



Smart = Culture

Since 2007 and the inception of the
iphone has inflenced todays culture.

Jade Nelson | Nick Thomas

GENERATION

Smart = Culture

Jade Nelson & Nick Thomas

"We're here to put a dent in the universe, otherwise why else even be here" – Steve Jobs

Since 2007 the iPhone and smart technology has driven massive cultural change. This change has driven the rise of social media platforms such as Snapchat, Instagram, etc. We are now more connected than ever before – from education to music, to banking and even travel. 'Generation i' exemplifies the idea of a new era and personifies this new generation smart of people.

The iPhone has revolutionised the music industry in the past 10 years from streaming music on iTunes to accessing recording and production tools on your phone.

In 2003 Apple announced iTunes as a new way of listening to your music. Being able to download music from a range of over 43 million songs straight onto your iPhone with a tap of the screen changed our taste in music as we were exposed to different genres and styles that continue to influence music listeners and producers today.

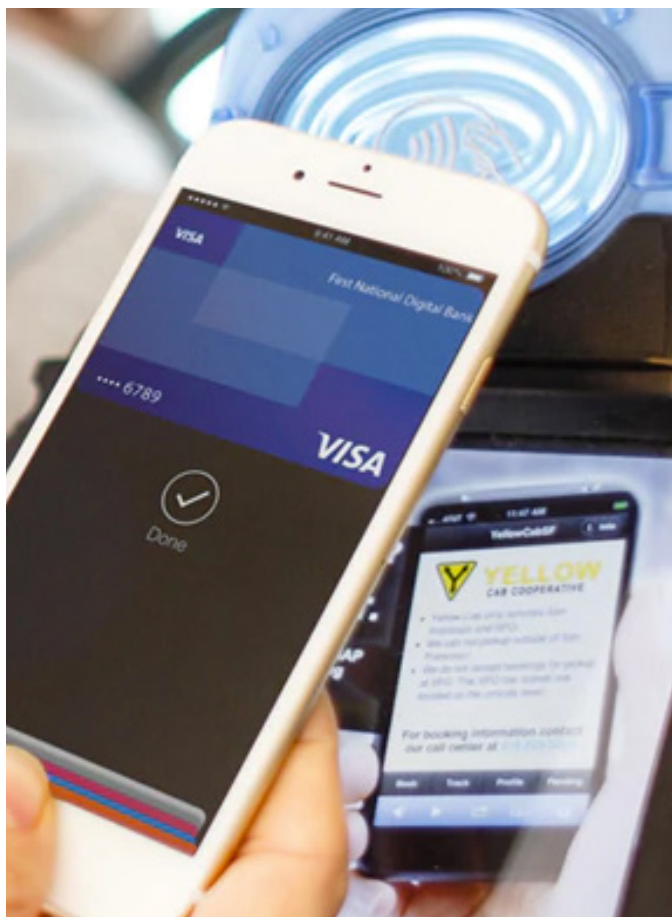


The iPhone has also influenced an outbreak of unheard of artists to make a name for themselves in the music industry. This is due to it becoming easy to record your music through your iPhone and upload it onto popular streaming applications like SoundCloud or YouTube. Famous singers like Justin Bieber and Post Malone are successful results of this revolutionary change the iPhone brought to the world of music.

Generation i has been brought up on the smartphone era which has had a major influence on the culture of education. With thousands of school/educational apps to choose from on the App Store, people of all ages can access and learn faster than ever before. Children as young as 2 years old are being able to use these applications before they can even talk! With 65% of the population being visual learners, the iPhone has been a game changing source of education. With the rise of online learning more and more people, approximately 67%, are turning to their smartphone to access educational or training programs. Over 20 universities in Australia offer online courses

for students which they can easily access through their phones through course management systems like 'Blackboard' which you can download from the App Store.

Smartphone technology has made paying bills and banking easier and changed personal finance for the better. Consumers are increasingly using banking services due to the safe security, easy access, but mainly due to having more control over banking our own money. In Australia, there has been an increase in the users of mobile banking from 25.3% in 2013 to 41.5% in June 2017. That's 3.47 million more people using banking via their mobile



Overall, iPhones have made a 'dent', as Steve Jobs states, in our culture and lifestyles. The rise of the iPhone has influenced the creation of other smartphones and out of this world technological advancements that are making life easier for the consumer. From influencing our taste in music to inspiring new learning strategies to even making cardless payments, the iPhone has impacted the way a person communicates with the world around them. With facial recognition being the new feature for iPhone users this year as they will be able to unlock their phone, create animations and even make payments with their faces, we

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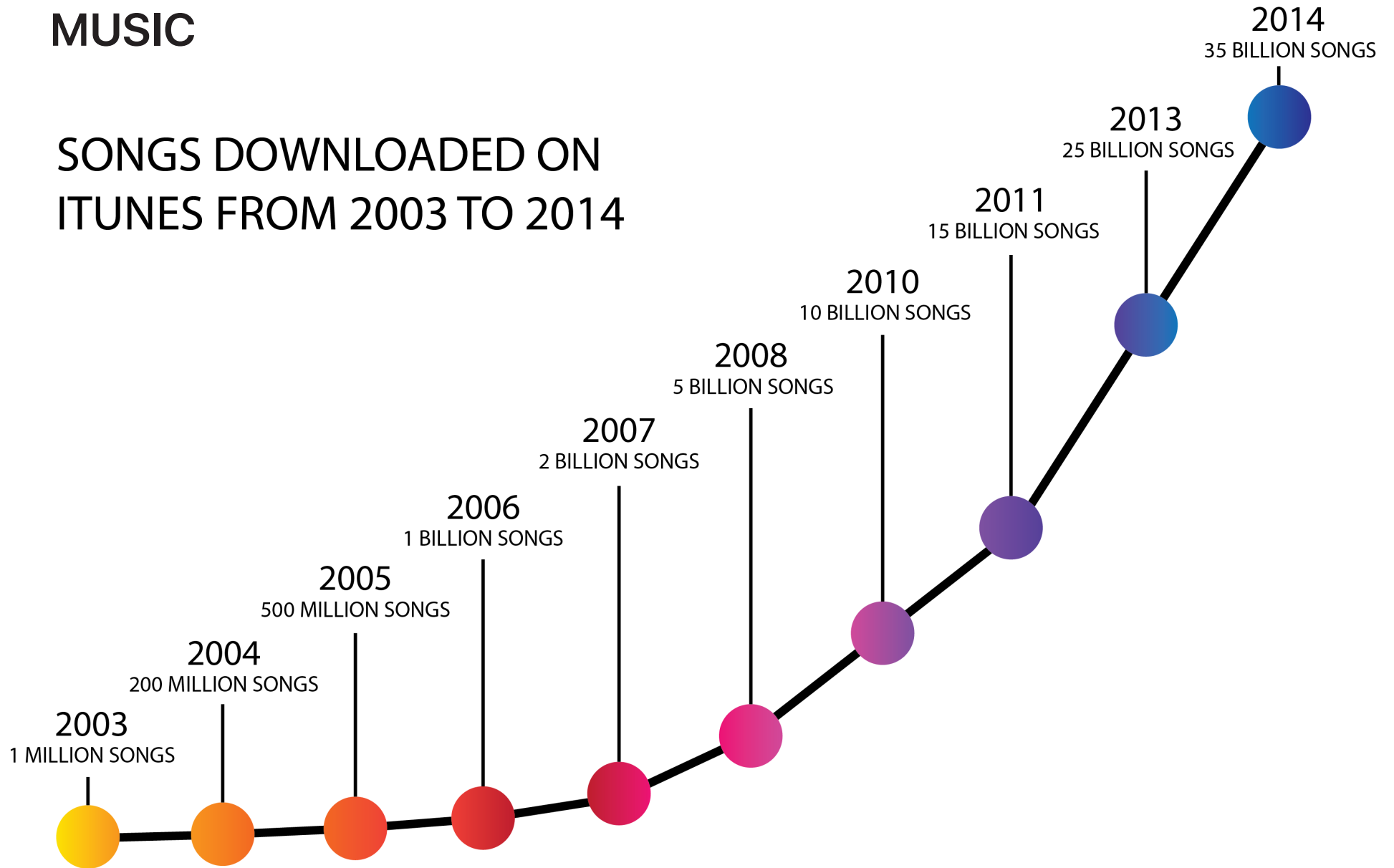
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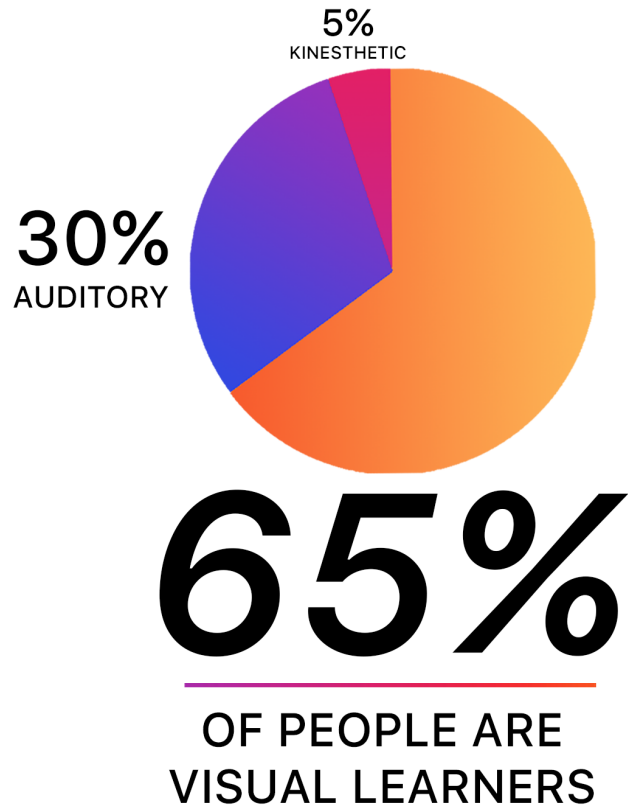
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MUSIC

SONGS DOWNLOADED ON ITUNES FROM 2003 TO 2014



EDUCATION



20+

UNIVERSITIES IN
AUSTRALIA USE
ONLINE COURSES

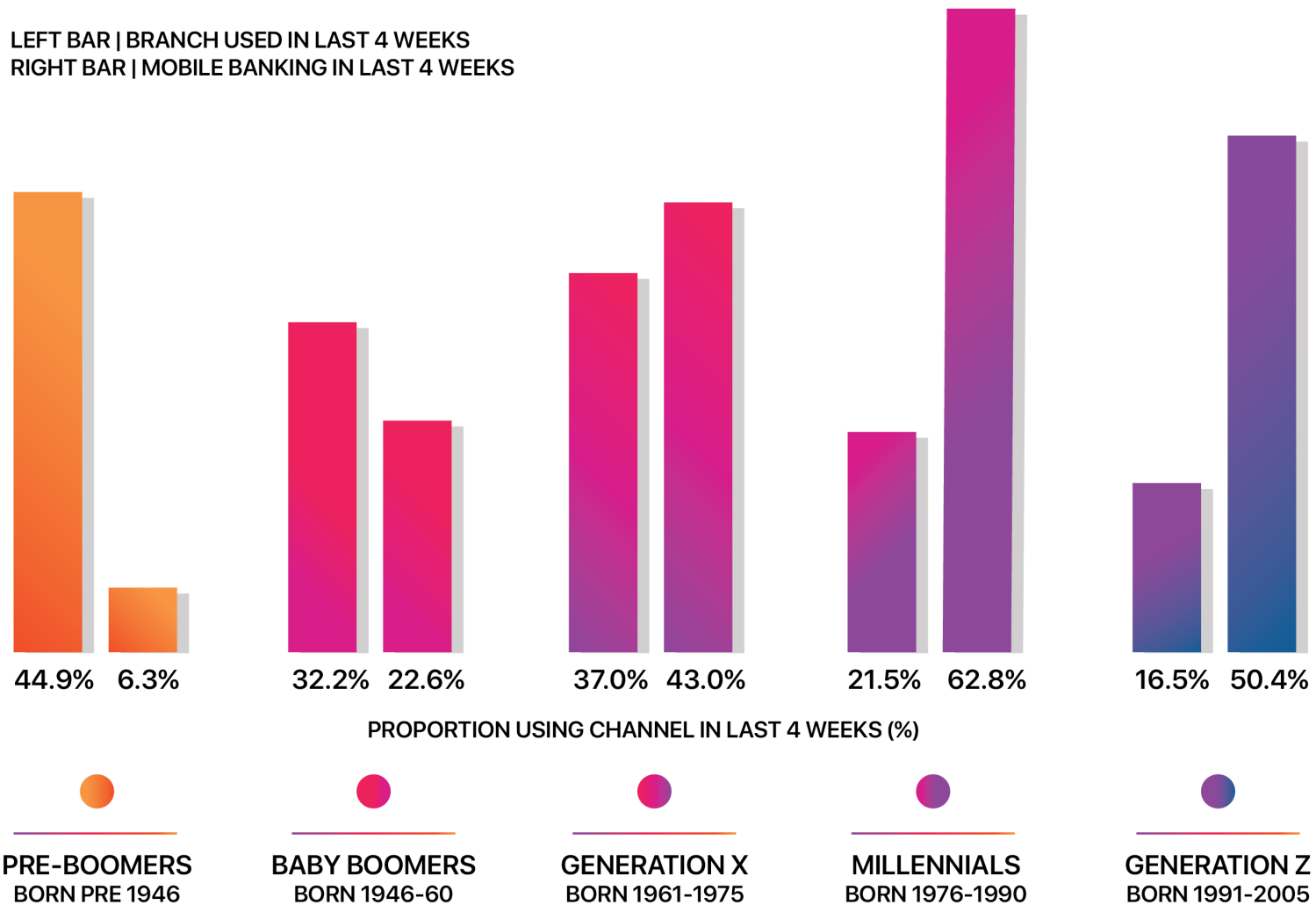


45%

OF STUDENTS COMPLETE
COURSE WORK FASTER
ON IPHONES

BANKING

LEFT BAR | BRANCH USED IN LAST 4 WEEKS
RIGHT BAR | MOBILE BANKING IN LAST 4 WEEKS



THIS GRAPH CLEARLY DISPLAYS PEOPLE THAT ARE BORN AFTER 1976 USE MOBILE BANKING FAR MORE THAN PEOPLE BORN BEFORE 1960. THUS, THE APPS ON THE IPHONE HAS INFLUENCED THE WAY IN WHICH PEOPLE APPROACH THEIR EVERYDAY BANKING.