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Me? A Photographer?

The death of the modern camera!



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Ever since the revolutionary launch of the iPhone in 2007, smartphones have slowly taken over the use of cameras making them almost obsolete. With the difficulties that come with learning how to use a modern camera and the emergence of social media, the iPhone has made other devices unnecessary and unneeded. Over the past decade, taking photos with smartphone cameras has become the standard in today's society. But how has the iPhone become the new wave of photography? Has it killed the modern camera?

Firstly, the iPhone is well known for its simple user interface that is easy to use. Compared to the iPhone, the camera offers a steeper learning curve with its complex interface and overwhelming number of controls and settings. Its intimidating manual, array of buttons, menus, and controls are hard to understand for many, whether they have beginner or intermediate skills. Therefore, with the vast array of cameras and camera settings, menus, buttons, dials and modes, many people don't find the need to learn it's features.

It is also hard to grasp iso, aperture, shutter speed, and exposure settings. On the other hand, the iPhone is a much more simplistic tool for the average consumer. Movements such as "tap to focus" and "pinch to zoom" make it much easier to take photos. With all the controls on one small screen, consumers don't have to think about constantly moving their hands from zoom and focus rings behind the camera's body to the dials and buttons in front. Also, the iPhone has many mode options such as panorama, video, and wide-lens which can be accessed with a simple swipe. Therefore, the iPhone is definitely a simplistic tool for photography rather than a modern camera.

The ease of sharing photos with everyone instantly is another reason the iPhone has an advantage over the digital camera. Since the launch of the iPhone 4 in 2010, photo-sharing platforms have grown especially Instagram which came alongside the iPhone 4 as an IOS app. In 2010, Instagram grew from 1 million monthly active users to 1 billion in 2018. To summarise, the culture behind taking photos and sharing them on social media mainly started with the iPhone and its Instagram app which is now accessible on other smartphones. As a result, the simplicity of editing and uploading instantly on social media has evolved over this time. The iPhone allows consumers to skip all the tedious steps necessary on the camera. The slow process of transferring the raw image from the camera onto the computer, editing it in software applications, compressing the image to be the right size for uploading and finally posting it. Thus, the iPhone has significantly made the life of taking photos and uploading so simple allowing the majority of consumers to enjoy the

process of photography. As a result, with the invention of the iPhone and other smartphones, taking photos has become the social norm for today's modern society due to its convenient and easy photographing, editing and sharing.

In conclusion, the iPhone has transformed not only how we take photographs but the culture of photography. Its birth and evolution has brought change to the camera culture, making cameras obsolete for the average consumer. The camera complexity and steep learning curve, the invention of the iPhone and social media applications has caused a decline in camera popularity which has helped transform social interaction, ease, and efficiency in photography.



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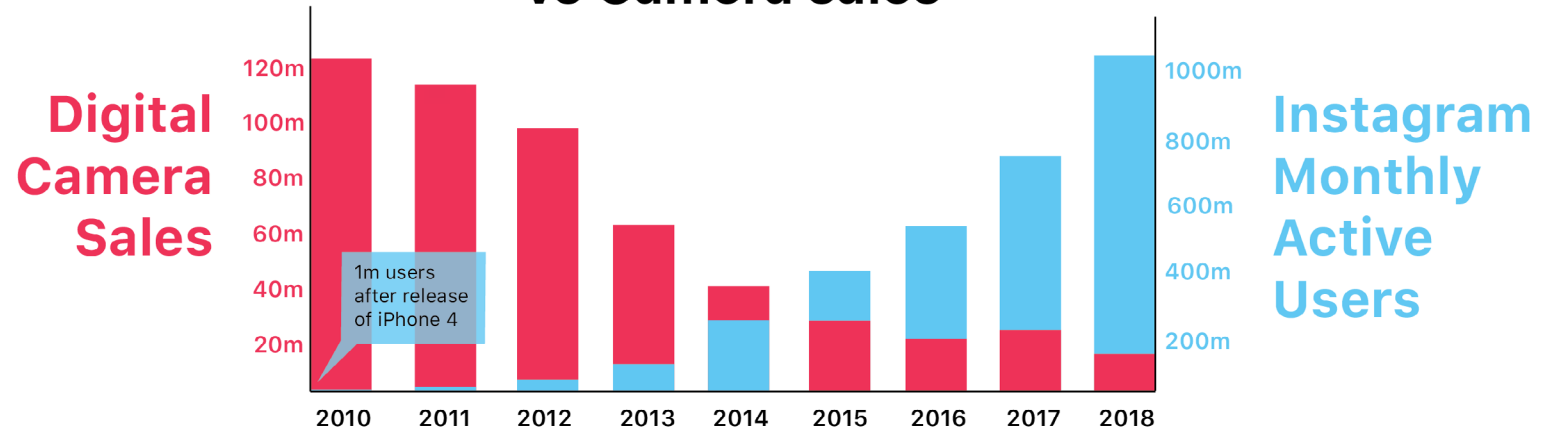
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Ease of the iPhone



iPhone & Instagram release vs Camera sales



Most Popular Devices on Flickr

