Anastasia Wang

Turn it off, Dummy!

Just trying to keep your iPhone alive.

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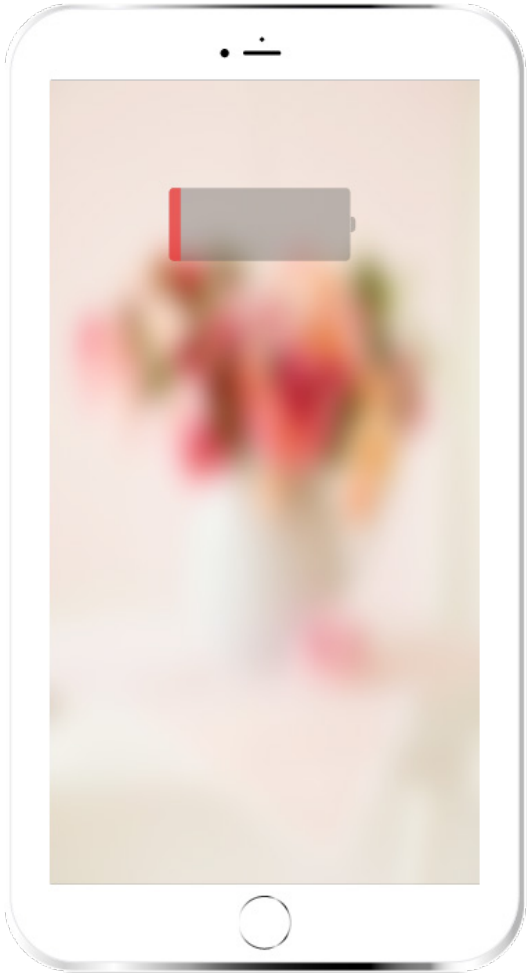


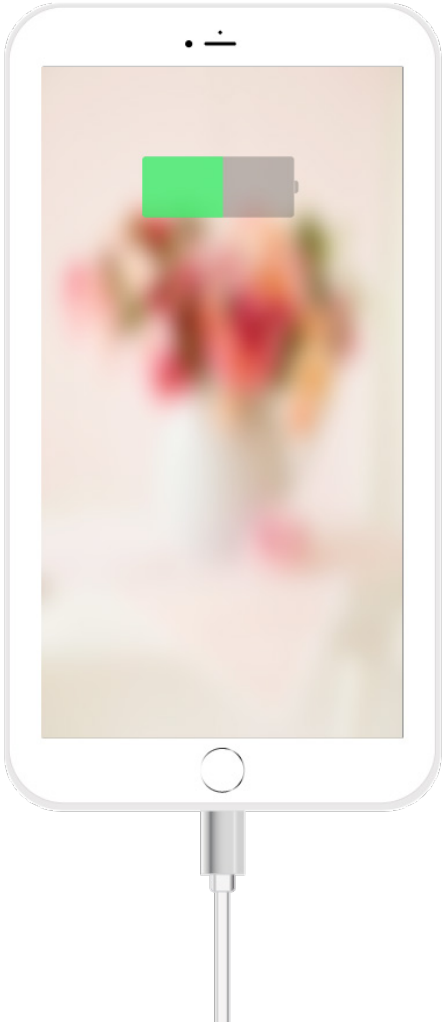
The introduction of the iPhone caused a major shift in the smartphone industry, which inspired new ideas and standards. According to Rajurkar and Shirsagar (2017), there were 47% of teenagers and 22% of adults who have used or answered their smartphone while in the bathroom. This example demonstrates the impact smartphones have on our lives and has become a necessity. As the popularity of iPhones grew, the mass production of the iPhone has caused the exploitation of workers in countries like China. All iPhone users want sufficient battery life to get through the day however, as the phones gets older the battery life decreases. Fifty iPhone users were surveyed to identify and explore what drains battery life and the methods to preserve your battery. It was evidently seen in the survey that half of the users relied on their phone regularly and thirteen always relied on the iPhone.

Apple designed iPhones to last a certain period and expects iPhone users to replace their iPhone after three years, which is driven by capitalism (Gibbs, S. 2016). The source of smartphones lasting only a few years is caused by the numerous applications and features it possesses such as mobile data. The apps iPhone users mostly use require internet such as Facebook, snapchat and YouTube. Metri, Agrawal, Peri & Shi (2012) stated that iPhone users can save up to 59% more energy when on Wi-Fi when compared to 3G. When using mobile data, battery life is drained faster because it uses more power than Wi-Fi. According to the survey conducted, 20 out of 50 iPhones last between 6 to 10 hours a day. Furthermore, 11 iPhones last less than 5 hours hence, many users need to charge their phones more than once a day. Surprisingly, many iPhone users agreed that their phone last the full expected usage even though many charge their phones more than once a day.

When the battery is running low the iOS has a useful feature called Battery Usage where it shows people which apps are draining the battery and the battery percentage. Almost half of the amount of people surveyed said they charge their phone more than once a day, which demonstrates the use of additional needs to preserve

battery life. A significant number of males and females considered battery life to be very important and a few are willing to pay for it (Economides & Grousopoulou, 2009). McFedries (2017), suggested ways of preserving power through deactivating background app refresh, low power mode, reducing brightness, minimising running apps, auto-lock, turning off cellular data and Wi-Fi. Other well-known features like turning off your phone completely and using aeroplane mode helps with preserving battery life. On the survey conducted, the main three common methods used to preserve battery are low power mode, lowering brightness and turning off data. On the contrary, the least used method was sharing someone else's phone, disabling notifications and keeping the phone away from heat.

In brief, don't be a dummy and preserve your battery life. It is clearly highlighted that cellular data drains more power than Wi-Fi and the apps mostly used require the internet. It is highly recommended that you use some of the features in the iOS to preserve your battery such as reducing brightness, auto-lock, deactivating background app refresh and turning off data and Wi-Fi when not in use. The methods sometimes are troublesome however, the easiest method to preserve battery is to switch off your phone and share phones.



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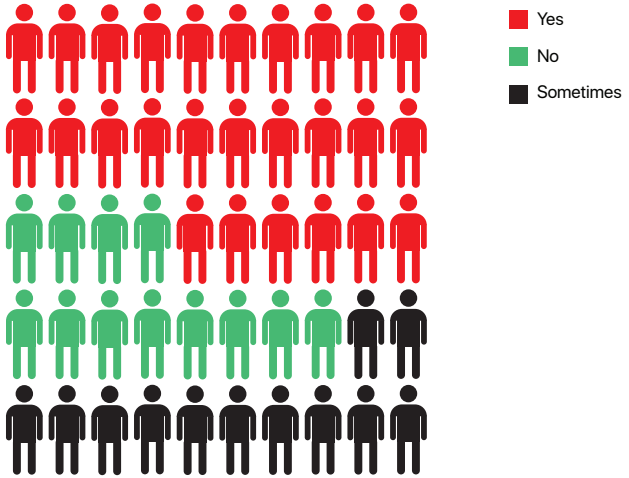
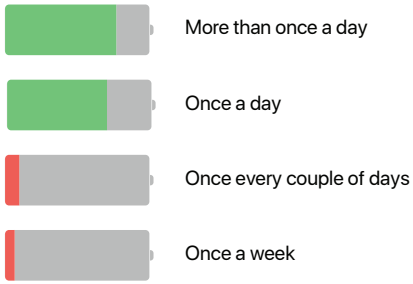
Rajurkar, N., & Shirsagar, P. (2017). Impact of smartphones on society. International Journal of Research in Science & Engineering, 3(2), 143-150. Retrieved from http://ijrise.org/asset/archive/17ME-ICEMESM-25.pdf

How much do you rely on your phone?

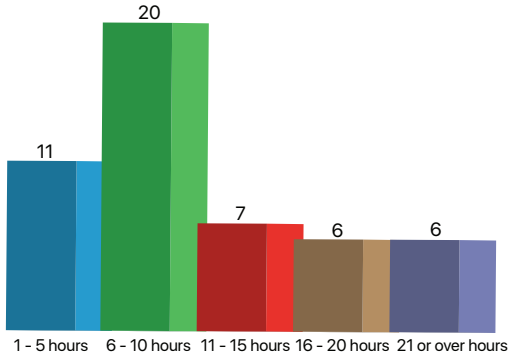
Does charging your phone last the full expected usage?

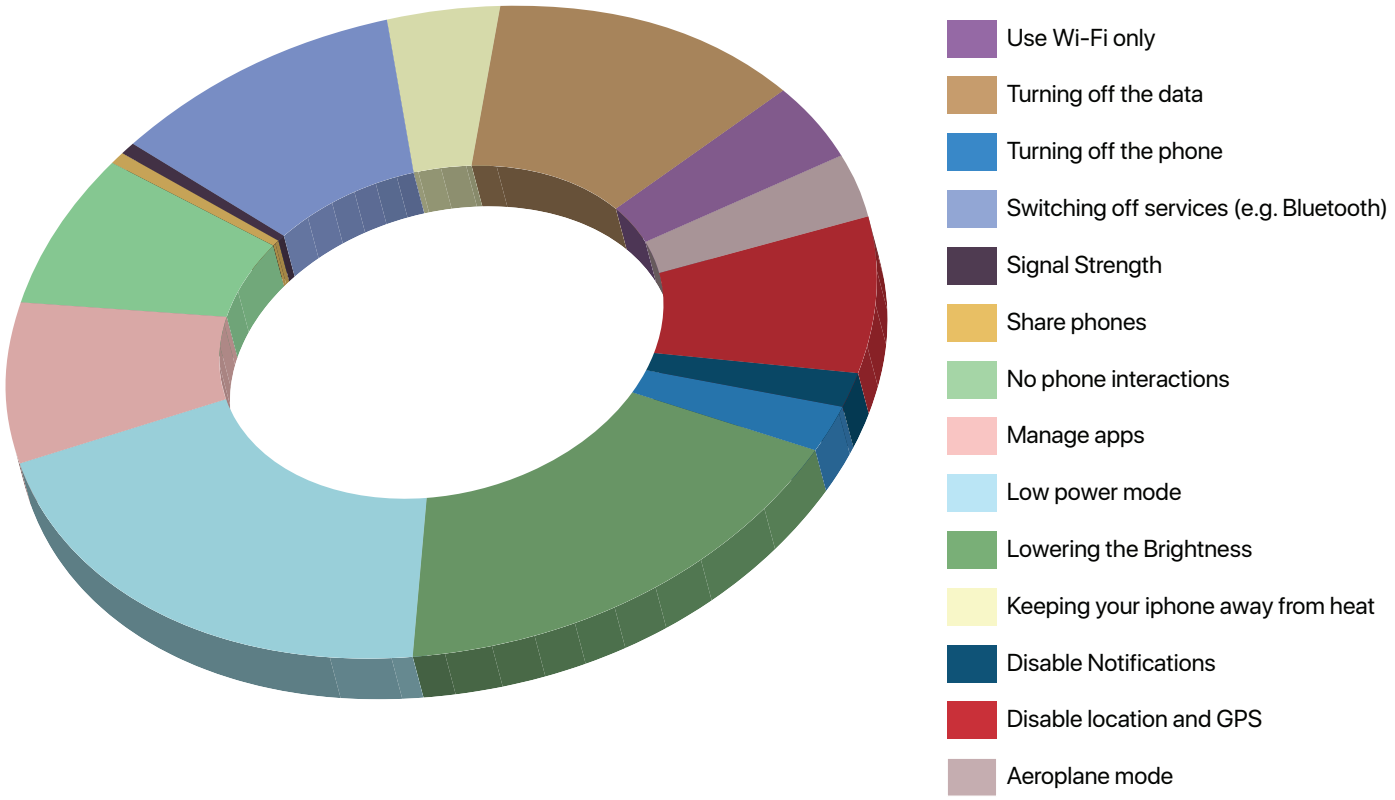


How often do you find yourself charging your phone?



How long does your phone battery last for?




Use Wi-Fi only
Turning off the data
Turning off the phone
Switching off services (e.g. Bluetooth)
Signal Strength
Share phones
No phone interactions
Manage apps
Low power mode
Lowering the Brightness
Keeping your iphone away from heat
Disable Notifications
Disable location and GPS
Aeroplane mode