Name of Student

Name of Professor

Name of Class

Day Month Year

Technology companies are deliberately designing smartphones and social apps to create dependence.

Technology is taking over the world with advancement of time and it has made world a digital place. Smartphones have changed the ways of life and have come to exemplify one of the most amazing ideas in the world of technology. Smartphone had a long journey and went through a number of changes to reach a form, people are using it today. Though, there are innumerable advantages of smartphones but some experts are trying to shine a light on companies that are designing smartphones. It won’t be wrong to say that it is hard to put smartphones down and social apps are the main reason why one finds it difficult to pay attention to other things while using a smartphone (Schreieck & Maximillian,). Smartphone companies are purposely designing such smartphones that would have a variety of entertainment apps (social apps). Technology companies are creating social apps that would make user dependent. For example, navigation systems, Facebook, YouTube, WhatsApp, and many other social apps have made people so addictive and dependent that they could not manage without these social apps.

Before blaming the youngsters or any users, this fact must be kept in mind that it is not the user but the technology companies that are creating addictive social apps. Social apps are designed to use psychological tricks that hold attention of the users and engage them in fun activities. Social apps have made users dependent as people are using these apps for different purposes i.e. communication, navigation and reporting and all these tasks prove to be essential that they could do sitting anywhere (Paakkari et, al, pp. 161-169). It is interesting to note that technology companies are not targeting users rather they are targeting the minds. Companies are deliberately designing and updating social apps, for instance, in Instagram and other social apps different cameras and filters are used that would hunt the user psychologically by making them realize that they are better looking than they thought. These attention-grabbing apps point towards the success of technology companies as they are force users to spend more time on these apps.

Technology companies have been introducing some appealing features in social apps like online video calling that was imaginable in the past, and it is making the users addictive who live at distance. Social apps are cutting short the distance and this seems to be the most attractive factor why smartphones have made such great place in our lives. People like to spend their spare time using smartphones than engaging themselves in any other activity as other mediums seem missing features that smartphones have (Liu & Kristen). Companies are purposely designing smartphones for engaging the user i.e. they (smartphones) are full of different content so that every user could choose from these options. They have designed social apps keeping in mind both age and interest of users.

So as a whole, it could be said that technology has made people addictive and smartphones are the most obvious example of it. It could be seen that in smartphones there are various social apps they user could use for different purposes such as messaging and calling etc. Not the users but the companies should be blamed for designing smartphones and social apps for holding attention of the users and not letting them spend their time in any other activities as they (smartphones) provide them all the fascinating options that they may look for. Social apps are designed in a way that makes the user-dependent and addictive. So, it could be promulgated that technology companies are deliberately designing both smartphones and social apps for making users dependent by targeting them psychologically.

Work Cited

Liu, Kristen M. "The Attention Crisis of Digital Interfaces and How to Consume Media More Mindfully." (2019).

Paakkari, Antti, Pauliina Rautio, and Verneri Valasmo. "Digital labor in school: Smartphones and their consequences in classrooms." *Learning, Culture and Social Interaction* 21 (2019): 161-169.

Schreieck, Maximillian, et al. "Competing with Giant Platform Operators: An Analysis of Which Traditional Manufacturing Companies are at Risk from Strategic Dependence on Other Companies' Platforms in the Emerging Era of the Internet of Things." *Platform Strategy Research Symposium*. 2019.