

Grace Kang

iPhone slowing down

Is your iPhone slowing down after the new update?



iPhone slowing down?

Grace Kang

Has your iPhone started to slow down after the new update?

Apple has admitted to purposely down the older generation of iPhones, through when a user updates their iPhone to the latest iOS.

iOS is an operating system that is manufactured by Apple Inc that is used for Apple devices. It's a system that uses a multi- touch interface that uses simple gestures that operates Apple devices. Apple has more than 2 million iOS apps available for there users. The App store is the most popular amongst all the other brands such as Samsung, Huawei, Sony, Google and LG. iOS was formerly known as iPhone OS which was released in 2008 exclusively for the iPhone but however the operating system has been extended across all Apple devices. iOS stands for operating system and the i is Apple's signature product style.

Through the years of Apple devices, they have come up with a smart but sly strategy for the company to make more profit but is a disadvantage to the consumers. The strategy is to slow down the older iPhone when a user updates there iPhone to the latest version of iOS. This marketing strategy helps Apple sell the latest iPhone to gain profit in a subtle way. However, some may disagree and say that the goal of slowing down the older iPhone is to get as much usability out of the older devices as possible. But by making the operating system have a negative effect on the performance of older devices it has caused Apple to be fined 5 million dollars because of not being transparent enough with this issue.



A statement from the antitrust watchdog said “Apple implemented dishonest commercial practices.... operating systems that caused serious malfunctions and significantly reduced performance, thus accelerating phones’ substitution”. Apple intentionally slowed down iPhones through the software updates with degrading the battery, lagging, decreased performance which reduced the life span of the device. This was apple sly way of subtly nudging consumers to upgrade to the latest iPhone. Catherine Rapell 2013 work in New York Times after the iPhone 5 came out “noticed that my sad iPhone 4 was becoming a lot more sluggish”. Furthermore, she stated that the battery would run out faster, as soon as she updates to iOS 7 it made her iPhone 4 unbearably slow.

Apple released a statement about this issue, stating that they are sorry for slowing down devices as they age and has announced that they want to make it for the consumers. Apple decided to reduce the cost of battery replacements, attempt

to be more transparent and added battery health information to make it up for the consumers. The latest iPhone update iOS 13 has introduced battery health which users are able to check up on their iPhone’s health and usage. However, some tech bloggers believe that this natural as the latest iOS is designed or the latest iPhone model with fast and fresh new battery. Tech bloggers fell that it’s the norm that the older iPhone will not be capable of running the new iOS update smoothly but however majority of iPhone user disagree with this.

In conclusion this is not a smart way for consumers to purchase the latest product as this can lead to more land fill which is harmful for the environment. Consumers may start to choose other brands instead of Apple.



References:

Apple admitted it's slowing down certain iPhones. (2019). Retrieved 2 October 2019, from <https://www.vox.com/2017/12/22/16807056/apple-slow-iphone-batteries>
 Apple's sorry for slowing down your iPhone. Here's how it wants to make it up to you. (2019). Retrieved 13 October 2019, from <https://www.abc.net.au/news/2017-12-29/apple-says-its-sorry-for-slowing-down-your-iphone/9291602>

TIBICHI, I. (2019). Is slowing down older iPhones an economic decision?. Retrieved 13 October 2019, from <http://81.180.74.21/handle/5014/646>
 (2019). Retrieved 13 October 2019, from <http://eprints.lse.ac.uk/74215/1/blogs.lse.ac.uk-Apple%20has%20a%20business%20strategy%20behind%20the%20iPhone%20.pdf>
 Gibbs, S. (2019). Apple and Samsung fined for deliberately slowing down phones. Retrieved 19 October 2019, from <https://www.theguardian.com/technology/2018/oct/24/apple-samsung->

Google search interest "iPhone slow"

