

Sarvika

Size Up

The Situation, not the iPhone



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Remember the good old iPhone 4? It was incredibly easy to use since it could easily fit in your hand, and the user could use it with just that hand as well. We didn't have to use up four fingers on both hands to use the phone, we didn't drop it all the time and we definitely didn't spend most of our day staring at its screen. However, since the iPhone 4, Apple has made its phones bigger. The first iPhone's display was a convenient 3.5 inches diagonally, but within a decade the iPhone screens have nearly doubled in size: from 3.5 inches to 6.5 inches.

Apple has always been the trendsetter in the digital world, and when it started to manufacture bigger phones in 2014 believing that they would be able to fit more features in a bigger phone, it was right - so every other phone manufacturer followed, most definitely ignoring the consequences. It just goes on to show that the brand of the phone one uses becomes a part of one's identity, and even if they do realise that the iPhone is too big for them, they won't voice their opinion as they have the latest version of a designer brand's phone.



As part of this research, it was required to find out about the change in the time users spent on their iPhones over the years. There are numerous reasons why having a bigger screen on an iPhone could be beneficial: Better resolution, more features, aesthetics, more information on the screen etc. However, no one realised that bigger screens are a detriment to not only one's health, but their life too. The amount of time an individual spends staring at a phone screen has increased from 20 minutes a day to approximately 3 hours in just 7 years, from 2011 to 2017.

There have been multiple allegations against Apple regarding its phone size. It was "criticised" back in 2018 for making phones that are too big for the average female hand, and that women were not able to buy their more advanced phones such as iPhone X Max due to their size, being 6.5 in diagonal length. Additionally, Apple was blamed back in 2015 for making bigger phones to achieve higher sales as their users were more likely to drop bigger phones due to it not fitting in their hands easily, leading them to buy more phones from

Apple. However, Apple deserves the credits for making a machine so powerful that it was able to eliminate the use of tablets by a large percentage. Apple, by introducing bigger phones, didn't just create a cellular device; it created a powerful and portable computer with a phone and a camera attached to it. A device that could be used to watch videos, capture spectacular images, get for done, play games and communicate, all at the same time, saving people more money.

Ultimately, the concept of bigger phones has both, advantages and disadvantages; one holding more weight than the other. Therefore, it is crucial to size up, the situation, not the phone perhaps.



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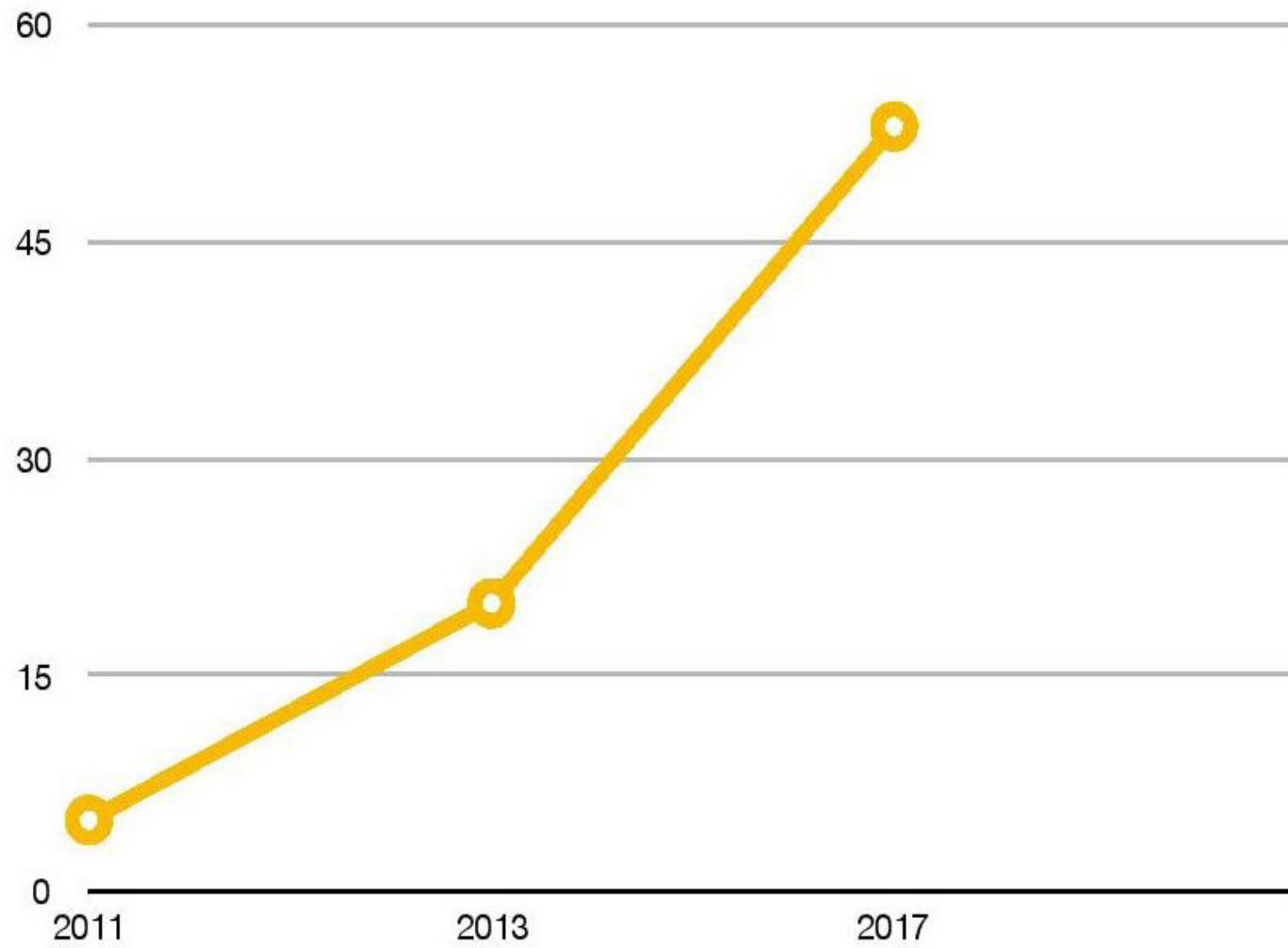
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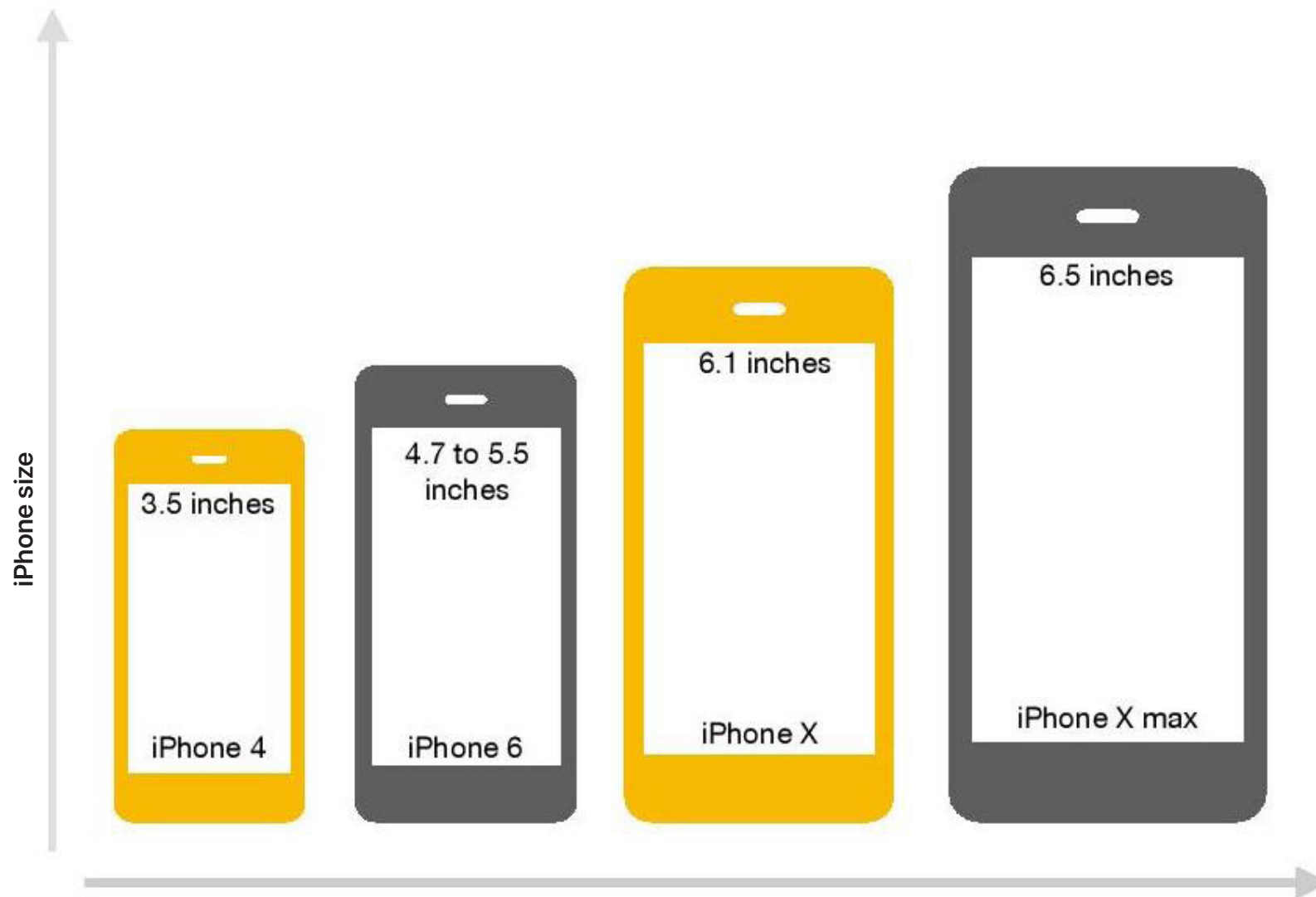
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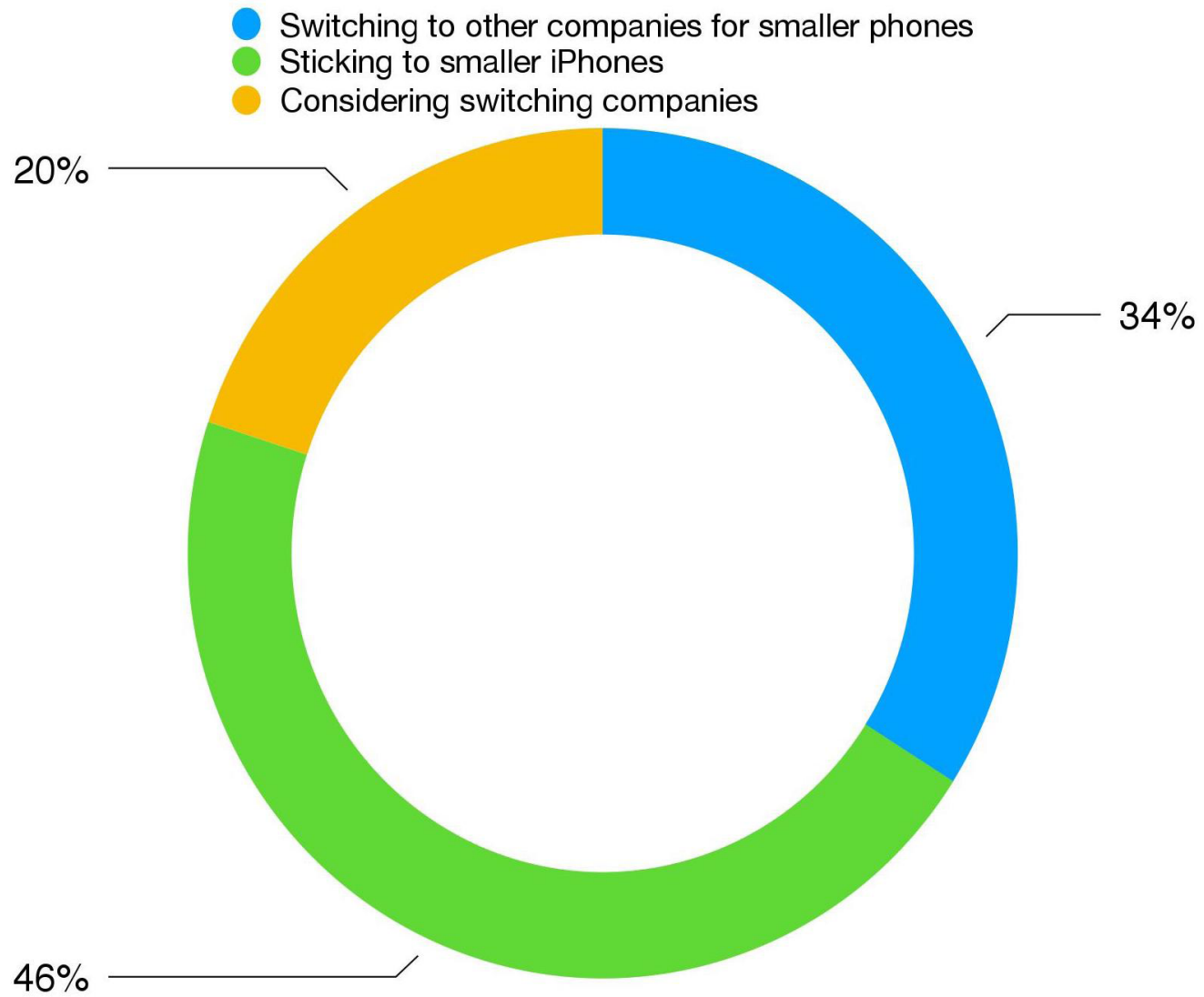
Screen time over the years of iPhone users





Average female hand: 7.9 inches

Average male hand: 8.9 inches





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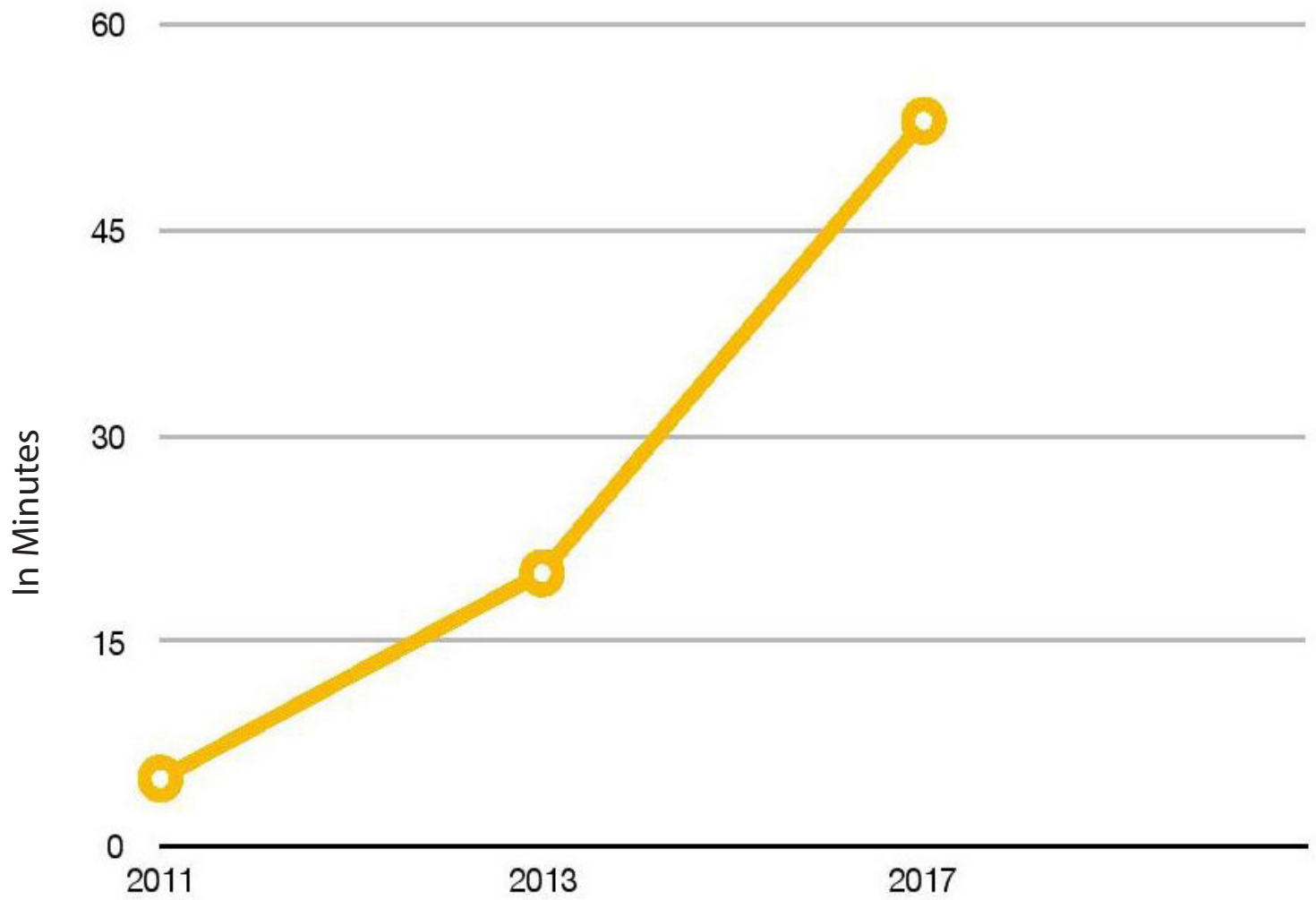
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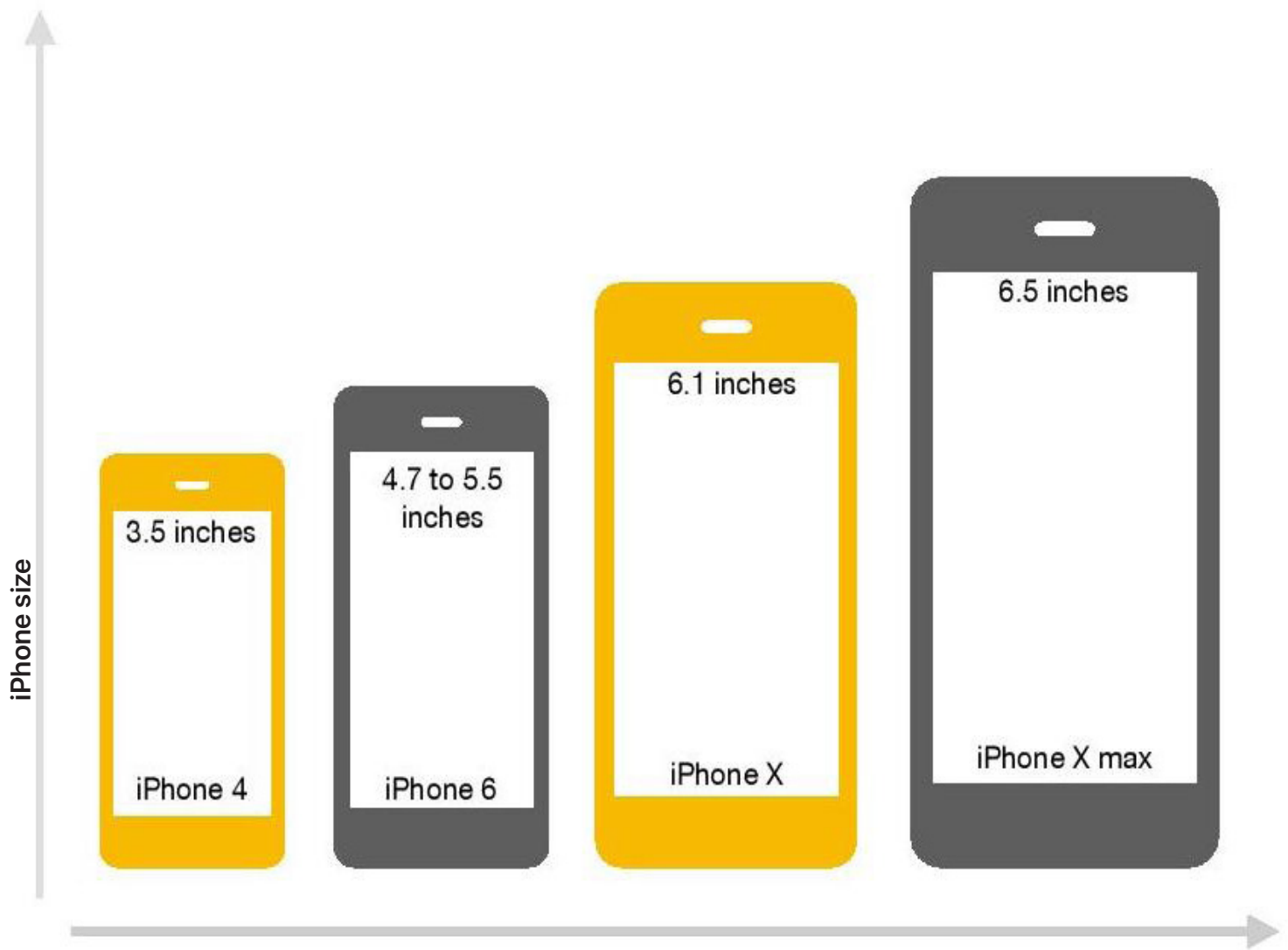


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- Switching to other companies for smaller phones
- Sticking to smaller iPhones
- Considering switching companies

