Enrich your life at any time — Apps

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Abstract

The purpose of this research is to discuss the rise of apps and their influence. In today’s society, we can see people using apps everywhere. Many of our friends and families use apps in their daily life. Apps have become ubiquitous. By using apps, we can kill time, search for information, take notes and so on. Furthermore, people can use many kinds of apps, and many of them must have a favorite app. Thus, in this study we investigated people’s main use of app and which app is the most popular. In addition, because of app games’ going over, there are various products with their characters’ pictures. This shows that apps have a great commercial opportunity, and our findings demonstrate this convincingly.

Key words: app, smart-phone, pad, app games
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I. Introduction

I.1 Background

With recent advances in technology, smart-phones have become popular among the general public.

Take America for instance: 54.9% of Americans use a smart-phone and the rate continues to increase (Kyle, 2012). Most people who have a smart phone can use apps in a wide variety of categories, including games, dictionary, music, and so on.

According to IEK (Industrial Economics & Knowledge Center)' data, Apple's app downloads reached ten billion last year and will reach seventy-five billion in 2014 (China Times, 2011). It is astonishing growth. Furthermore, in our daily life, we can also see many people use apps when they are waiting for their friends or taking a train. Actually, apps take players' fragmented time and 41% of people spend almost five minutes a day playing app games. (Jiang, E.J. & Huang, E.J. , 2011). Despite using them for only a few minutes, apps occupy many people's lives. In short, apps are in vogue now!

I.2 Motivation

In this modern generation, the widespread use of smart-phones has become a dominant trend. A great number of people now own a smart-phone.

As the smart-phone develops, more and more people use applications for various purposes, and we are no exception. We use lots of apps, such as “LINE”, “Angry Birds”, “Facebook”, and so on. It's very convenient for us to use these applications. They play significant roles in our daily life. As a result, we are eager to use more apps in order to realize their full potential!

I.3 Definition

“App” is short for “application”. According to Wikipedia, an app in a computer is a software program that meets a user’s particular need.

But, “Apple” gave app a new definition. Steve Jobs and Apple computers’ rise made the term app a common word. In other words, traditional personal computers and notebooks couldn’t fulfill consumer’s mobile way of life. What’s more, the iPhone adopted a touch-screen which has enabled it to completely dominate the traditional cell phone. After the launch of the iPad in

I.4 Research questions

There are four questions we wanted to discuss in this research.

(1) Why did applications suddenly appear?
(2) What are the commercial opportunities that these applications can bring?
(3) Which apps and app categories account for the greatest use by smartphone and tablet users?
(4) How long do people use an app per day?

II. Research Methods

In this study, three research methods were used. First, we devised a questionnaire in order to determine the answers to the questions: What kinds of app do people use? How often do people use apps? Which app is the most popular? Second, we interviewed our friends and families to acquire more information. Last but not least, we searched for news on the Internet to learn more in-depth information from all over the world, not only limited to Taiwan.

II.1 Participant

In our questionnaire, we chose one hundred students at TCHCVS to take our survey, including first, second and third graders. The ages of the survey respondents ranged between fifteen and eighteen years old. In our opinion, teenagers tend to be more vogue than others. This may help our results as they are more likely to be valid.

II.2 Instruments

We designed a questionnaire, and asked about 100 15 -to 17-year-old students to fill it out. We made-a chart based on these results. This method played the most essential role in our study. It enabled us to identify current trends as well as acquire the most precise data. We also searched for some related data from the Internet which included statistical data and the trend of app markets.
II.3 Procedure

We used the questionnaire to interview classmates and in the first and second grades in our school. There were one hundred students who took part in our study. However, we found that there were three questionnaires that were invalid. Therefore, we just used the ninety-seven respondents’ data to complete our thesis. We collated these data to compose the figures and the charts. We further described the figures in the text and cited some literature to support our thesis. A conclusion provided at the end of our discussion.

III. Findings & Discussion

III.1 The rise of apps

According to our investigation, we found that 58 people among the one hundred respondents have a smartphone. However, 78 people reported that they had used an app.

III.2 Apps in our daily life

(1) The main use of apps

The more popular smartphones become, the more people depend on apps. So we made the inquiries about the main use of apps. You can see in figure 1 that, apparently, playing games and chatting are the most popular apps. Moreover, the percentage of apps for listening to music is close to the highest one. This shows that people often do these activities with their apps.

In contrast, apps for searching timetables and reading comics or novels have a lower rate. This indicates that people seldom do these activities with apps.

Figure 1. The main use of apps
(2) Famous apps

In order to understand which app is the most famous, we picked out some to investigate. Figure 2 shows that lots of people have used “Facebook”. Nonetheless, YouTube also has a high proportion. They are well-known among the people who have used apps. We can infer that they will have a big commercial opportunity.

Figure 2. The number of people who have used these apps

(3) Popular apps

Figure 3 shows what kinds of apps are most popular and it is easy to see that Facebook is more popular than any other app. According to the chart, nearly 70 percent of people use the Facebook app. In second place is YouTube which is a website which provides many videos to watch. The third one is Line which you can use to chat with your friend any time no matter where they are.

Moreover, you can see that people prefer to use apps for communication rather than the app games. The reason why FB has become popular is because many people have got used to updating their status, sharing their feelings, and chatting with their friends no matter where they are at all times of the day or night. As Li says, “Everyone becomes the center of information and all your friends are satellites surrounding you.”(Jiang, E.J. & Huang, E.J., 2011) On the other hand, fewer people use app games, even though some famous games are all the rage.
III.3 Addition of apps

(1) The duration of app use

In figure 4, it can be seen that most people use an app about one to thirty minutes a day. And one fourth of people use an app at least one hour a day. Although the rate seems to be low, the number is very astonishing. If one hundred people use an app every day, twenty-seven people use it for at least one hour. That is, many people are engaged in using the app.

Figure 4. The average duration of using an app every day

Due to the popularity of apps, the characters in app games such as “Funghi” (Mushroom Garden) and “Angry Birds” bring other commercial opportunities.

Six percent of people reported that they had bought peripheral products such as Funghi and Angry Birds plush toys, clothes or bags. This result shows that app games not only entertain us but help economic growth.
IV. Conclusion

In the process of this research, we found the answers to our research questions, and obtained more information about apps. In conclusion, the rise of the smart-phones has given birth to apps, a new trend and approximately 50% of people spend thirty minutes a day using apps. Furthermore, according to our analysis, there are many kinds of functions such as games, dictionaries, communication, checking timetables and so on.

In addition, we found that more people preferred using Facebook to playing app games, but it did not mean these games were unpopular. On the contrary, app games appear to have brought a lot of business opportunities to many merchants. For instance, you can see a variety of products with app games’ pictures, and some convenience stores hold point collecting activities to appeal to customers. Nowadays, apps are commonly used in our daily life and we can use them to enrich our life at anytime!

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