

Google vs Apple

R.U.R, a 1920 science fiction play depicting robots taking over the world (contributors). Almost a century has passed by and yet here we are in pursuit of proving our humanity through Google's "click on these images to prove you are not a robot" prior to "swiping right" on social apps, such as Tinder.

Google Inc. and Apple Inc. are two companies that have continued to remain under the light very frequently. Rather than merely being a search engine for another company, Google has mustered the courage to reach a stage where they are now considered one of Apple's biggest competitors. The two companies have officially been classed as the '21st century Coke vs Pepsi' (Mills). The question remains – which company will reign in the near future? Research shows that Apple continues to reign for the following reasons:

Apple will continue to dominate the smartphone industry, for now. Apple sold 223 million iPhones (Graham), Google sold 3.9 million Pixels (Amadeo). Although it should be noted, the operating system that Google uses - Android - is more prevalent in smartphones these days compared to Apple's 'iOS' thus implying that there may be more Android users who prefer Androids opposed to iOS users. On the other hand, Apple's interface is known to be much more user-friendly, which may be another reason behind the company's success. Apple iPhone captured a record 51 percent share of all smartphone wholesale revenues worldwide in 2017 (Cao). Even the apps of the respective companies are in competition – Safari vs Chrome and Maps vs Google Maps. Apple instantly picked up that its consumers were prone to using Google's apps significantly more than Apple's apps on its products. It was through numerous changes through which Apple was finally able to reveal that there were more Safari and Apple Maps users than there were Chrome and Google maps users.

Google knows what it's doing when it comes to artificial intelligence and predicting the future. Clicking on images which has "street signs" isn't the best portrayal of the scientific advances that are currently taking place. Artificial intelligence has played and will continue to play a huge role in the future. Google's 'Assistance' and Apple's 'Siri' are prime examples of this. The human race is slowly evolving towards a life dependent on automation and although Siri was the first of its kind, users prefer Google's Assistance much more in terms of: accuracy; correctly answering questions; and, performing given tasks (Moren). However, Apple is working towards improving their approach to artificial intelligence and is even ready to include more of this automation in its products. For example, iPhone users will soon be able to point their phones at objects to learn their names in different languages (Simonite). Google extends their research and application of artificial intelligence to more than just assistance in phones. Their research covers other areas such as robotic grasping and automated data collection.

Changes in Apple's target market. With prices over \$1,000, Apple products will soon be seen as luxury rather than affordable. This gives Google an edge over the market. Apple's sales have reduced as updated as newer iPhones are being released. Price could be one of the reasons.

Overall, Apple is currently valued at 1 trillion (Monica) which is much more than Google (600 billion) (Moloney), however, analysts thought Google has reached its peak when all it was good for was functioning as a search engine. With all the technological advances that are yet to come, it's value could double – not just in the smartphone industry but other areas too.

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