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# When Two Phones Are Better

### Torn Between Two Devices, Double Users Wish for an iBerry; Image vs. Email

By WILL CONNORS

As Mary Alice Stephenson bounces between her two smartphones, sending emails with one and tweeting photos with the other, it often leads her to wonder: “Why can’t the iPhone and the BlackBerry have a baby?”

Ms. Stephenson, a style and fashion consultant in New York, has tried using each phone alone. She liked the ease of typing on the BlackBerry’s keyboard, and she also liked the photo-sharing tools on the all touch-screen iPhone.

A few months ago, she ditched her BlackBerry in favor of the iPhone but quickly became frustrated with the touch-screen keyboard and its autocorrect function. So, despite the hassle, she now always carries both.

Touch-screen smartphones, from Apple Inc. and the likes of Samsung, are the industry leaders, hogging much of the U.S. market share for mobile phones. Most of their users have adapted to the difficulty of sending emails and texts without a physical keyboard and are snapping up the phones because of features such as better Web browsing, camera quality and screen size.

But plenty of people remain attached to BlackBerrys for the ease of emailing and texting via a QWERTY keyboard. Though BlackBerry-maker Research In Motion Ltd. has seen most of its U.S. market share erode over the past two years, many employers still prefer the secure network that BlackBerrys run on.

There are currently 78 million BlackBerry subscribers world-wide, and RIM says that a large majority of Fortune 500 companies issue BlackBerrys to employees.

Instead of ditching one phone or the other, a corps of professional multimedia types have concluded, Why not keep both?

Carrying two phones can be annoying, and there are logistical challenges. First, where to put them? They are unwieldy in pockets and purses.

Then there’s the issue of making sure not one but two phones are fully charged, and keeping track of two sets of power cords. There are two phone numbers and two separate carrier plans to manage, which often means different minutes and calling and text rates.

And then there are image concerns. Amanda Slavin, the 26-year-old director of marketing and events for a New York restaurant group, is used to getting skeptical looks when she pulls out her BlackBerry. She quickly heads off any judgment. “Don’t worry, I also have an iPhone,” she says.

She says people perceive her BlackBerry as outdated, and she agrees with

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Amanda Slavin, below and above, says her BlackBerry, device on right, gets skeptical looks. But she prefers the physical keyboard for high-volume emailing. The iPhone, device on left, has a bigger screen, making it her favorite for Web browsing and social media.



#### iPhone

- ✓ Web browsing is faster. The big screen makes everything look better.
- ✓ Apple’s app store has more than 650,000 apps. BlackBerry’s App World has about 100,000.
- ✓ People love swiping its touchscreen and snapping photos with its 8 megapixel camera. The most recent BlackBerry model has 5 megapixels.
- ✓ It’s favored by the style-conscious. Fans camp out to buy new iPhones.

Source: WSJ reporting



#### Blackberry

- ✓ For high-volume email users, BlackBerry’s QWERTY keyboard rules the market.
- ✓ Companies loyal to BlackBerry cite the secure proprietary network from RIM that BlackBerrys run on.
- ✓ Ever dropped an iPhone? BlackBerry users tout the device’s sturdiness.
- ✓ BlackBerrys often cost less than iPhones. The latest iPhone could cost as much as \$400, while some BlackBerrys are on offer for as little as \$50—and can even be free with a two-year plan.



Bryan Detalla for The Wall Street Journal (3)

# At Freshman Orientation, Helping Mom and Dad Let Go

By SANETTE TANAKA

At Augustana College, they call it “the short goodbye.”

It’s when administrators at the small private college in Rock Island, Ill., give parents 15 minutes to say goodbye to their children. Then, students are told to report to the gym for freshman orientation, while parents are basically told to shove off.

“Parents go meet with advisers in small groups to compose themselves, and then they need to go home,” says Evelyn Campbell, dean and vice president of student services at Augustana.

Faced with what a Syracuse University administrator calls “the most over-involved generation of all time,” colleges across the country are increasingly focusing on parents who are struggling with the transition from high school to college. Colleges are holding special orientation seminars for parents, appointing administrators to handle outreach with parents and providing emailed newsletters and specific parent portal websites, among other services.

One of the toughest parts, administrators say, is educating parents how to stay involved without coming across as overbearing, or worse, a hovering “helicopter parent.”

“Our job is to take the gas out of the helicopter, so that by the time their children become seniors, that helicopter is grounded, and students can take care of themselves,” says Rodney Johnson, executive director



Ann Hazen started crying at Augustana College’s registration day in Rock Island, Ill., earlier this month. Before heading off for a separate program, her son Jamie Rammel patted his mom’s knee and said, ‘I’ll be back in a couple of hours. It’s going to be OK.’

of parent services at George Washington University.

More than 90% of colleges now offer some sort of programming for parents of incoming freshmen, and 31% of colleges have a parent office on campus, according to data collected by the National Orientation Directors Association in 2011. Twenty

years ago, parent-specific programs were rare at colleges, says Joyce Holl, executive director of the association. Even now, some parents aren’t too keen on separate schedules. Ms. Holl says she knows of one parent who hid behind a bush to watch student orientation through binoculars.

Ann Hazen started crying at Au-

gustana’s registration day in July—five weeks before her son leaves for school. “I thought it was going to be bad, and now I know it’s going to be bad,” says Ms. Hazen, of McHenry, Ill.

Her only comfort, she says, was when her son, Jamie Rammel, leaned over, patted her knee and said, “I’ll

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#### Managing the Split

Some tips from college administrators and advisers on making the transition from high school to college:

##### WHAT PARENTS CAN DO:

- ◆ Encourage the student to solve problems by using campus resources, resisting the urge to step in and fix things.
- ◆ Discuss a financial plan with budget expectations in advance.
- ◆ Set academic goals and outline expectations, but be mindful that learning is more than just grades.
- ◆ Most colleges have parent offices and orientation programs to help with the home-to-campus transition.
- ◆ The Family Educational Rights and Privacy Act outlines what records and personal information can be disclosed to third parties, including parents.

##### WHAT STUDENTS CAN DO:

- ◆ Show ownership by filling out certain forms independently, like roommate questionnaires.
- ◆ Schedule time for communicating with parents—like calling every Sunday—and stick to it.
- ◆ Share good news as well as bad news with mom and dad.
- ◆ Realize that home will change. Talk as a family about changes as they occur.
- ◆ Encourage parents to visit campus, either independently or during family weekend.

Source: WSJ reporting