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## **Apple is a Catalyst in Everyday Innovation**



There is no doubt in mind that Apple has made a name for itself. Throughout the years apple has gain popularity in the world of tech, due to its innovative designs, functionality, and everyday use among users all over the world. Apple has been dominating the world of technology ever since they launched back in July 1976. From making the first ever iPhone to reworking the way people think about tracking their health, Apple always was a catalyst to everyday lives. I believe that people still do not understand the control that Apple has on the culture. People everyday use an Apple product. Whether it is an iPhone, Apple watch, or even AirPods. Just these products alone tie in with *Apple being a catalyst in everyday innovation*.

### **iPhone Culture**

The first iPhone was announced on January 9, 2007, and later released on June 29 of the same year. At this time, the iPhone stands alone to be one of the most groundbreaking and transformative pieces of technology of this generation. Just this one transformative technological device, changed the way people communicate, work, and interact with the world. Before the iPhone was created, mobile technology wasn't as convent as it is now. The chunk design and limited UX display, makes a phone only useful for about one or two features. The iPhone was one of the first innovative products on the market in 2007. In just its seventh week, the iPhone sold its first 1 million set of smartphones, which was unheard of at that time. By the end of the iPhone's first it sold approximately 2 million iPhones.

Every year, Apple has always added new versions to the creation of the iPhone. It changed by size, display, features, and the overall functionality of the iPhone. Throughout history, Apple has sold another groundbreaking goal of 3 billion iPhones sold ever since it's first release. Everybody now mainly uses the iPhone. The iPhone is used in the work settings; by

using it as a work phone and or using it for work itself, such as social media. The world has progressed into a new wave of technology that uses the iPhone as its main source of technology. The iPhone has changed the way we consume media. Ever since the iPhone was first announced, it has changed the game of how we use media and consume it. Apple has introduced the Apple App Store, which allows users to download apps and run them straight from their smartphone. This was revolutionary because of the way you can simply access most apps just at your fingertips. By including features on the iPhone such as messages, facetime, and social media apps, Apple was able to allow the user to connect with anyone they want. This idea was unheard of at the time before the iPhone was first launched. This made the iPhone become a staple in everyday life.

Lastly, the iPhone is dominating the world of smartphones all over the world. The number of users buying iPhones compared to other smartphone companies takes up about 61% of the United States smartphone market as of 2024. This number alone shows the dominance of the iPhone culture. Even though other companies such as Google and Android can dominate and or dominating the culture, iPhones still remain one of the top highest culturally catalyst to technology. According to *Neontri.com*, it is said that iPhone users spend about 1.3 times more time on their devices (iPhone) than other companies. This shows the loyalty and the huge impact Apple has on the world. Not only do users value the iPhone, but 60% of users tend to keep their devices for at least two years before switching to a new iPhone. By keeping their initial iPhone for two years, users are able to get the most out of their smartphones. IOS also favors business and lifestyle apps that keep users entertained and willing to switch to iPhone. Apple also allows users to successfully recover data after security breaches about 75% more than Android users.

This impact alone grew trust and security to the users to form a connection with Apple and users put trust into them with their sensible and private information.

## **Apple Watch Culture**

The iPhone isn't the only form of Apple's technology that is a catalyst to the culture. However, the Apple Watch also plays a huge part of the dominate of in everyday innovation. The Apple Watch is loved by many users in the Apple world. Its users stretch from teens and elders who enjoy using their watch for everyday task such as step tracking, fitness goals, and even health measures. People favor the Apple Watches due to the idea that they are able to reach health goals and monitor their ECG (electrocardiogram). This is perfect for those who have hearth rhythm problems. Most new Apple Watches are made with sensors that monitor glucose, oxygen levels, and someone's overall sleep. The Apple Watch is one of the huge catalysts of innovation in today's culture due to their relationship with people with health problems. The Apple Watch is loved by millions and potentially can save someone's life.

Apple is able to enable an emergency SOS feature that is super easy to use. Someone in need can easily send an SOS message to the police, family, or friends whenever they feel obligated to. The Apple Watch is used in so many practices that can save someone's life. By allowing people to engage in this feature, it grew a connection like no other. Elders are now comfortable using a product just because they are able to keep track of their health. People that are into fitness use their Apple Watch on the daily. Around 115 million people are using Apple Watches in a significant portion in fitness. Just by attaching it to your first, the watch is able enhance fitness and wellness to all their millions of users.

Not only does it work in fitness and in health, but the Apple Watch is also able to handle communication, payment plans, and productivity on the daily. While the watch has mainly health-focused monitors and materials, the watch is able to use voice commands with Siri, and able hands-off operations. This is a revolutionary feature! People now a days always are on the good and always in need for easier communication skills and materials. By allowing hands off features and operations, Apple gives in trust to users by allowing them to answer calls and make payments just from the user's wrist. You are to attach your car key app, contact card/business cards to make an easier form of transferring connection to other people.

Additionally, Apple created features that allow everyday users to be encouraged to get up on their feet. Sending messages to "Stand" and take deep breaths makes users feel more inclined to interact with Apples creations. Apple enabled these features to create a gentle and more intimate way of using their products. Apple Watches encourage users to indulge in a healthier lifestyle this way. By encouraging users to get on their feet and be proactive, which can hypothetically reduce main health risks all over the world.

By adding these rich and healthy features, Apple was able to make another innovative catalyst product for the culture. People of all ages are able to interact with the Apple watch. It is easy to use and inclined to be used by people who have health issues. This gained trust between the company and the user by allowing Apple to dive deep into the users medical and personal history with health and fitness. Wherever you look, you are able to see many people wear the apple watch. By creating such a trusting and useful innovative product; Apple was able to reach those who voices needed to hear when it came to their health. The culture is so technology heavy, and it led Apple to listen to their consumers and give what people were wanting for a long time.

The Apple Watch was able to change how users interact with technology. It made tasks that seemed impossible possible.

## **Air Pod Culture**

The last device that proves Apple being a catalyst in everyday innovation is the AirPods. The AirPods were first launched back in 2016. Yes, there were many Bluetooth headphones on the market, but Apple was able to target main issues and goals that people were wanting. From changing songs with just a tap on the Air Pod, to hearing aid features, the AirPods connected with millions of people in the culture. They did more than just play music; Apple was able to make it easy for people with hearing disabilities to engage in conversations in loud and noisy environments.

Apple was able to take into accountability of people with hearing disabilities by enabling new hearing assistance features with their new latest air pods. Once the new feature is activated, Apple's air pods allow the users to hear information more clearly. The first main hearing assistance features the Apple introduced in their air pods was the transparency mode. This feature enables the atmospheric sound to be amplified around the user. It filters out any background noise, which is made for an easier communication when listening to music. In the air pods, there is a customizable sound setting which users can easily adjust audio settings by boosting high or low frequencies.

Another amazing aspect to the air pods is their built-in hearing test. This test is just like the test you take at school or the doctors. This test assists users hearing levels and create personalized audio settings to enhance their hearing. This is a great and innovative feature to add because it is hard for people with hearing disabilities to use headphones, especially when in

communication which restricts them from talking on the phone, for example loud environments such as public spaces. With the hearing test, Apple enabled a feature which reducing the amount of noise you can hear. For example, the automatic noise reduction feature makes the built-in microphone reduce background and any atmospheric noise. This prioritized speech clarity and efficiency, which is ideal for crowded and noisy environments. The last innovative feature that the air pods have is the health app that is integrated with in the air pods. This integration is able to sync up with Apple's health app on your phone and or apple watch. This allows the user the monitor any type of loud noise exposure and adjust hearing settings based on the environment. This feature will automatically sync whenever you interact with that noisy environment. This feature is used and loved by thousands of people who use this device. The last feature that I would like to point of is their live listen setting. Live listen is used again in noise environments, however, when the air pods are inserted in the users' ears, when the live listen is turned on, the iPhone acts like an enhanced microphone, which makes conversations easier and clear to listen.

## **Conclusion**

Throughout history, Apple was able to earn the title as one of the most innovative catalysts in everyday culture. From their innovative devices and inventions to accessibility features for those in need; Apple is able to prove to everyone that they are a main catalyst to innovation. Apple was able to shape a completely different way the culture communicates, create, and move throughout our crazy world. Apple was able to push boundaries and create trust with their users. Apple continues to transform the way we hold and use technology. Apples devices are used and loved by millions and is able to form connections like no other company. Apple was able to make three complexed devices for everyday people, which allows them to feel

connected with the world. They made complexity be simple, being able to grab users' attention by aspects and features that have been asking for a long time.



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