

In the controversy of Blackberry and iPhone, focusing on being form-oriented and providing social media are two competing technological frames. While Blackberry was focusing on the shape or form of the phone, iPhone was focusing on technological items like social media or online applications. In the beginning, Blackberry was in demand by businessmen since it not only has a good form but also provides with messaging and mailing. On the other hand, iPhone had younger customers in its first years since it had online applications and social media which is mostly for younger people. However, after some time with becoming popular every age of the customers began to use iPhone and claim that they feel younger with iPhone (Downey, slide 26). Also, according to research from 2018, the age of having a smartphone is the highest in 18-29 years old, which means that the number of customers in every age especially young ages of the iPhone has increased day by day (Reid, 8). It is obvious that the usage of the iPhone stabilizes while Blackberry usage is over. One of the reasons is that even if the appearance of Blackberry is nice, it is hard to use. It has tiny buttons on its keypad which makes it difficult to texting or sending emails. Also, while using Blackberry, people need to use both hands, which means that it is hard to text using only one hand via Blackberry. A touchscreen is easier to use instead of using a keypad. For instance, some customers said that when they were in traffic, in red light they want to text but in five seconds it is not possible with Blackberry (Downey, slide 5). Instead of a keypad, iPhone has one button and this makes it less complicated to use (Downey, slide 26). However, the reasons are not only related to the physical form of the Blackberry that caused the closure. The other reason why Blackberry failed to iPhone is that Blackberry cannot adapt to the capabilities that smartphones have (Downey, slide 32). Blackberry tried to improve with the capabilities that iPhone has but it could not be successful. Therefore, customers prefer iPhone which is a device packed with multimedia (Downey, slide 18). Customers liked the capabilities and online applications in iPhone. iPhone has many applications in it besides its communication property. To give a clear example, online applications in iPhone were very successful at dating online so, people felt less alone and liked what iPhone provides (Downey, slide 28). Overall, considering several reasons, iPhone won while Blackberry lost.

## Work Cited

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