

Actions and Reactions Regarding the New iPhone 7 *Do we love it or do we hate it?*

The iPhone 7 was a highly anticipated piece of technology with many different new features. As per usual, the reactions to the new iPhone were spread across the board.

While the new iPhone is mostly accepted, there are some people who feel that the new model is lacking.

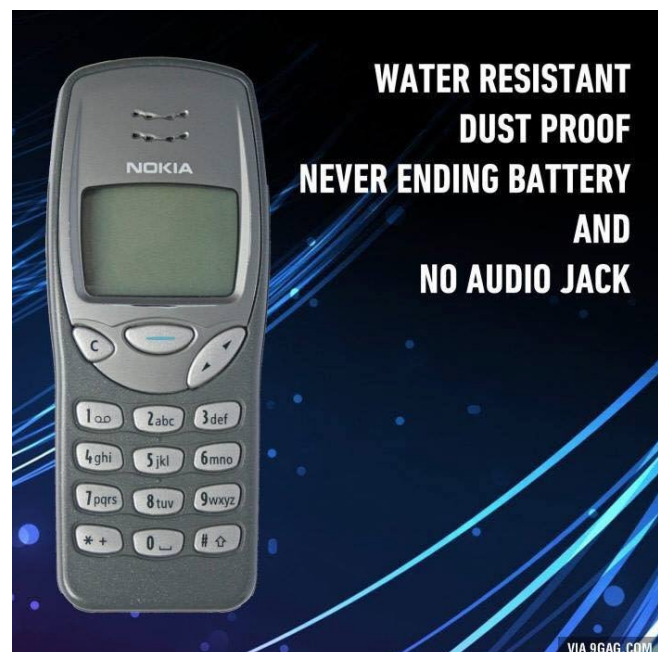
New Features include....

- No headphone jack
- Capacitive, haptic home button
- Improved water resistance
- Dual-lens camera for iPhone 7 Plus
- Design similar to iPhone 6s
- Upgraded A10 Fusion processor
- Stereo sound
- Improved battery life
- Glossy 'Jet Black' color option
(apple.com/iphone)

Twitter seems to be a common outlet for opinions on the matter so I will be exploring those opinions and presenting the likes and dislikes that Apple might want to take into consideration when constructing the next iPhone.



When ATMs have more features than your new #iPhone7



Dislikes

No headphone jack

The biggest issue that people seem to be having with the new iPhone 7 is the new headphone jack, or lack there of. Rather than the typical plug in aspect of all previous iPhones, the iPhone 7 is going all in with Bluetooth. Using the hash tag "iPhone7" I looked through many tweets regarding the Bluetooth and I would say with confidence that this is the most complained about aspect of the new phone. With this information it might be wise for Apple to reassess when the time comes for another new model. One of the biggest concerns with these new wireless headphones is the fact that they could easily fall out when running or even just when dancing around to the song you are listening to. Another issue that people seem to be having is not charging their ear buds, which is just an inconvenience.

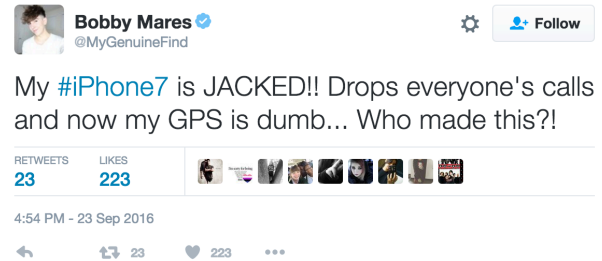


Audio Problems

Another issue that multiple people have tweeted about is the quality of the audio. While Apple did upgrade the camera, the quality of sound in videos has seemed to be lacking. Multiple people tweeted about some static in the back of the videos that they are recording.

Dropped Calls

While some are replying to those who say they are having issues with dropped calls saying that it is simply their lack of cell service, I felt that it was more of an issue. Approximately one tenth of the complaints that I read were about calls dropping for no apparent reason. If this were just an issue for one person I would blame the cell signal, but it seems to be happening on many occasions. There were many tweets similar to Russell's where people seemed to be reaching out to Apple for help with the dropped call issue.



While many people are simply excited to have the next best thing that Apple has brought to the table, many are genuinely excited about some of the changes that Apple has made on the iPhone 7.

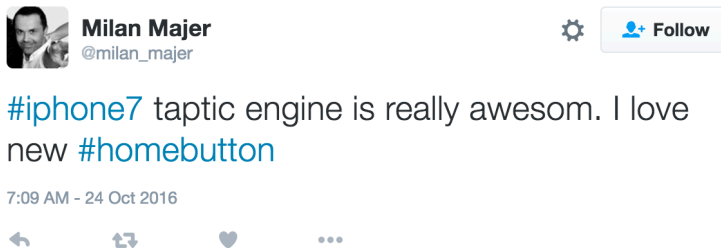
Likes

Home Button

One aspect that it seems many iPhone fans are rallying behind is the new and improved home button. This new home button is activated by direct skin contact rather than the old way, which was the physical press of a button (Miller, iPhone7's New Home Button).



Many think that this is a neat feature to add as well as a good security feature. I noticed multiple tweets about it being a positive change because of the way home buttons on old models would often stick. While this seems like a positive change Miller states that it could spell trouble for winter months (Iphone7's New Home Button).



Waterproof

The most widely discussed positive aspect that has changed with the iPhone 7 is the fact that it is now waterproof. While Apple was not the first company to make their phones waterproof, the users seem excited about it none the less. In the past iPhones had built up a bad wrap for breaking easily. This and the new shatterproof screens seem to be a step in the direction of appeasing the users.




New and improved camera

Another feature that users love about the new iPhone 7 is the new camera, especially on the 7 plus. Many people on twitter have been posting photos that they have taken with their phones to show off just how great the camera really is. An article, which has information on the new cameras, says that the biggest adjustment is in the low light photos (Dilger, Apples iPhone 7 Camera Delivers).

 **The Dog Photographer**
@AndyBiggar

Beautiful #sunset whilst walking the dogs a few moments ago. Taken on #iphone7
Mother Nature is so beautiful,shame we don't treat her better



 **Mac Balacano**
@Macbalacano

Back on the road again for work visiting rural communities in Manitoba. Its gorgeous out here!
[#NoFilterNeeded](#) [#ILoveMyJob](#) [#iPhone7Camera](#)



LIKES
7

Reflection and Methods

This exploration of twitter really helped me to understand the difficulty of navigating hash tags. I assumed that it would be fairly easy to organize the tweets that I found, but I soon figured out it was difficult to weed through the clutter. There were a lot of spam tweets, which is something that I did not consider when beginning the assignment. When searching for specific tweets it was fairly easy to simply Google things like "Tweets about liking the new home button" or "Tweets about disliking the lack of headphone jack". This being said, I began by just looking through the hash tag iPhone7 and that is when I ran into the issue of the cluttered tweets. Google became the best option for finding tweets. I also ended up running into the hash tag 'homebutton' which was very beneficial in finding tweets, but only about, obviously, the home button.

I decided to go down this track for my assignment because after the new iPhone was released there was a massive buzz about it on twitter. I felt that many people were voicing their opinions and something of this capacity might be fun and even helpful. The audience for my project is anyone who is thinking of getting an iPhone 7 or even Apple themselves. It could be beneficial for Apple to view my paper in order to see what aspects they might want to change when the next iPhone is being constructed.

References

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Dilger, Daniel Eran. Apple's iPhone 7 camera delivers nice slice of enhancements, but iPhone 7 Plus takes the cake. Apple Insider. 23 September 2016.

<http://appleinsider.com/articles/16/09/23/apples-iphone-7-camera-delivers-nice-slice-of-enhancements-but-iphone-7-plus-takes-the-cake>

Miller, Chance. iPhone 7's new Home button is rendered useless without skin contact, spelling trouble for winter. 9TO5Mac. 23 September 2016.

<https://9to5mac.com/2016/09/16/use-iphone-7-home-button-with-gloves/>