut of total sales.

It seems that in order to actually become a successful App developer you to have a great idea for an App to begin with. There are massive amounts of competition in the Apple market. Not all App developers make money for their Apps. As many of you know many Apps are free and this makes it much harder for the developer to make any money what so ever.

With a free App it is easy to get many downloads but people don't typically keep free apps for long, whereas paid Apps are usually purchased more cautiously and buyers leave thoughtful reviews and therefore spread the word thus the developer makes more money. With that said it is probably more convenient (money wise) to create an paid App rather than a free one. However, in order for it to be purchased it has to be a useful innovating Application that many users can relate to or else it won't sell and thus it will not generate any money. So there you have it not all App developers make money for their Apps in fact there are much more developers making just a couple bucks than those making millions.

As previously stated, since the market for mobile apps is so heavily saturated, it is obviously difficult

for app developers to make a lot of money. Not only this, but it is estimated that even the most successful iPhone apps reach only 20% of iPhone users. With regards to apps, it means there are just a few people taking home a big slice of the pie as opposed to it being split equally among all app developers. It is interesting to examine the strategies that work and enable the developers to make a lot of money. It will answer the question of what the difference between successful developers and unsuccessful developers is from a strategy standpoint.

One of the first things that we notice in the app store is the presence of big name companies and brands such as EA Sports and Activision. Obviously, having a successful app would be easier if your app is run by one of the big name brands. While one person obviously wouldn't get sole credit for the work, chances are that the app would be successful. This is due to the fact that a big developer will have a great development team, the app will have good visuals, and the big developer will probably have a lot of customers who have purchased other products from it in the past. For example, according to EA Sports, their FIFA soccer franchise has sold over a 100 million units. Wouldn't it make sense that if people were looking for a soccer game to download to their iPhone, the chances of them knowing about the FIFA/EA Sports brand would be really high? Or we can take the example of the Call of Duty, which already had a huge target audience prior to release in the Apple app store. Hence the moment users saw either of those brands, they'd be inclined to get that app, which explains why most EA Sports Gaming apps are in the top 100 in terms of downloads for paid apps, and explains how Call of Duty is the highest grossing app in the Apple app store.

Continued on page 17.

Smartphones Over Cell Phones

By Ryan W. and Chung Sil G.

With a new age of technology, new gadgets are coming out every year, or maybe even every month. There are new computers, new televisions, new iPod's, and many more. One of the most popular, though, would have to be the phenomenon of smartphones. We've all seen them. Whether it be an iPhone, or a Droid, or a Blackberry, a large amount of the population has them, and a majority of those that don't have them, want them. If someone had to choose a theme for new technology in the most recent years, it would without a doubt be the smartphones put out by T-Mobile, AT&T, Verizon, and other companies. But why are smartphones such a big deal? Why do they cost so much, and why does everyone have them or at the least want them. The truth is, the advantages of having a smartphone over a regular cell phone far outweigh the disadvantages.

After the invention of the cell phone in 1973, it has continued to develop for 38 years and they have become an indispensable part of our lives. Unfortunately, these regular cell phones essentially have one advantage to them: cost. If it wasn't for the extremely affordable price of having a regular old cell phone today, everyone would have a smartphone. To think about what a regular cell phone could do compared to a smartphone is absurd. On a regular phone, you can call, sometimes text, sometimes take pictures, and play games. When thinking about a smartphone, hardly any of those even come to mind. Smartphones have things that would blow one's mind. "The biggest thing that smartphones offer over regular cell phones is e-mail on the go. While most regular cell phones today give you the ability to check your e-mail over the Internet, smartphones store your e-mail from a server on the phone itself, and give you quicker access to it" (Alexander). In an age where e-mail has completely taken over phone calls or text messages, this is a very significant factor as to why smartphones have such a large demand.

One of the most valuable positives of the smartphone is that users can essentially invent their own phones depending on their needs. You can choose which applications and tools you want to use. They also provide wireless internet access from anywhere and at any time by Wi-fi or 3G mobile virtual networks. Smartphone users can also create the apps, make money out of it, and then manage and save their money with more apps. "Perhaps one

of the most well-publicized features of a smartphone is its ability to use third-party applications, sometimes called apps. These applications include games, productivity tools, music services, e-readers, weather trackers and news aggregators, among others. Smartphones feature an applications store where users can browse, download and review both free and priced apps" (eHow).

The amount of apps that some of these smartphones have is ridiculous. the iPhone App Store, which has had over 10 billion downloads, holds over 300,000 applications. Another thing not mentioned is that these phones also hold apps that are for the big social networking sites such as Facebook, MySpace, and Twitter which each have billions of users. Feature phones may have these type of tools as well, but the apps used on the iPhone, Blackberry, or Droid, it's almost as if you are using an actual computer. One of the most valuable positives of the smartphone is that users can essentially invent their own phones depending on their needs. You can choose which applications and tools you want to use. They also provide wireless internet access from anywhere and at any time by Wi-fi or 3G mobile virtual networks. Smartphone users can also create the apps, make money out of it, and then manage and save their money with more apps.

Continued on page 15.



Communicating With Smartphones

By Lina A.

A smartphone is an all-in one device which allows you to integrate business and pleasure into a small handheld portable device. It contains email, web-browser, organizer, media player and different types of applications that allow you to customize your phone however you want it. Basically a smartphone is a mobile phone upgraded to its current maximum technological capacity. Invented in the 1900's, the smart phone is the latest cutting edge means of communication, and just like the telephone or email it has changed the way humans interact with one another. Smartphone's have enabled direct connection with the entire world, but have also limited more in-depth physical interactions with one another.

Until recently long distance communication was close to impossible, and the only way to send messages to other countries was with telegraphs. For the last two centuries advancements in the telephone and internet system have made interacting with people thousands of miles away much easier. Smartphones have made emails, instant messages or even social sites easily accessible on the portable device. The hardest thing a business man has to do is open his email sent from china is just reach into his pocket for his phone. With the new "Facetime" iPhone app and the Skype app for smartphones people are able talk to their loved ones in any part of the World. Smartphones have allowed us allowed us to connect with people all over the world in a much easier way, and that in turn has made human interaction a lot more accessible by surpassing the restrictions of a regular cellular phone.

A big feature that has made Smartphones popular is the applications users are able to download on to them. There are a broad number of applications available, and each of them serves every type purpose needed. From checking the weather outside, to monitoring your bank account, to a restaurant review, there is an app available for any smartphone. All of these things have shrunk human interaction significantly. Instead of opening a weather update application on the phone, people geared to the weather channel on T.V. and watched other professional people talk about how the weather is going to be which allowed for a one way human interaction. Smartphones also have applications that allow you to do daily tasks on the phone itself. People are able to view their bank statements,

transfer money, or even pay bills on their phones. They are able to do this without any type of human interaction; things like going to the bank and talking with bankers or even small talk with other customers are not available when one uses their personal device. Users do not even have to call up friends to ask recommendations on any service that allow social contact. These types of interactions between one another have allowed us to be socially active, which in turn has taught us how to live together for generations. Now due to smartphones things that needed communication with one another as a way of everyday life have been diminished to smartphone tasks done personally and privately.

As we move on with time, technological developments are also going to be moving forward with a much faster pace. New inventions will either enhance smartphones, or a completely new device will come along, and like our past they are going to change our way of life. Smartphones are serving their purpose of making life easier. By integrating everything from alarm clocks to music file transfers- they have saved time for everyone. They have made minimized human face to face interactions with people around them. At the same time they have unconstrained long distance communications and have made things much simpler.



Privacy Concerns Linked to Smartphones

By Erica R. and Jinwoo C.

It is undeniable that smartphones make our lives convenient in many ways. Smartphones are used not only to contact others, but also to receive, process, store, and send information. There are also thousands of applications which help us solve our problems anywhere, at any time. Even though the smartphone makes our lives better, privacy concerns exist. The security threat may be more extensive, as smartphone users increasingly resort to the gadget to handle their everyday affairs including emails, internet browsing, TV watching, stock trading, and financial transactions. Privacy concerns include private information being leaked through applications, the risk involved if anybody gets a hold of your smartphone, and the personal information which is sent to advertisers without your consent. Of course if you lost your phone or someone got to your smartphone for hacking intentionally, your private information would not be safe. The worst case scenario would be that you do not notice that someone has stolen your private information already.

The most common privacy concern of the smartphone is flowing out the information through applications, malwares (malicious software), hacking, and phishing. In Korea, for example, the risk was highlighted in April, when the first malignant code was found in smartphones used to snatch the user's financial information. Experts said poor security systems provided by banks to simplify the banking process is actually what made the hacking possible. In an effort to implement banking security measures, Korea Financial Telecommunications and Clearings Institute announced early this month that it would adopt the use of joint anti virus software for mobile banking services on all types of smartphones. The program would offer a real-time surveillance and automatic system update through this network, while running simultaneously with an application driven by the agency when users attempt to carry out a transaction on their phones.

Another common privacy concern associated with smartphones is the risk that somebody could get a hold of your phone and have access to all of your personal information. Anybody who gets a hold of your phone has the ability to read your emails, see all of your pictures, get all of your financial information, and even go onto your social networking sites. Smartphones consist of

sensitive data such as contact lists, files, financial statements, passwords, texts, emails, photos, bank account numbers, etc. In a nutshell, a person's identity lies inside that small device, and if that device were to fall into the wrong hands the result could be devastating. Smartphones have become another way that thieves steal your private information, unless the right precautions are taken. The uses for smartphones are limitless. These gadgets function as books, GPS devices, computers, payment systems, music players, and games, just to list a few. Smartphones are extremely convenient. However, with convenience comes a price. The price just happens to be your identity. Again, preventative measures can be taken to avoid such catastrophe.

A growing privacy concern that has risen not too long ago is the personal data that is sent to advertisers without the person's consent. This is astonishing, but a person would actually have no knowledge if this were to happen. Researchers at Penn State and Duke University analyzed how private data is collected and released by applications downloaded to consumer phones. According to the National Science Foundation, "In all, the researchers identified 68 instances of potentially misused private information by 20 applications." Most people are surprised by how many applications share their information without their consent. When you browse the internet on your phone, usage data can be collected and stored. Social networking sites sometimes store your information and then pass it on to businesses, advertisers, or marketing agencies. According to Scott Thurm, from wsj.com, "The Wall Street Journal reported that dozens of popular smartphone apps send information about the phones and their users to outside companies, often without alerting the user, and that people are largely powerless to block tracking." The information that the applications typically extract are private information such as usage history, location, and phone data.

Continued on page 17.

Self Image: The Automatic Assumption

By Brittany D.

A smart phone such as an iPhone, Blackberry or Android is used to define your self-image, possibly without you even knowing. In a matter of seconds, someone notices what type of cell phone you have and have a preconceived notion of the type of person and the life you lead. From back in the millennium, cell phones consisted of no color, used only for calling, and a minute screen. With the ever-changing discoveries in technology, the way we communicate has changed significantly. With smart phones taking over, the simplicity of accessing your e-mail, Internet, and contacting people has become possible with just a few clicks or taps. Reaching a level of belonging, the irrational approach of having the highest connection to the world of communication is what we have all become eager to grasp.

The power that the media holds over consumers is undeniable. In the case of smart phones, companies use the ability to trick the buyer with a new feature or a new body style. Only presenting a few of the features they have discovered, they will come out with the next version not long after all of the hooked buyers have made the most fixated purchase of the season. Which in turn makes many buyers have that want, rather than the need, to buy the next greatest item on the market. Consumers dash to the store (no matter the cost) and purchase either the next Blackberry, Android, or in my case, an iPhone. The power of getting in touch with people in your area is possible through “BBM,” “textPlus” and “g talk.” With each smart phone having a different feature, the choice the consumer has to get in touch with the social network is all up to the individual. Regardless, if it is the simplicity of the iPhone, the business life of a Blackberry, or the scientific side of the Android. When purchasing that expensive item, one never thinks of that single image as long as they belong to the highest and most popular form of communication displayed.

The look of your cell phone may be and at most times is a major influence. The consumer has to have the most advanced phone on the market. Always holding a spark in Steve Job’s eye, the iPhone took over the market by storm. Onto the phones fourth generation, iPhones revealed before the most recent technology are placed in the dust. (WHAT DOES THIS MEAN) One of the most precious things an iPhone owner has, the iPhone 4 gained the

capabilities of having the skinniest body, longer battery life, and retina display on the market. The simplicity that comes along with the iPhone allows the user to be on their phone and off again in a few moments, or allows time to pass by. Having the internet, “Safari,” phone, e-mail, “iMail”, FaceTime, multitasking, camera, the app store, and even an “iPod” be a few taps away gives the simplicity and organization that an iPhone user hopes to gain. This effortlessness, however, presents a laid back person to the world. The iPhone holds the number one selling spot in some countries and runs close to the top in the United States, but has defiantly placed a strong impact on the market.

Holding more of a business feel, the Blackberry has become a hand on tool for the business-oriented crowd. The use of BBM, Internet, and apps are all accessible on a Blackberry. The view of the user, however, is completely different than what is seen with an iPhone user. With multiple styles on the market; from the Curve, Storm, Torch and Pearl, Blackberry holds the number one spot in the United States. But is far down on the market in other countries. Being more complicated, than the simplicity in an iPhone, Blackberry allows the capability of talking with people in a more confident way through BBM. Used as a source to meet people and friends, BBM has become a major influence in the purchase of a Blackberry. Allowing those from all over the country, and possibly even the world, BBM allows those that feel as if they do not fit in to feeling right at home. In some instances this may seem like a bad thing, but then again something as simple as owning a phone can change your life and the view of yourself in a matter of moments.

Continued on page 18.

Apps vs. The Web

By Sean F. and Vanessa F.

“Bam!” You open your eyes to the sound of your iPhone hitting your bedroom floor. “Zzzz, zzz,” it continues to vibrate on the floor. You lean over the side of your bed and pick it up, its your classmate calling, you answer to learn they’re free this afternoon to meet up and work on that presentation. You guys make plans to meet up at a library in between your two houses. You agree on a time later that afternoon, hang up, and pull the cover back over your head to go back to bed.

You lay and think about it for a minute and realize, “I have no idea where that library is.” So you reach back to your iPhone, and flip to your Safari app, google the library, then flip to your Google Maps app and get directions.

When you finally get out of bed, you shower, eat, and head out. On the way to the library though you see a Starbucks and remember you have that gift card, so you stop in, and when it comes time to pay, instead of a gift card, you bring up the bar code on your screen for them to scan and keep track of what you have left on the gift card. After a good meeting at the library, on your way home you, you go to Rotten Tomatoes on your iPhone to check some movie reviews. After picking a good movie, you invite your friend to meet you at the theatre over your Facebook app, then move to your Ticketmaster app to buy the tickets, and on with the evening.

An average day by any standards now-a-day, but think into it for a minute. The same situation, 5 years ago, would have required you to at least get up out of bed to use the computer. In recent years the growth of smart phones, such as the iPhone, Blackberry, or Droid, has led to the growth of mobile apps on these phones. Thus eliminating the consumers need in many cases, to go on a company’s website at all, when the same content is available at the palm of their hand on an app. Mobile apps on peoples smart phones are seemingly taking over peoples lives, having found their way into most aspects of it. According to the Wall Street Journal, downloads of apps could increase from about 7 billion in 2009, to almost 50 billion in 2012.

All of this began with the iPhone’s introduction of a Safari application, which gave you the freedom of the internet, anywhere, and just in your pocket on your cellphone. From there though, it spread like wildfire. Now there are apps for literally anything. Lost? Just look at the Google Maps app on your

phone, its sure to lead you home. Curious who won the game? Flip over to your ESPN ScoreCenter app and look up any score you’d like. One step further, actually looking to go to the game? Go ahead and take a look on the Ticketmaster app, have your credit card handy, and there’s only a matter of a minute standing between you and a ticket to the game. Like I said earlier, apps have found their way into every part of peoples lives. Music lovers? There is an iTunes app that will make you feel like your on your house computer iTunes. Food lovers? UrbanSpoon would just love to show you the closest restaurant and most recent review on it. Even pot heads? There is a WeedMaps app that will find the closest cannabis club to you.

Now, will apps eventually replace websites? I don’t see why not. Its only a matter of time before the entire internet becomes app ready, just to keep up with the times, and then I wouldn’t see what is making people deal with things like Safari, and Firefox, when you could go strait to the source, the company’s app. At this day in age, making an app for the iPhone for your company, may be the best business decision you could possibly make. Although it wont kill you to not have an app, people love convenience, and to have everything you need on your cellphone is so much easier. I know, getting up and going to the computer, not exactly exercise, but people today, would prefer to remain off their feat whenever possible.

It goes beyond selling products though, even newspapers, like LA Times, and USA Today, have created apps where they can release their newspapers to their smart phone owner readers. And if one major newspapers does it, it basically forces all the others to do the same, because who wants to fall behind, and be considered out of date. There are also apps, for which people don’t ever visit the website, and in some cases, don’t even know it exists. For example, who has ever been to Shazam.com?

Continued on page 13.

“Textese”: Degradation of the English Language and the Future of Communication

By Maggy R.

The purpose of language is to grant its users the ability to communicate within a particular group of people. Language is meant to strengthen the ability of individuals to communicate with members of their society by the terms of the respective community. As members of the English-speaking community, we are taught rules that enable us to speak in ways that are grammatically acceptable and spell words in ways that members of the community of English speakers understand what we are attempting to convey. The language has developed over centuries as the community expanded and developed as a civilization with specific norms and spellings attached to what is deemed correct and what is not. In recent years, the development of mobile technologies and text messaging has led to changes in the English language that are resulting in its degradation as a means of uniform communication of thoughts, feelings and ideas.

When text messaging was released to the public in the late 1990s, users were allowed to send text messages of 160 characters or less through their cell phones. The short hand text “lingo” developed. There were limitations on what you could fit in a single message, and most users wanted to limit the length because they were charged more for longer messages. To prevent the user from having to use the space, words like “txt” instead of “text” and other means of shorthand became normalized. Abbreviations for words (i.e., LOL, OMG, WTF) and the use of numbers or single letters were commonly substituted for words or letters (i.e., “c u l8r”). What originally developed as a means for cutting usage rates has developed into entire shorthand in itself and has been accepted among society as an appropriate means of communication. While many cell phones still require users to send their texts in 160 characters or less, many phones now allow for text messages to either be longer or automatically generate a second message in which the rest of the text is sent. Still, people communicate by means of LOLs, WTFs, and C U L8Rs. With approximately 4.1 billion text messages sent each day, this lingo is widely used around the globe and is becoming a primary means of communication.

This texting lingo has developed into a language with its own name, “Textese.” This so-called language is being used all over the world by young

people and is now used by people of all ages. While it can be claimed that texting is helping young people’s communication skills, many scholars argue that Textese is damaging the future of the English language. Young people are taking Textese to a new level by incorporating it into their school work. This is not just a matter of school children being lazy. This phenomenon can be analyzed as how text messaging has really had its impact on changing the English language. Young people no longer attempt to even write in classic English, but rather produce work and communicate in what they know: a language made up of 160 characters or less.

The development of mobile text messages was revolutionary in that it enabled people to communicate textual thoughts to one another through a means that was faster than ever before. As a species, improvements in the speed of productive communication are conducive to the betterment of said species as a whole because the transmission of thoughts and ideas is vital to our survival. Better human communication enables us to make improvements to standards of living, to share ideas, and to create the potential of a better present and future. In facilitating the increase of speedy communications, the development of particular aspects of society that depend on communication—such as business, trade, medicine, and technology—grew faster than in years prior.

Text messaging and Textese has led to an evolution in the English language in which the classical rules are ignored and new ones are developed. Shorthand that dominates the structure consists of pictograms, acronyms and contractions. Many criticize this development as the end of literacy within our society, though others see it in a positive light. Timothy Shanahan, President of the International Reading Association, comments, “A generation ago, a teen who couldn’t read well could still participate pretty fully in the social conversation among peers. But with so much written chatter, being able to read and write have become definite social advantages. There is simply so much more pressure to know how to read than in the past when it comes to conversation, shopping, or work.”

Continued on page 19.

The Revolution of Communication through the Smartphone

By Keith S.

In 1973 the world saw the launch of the first cell phone by Martin Cooper, a Motorola researcher and executive. The invention of the cell phone revolutionized the means of communication and connectivity. For the first time in history of mankind you could contact and communicate with whomever given that the desired person also had a cell phone or landline. The cell phone gave the user the ability to be accessible 24 hours a day, seven days a week as long as the that individual had access to power and a data connection. The cell phone was a major break through and changed the way our societies operated instantly. But the actual cell phone technology didn't drastically change for almost 30 years after its creation.

Up until the beginning of the 21st Century the purpose and features of the basic cell phone had not varied much. All cell phones for the most part had the same basics features: mobile voice communication, eventually a mobile voicemail retrieving system, text messaging, as well as a few basic first generation applications such as a calculator. That all soon changed with the first smart phone that took popularity in 2002, the Blackberry by RIM. Before the Blackberry, many companies had tried creating the world's first mass marketable "smart phone" but were not widely accepted by the general public. A smart phone was viewed as a mobile phone that offers more advanced computing ability and connectivity than a contemporary feature phone. Smart phones were also thought as handheld computers combined with a mobile telephone, they were able to allow the user to run and multitask applications by an operating system but never forgetting the initial purpose of communication.

With the wide spread acceptance of the smart phone through the Blackberry platform, the cell phone market and technology took the revolution of communication to a whole other lever. Up until the creation of the smart phone there had not been many drastic changes in almost 30 years, but with the smart phone, the cell phone industry exploded over night.

The smart phone was no longer just a cell phone that allowed the user to communicate with one another; it was practically your own computer in the palm of your hand. The function of a "cell phone" thanks to the smart phone was no longer primarily for communication anymore, but for a large variety of functions. The smart phone technology drastically changed month to month,

changing the mobile market faster than it ever had before. The smart phone no longer left communicating to just voice or text (which was its original purpose), it opened up unlimited avenues for a user to get in touch with one another, from access to the Internet and retrieving your own email, to Facebook and sending a personal message.

Not only did the smart phone change and advance the very purpose the cell phone was created- mobile communication and give it unlimited means in which to do so. The invention of the smart phone has replaced everyday necessary items, such as calculators and notepads which we have used for 100's of years and placed them in a single device in the palm of our hand.

Apps vs. The Web (Cont.)

With all these developments in technology in the last decade or so, people forget that 10 years ago all this would have looked like something out of a futuristic movie. While the internet used to impress people, now its hard to find someone who doesn't have a DSL line, or something even more advanced in their home. And people were impressed when cell phones came out, now our cellphones have become little computers, and it is almost equally as hard to find someone who doesn't have a Blackberry, or iPhone, with access to the web wherever you are, whenever you need. I can remember growing up, and making a point of letting people know when you got "online," otherwise, how would they know to instant message you? When was the last time you heard someone give someone else a heads up that they were going online? If your friends are similar at all to mine, you probably have not heard that one for a long time, and its not because nobody is ever online anymore. It is because everyone is always online. So much so that its just assumed that if you need to get a hold of someone, you send a BBM, or an email they can grab from their Gmail app, or log on to Facebook and send them a message there, and your almost guaranteed a response by the end of the day.

This is what our world has become, for better or for worse. Some say we're lazy, some say we just appreciate convenience. It shocks me still, every time I think of how far everything has come in such little time. All I am left to think about, is where could we possibly be with this 5, or even 10 years from today.

A Whole New World of Communication

By Daphne G.

A mobile phone in essence will always just be a mobile phone. It can be in your hand, bag or pocket all the time, and gives you the ability to contact someone at any given time.

A normal mobile phone has the most important things and applications you need to use on a daily basis. Such as text messaging and the ability to make phone calls. But what if you want or have to email someone quickly because you forgot to after you leave work? Or what if your best friend has moved to a foreign country where it is too expensive to make a call?

The smartphone has it all and the capability to download specific functions you might find necessary through a wide variety of applications. It is very easy to communicate even though we are in different countries for an example. Nowadays you can use applications like What's App or Viber to text or call someone from US or Dubai. Of course, both individuals have to use a smartphone and it will not work with a regular mobile phone.

Back in the days we had to write letters to talk to each other and it could take weeks to receive it. Now you can use a phone and the person will get it instantly. The smart phone has helped and developed a whole new world for communications. Thanks to the smart phone we can keep in touch and keep track on our friends and what they are doing almost at any given time. For example all you have to do is open your smart phone, click on the Latitude app to see where your brother is, or open Facebook to see what club your friends are at. It makes everything very simple and we do not longer have to have an actual conversation to ask what we want to know, like what someone is doing (don't understand). We do not even have to remember our mother's birthday; the smart phone keeps that specific information stored for us, gives you a notice and also a suggestion to make a call or text message to that special someone.

This modern new world is a world where we have changed our means of communication, and communicate more than ever in a wide variety of ways. Even if you don't text your friend to see what he is up to, he is probably communicating it in another way like checking in at Places on Facebook.

Communication does not have to do with talking all the time and since the smart phone was invented, it all became clear. There are more ways of

communicating now a days than talking on the phone. The smart phone is an amazing thing and has made living in today's modern society more convenient; especially for busy people who work a lot. The smart phone is probably today's best way to multitask and how the future will look like is going to be very interesting.

Cell Phone or Computer? (cont.)

WebKit has dramatically changed the evolution of the Web by providing us with a better experience for the users of a SmartPhone; however a "better" experience isn't the only upside to this change. This technology has provided us with a better and faster speed along with application supports such as the support of Java Script or HTML5. It has developed features like animation and secured encryptions, along with available data base and application support.

Currently the 6 phones that are the major mobile platform since the year 2010 include: iPhone, Android, Blackberry, Symbian and the Palm. Introduce quote "Such Smartphone's were originally designed without touchscreens, intended to be operated more efficiently with only one hand, and typically had lower display resolution than Pocket PCs. Microsoft's focus for the Smartphone platform was to create a device that functioned well as a phone and data device in a more integrated manner." (Footnote) This is a huge step forward for the mobile web development and its usage. Some people live in homes where they do not buy a home landline because they are happy with just their cellphone. Eventually, we might have many only using their cell phones for internet as well, and drop laptops and computers all together. Technology is growing and so is the usage of web access via handhelds. It is not only more convenient but sometimes more effective. Even though sitting down and going on a computer might give you more information and a better experience handheld is the simple solution and that is what many are left choosing to go on.

Smartphones Over Cell Phones (Cont.)

To give an example of what kind of applications are offered, for those people who speak several languages or only one that isn't provided by other phones, smartphones have apps to help you. There are apps that will translate for you, speak to you, and do all sorts of other things, which regular phones can barely do at all. Another very important aspect of the smartphone is its connectivity possibilities. "Smartphones come with various connectivity options. Almost all smartphones have USB connectivity, making it easier to transfer data between your PC and the smartphone. In addition to wired connections to your PC, smartphones also support Bluetooth, making connectivity to other phones and computers a simple task, and Wi-Fi connectivity, making browsing and internet access a much faster option" (Buzzle).

One disadvantage to these smartphones is that it is slowing down the business of so many other products. Users can download a dictionary, games, GPS, mp3 player, eBook, scientific calculator, and many more. Instead of having to buy so many different things, you can combine them all on your phone and save money. Though that's good for the customer, it isn't good for too many other people. Another possible disadvantage is that people will become too reliant on their smartphone. The battery drains faster if you use it a lot, and when the phone dies, people go insane. Even children own smartphones and are getting spoiled so early with such complex machinery. If people don't learn how to use these smartphones in moderation or at least not let it take control of their life, then our society would be much better off. With that said, these are only a couple of disadvantages compared to the numerous amount of advantages there are.

As stated before, the demand for smartphones in this day in age could be very curious if one wasn't educated on what they offer over regular cell phones. Now, nobody should take anything away from cell phones because when they were first created, it was one of the biggest technological breakthroughs in our world's history, and they are still good today because many people can't afford a smartphone. Nonetheless, if someone told you they would prefer to have a regular cell phone to a smartphone, it would be very hard for me to believe them.

Out With The Old In With The New

By Liliana B.

Traditional or old media companies aren't really adapting to the new media consumption habits of teens and twenty-somethings. If anything they're probably going to go out of business soon. Technology is constantly changing and no matter how much people like to think they're keeping up, they're not. Out with the old in with the new seems to be the motto at work here. Phones went from being simple and basic to complex mini computers. Old companies have to either try their best to create and sell high tech phones and try to compete with companies such as AT&T which is home of the famous iPhone or perish. The iPhone has set the bar pretty high for phones in the future. And all that takes too much time and money. Sprint and T-Mobile have become trivial phone companies compared to AT&T. It seems phone companies are at war to be stronger, better and faster networks, all the while raising the prices the more features they add the more money it costs us as consumers, not to mention apps being bought every second of the day. Apps have become a way of life to some people. There seems to be an app for literally EVERYTHING. If you can think of something that's missing an app chances are by tomorrow there will be a new app ready to meet that need and any other need waiting to be satisfied. As long as you have a phone and can buy apps you're pretty much set for life. You can get stranded in the middle of nowhere and your apps can save your life apparently. Even aside from phones, new technology has affected companies as well as businesses. The Kindle and nook for instance made Borders books go out of business. Why buy a book when you can download it? Why use maps when there's GPS? Radios are becoming insignificant as well. People don't listen to the radio because instead they play their iPods or iTunes. Radio stations suffer because of this new technology. Back in the day when the radio was first invented it was revolutionary. Some families would keep it on most if not all day. VCRs have been replaced by DVDs. Nobody uses a landline anymore either. If you've noticed, there can be a household with seven people living in it yet, instead of getting a landline everyone has their own cell phone.

Continued on page 18.

Media Literacy, and How To Apply It To Apps

By Barbra B.

Media literacy is applied to smart phones and apps because it is a common thing that people use on a daily. For most cell phone networks, there is an app market that is available for smart phones. Smart phones are already installed with the necessary apps that people use. Many people like these apps because they offer free apps. Certain apps require payment, but most popular apps have been able to be downloaded for free. The interesting thing about apps, are the apps that they offer. Apps have a large variety of programs from learning different languages, to beauty tips, law enforcement, and etc. Since people are constantly on they're phones on a daily basis, then it would be accessible to have these apps.

There are several game apps and apps for all ages. Technology has advanced to the point where it can entertain children from a touch away. From learning they're alphabets to numbers, shapes and colors. Adults definitely have an advantage, because many people have developed apps that would be useful for an everyday help. Over the years smart phones has made it's statement in this generation. Almost everyone have iPhones, BlackBerrys, Androids, etc. Cell phone companies practically come out with a new and advance model every month. It has become an accessory, a substitute of a lap top. Smart phones are also one of the best ways to communicate, with these phones there are pre-installed i.m. programs such as yahoo, MSN, aim, etc. Not to many people talk on the phone, since most people text because the phones have a fancy keyboard. This form of communication has become adapted into our everyday lives. Being on these phones constantly, pushes us to improve our writing literacy and develop an understanding of the texting language.

In today's generation, people have focused on media literacy. We are constantly on our phones, scrolling through the internet opening pages and pages of information. Apps have developed to target all ages and groups of they're customers. Apps that can be accessible to anybody. A cool app that I downloaded to my blackberry is "Shazaam", it's a app where you can record any song playing and it will detect the song title for you. Which is definitely handy for me, because I am constantly listening to music and I'm always looking for song titles to the songs that I come across. Media literacy is applied to apps as a learning tool for us. Most of us depend on apps to help assist us through out the day. About 6

years ago, smart phones came out. Becoming a success, every month/year, a new and more advance phone comes out, offering more apps. Since smart phones are easy to carry, people are able to access the media from a click away. Especially since now, we want everything done right here and there. In my opinion I don't think smart phones have any problems or issues with they're technology, it's more accessible then your computer.

I have researched on why smart phones have been a good adjustment to our lives; I came across a few studies, which they quote "82% of U.S. adults use cell phones, 23% live in a house without land lines". In my experience, I as well live in a house without land lines, my parents feel that its unnecessary to have one since we have cell phones, and it would decrease the bill. Most people I know who live on they're on just have cell phones, wifi, and cable. Over the years I've studied my brother's girlfriend and her use with technology. For her birthday my brother bought her an iTouch. Immediately she started downloading apps left and right. She showed me a variety of apps. From keeping track of your menstrual cycle, to keeping track of your spendings. People have designed apps to make our lives a little bit easier. The down fall to apps, is that since we're constantly using them, our minds have developed dependency on phones. Smart phones have become a big accessory to have, there isn't a popular crowd who use them, in my opinion, almost all ages use smart phones and apps. They have been able to learn of phones, they have been able to design they're phones they want it, making it easy to they're advantage.

So the question was, How can media literacy apply to apps and smartphones? They apply from different levels of media and different sources, which connects to each other for a social media communication.

Can You (Track) Me Now? (Cont.)

I decided to put Google Latitude to the test, by bumping up the security setting on my tablet device, supposedly protecting and privately securing my movements and exact locations from third party intruders. I found that remotely the program was quite secure, Verizon's wireless 3G connection passed my intrusion attempt with flying colors, all the while, I was able to obtain and put together a chart of my movements when connected to an unsecure wireless network. So my advice to the average consumer, is beware of hot-spots and free wireless networks in malls, airports, and coffee shops. It's actually quite easy to gain access to the personal files of another when they haven't properly adjusted their firewalls and security settings to adapt to the new insecure network. In the end, we find ourselves at a crossroads on the issue of apps and the rise of mobile media. As we will undoubtedly see further introductions of newer and faster mobile technology we'll likely be distracted from the privacy-related lawsuits going on behind closed doors. Therefore, as consumers of electronics ourselves, we strongly recommend everyone utilize multiple custom levels of security for their firewall programs and keep in mind that, in terms of keeping personal files private, you can never be too careful.

The Widening App Gap (Cont.)

Some companies are also using Free apps to offer their customers convenience. One such app is the Chase Bank app . Chase Bank recently updated their Mobile Banking app to include a mobile deposit feature. A user simply needs to lay the check

on a flat surface, and take a photo of the front and back; the check is then digitally deposited into your bank account, and clears in 1-2 business days as usual. However those who do not have smart phones still have to take their check to the bank, and deposit it with a teller or ATM Machine. Depending on the distance to the bank, and traffic, the non-smartphone user could be at a real disadvantage here.

Despite the long list of features smartphones provide, not everyone has jumped on the bandwagon. Most traditional cellphone users attribute their reluctance to the high cost of the phone and data plan. As of May, 2011 the suggested retail price for an At&t 16GB iPhone (on a 2 year contract) is \$199.99, but when you factor in the cost of phone service, data plans, and messaging features, the costs begin to soar upward; typically costing over 1200/year just for service. For the average American, this still is not mere chump change, and qualifies as a luxury. Those who use smartphones are considered by these people to be early adopters. But if it can be suggested that those with smartphones are ahead of the times, it raises questions of where in time those in the working class, who cannot afford the technology, fall. Will we begin to see a larger socioeconomic wedge shoved between those who do and do not conform? . . . For now, it is uncertain. But it does appear that smartphones, and Apps are here to stay, which could create a problem for those who do not adapt. For the longer they resist change, the further back they fall on the learning curve.

All inclusive?

As of spring 2011, 70% of the world's population have a mobile phone. 85% of kids in the world have mobile phones, while only 73% of kids have books.

Source: <http://www.digitalbuzzblog.com/mobile-statistics-2011-growth-of-mobile/>



App Revenue Streams And Income Strategies (cont.)

Another difference we can see between successful and unsuccessful developers is the very idea behind their app. Any successful money making app must have a great idea behind it. Even though the market is dense, apps can still be successful if they capture a unique market niche. However, apps that capture the attention of a broader audience can also work well. This phenomenon can be seen if we take the example of the 'Camera+' app. A lot of iPhone users want to take the sharpest pictures and be able to edit them in a variety of ways. The Camera+ app let's them do just that with a multitude of effects, while also improving features such as the autofocus in the camera. Therefore it is really practical, and appeals to a large audience. iPhone users in the US reflect this in the numbers too, as it is the #7 most downloaded paid app.

Since the market is so saturated, it is important for app developers to be able to reach their audience in creative ways. The target audience of the app first has to be identified, and the app has to have a lot of exposure in different ways that catch their audience's attention. Some apps have done this using viral marketing campaigns, such as in the case of FarmVille, which reached 80 million+ downloads. Another example of a creative app marketing strategy is Toyota's 'Glass of Water' social media campaign. It was innovative and it gave users a challenging task which they had to complete. Making something a competition between people is another way to creatively reach the target audience. Obviously, with the big presence of social media in today's culture, app developers cannot ignore platforms such as Twitter, FaceBook.etc. to market and reach their audience as well.

In conclusion, it appears that there is a definite blueprint for creating a successful app. One thing to take note of is that for every success story, there are many more failures that we do not hear about.

Privacy Concerns Linked to Smartphones (cont.)

The privacy concerns associated with smartphones are rising. We live in a world where smartphones are taking over. These small gadgets that fit into the palm of our hands are often never looked at as a threat. We must remember the amount of personal, sensitive, and confidential information that is stored in them. Most people will say: I have all this information, now how do I protect

myself? Recognizing the importance of privacy settings is the first step in protecting yourself. In addition, there are numerous precautions you can take to ensure that your private information is secure.

It is best to set security features on your phone like passwords and/or PIN's (pick pins and passwords that are not easy to guess). Also, think very carefully about what and how much personal information you store on your smartphone (in some cases it may be better to be old-fashioned) A more obvious precaution would be to know where your phone is at all times. Never leave your phone unattended!

Another way to keep your smartphone secure would be to keep your device software up to date. The reason you would want to do this is because the provider of your phones operating system will instantly fix any known security vulnerabilities. And don't keep all your information solely on your smartphone. You should always have it written down somewhere, in case your phone was to get lost. Also, you should always back up the data stored on your smartphone device regularly. It is always important to be careful who you let use your phone as well. It's not like 10 years ago, when if somebody asked to use your phone, you wouldn't think twice. Now, if somebody asks to use your phone, they have access to all of your information! There are many privacy concerns related to smartphones to be aware of. But there are also many precautions to understand and apply in order to secure your own personal information.



Self Image: The Automatic Assumption (cont.)

With the growing competition coming in through phones, Android stands out with its own specifications. Used to control phones like HTC, SonyEricsson Experia, and many more, Android has had its highs and lows. Standing out in 2010 with holding a 43.6% market share, the Android became the number one seller. Holding his or her own application site, “Android Market” can be viewed better than an original app store with the simplicity that comes behind making an app. In the case of the “Android Market,” the exact opposite occurs more than in the hectic world of the Apple app store. With the lack of rules, the possibility of worse apps occur. Resulting in people then being turned away from the market along with the Android itself. The ability to sell this type of phone resulted in some to not push it they unless the buyer was more of a scientific person. The self-image of a person with an Android has become someone that not only wants to take the phone for what it is but also takes it to the next level. Holding the medium spot in countries around the world, the Android has become the Ginny pig in many scientific minds. Trying to become the next greatest thing, Android then presented Droid that became possible through the faster 4g networks rather than 3g. Presenting a whole new network gave buyers the need and well as the want to go out and buy this item. Holding the capabilities of being a bolder phone with a faster processor, the Droid feature made it an up and coming phone in the market this past year.

The ever-changing life of the app store not only grows for Apple but it is also improving for Blackberry. At the beginning of April, the life of “App World 2.1” gives the owner the capability to not only access apps but download them as well. This capability presents to not only convince the consumer but also still presents the self-image of being a business oriented. With consumers having different types of phones, you still find a way to talk to one another but we all still have the five-minute self-image that has become attached to the electronic that we hold in our hand every day. The smart phone has become the major staple in the United States. When people see that you have an iPhone, Blackberry, or even Android you start to become more part of the crowd than you may have been before.

The self-image that a smart phone has on someone is extreme. Not only changing the definition on how we communicate, a smart phone also defines the type of crowd we hang out with to the type of person we are. The capability of holding your music, photos, and pretty much life in the palm of your hand allows one to learn what type of person you are without even opening your mouth. No matter the phone you have, there will still be a different form of communication. Regardless if it is through texting, BBM, on the phone or FaceTime. All of these influences have impacted our lives now and the image they create for us will continue to change as the year’s come and go.

Out With The Old CIn With The New (Cont.)

The television is another one that suffers due to new technology. Broadcasting networks and advertisement companies have to get their message across elsewhere like Youtube that has taken over broadcasting In this day and age people are far too busy to sit down and watch t.v. they rather get on their phones and see everything on their little hand held devices. I find it unfair that new technology just comes in and pushes everything else out of the way. All these technological advances are supposed to be a good thing but the truth is, its detrimental to companies and businesses. Eventually the world will be solely run by computers and where will that leave the human race? Its pretty scary thought if you ask me.



“Textese”: Degredation of the English Language and the Future of Communication (Cont.)

The technology and social means of communication demand literacy and an ability to write. Though, this has also congruently led to a cultural divide among young people in our language – classical English and Textese. Though in the means of communicating via instant message and text messaging, teens and young people often do make one clear distinction in when shifting from classical English and Textese. Kate Baggot notes that when young people are commenting on an issue they feel is serious, they communicate in classical English, using correct grammar and spelling, whereas if the issue is not so pressing they tend to communicate in means of LOLs and other acronyms.

Young people are the voices of the future, and they want to communicate in Textese, not in classical English. Technological advancements continue to develop, and it is hard to future changes in our language. However, it appears that Textese will continue to hold a strong position in the development of language. Over the past 10 years, it has become a means of communication that is internationally understood by millions of people around the globe, and utilized to communicate billions of times daily. Who knows? Maybe we will have books written in Textese? I don't know. Will we purchase books called, “LOL LUV YA LOTZ 143” and its sequel, “JK BROKEN UP ☺.” Though when an issue is pressing, classic English will always be there, and nobody really knows what the future will hold. The textese language continues to work as a barrier dividing the older and younger generation, which I perceive as a negative affect on society. A big question stands for the future as to how society will continue to develop with the texting language – will society evolve with the technology and the ever-changing linguistic norms? Will society “dumb itself down” to 160 characters or less? Only the future holds that ANSWER.



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