



# **APPLE IPHONE**

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# About iPhone

## A Game-Changer in Technology

The iPhone, introduced by Apple Inc. in 2007, transformed the smartphone industry and became a cultural icon. With each new release, Apple has pushed the boundaries of technology, delivering improvements such as better cameras, faster processors, and enhanced software features, solidifying its position as a leader in the smartphone market. The iPhone's ecosystem, which includes services like iCloud, the App Store, and integration with other Apple products such as the Apple Watch and AirPods, has created a seamless and interconnected experience for users, making it an essential part of modern digital lifestyles.

Known for its sleek design and innovative technology, each new iPhone release brings exciting features like Face ID, top-notch cameras, and powerful processors that captivate users worldwide. The iOS ecosystem offers a vast range of apps and services, transforming the iPhone into more than just a device—it's a gateway to creativity, productivity, and entertainment. Apple's strong emphasis on privacy and security adds an extra layer of trust, making the iPhone a preferred choice for users seeking a seamless and reliable mobile experience.

The upcoming comparative analysis will focus on benchmarking iPhone models 11 and 15. iPhone 11 introduced significant upgrades in performance and camera capabilities, while iPhone 15 is anticipated to push boundaries with advanced features and innovations in design and technology.





# Data Sources

## Google Trends

Conducted the search interest of 10 years for iPhone a comparative Google Trend analysis for data worldwide using the search term "iphone" for a period of 10 years from 2014 to 2024

## Wikipedia Pageview Analysis

Conducted volume over time search for the number of clicks for "iPhone" for the United States of America for a period of nine years from 2015 - 2024.

## Brandwatch

A 10-year analysis from 2014 to 2024 of the volume of posts worldwide for the query dataset “iPhone - Model 8 thru iPhone 15” using the Boolean:

((((iphonexs OR "iphone xs" OR iphonexsmax OR "iphone xs max" OR iphonexr OR "iphone xr" OR iphonex OR "iphone x" OR iphone8 OR "iphone 8" OR iphone8plus OR "iphone 8 plus"OR iphone OR iphone11 OR "iphone 11") OR "iphone 8" OR iphone8 OR "iphone 8" OR " iPhone 8 Plus" OR " iPhone8 Plus" OR " iPhone 8Plus" OR iPhone8Plus OR #iphone8 OR #iPhone8Plus OR "iphone 11" OR iphone11 OR "iphone 11 pro" OR iphone11pro OR "iphone 11 pro max" OR iphone11promax OR #iphone11 OR #iphone11pro OR #iphone11promax OR "iphone 12" OR iphone12 OR "iphone 12 pro" OR "iphone 12 pro max" OR "iphone 12max pro" OR "iphone 12 mini" OR iphone12promax OR iphone12pro OR #iphone12 OR #iphone12promax OR #iphone12pro OR iphonex OR "iphone x" OR iphonexr OR "iphone XR" OR "#iphonex" OR "#iphonexr" OR "iphoneXS" OR "iphone XS" OR #iphoneXS OR "iphoneXSmax" OR "iphone XS max" OR #iphoneXSmax OR "iphoneXS max" OR iphone13 OR iphone13pro OR iphone13promax OR iphone13mini OR "iphone 13" OR "iphone 13 pro" OR "iphone 13 pro max" OR "iphone 13 mini" OR #iphone13 OR #iphone13pro OR #iphone13promax OR #iphone13mini OR #iphone14 OR iphone14 OR "iphone 14" OR #iphone14plus OR iphone14plus OR "iphone 14 plus" OR #iphone14pro OR iphone14pro OR "iphone 14 pro" OR #iphone14promax OR iphone14promax OR "iphone 14 pro max" OR iphone15 OR "iphone 15" OR #iphone15plus OR iphone15plus OR "iphone 15 plus" OR #iphone15pro OR iphone15pro OR "iphone 15 pro" OR #iphone15promax OR iphone15promax OR "iphone 15 pro max") AND - (sweeps OR giveaway OR giveawayplus OR chance OR win OR free OR contest))

The data for benchmark years 2019 and 2023 has been examined and compared. The pre-buzz (announcement of iPhone) days for 2019 are from September 10 to September 19, and for 2023, the days are from September 12 to September 21. The dates for the week of launch after the iPhone went on sale are September 20 to September 25, 2019, and September 22 to September 27, 2023. The posts are sorted in terms of days, hours, and content sources, namely Online News, Reddit, YouTube, Facebook Public, Review, X (Twitter) . The language used is English only, and the data is worldwide.

# Google Trends

*2014 to 2024*







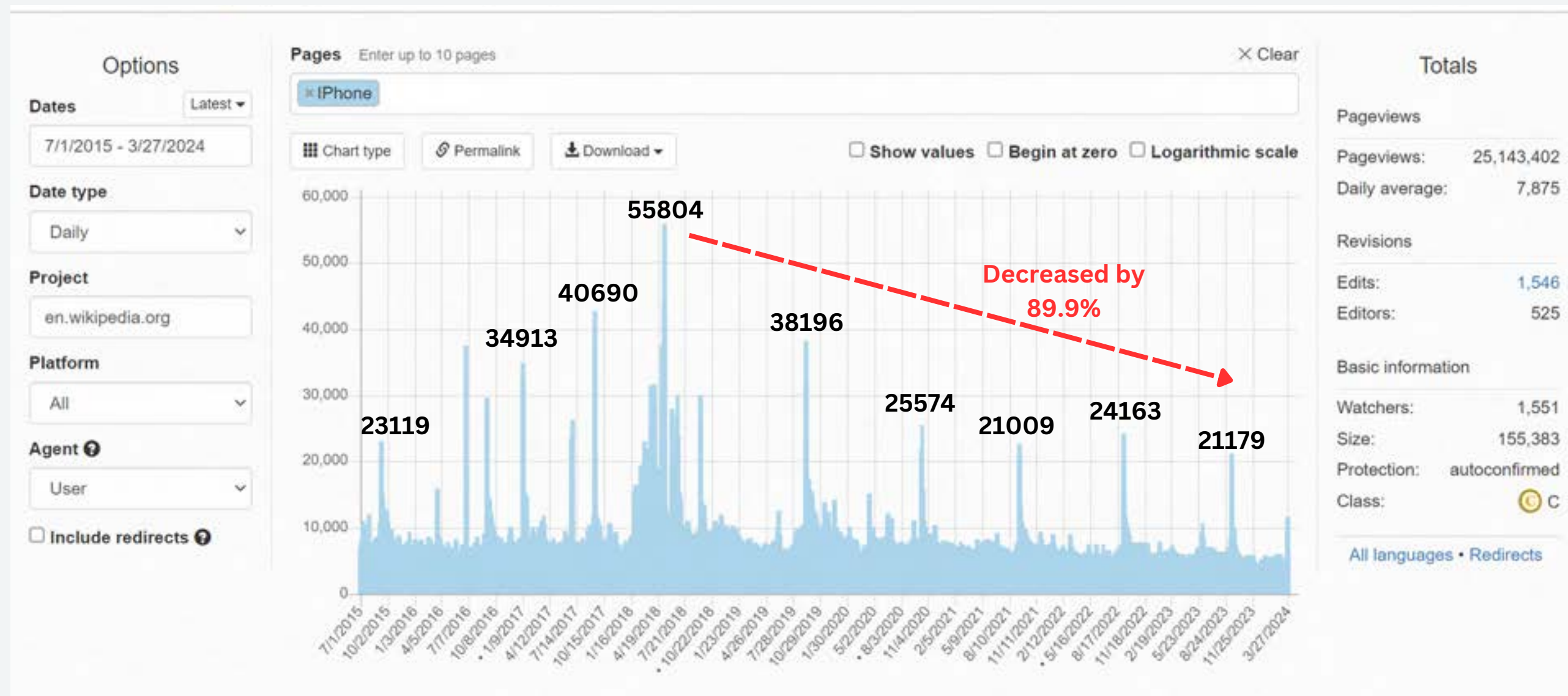
- The search term “iPhone” has maintained a consistent trend in interest levels over the past ten years, averaging around 71.8.
- Interest levels typically peak in September, coinciding with the launch of new iPhone models annually. However, in 2020, the iPhone 12 series was launched in October due to delays caused by the Coronavirus pandemic.
- Launching iPhones in September allows Apple to generate pre-buzz and boost sales through marketing campaigns, including media events, press coverage, and promotional activities. September has become almost synonymous with the iPhone due to this excellent marketing strategy.
- The interest level reached its peak in September 2014 at 100. This surge in interest can be attributed to the launch of the iPhone 6 in 2014, which became the best-selling iPhone of all time and achieved groundbreaking sales.
- There is a significant decline in the search term “iPhone” with a negative 38.09% from 2014 to 2015.
- Interestingly, the level of interest in the iPhone 6S, 11, 14, and 15 appears to be nearly identical, indicating consistent fascination or curiosity across these particular iPhone models.

# Wikipedia Pageview Analysis

*2015 to 2024*







- The volume of page views for “iPhone” is 25,143,402
- The peak for “iPhone” occurred in May 2018 with 55804 number of clicks. There were rumors suggesting that Apple might introduce a larger version of the iPhone X later in the year which might have been the reason for people wanting to get more information about the upcoming model.
- The other significant peaks are observed in September every year which is similar to Google Trends indicating increased volume of page views closer to the annual launch date of new iPhone model every year.
- The graph depicts a bell curve, indicating a steady increase in the number of clicks from 2015 to 2018, followed by a consistent decline thereafter. This differs from Google Trends.
- There is a drastic difference between the highest peak in 2018, which was at 55,804, and the peak in 2023, which was at 21,179, indicating an 89.9% decline over the past six years. The reason for the decline could be that people were searching for information about the product more on other platforms such as social media instead of Wikipedia. Another possibility is increased competition from other brands. Additionally, people may have been less willing to invest in expensive Apple phones during or after the pandemic.

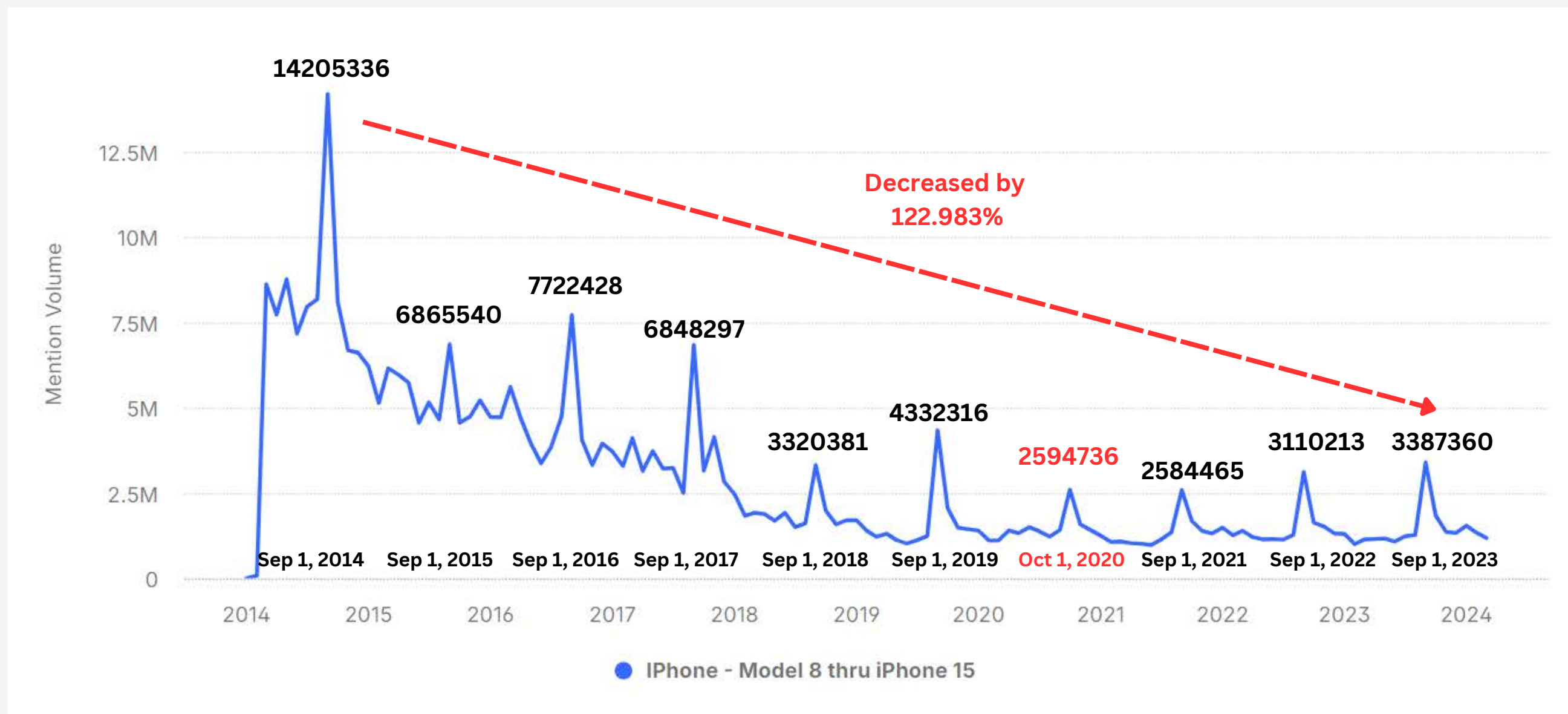


# Brandwatch

*2014 to 2024*







- The highest volume of posts occurred in Sep 2014 at 14205336 posts which is similar to Google Trends where 2014 saw the highest peak in search interest due to launch of best selling iPhone 6 series.
- The second highest peak is in 2016 at 7722428
- The graph displays a downward trend, which is different compared to Google Trends or Wikipedia page view analysis.
- However, similar to Google Trends the peaks occur in September every year indicating the day of launch for iPhone.
- A drastic decrease in the volume of posts can be observed in the ten year period, with a difference of -122.983%, from 14205336 mention volume in 2014 to 3387360 in 2023, representing a difference of 10,817,976 posts.
- Similar to Google Trends, small peak in October 2020 at 2594736 mention volume can be observed in this graph as well when there was a delay in the launch of iPhone 12 due to Covid-19 pandemic.

**Pre Buzz Period**

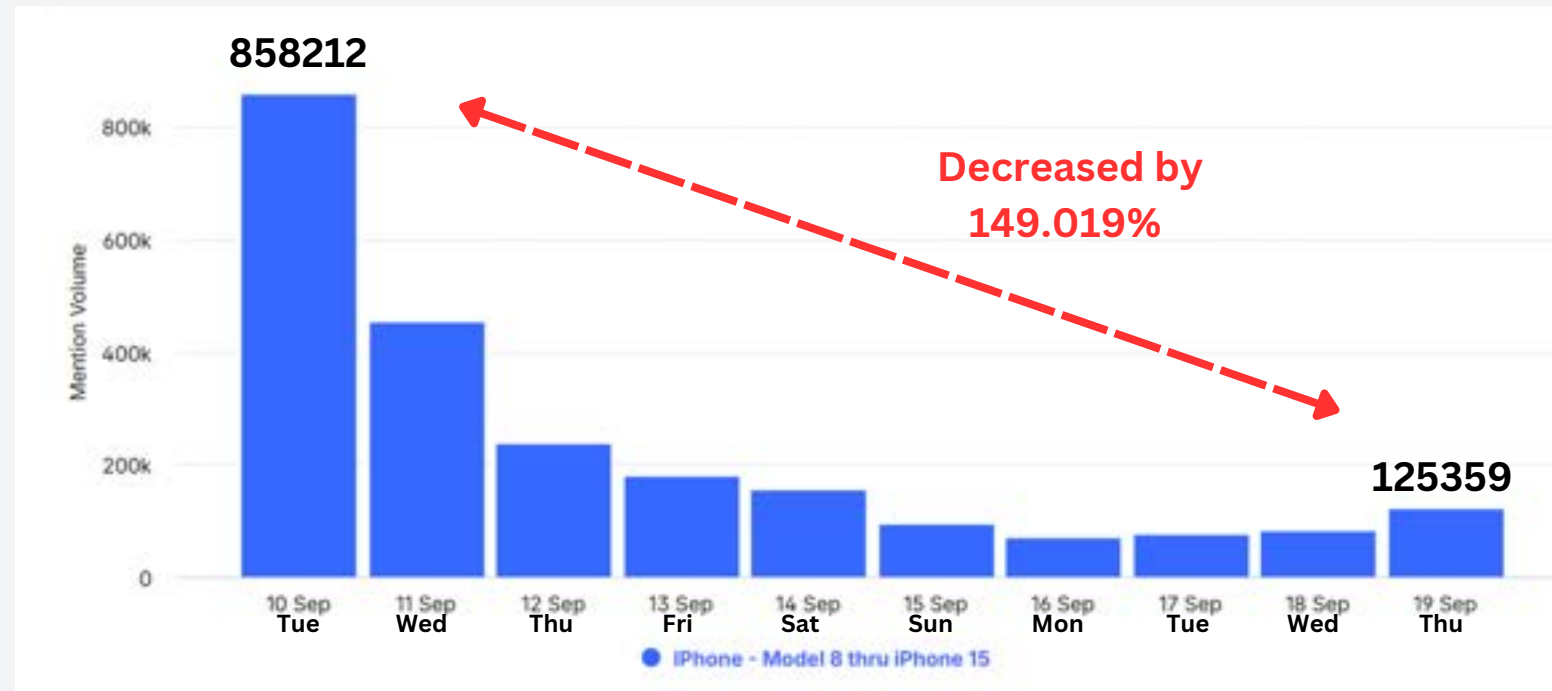
**Apple announces a new  
iPhone**





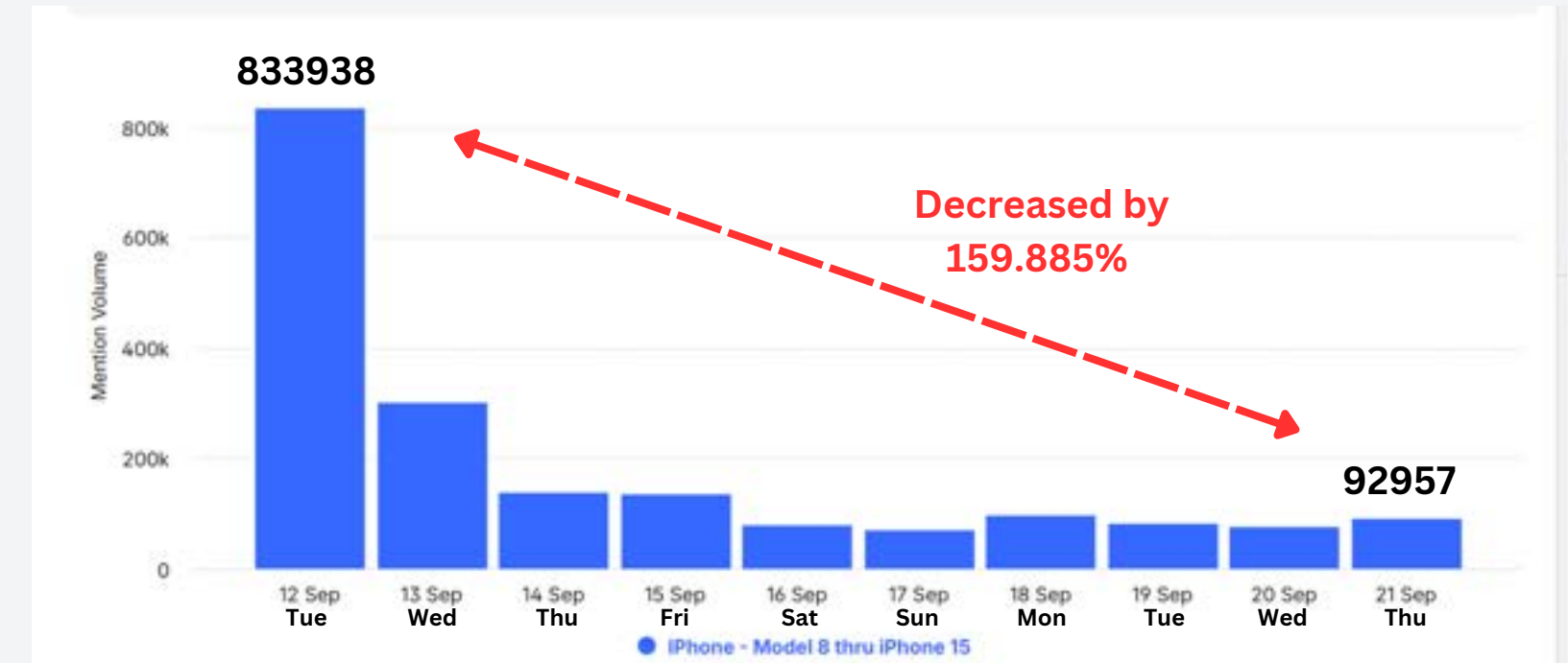
# Mention Volume over time by DAYS in 2019 and 2023

## iPhone 11



2019

## iPhone 15

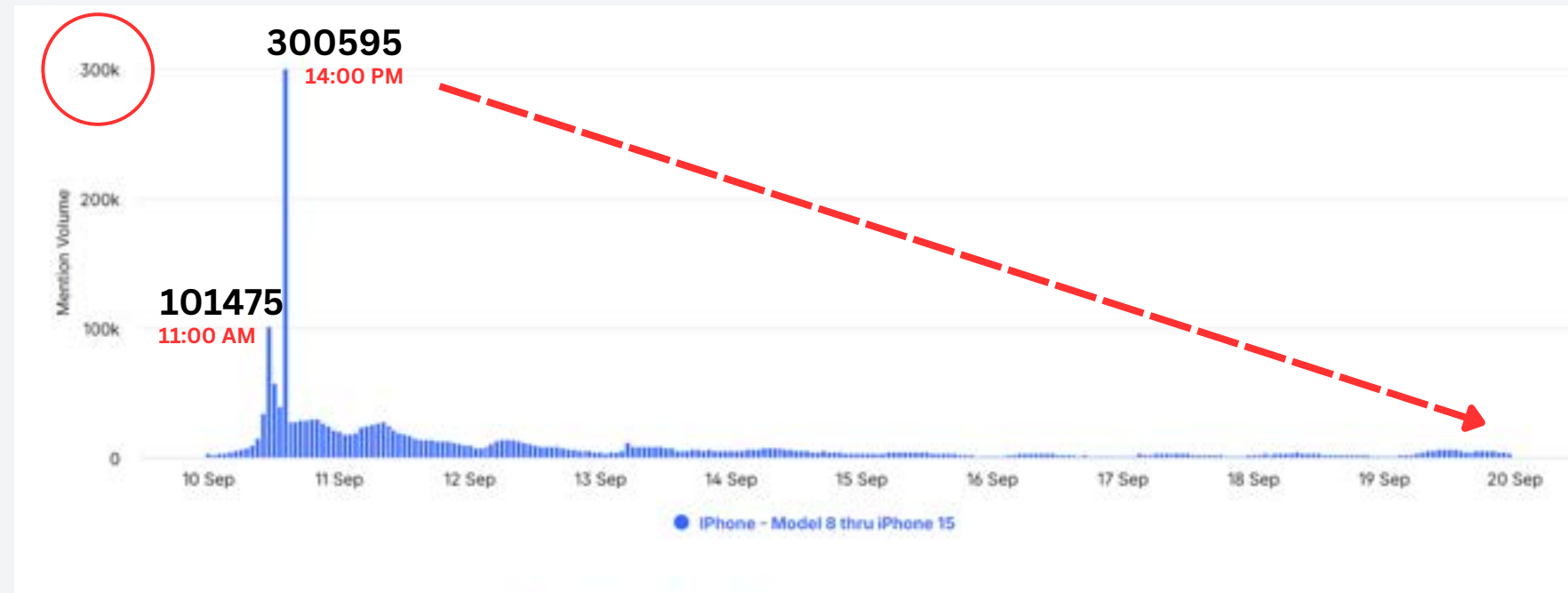


2023

- The iPhone 11 launch was announced on September 10, 2019, and the iPhone 15 was announced on September 12, 2023. The highest peak in the volume of posts for both 2019 and 2023 was observed on the day the new iPhone model was announced.
- In 2019, the highest peak was at 858,212 posts, and in 2023, the highest peak was at 833,938 posts. Interestingly, for both iPhone models, the highest and lowest peaks were very similar.
- Both models saw a decline in the volume of posts within a span of 9 days, which was 1 day before the iPhone went on sale.
- The difference between the highest and lowest peaks is also very similar to each other, with a decrease of 149.019% in 2019 and 159.885% in 2023.
- Another interesting fact is that both the iPhone 11 and 15 were announced on a Tuesday in September for both years.

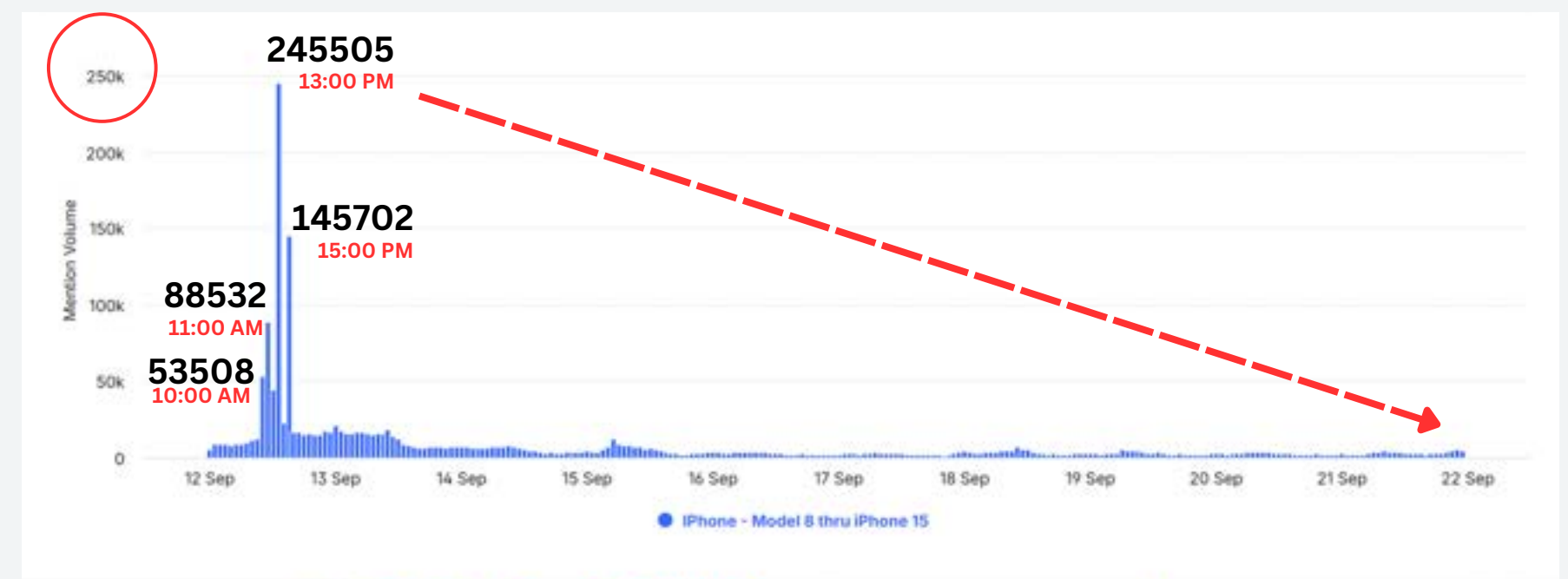
# Mention Volume over time by Hours in 2019 and 2023

## iPhone 11



2019

## iPhone 15



2023

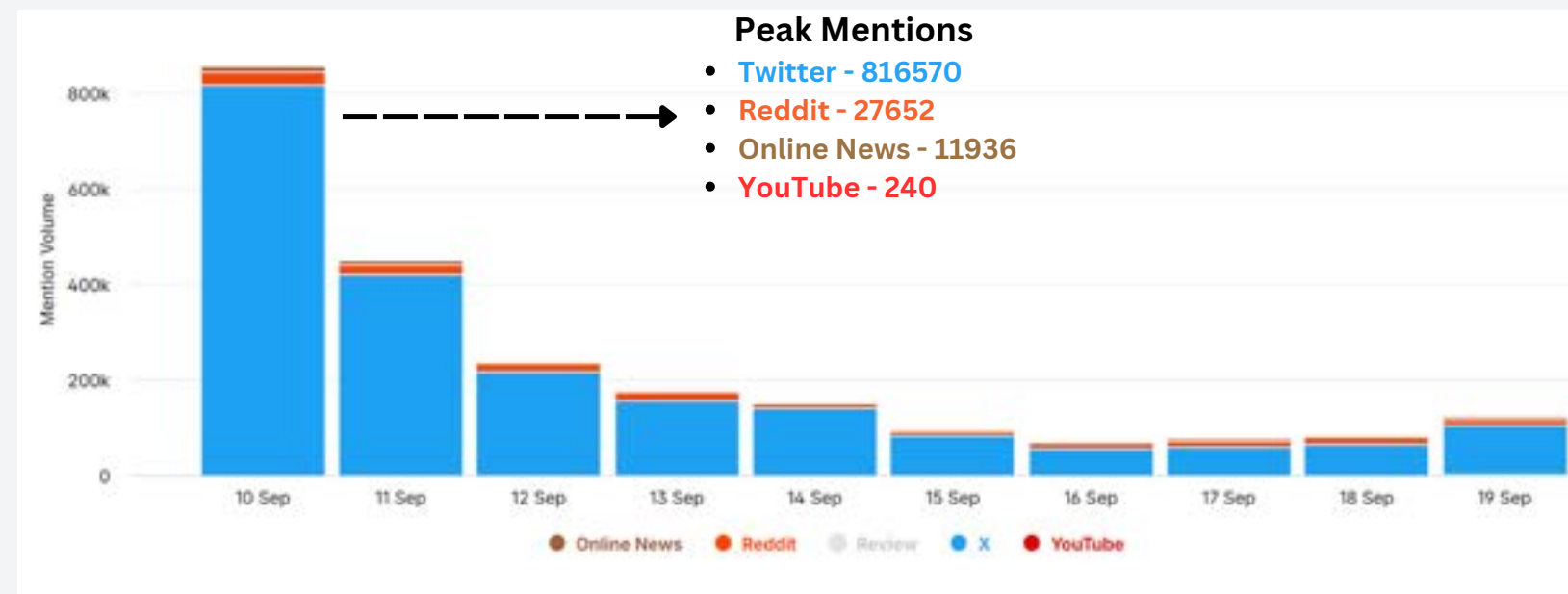
- iPhone 11 in 2019 has only two peaks between 11 am to 2 pm. However iPhone 15 in 2023 has multiple peaks starting from 10 am to 3 pm.
- The mention volume is more for iPhone 11 in 2019 as it reaches 300k as compared to 2023 where the maximum volume reaches only 250k.
- The peak for iPhone 11 in 2019 is at 300,595 at 2 pm. The peak for iPhone 15 is at 245,505 at 1 pm.
- Both the years show that people are actively posting on the day of announcement that is Sep 10, 2019 and Sep 12, 2023 for iPhone 11 and 15 respectively. The peak occurs from around 10 am which are the office hours throughout after noon. The activity sees a drastic decline later in the week. There are smaller peaks within 2 days after the announcement after which the pre buzz seems to be over.



# Mention Volume over time by Content Sources

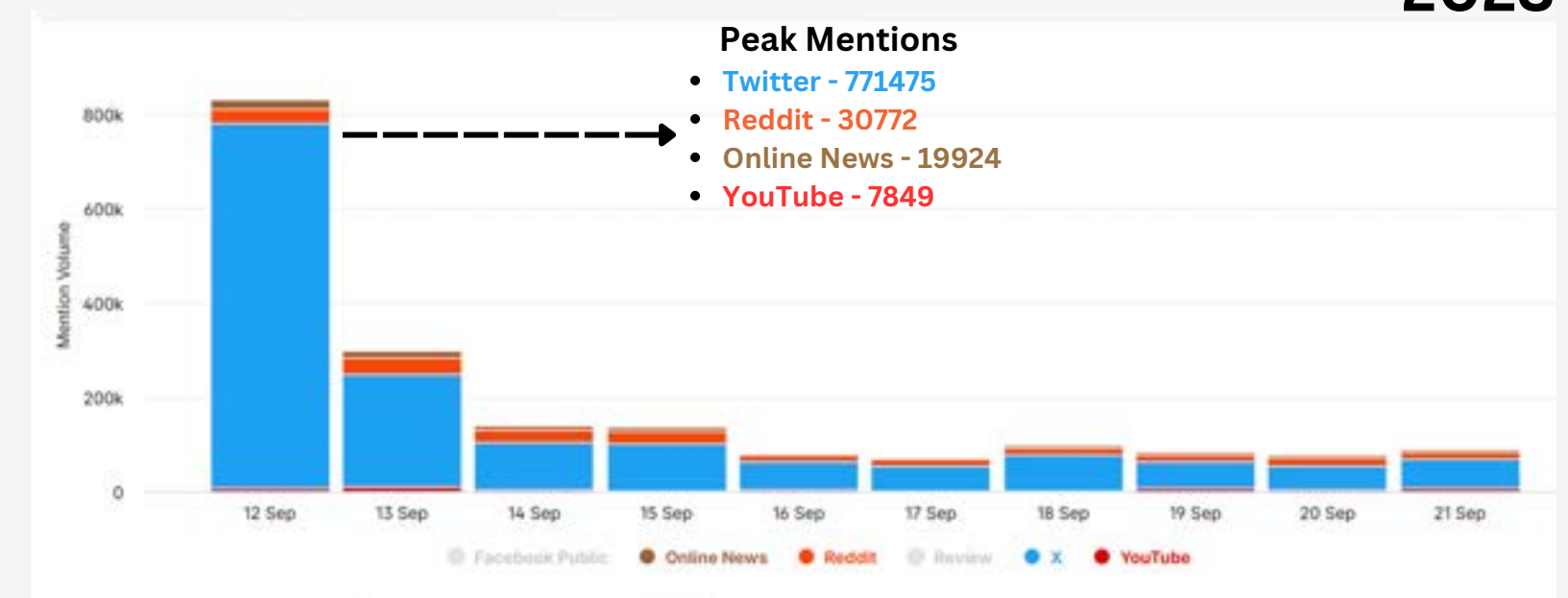
2019

iPhone 11



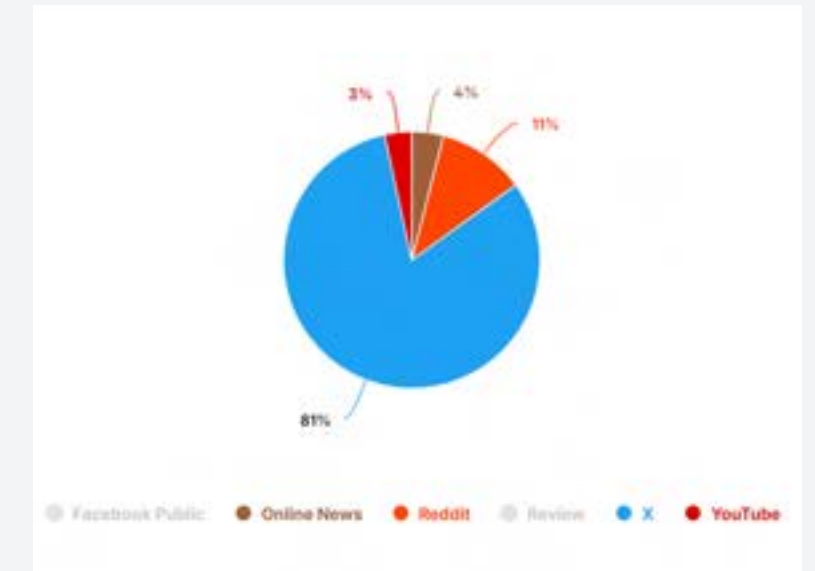
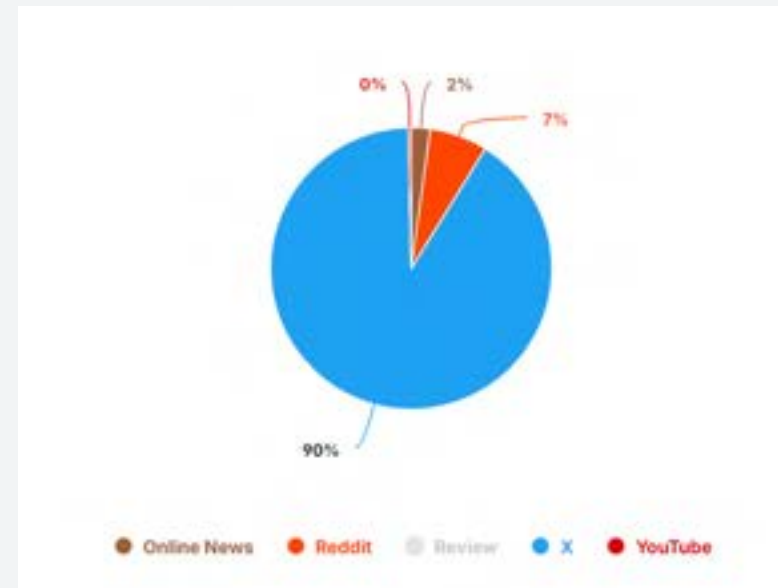
iPhone 15

2023



## ANALYSIS OF PEAK MENTIONS DATA

- Twitter saw a decline in posts from 2019 to 2023, with a difference of 45095 posts or 5.67931%.
- YouTube was much more used as a platform for posting in 2023 compared to 2019, with an increase of 7609 more posts. This indicates that YouTube has emerged as an important platform for companies to promote their products and for consumers to get genuine reviews.
- Earned media (Online News) also saw an increase of 7988 more posts in 2023 compared to 2019. Reddit also saw a slight increase in 2023.
- Overall, the mention volume of posts increased for Reddit, Online News, and YouTube in 2023 compared to 2019, while only Twitter saw a decline in 2023.



## OVERALL ANALYSIS

- Twitter was the dominant content source in both years, accounting for 90% in 2019 and 81% in 2023. Reddit took the second place, followed by online news, with YouTube at the last place.
- The highest peaks were observed on the day of the announcement for both years, then there was a sudden and consistent drop leading to the day of launch: September 10, 2019, for iPhone 11 and September 12, 2023, for iPhone 15. Both 2019 and 2023 had over 800k mentions.

# Emotion Analysis

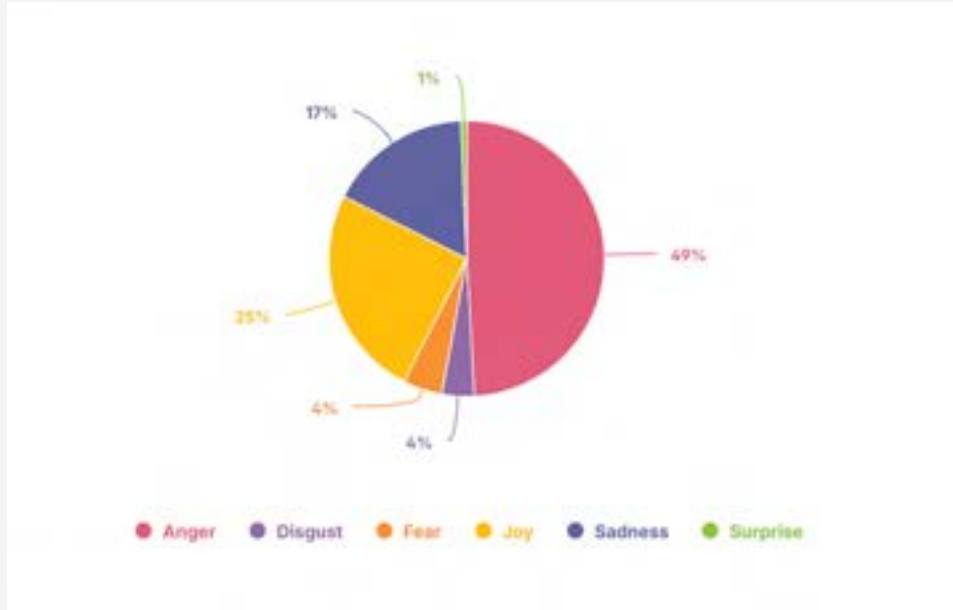
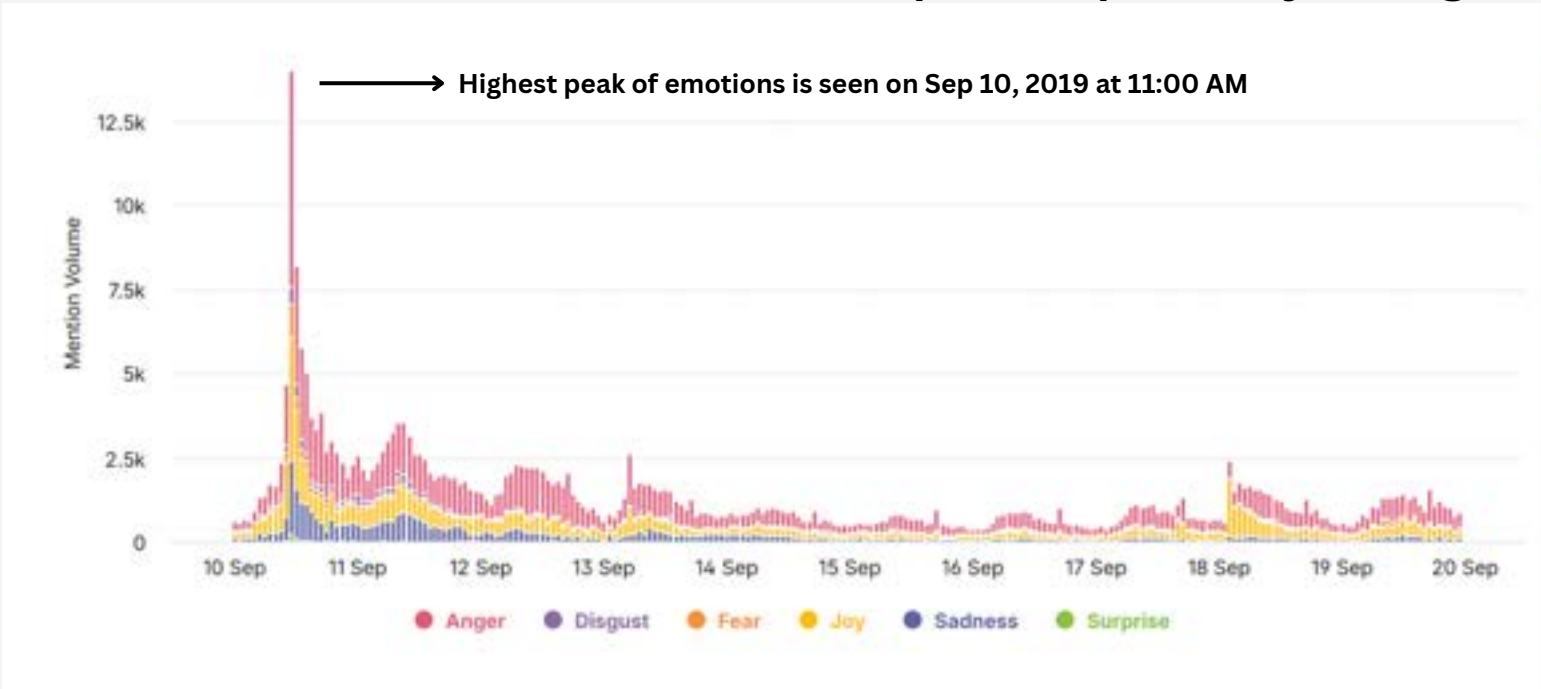
2019

iPhone 11

2023

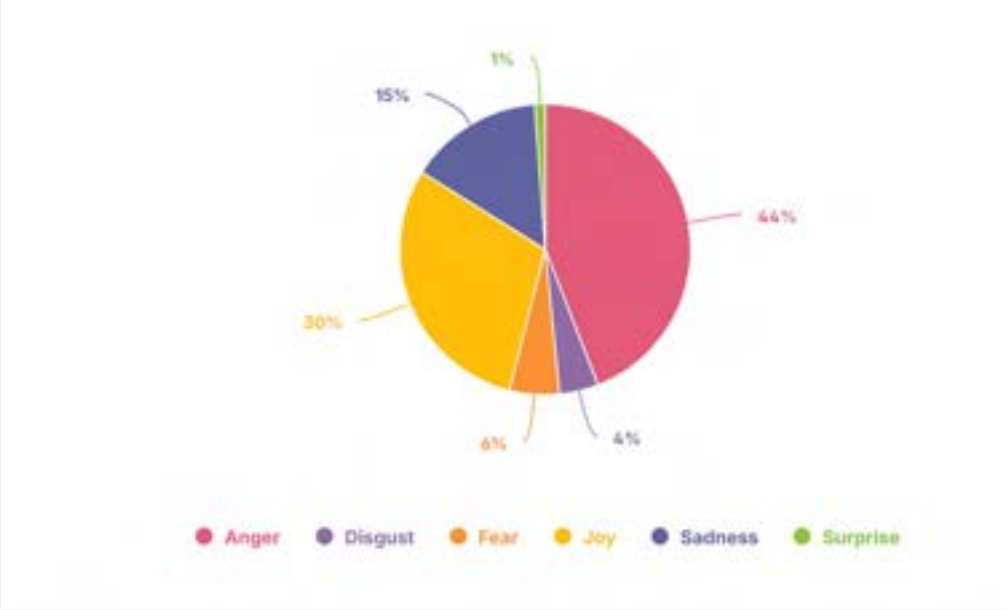
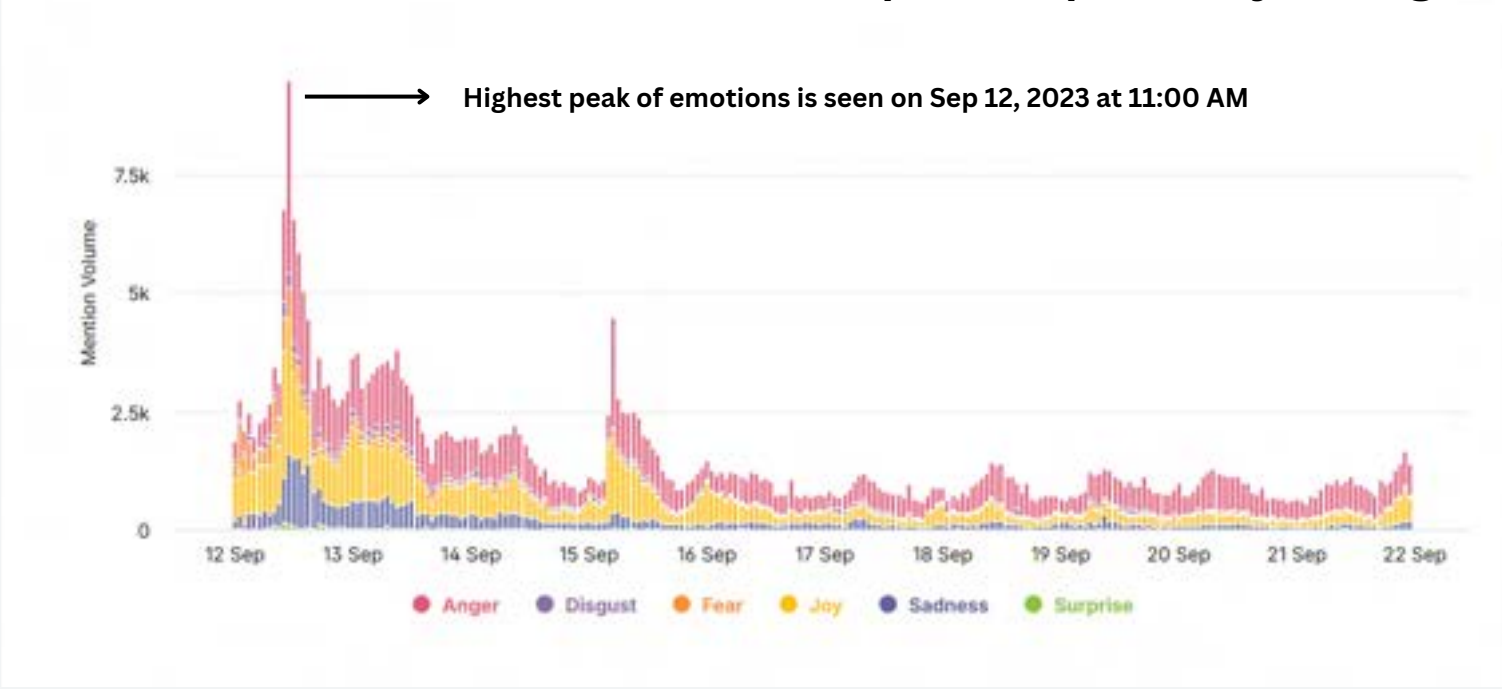
iPhone 15

74% of posts express Joy or Anger



86% of posts did not express any emotion which equals to 2011875 posts.

74% of posts express Joy or Anger



81% of posts did not express any emotion which equals to 1552773 posts.



# Sentiment Analysis

2019

iPhone 11



Sentiment	Volume
Positive	388114
Neutral	1635752
Negative	315536

- Sentiment is majorly neutral at 70%
- Overall, people seem to have a positive sentiment

2023

iPhone 15



Sentiment	Volume
Positive	111274
Neutral	1599270
Negative	208826

- Sentiment is majorly neutral at 83%
- Overall, people seem to have a more negative sentiment

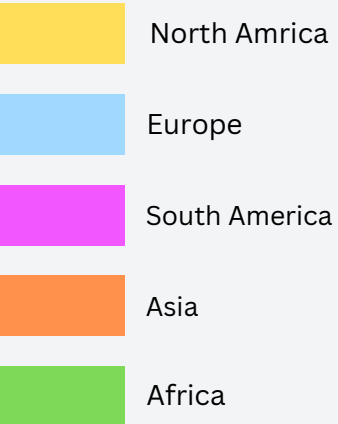
# Volume by Country - Top 10

iPhone 11

Country	No. of Posts	Mentions (%)
United States of America	718288	54%
Nigeria	64984	5%
United Kingdom	63630	5%
India	51156	4%
Malaysia	46657	4%
Brazil	25234	2%
Indonesia	29149	2%
France	26494	2%
Canada	22975	2%
Thailand	26027	2%

iPhone 15

Country	No. of Posts	Mentions (%)
United States of America	555649	55%
India	86500	9%
Nigeria	62442	6%
Kenya	30477	3%
United Kingdom	34493	4%
Canada	15994	2%
Ghana	18455	2%
Indonesia	15100	2%
South Africa	15418	2%
Uganda	13027	1%



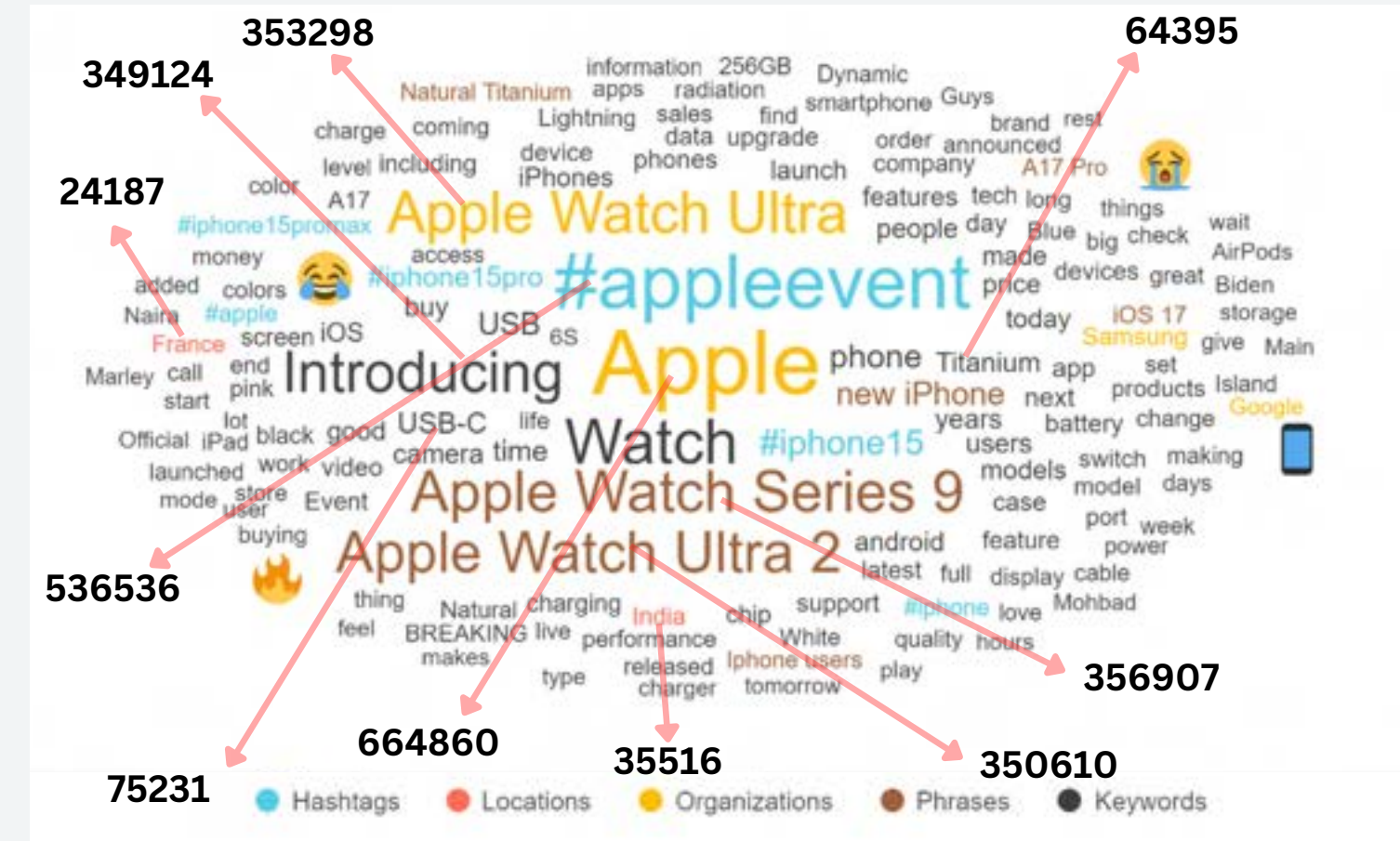
2019

2023

- The United States ranks number one in both 2019 and 2023. Both years have very similar percentages for the US at 54% in 2019 and 55% in 2023. However, it drops significantly to 5% and below for 2019 and 9% or below for 2023.
- In 2019, Nigeria , United Kingdom and India are among top 4 countries. In 2023, India, Nigeria and Kenya are among top 4 countries.
- In 2019, Asian countries outnumber the rest of the countries. In 2023, African countries are more prominent.
- Malaysia, Brazil, France and Thailand are present in top 10 countries in 2019 but did not make it to the list in 2023.
- Kenya , Ghana, South Africa and Uganda are present in 2023 but not in 2019.
- The total number of posts for 2019 is 1074594 and for 2023 the total is 847555. Overall, the number of posts declined by 23.6235% in 2023 as compared to 2019



# iPhone 15



- The dominant hashtag for 2019 was #appleevent with 636,323 mentions, and #Apple took second place at 359,193. However, in 2023, #Apple had the maximum volume at 664,860, and #appleevent took second place at 536,536. In both years, it's evident that people are prominently searching and discussing Apple's event announcing the new iPhone models.
- Other terms with high mention volume in 2019 include phrases such as "iPhone 11" and "iPhone 11 Pro," and keywords like "Expand" and "Watching," indicating interest in the announcement of new models along with the first-ever Pro series.
- In 2023, "Apple Watch Ultra 2" and "Apple Watch Series 9" are also popular topics as these particular models of the Apple Watch were released on the same day as the iPhone 15 on Sep 22, 2023.
- "Titanium" and "USB-C" are also talked about in 2023 as iPhone 15 Pro series is the first-ever model made using titanium. Also, Apple finally decided to include a USB-C type charger that is compatible with all other Android phones.
- The "People" category is present in 2019 but not in 2023. Lady Gaga is seen prominently in the People category, indicating a thread becoming viral on social media that shows the similarity between Lady Gaga and different iPhone models.
- In 2019, the only location mentioned is the U.S with 15,134 mentions. However, in 2023, the U.S is replaced by France (24,187) and India (35,516). Apple released the first-ever "Made in India" iPhones that were manufactured in India and sold on the same global launch date. People stood in long queues outside Mumbai's Apple store all night to buy their first-ever made-in-India iPhone. This was a proud moment for the country.
- In 2019, iPhone 11 seemed to be of higher interest compared to 2023 when the Apple Watch was a much more popular topic.
- Words like "camera," "Samsung," "Android," "Features," "Battery," crying emoji, phone emoji, #iPhone, and #Apple are common in both years.

# iPhone 15



- The dominant topic cluster in 2019 is “Apple” with 285,858 mentions. However, in 2023, “Apple” mentions increased to 384,307 mentions, but it is associated with “Watch”.
- The other prominent clusters in 2019 are “Android” and “Watching”. In 2023, “Android” is associated with “Phone” and has a much lower volume of mentions. “Watching” is not present in 2023.
- Similar to the word cloud, “Gaga” referring to Lady Gaga in 2019 has 146,451 mentions due to a thread comparing Lady Gaga’s looks to iPhone’s. There are no people mentioned in 2023.
- The dominant topic cluster in 2023 is “Watch”, referring to the launch of the Apple Watch on the day iPhone 15 was released. The other prominent clusters are “Phone” and “Titanium”. In 2019, “Phone” is associated with Android, and “Titanium” is not present.



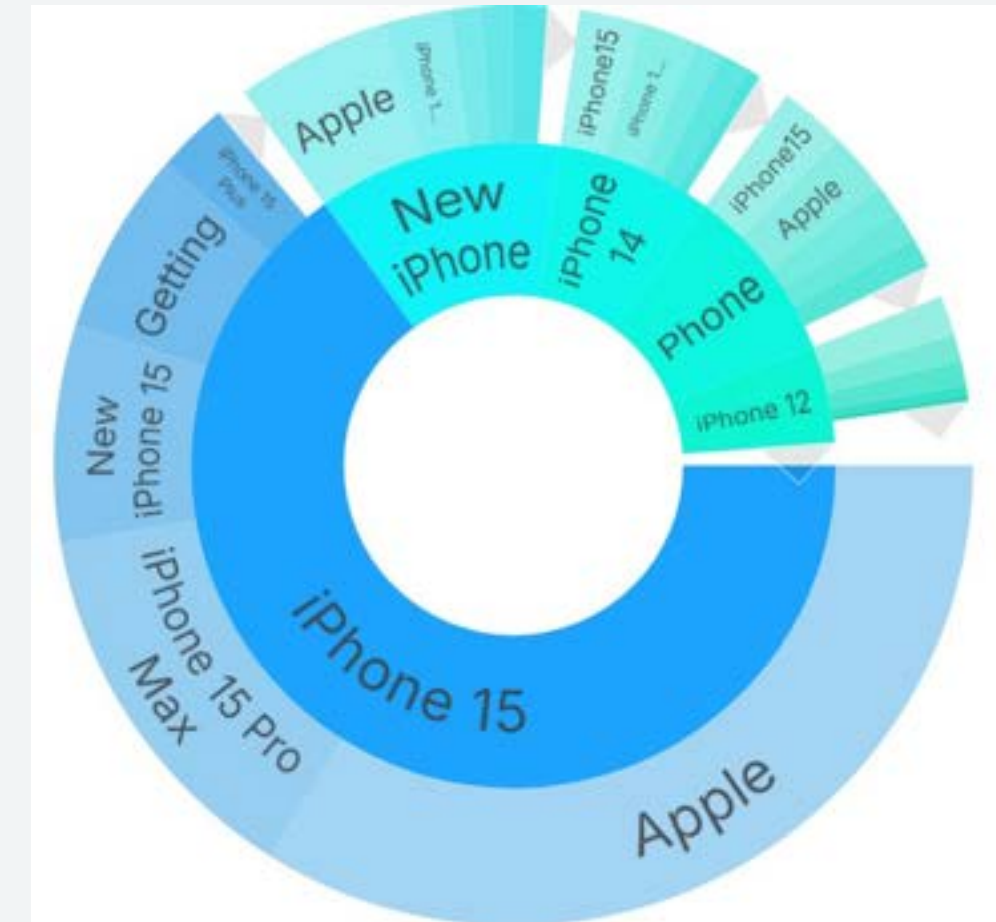
# Topic Wheel

## iPhone 11



2019

## iPhone 15



2023

- Some key topics that were frequently discussed for the iPhone announcement in 2019 are “New iPhone” and “iPhone 11,” indicating the announcement for the iPhone 11 model. Similarly, for 2023, the main topics are “iPhone 15” and “New iPhone,” suggesting people are talking about the newly announced iPhone.
- In 2023, some other smaller conversations in the main bucket include iPhone 14 and iPhone 12, showing that comparisons of iPhone 15 were made with previous models.
- The subtopics for 2019 under iPhone 11 include conversations about the “Apple” event, comparisons with “Android” phones, and discussions about the “Camera” in iPhone 11 PRO. Interestingly, a viral thread under “Flossymiyaa” refers to users waiting for the launch of GTA 6 instead of iPhone 11.
- The subtopics for 2023 include “iPhone 15 Pro Max,” “getting,” “iPhone 15,” and “Apple,” referring to the announcement of the new iPhone 15 model, and all conversations mainly surround the event.

# Top Shared URL

## iPhone 11

Top Shared URLs	iPhone - Model 8 thru iPhone 15	Sep 10, 2019 - Sep 19, 2019
Top Shared URLs	▼ Volume	
<a href="https://twitter.com/stfulaugh/status/11...">https://twitter.com/stfulaugh/status/11...</a>	46378	
<a href="https://twitter.com/man_unusual/status...">https://twitter.com/man_unusual/status...</a>	7805	
<a href="https://twitter.com/0000_official/status/...">https://twitter.com/0000_official/status/...</a>	7569	
<a href="https://twitter.com/mercie_king/status/1...">https://twitter.com/mercie_king/status/1...</a>	5855	
<a href="https://twitter.com/rosewsareblue/statu...">https://twitter.com/rosewsareblue/statu...</a>	4477	
<a href="https://twitter.com/Apple/status/117150...">https://twitter.com/Apple/status/117150...</a>	2919	
<a href="https://www.cnet.com/news/iphone-11-...">https://www.cnet.com/news/iphone-11-...</a>	2428	
<a href="https://twitter.com/ichristina_/status/117...">https://twitter.com/ichristina_/status/117...</a>	2320	
<a href="https://twitter.com/fareezakmal/status/...">https://twitter.com/fareezakmal/status/...</a>	2241	
<a href="https://k.kakaocdn.net/dn/bNDBab/btq...">https://k.kakaocdn.net/dn/bNDBab/btq...</a>	2137	

2019

## iPhone 15

Top Shared URLs	▼ Volume
<a href="https://twitter.com/i/web/status/170363...">https://twitter.com/i/web/status/170363...</a>	9578
<a href="https://www.courtlistener.com/recap/o...">https://www.courtlistener.com/recap/o...</a>	7539
<a href="https://docs.google.com/forms/d/e/1FA...">https://docs.google.com/forms/d/e/1FA...</a>	3913
<a href="https://www.emptywheel.net/2023/09/...">https://www.emptywheel.net/2023/09/...</a>	3483
<a href="https://t.me/suai444">https://t.me/suai444</a>	3455
<a href="https://babylonbee.com/news/apple-an...">https://babylonbee.com/news/apple-an...</a>	2786
<a href="https://t.bilibili.com/8418278020701225...">https://t.bilibili.com/8418278020701225...</a>	2661
<a href="https://www.theepochtimes.com/world/...">https://www.theepochtimes.com/world/...</a>	2095
<a href="https://www.att.com/">https://www.att.com/</a>	1929
<a href="https://docs.google.com/forms/d/e/1FA...">https://docs.google.com/forms/d/e/1FA...</a>	1848

2023

- In 2019, the top shared URL consisted of Apple's Twitter page introducing the iPhone 11 Pro, a CNET article describing iPhone 11 features before the product goes on sale, and other links from average tweeters.
- In 2023, The Babylon Bee article about Apple CEO Tim Cook announcing that new iPhones will feature the names of hard-working Uyghur individuals who were forced into labor in China, an article about iPhone getting hacked, a post on Telegram, France banning iPhone over radiation issues, and AT&T offering pre-orders on iPhone 15, among other posts from Twitter users.
- The highest volume of shared links in 2019 was 46,378. However, the highest volume of posts in 2023 was at 9,578. There was a significant decline of 36,800 posts from 2019 to 2023.
- Overall, 2019 saw more Twitter users posting and very little media coverage. In 2023, there was a mix of various sources promoting and talking about the iPhone 15 announcement, such as news articles, reviews, pre-orders, and tweets from tweeters.



# Twitter Themes Top Stories

## iPhone 11

Twitter Themes	iPhone - Model 8 thru iPhone 15	Sep 10, 2019 - Sep 19, 2019	View	1
Top Stories	POSTS	REPOSTS	ALL POSTS	IMPRESSIONS
<a href="https://twitter.com/stfulaugh/status/1172666874385096704">twitter.com/stfulaugh/status/1172666874385096704</a>	3	46329	46332	33691323
<a href="https://twitter.com/man_unusual/status/1171128517574242304">twitter.com/man_unusual/status/1171128517574242304</a>	0	7805	7805	20835859
<a href="https://twitter.com/0000_official/status/1171485474415763463">twitter.com/0000_official/status/1171485474415763463</a>	0	7562	7562	5465407
<a href="https://twitter.com/mercie_king/status/1172497477192298496">twitter.com/mercie_king/status/1172497477192298496</a>	2	5847	5850	16116221
<a href="https://twitter.com/rosewsareblue/status/1164366165562445824">twitter.com/rosewsareblue/status/1164366165562445824</a>	0	4477	4477	2418096
<a href="https://twitter.com/Apple/status/1171505335602794497">twitter.com/Apple/status/1171505335602794497</a>	0	2919	2919	5334466
<a href="https://cnet.com/news/iphone-11-pro-and-pro-max-flex-three-rear-cameras-longer-...">cnet.com/news/iphone-11-pro-and-pro-max-flex-three-rear-cameras-longer-...</a>	10	2418	2428	20700217
<a href="https://twitter.com/ichristina_/status/1171493463797272576">twitter.com/ichristina_/status/1171493463797272576</a>	0	2320	2320	1182694
<a href="https://twitter.com/fareezakmal/status/1171491453706502144">twitter.com/fareezakmal/status/1171491453706502144</a>	0	2234	2234	1159501
<a href="https://k.kakaocdn.net/dn/bNDBab/btqyghBEZXA/yCr7KL5nbprRCgU3wnnMwK/img...">k.kakaocdn.net/dn/bNDBab/btqyghBEZXA/yCr7KL5nbprRCgU3wnnMwK/img...</a>	0	2137	2137	660038

2019

## iPhone 15

Twitter Themes	iPhone - Model 8 thru iPhone 15	Sep 12, 2023 - Sep 21, 2023	View	1
Top Stories	POSTS	REPOSTS	ALL POSTS	IMPRESSIONS
<a href="https://twitter.com/i/web/status/1703639702811861144">twitter.com/i/web/status/1703639702811861144</a>	1	9567	9569	3613279
<a href="https://courtlistener.com/recap/og-lookup/?file_path=recap/gov.uscourts.cacd.8985...">courtlistener.com/recap/og-lookup/?file_path=recap/gov.uscourts.cacd.8985...</a>	69	7429	7499	30214678
<a href="https://docs.google.com/forms/d/e/1FAIpQLSfsXHTk7oPN5EBWdiT5YnesGRcGqoMx...">docs.google.com/forms/d/e/1FAIpQLSfsXHTk7oPN5EBWdiT5YnesGRcGqoMx...</a>	0	3892	3892	1547863
<a href="https://emptywheel.net/2023/09/13/hunter-biden-sues-garrett-ziegler-for-hacking-...">emptywheel.net/2023/09/13/hunter-biden-sues-garrett-ziegler-for-hacking-...</a>	23	3459	3483	13304246
<a href="https://t.me/suai444">t.me/suai444</a>	2919	536	3455	1253
<a href="https://babylonbee.com/news/apple-announces-iphone-15-will-come-emblazoned-...">babylonbee.com/news/apple-announces-iphone-15-will-come-emblazoned-...</a>	141	2596	2739	12431703
<a href="https://t.bilibili.com/841827802070122514?plat_id=186&amp;share_from=dynamic&amp;share_...">t.bilibili.com/841827802070122514?plat_id=186&amp;share_from=dynamic&amp;share_...</a>	87	2570	2658	1230323
<a href="https://theepochtimes.com/world/french-regulators-ban-sales-of-iphone-model-ov...">theepochtimes.com/world/french-regulators-ban-sales-of-iphone-model-ov...</a>	79	2016	2095	11295505
<a href="https://att.com">att.com</a>	1421	506	1929	11488839
<a href="https://docs.google.com/forms/d/e/1FAIpQLSfcm6qWYIBczZDeCgTjeJEObdSQNym...">docs.google.com/forms/d/e/1FAIpQLSfcm6qWYIBczZDeCgTjeJEObdSQNym...</a>	9	1836	1845	5761632

2023

- In 2019, the major theme that saw popularity was people questioning the need for iPhone 11 and its value compared to existing phones. A recurring topic in the posts is the comparison of iPhone 6 to iPhone 11. Other posts highlight the Apple Event showcasing the iPhone 11 and iPhone 11 Pro, and there are posts mentioning the features of the new iPhone.
- In 2023, stories like Hunter Biden suing a Trump aide making allegations of unauthorized access to Hunter Biden's iPhone data gained attention. There was also an announcement that the iPhone 15 will feature the name of a Uyghur slave who assembled it. The buzz around the "Shadow Phantom Cup" countdown TCG event and related illustrations was another notable theme. Additionally, French regulators banning iPhone models over radiation concerns and AT&T offering deals for pre-ordering the iPhone 15 models available across multiple retailers were discussed topics.
- In 2019, the maximum number of tweets is 10 by CNET media publication.
- The maximum number of tweets for 2023 is 2919 from a Twitter user discussing AI-1 BOT strategies, Annualized income, and the Apple 2023 event.
- In 2019, the highest impression recorded is 33,691,323 by a Twitter user for a rumor getting viral for the anticipated launch of iPhone 28.
- In 2023, the highest impression recorded is 30,214,678 impressions for Hunter Biden lawsuit accusing a former Trump aide of data tampering.

# Top Hashtags

## iPhone 11

Top Hashtags	POSTS	REPOSTS	ALL POSTS ▼	IMPRESSIONS
#appleevent	299627	334994	634621	873859203447
#iphone11	34435	108513	142950	2224067678
#iphone	21473	33227	54701	334472696
#apple	13585	33831	47418	339793707
#iphone11pro	15761	29064	44825	828201713
#iphone11promax	6209	13759	19969	371063182
#design	330	6460	6791	4424437
#ios13	2282	4262	6545	34138280
#galaxy	125	6360	6485	4037717
#bt21	8	6350	6358	3949955

2019

## iPhone 15

Top Hashtags	POSTS	REPOSTS	ALL POSTS ▼	IMPRESSIONS
#appleevent	389469	145645	535114	3224227662852
#iphone15	63143	72238	135382	2809820288
#iphone15pro	33352	39233	72586	937790048
#iphone15promax	12307	17659	29967	466114385
#apple	17840	11076	28918	1319081497
#iphone	16837	10708	27545	382069340
#appleevent2023	9241	5096	14338	485805419
#vmas	5433	6061	11495	65134837
#bbtvi	5801	4994	10795	21458015
#libya	4743	5323	10067	27557220





















2023

- The top hashtag for 2019 and 2023 is #appleevent.
- Both the years have common hashtags such as #iphone, #apple and #applevent.
- The #ios13 talks about features and changes with iOS 13 update. The #iphone11, #iphone11pro and #iphonepro talk about pre-orders, launch of new model and the excitement behind the apple event. The #galaxy and #BT21 refer to launch of BT21, created by LINE Friends in collaboration with the South Korean boy band BTS and its compatibility with both iPhone and Galaxy devices.
- In 2023, #libiya refers to flooding in Libya, #vmas refers to Cardi B and Offset at the VMAs and other random twitter posts. The #iphone15, #iphone15pro and #iphone15promax refer to the launch of new iphone, the features and comparisons with previous models.
- In 2019 #applevent has the highest number of impressions at 873859203447 impressions. Similarly, In 2023 the #applevent has the highest number of impressions at 322422766285.
- The highest number of tweets for 2019 is for #applevent at 299627 posts. Similarly, for 2023, the highest number of tweets is for #applevent at 389469 posts.
- Overall, for both 2019 and 2023 the top conversations were around the main Apple Event launching the new model of iPhone.















# Most Mentioned X posters (Tweeters)

iPhone 11



Most Mentioned X Posters		POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
 @jayjuni0rrr		7	72802	72809	58428802
 @r3al__aj		64	49787	49852	39215134
 @apple		12145	36524	48669	442994262
 @lowkeylang		6	46326	46332	33688374
 @chukwu__		6	36307	36313	28373569
 @laurrelyse		9	27141	27151	19476752
 @nditawanda		83	24324	24408	26770568
 @strangertbr		6	22890	22896	17665156
 @ioverjames		60	21544	21605	13932964
 @mxwzy		23	19041	19064	13405812

2019

	IP
	Influencer- Blogger
	Influencer- Tech
	Celebrity
	Average Tweeter
	Average Tweeter in Tech
	Businessman
	Media
	Media - Journalist
	Account Suspended
	Brand Apple
	Brand Other - Apple Dealer

- Both in 2019 and 2023 Apple was among the consistent tweeters.
- In both 2019 and 2023 @apple had the highest number of tweets with 12145 posts in 2019 and 119050 in 2023.
- The most retweeted account in 2019 was by @jayjuni0rrr with 72802 reposts whose account is now suspended. In 2023 @theapplehub, a media company that posts latest Apple news but is not affiliated with Apple company has the highest number of reposts at 31582 posts.

iPhone 15

Most Mentioned X Posters		POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
 @apple		119059	5792	124851	1066700097634
 @theapplehub		4710	31582	36294	126106447
 @mkbhd		2486	13872	16359	38594851
 @jenitalks		5	15687	15693	7684035
 @istreetkenya		366	15243	15611	97379666
 @upblissed		26	11635	11661	7120102
 @kiracantmizz		102	10257	10360	4868026
 @spin9		5	9838	9843	7017388
 @badbbyaera		1	9623	9625	9591329
 @_harzel		0	9567	9567	3613150

2023

# Analysis of Most Mentioned Tweeters

Coding Category	2019	2023	Trend Difference
Brand Apple	1	1	0
Brand Other	0	2	+2
Businessman	0	0	0
Celebrity	0	0	0
Influencer Blogger	0	3	+3
Influencer Tech	0	1	+1
Media	0	1	+1
Media - Journalist	1	0	-1
Average Tweeter	1	2	+1
Average Tweeter in Tech	1	0	-1
Account Suspended	6	0	-6
IP	0	0	0

IP
Influencer- Blogger
Influencer- Tech
Celebrity
Average Tweeter
Average Tweeter in Tech
Businessman
Media
Media - Journalist
Account Suspended
Brand Apple
Brand Other - Apple Dealer

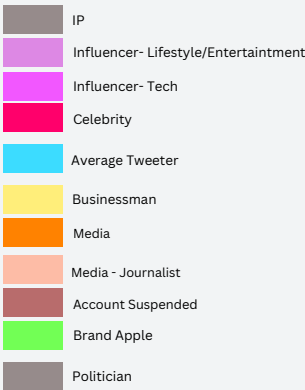
- The most notable trend difference is observed in the “Account Suspended” category as it has a negative difference of -6 indicating that it was the most popular category in 2019 but did not exist in 2023.
- The maximum positive trend difference is observed in ‘Influencer Blogger” category indicating that they were leading conversation for iPhone announcemnet in 2023 as compare to 2019.
- Notably, the “Brand Apple” category remains consistent for both years, indicating that Apple was the only common tweeters across all categories.



# Retweets Summary for 2019 vs 2023 TOP 50

Coding Category	2019	2023	Trend Difference
Brand Apple	1	1	0
Brand Other	3	4	+1
IP	2	7	+5
Businessman	0	4	+4
Celebrity	1	4	+3
Influencer Blogger	9	6	-3
Influencer Tech	2	4	+2
Media	1	13	+12
Media - Journalist	1	3	+2
Average Tweeter	13	2	-11
Account Suspended	17	0	-17
Politician	0	2	+2

- The highest trend difference of +12 is noted in the "Media" category indicating that media was very active in 2023 and played a significant role in promoting iPhone 15.
- The highest negative trend difference is noted in "Account Suspended" category with -17 indicating that in 2019 many Twitter users reposted about iPhone 11 and led the conversation for iPhone 11.
- "Politician" category was present in 2023 but not in 2019.
- "Brand Apple" was consistent in both years.
- "Brand Other", "IP", "Businessman", "Celebrity", "Influencer Tech" and "Media- Journalist" all have a positive trend difference indicating that these users reposted more in 2023 as compared to 2019.
- Overall, media drove the conversation in 2023 and twitter users with inactive account led in 2019.



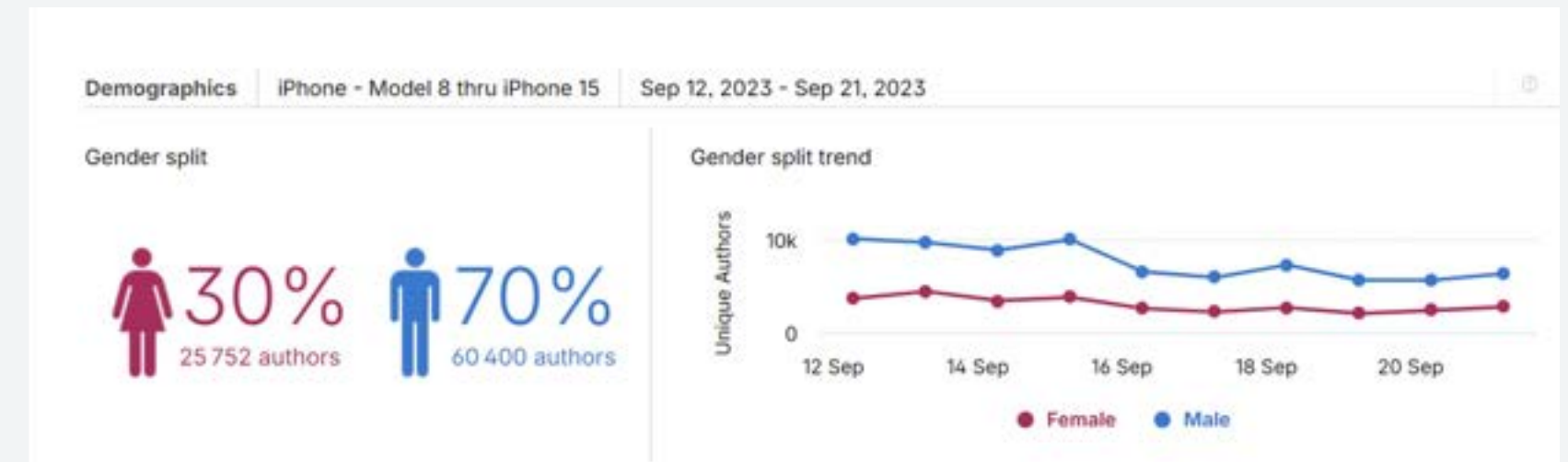
# Gender Split

iPhone 11

iPhone 15



2019



2023

- The percentage of unique authors according to gender is dominated by male authors for both years.
- In 2019 the total number of authors was 115168. Whereas, in 2023 the total number of authors was only 86152. This shows a significant decrease of 28.8% in total number of authors from 2019 to 2023.
- The percentage for females decreased from 43% in 2019 to 30% in 2023. This marked a significant amount of decrease, with a 63.08% difference from 2019 to 2023.
- The percentage of males increased from 57% in 2019 to 70% in 2023 with a difference of only 8.38% from 2019 to 2023.

**Note:** The total number of posts with identifiable genders does not match the total number of posts in our data query



# Top Interests

## iPhone 11



2019

## iPhone 15



2023

- Both 2019 and 2023 recorded Technology and Sports as the top interest respectively with Technology at 13% in 2019 and 14% in 2023; Sports recording 12% in 2019 and 14% in 2023.
- Business was the least interesting topic in 2019 with only 8% interest. However, in 2023 Business made it to the third position at 11%.
- Music made to the third position in 2019 at 10% but did not make it to the list in 2023.
- Family and Parenting took the last position in 2023 at 7% but did not make it to the list in 2019.
- Overall , the common interests in both 2019 and 2023 are Technology, Sports and Business, with a noticeable increase in percentage from 2019 to 2023.
- The total number of unique authors in 2019 is 50176 and 57922 in 2023. There is an increase of 14.3% authors from 2019 to 2023.

# Top Professions

## iPhone 11



2019

## iPhone 15



2023

- In both 2019 and 2023, Artist remained the leading profession followed by Executive in second place and Software developer & IT took the third place.
- The percentage of Artist decreased from 29% in 2019 to 24% in 2023.
- The percentage of Executive increased from 17% in 2019 to 19% in 2023.
- The percentage of Software developer & IT increased from 10% in 2019 to 13% in 2023.
- Student occupies the last position in 2019 but did not make it to list in 2023.
- Scientist & Researcher occupied last position in 2023 and did not make it to list in 2019.
- Overall, the percentage of Executive and Software developer & IT slightly increased from 2019 to 2023 but the percentage of Artist declined.
- The total number of unique authors in 2019 is 18779 and for 2023 it is 19303. There is a minor difference and increase of only 2.7% from 2019 to 2023.



# Google News

## 2019


- National
- International
- Local
- Other
- Apple
- Technology News

Sep 10, 2019 – Sep 19, 2019Sorted by relevanceAdvanced SearchClear

Apple

iPhone 11 Pro and iPhone 11 Pro Max: the most powerful and advanced smartphones


iPhone 11 Pro and iPhone 11 Pro Max will be available in 64GB, 256GB and 512GB models in midnight green, space gray, silver and gold starting at \$999 and \$1,099...  
Sep 10, 2019



Six Colors

Answering a few questions about the iPhone 11 and iPhone 11 Pro


The back of the iPhone 11 Pro feels almost metallic, a bit like anodized aluminum. On the Space Gray models I've got, it might as well be a metal back. It's a...  
Sep 19, 2019



Refinery29

iPhone 11, Pro & Max Review: Camera, Screen Size, Speed


They all also have the A13 Bionic chip, the fastest chip in a smartphone, Wi-Fi 6, the fastest ever Wi-Fi, and the new Super Retina XDR display. While the...  
Sep 17, 2019



BuzzFeed News

An iPhone 11 Pro Review For Dog Owners


An iPhone 11 Pro Review For Dogs (And Their Owners) - Much ultrawide. Wow. - Such wide. - Very telephoto. - Such slofie. - Amaze Night Mode. - Much 4K (up to 60...  
Sep 17, 2019



Forbes

iPhone 11 Vs iPhone 11 Pro: What's The Difference?


Having jumped 11 grams, the 5.8-inch iPhone 11 Pro is now almost the same weight as the 6.1-inch iPhone 11 but justifying this is superior build quality (...  
Sep 10, 2019



WIRED

Apple iPhone 11 Review: The iPhone for Nearly Everybody


Review: Apple iPhone 11. It's not the best iPhone you can buy, but it certainly is a very good one for the price. ... Fresh colors. Tougher glass and an IP68...  
Sep 17, 2019



The Verge

iPhone 11 Pro and 11 Pro Max: Apple announces new flagship phones with three cameras


Apple has announced the iPhone 11 Pro, which will come in 5.8-inch and 6.5-inch sizes. Despite the number change, the two phones look pretty similar to last...  
Sep 10, 2019



CNET

iPhone 11, 11 Pro and 11 Pro Max: 6 things you didn't know about Apple's new phones


Surprising things you might have missed about the iPhone 11s.  
Sep 15, 2019



CNN

How much will the iPhone 11 cost? Less than you think


At \$699, the iPhone 11 is Apple's cheapest new smartphone since the iPhone 8. And that says a lot about changes in consumer habits and the challenges Apple...  
Sep 11, 2019



PCMag

Which iPhone 11 Is Best for You?


For most people, the iPhone 11 Pro will likely be the most practical choice. In addition to all-day battery life, the Pro lineup includes an 18W charger in the...  
Sep 12, 2019



South China Morning Post

How Apple has kept its iconic iPhone design from getting too dull


'This is only the beginning', was how Apple described its first-generation iPhone on its release in 2007. Little did they realise how true that slogan would...  
Sep 17, 2019



Apple

iPhone 11, iPhone 11 Pro and iPhone 11 Pro Max: The reviews are in


"The best new feature here is Night mode, which pretty impressively brightens dark photos ... it's automatic in low-light settings. You can even use it as a...  
Sep 17, 2019



Forbes

11 Things Nobody Has Told You About The iPhone 11 And iPhone 11 Pro


People assumed that like earlier iPhones there would be a single dedicated camera bump. In fact there is a neat overlap between the phones. The iPhone 11 has a...  
Sep 17, 2019



The Verge

With the iPhone 11 Pro, what does it even mean for a phone to be "pro"?


Semantically, the "pro" title is less about being a device specifically for professionals and more about applying the mystique of the modern creative...  
Sep 12, 2019



WIRED

Apple iPhone 11 Pro Review: It's All About the Camera


It's one of the biggest differentiators between the iPhone 11 Pro phones and the more modest iPhone 11. The iPhone 11 has two lenses, a wide-angle and ultrawide...  
Sep 17, 2019



PCMag

10 Reasons You'll Want the Apple iPhone 11


10 Reasons You'll Want the Apple iPhone 11 - Triple Camera Setup - Night Mode - QuickTake - Ultra Wide Camera - Super Retina XDR Displays - A13 Bionic Chip.  
Sep 11, 2019



Forbes

Apple iPhone 11 Buyers Warned As Security Exploit Is Confirmed


Unfortunately, it's not a pleasant one: the iPhone 11 and 11 Pro will ship with a confirmed security vulnerability in iOS 13 that could allow an attacker to...  
Sep 14, 2019



The Verge

iPhone 11 Pro vs. 11 Pro Max vs. 11: how to pick between Apple's new phones


What features are only in the Pro phones? - The Pro phones are designed with textured matte glass and stainless steel, the iPhone 11 lacks the textured glass...  
Sep 11, 2019



Forbes

Apple iPhone 11 Pro Vs iPhone 11 Pro Max: What's The Difference?


Apple iPhone 11 Pro Vs iPhone 11 Pro Max: What's The Difference? - iPhone 11 Pro - 144 x 71.4 x 8.1 mm (5.67 x 2.81 x 0.32 in) and 188 g (6.63 oz) - iPhone 11...  
Sep 12, 2019



The Verge

The 3 best and worst features of the iPhone 11 Pro and iPhone 11 Pro Max





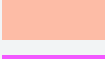

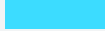
Share this story · Related · Best: significant battery life improvements · Related · Best: triple-camera system with impressive new features · Related · Best...  
Sep 11, 2019






# Google News

## 2023


-  National
-  International
-  Local
-  Apple
-  Apple News Only
-  Technology News
-  Other


Sep 12, 2023 – Sep 21, 2023Sorted by relevanceAdvanced SearchClear




Apple unveils iPhone 15 Pro and iPhone 15 Pro Max

Apple unveils iPhone 15 Pro and iPhone 15 Pro Max ... The iPhone 15 Pro and iPhone 15 Pro Max in the natural titanium finish. iPhone 15 Pro and iPhone 15 Pro Max...  
Sep 12, 2023










Apple iPhone 15 and 15 Plus Review: A Big Leap From Older iPhones

Apple iPhone 15 and 15 Plus Review: A Big Leap From Older iPhones · Our Experts · Apple iPhone 15 · iPhone 15 gets USB-C and a new look · The iPhone 15 now has...  
Sep 19, 2023










Best iPhone (2024): Which Model Should You Buy?

Which iPhone Should You Buy (or Avoid) Right Now? · Best Overall: Apple iPhone 15 and iPhone 15 Plus. Read more · Best Budget iPhone: Apple iPhone 13 · The...  
Sep 21, 2023










The iPhone 15 may be the best basic iPhone yet — and you can preorder it now

The iPhone 15 may be the best basic iPhone yet — and you can preorder it now · A lighter design that feels a bit different · Pro-level features for less...  
Sep 18, 2023










Worst butt-dial of my life: Apple's iPhone SOS technology, and an inadvertent wilderness 'rescue'

There are two ways to activate the satellite SOS. One is by holding the side button and one of the volume buttons simultaneously, activating a slider bar on the...  
Sep 14, 2023










I'm a photographer and will be skipping the iPhone 15 Pro Max — here's why

Another downside of the iPhone 15 Pro Max's camera setup — and this may well carry over to the iPhone 16 Pro — is the huge focal range gap between its 24mm main...  
Sep 17, 2023










Apple's iPhone 15 Pro Max goes to Disneyland

The Pro Max delivers a miracle with its new 5x zoom lens. ... Since 2014, I've been reviewing Apple's latest iPhones at Disneyland. The rationale was, and is...  
Sep 19, 2023










I don't need a new iPhone 15 Pro but I'm getting one anyway — here's why

USB-C charging on iPhone 15 Pro is enough, but aspects like the titanium casing, A17 Pro chip, the action button, improved cameras and camera features, faster...  
Sep 16, 2023










Should you buy an iPhone 15? Here's how my wife and I are deciding

The new Ceramic Shield on the front display of the iPhone 15 generation is valuable because it makes the display much more robust. The glass that makes up the...  
Sep 13, 2023









Apple announces iPhone 15 with USB-C, a camera upgrade, and the Dynamic Island

Apple's new iPhone 15 is the first iPhone with a USB-C port. The iPhone 15 also includes the Dynamic Island and a big camera upgrade.  
Sep 12, 2023








AT&T Newsroom

At AT&T, Everyone Gets Our Best Deals on the iPhone 15 Series

Share · Beginning Sept. 15, everyone gets our best deal on the new iPhone, guaranteed. · New and existing customers get up to \$1000 off the new iPhone 15 Pro...  
Sep 14, 2023










iPhone Diary: As expected, the camera improvements sold me an iPhone 15 Pro Max

I really like the way that Apple has used the 48MP capability of the sensor to offer a range of focal lengths with the main camera: 24mm, 28mm, and 35mm. I...  
Sep 13, 2023










Apple's new iPhones get faster chips, better cameras and new charging ports

Apple on Tuesday unveiled its next generation of iPhones — a lineup that will boast better cameras, faster processors, a new charging system and a price...  
Sep 13, 2023










Apple moves to defuse French iPhone 12 dispute as EU scrutiny steps up

Apple pledged on Friday to update software on iPhone 12s in France to settle a dispute over radiation levels, but concerns in other European countries...  
Sep 15, 2023










Apple debuts iPhone 15 and iPhone 15 Plus

CUPERTINO, CALIFORNIA Apple today announced iPhone 15 and iPhone 15 Plus, featuring an industry-first color-infused back glass with a stunning, textured matte...  
Sep 12, 2023










6 takeaways from Apple's iPhone 15 event

Apple unveiled its iPhone 15 lineup along with other major updates during its September keynote event Tuesday. The company confirmed rumors that it will...  
Sep 12, 2023










Apple iPhone 15 Pro and 15 Pro Max Review: Love at First Zoom

Apple iPhone 15 Pro and 15 Pro Max Review: Love at First Zoom. Apple's iPhone 15 Pro and 15 Pro Max are defined by their refinements: a lighter body made from...  
Sep 19, 2023










Apple iPhone 15 and iPhone 15 Pro: Specs, Price, Release Date

Apple's iPhone 15 Marks a New Era · Every new iPhone in the past few years may have felt like an iterative upgrade—slightly better camera here, slightly better...  
Sep 12, 2023










Apple offers more ways to order the all-new iPhone 15 and Apple Watch lineups

Starting tomorrow, September 15, customers can pre-order Apple's incredible new iPhone 15 and iPhone 15 Pro models and choose from a number of financing...  
Sep 14, 2023









The iPhone 15 is up for preorder now — here's who should (and shouldn't) upgrade

The biggest difference to most people will come in improved battery life, as the iPhone 15 Pro and Pro Max are rated for up to 23 and 29 hours of video playback...  
Sep 12, 2023







# Google News Analysis Summary for 2019 vs 2023

Coding Category	2019	2023	Trend Difference
Local	0	0	0
National	0	1	+1
International	15	12	-3
Apple	2	3	+1
Apple News Only	0	1	+1
Technology News	3	2	-1
Other	0	1	+1

	National
	International
	Local
	Apple
	Apple News Only
	Technology News
	Other

- The Google Trends data indicates that International news platforms covered the iPhone the most in both 2019 and 2023. However, this category also had the highest number of negative trend differences, with a -3 trend difference.
- A positive trend difference of +1 can be seen in National news, websites covering Apple News only and Other news platforms. These platforms did not cover any iPhone news in 2019 but started to appear as a source in 2023.
- Websites focusing on Technology News saw a -1 trend difference. Local news platforms did not have any news for both 2019 and 2023.
- The Apple website also posted about the iPhone and has a +1 trend difference.
- In conclusion, the iPhone received more coverage in International news outlets, indicating that the brand has a global presence, and the Apple event was much anticipated on a global scale.

**iPhone Launch Week**

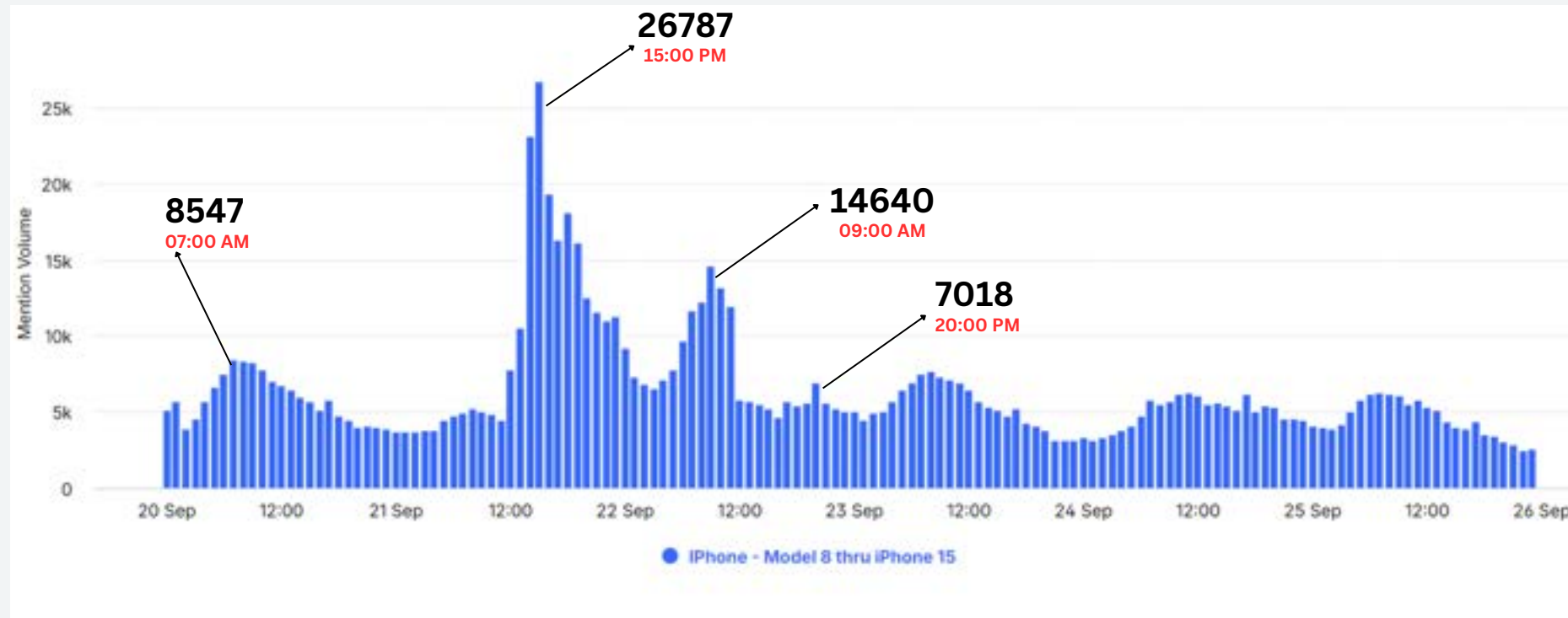
**Apples makes iPhones  
available for sale**





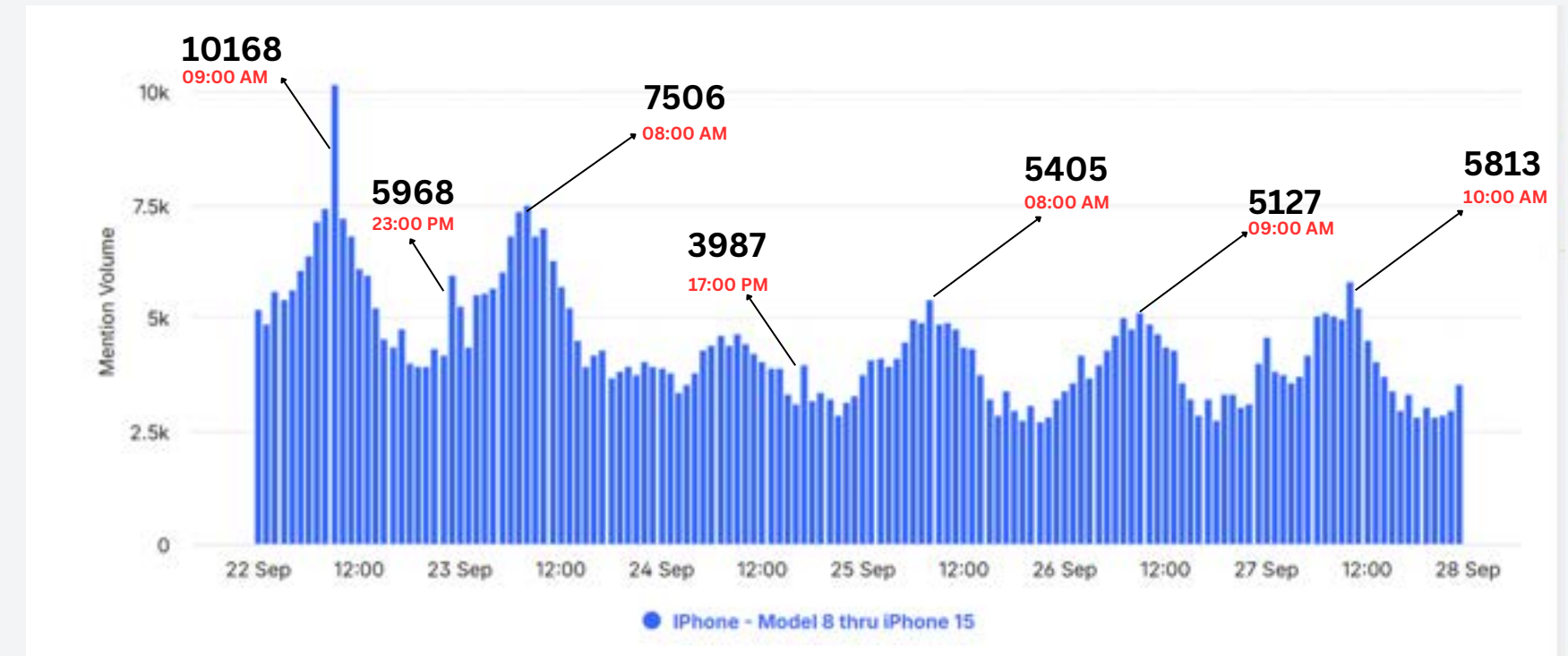
# Mention Volume over time by Hours

## iPhone 11



2019

## iPhone 15

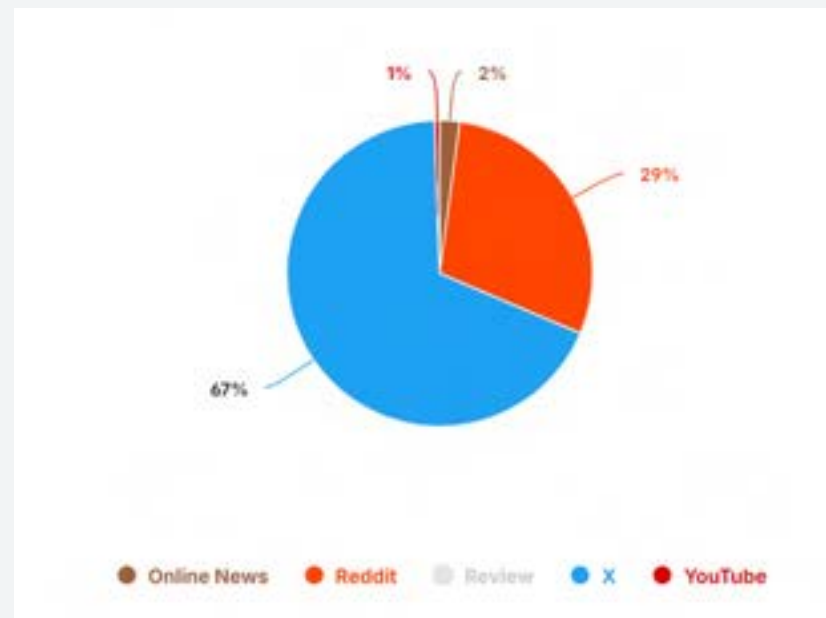
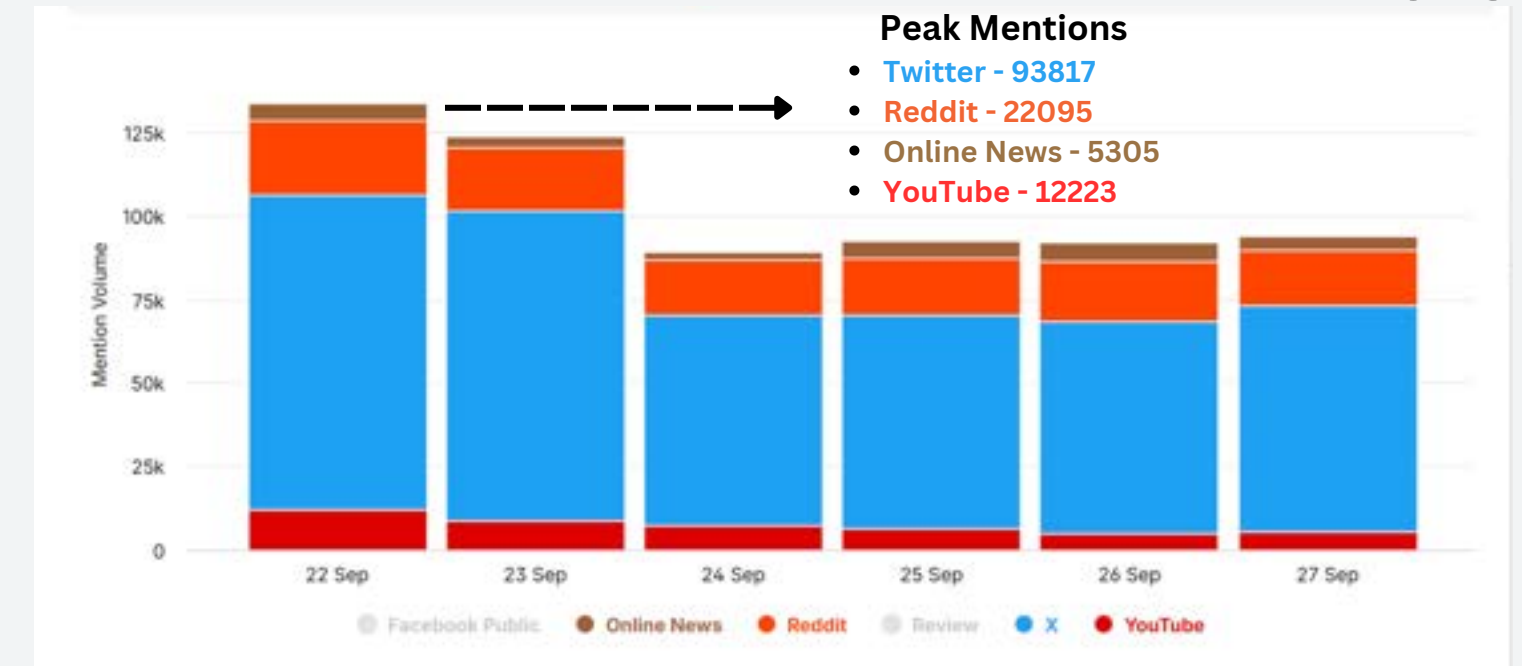
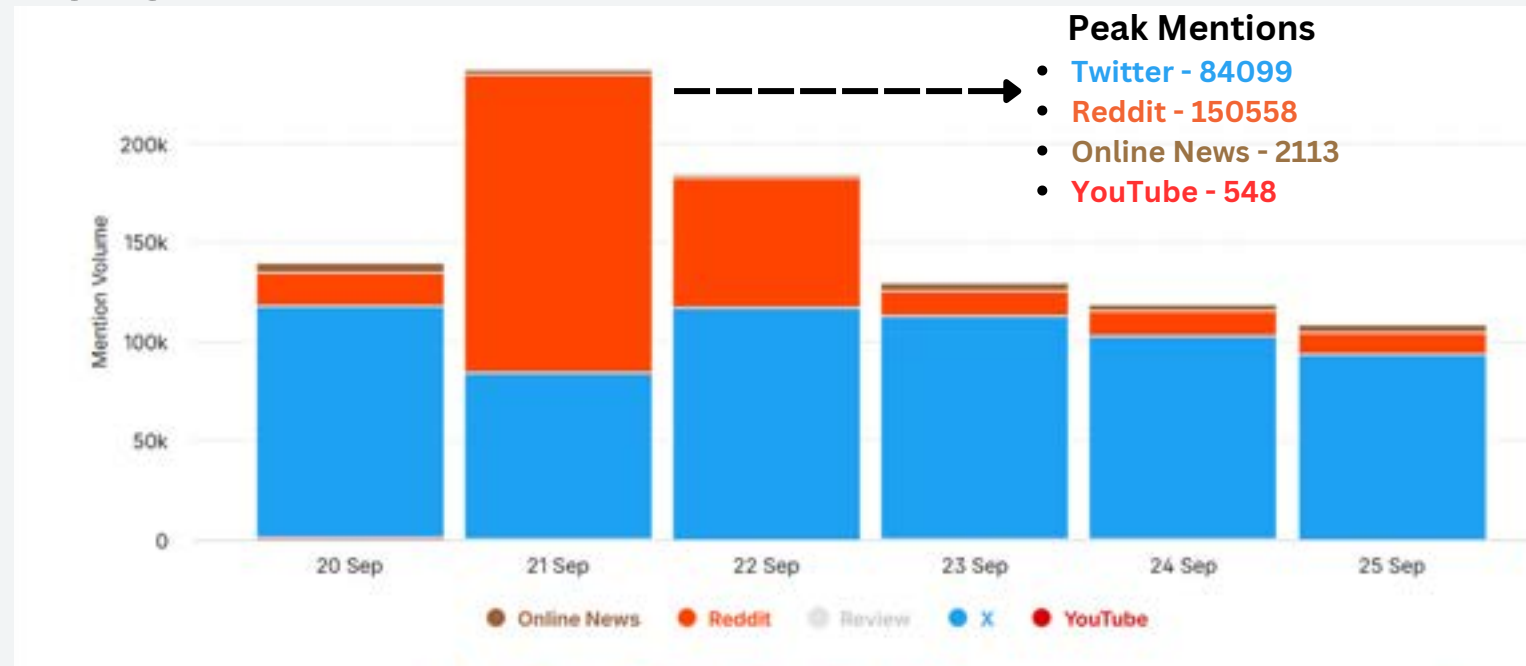


2023

- The peak for the iPhone 11 occurred on September 21, 2019 at 26787 posts , one day after the launch, at 3 pm. Upon clicking on the peak, it can be observed that a giveaway for the iPhone 11 Pro on Reddit was gaining the most attention post-launch, being shared on a large scale. Additionally, the introduction of the iPhone 11 Pro as the first in the Pro series may have added to the excitement.
- The peaks for iPhone 11 in 2019 are inconsistent, as there is a sudden increase in momentum from 8547 posts on September 20 to 26787 posts on September 21, followed by a drop to 7018 on September 22.
- For iPhone 15, the peak occurred at 10168 mentions on the day of the launch, September 22, 2023, at 9 am, followed by multiple peaks within five days after the launch. The level of posts is maintained and the graph is consistent. The peaks are mostly observed either early morning or in the evenings.
- Overall, the total mention volume for 2019 is over 25k compared to only 10k for 2023. The difference in the highest peaks for both years amounts to an 89.9418% difference, showing a drastic decline in posts in 2023 compared to 2019.
- The peaks on the day of launch for both iPhones are seen in the morning at 7 am for iPhone 11 and 9 am for iPhone 15, indicating that posts gain momentum near the time of the launch on the specific day of the launch.

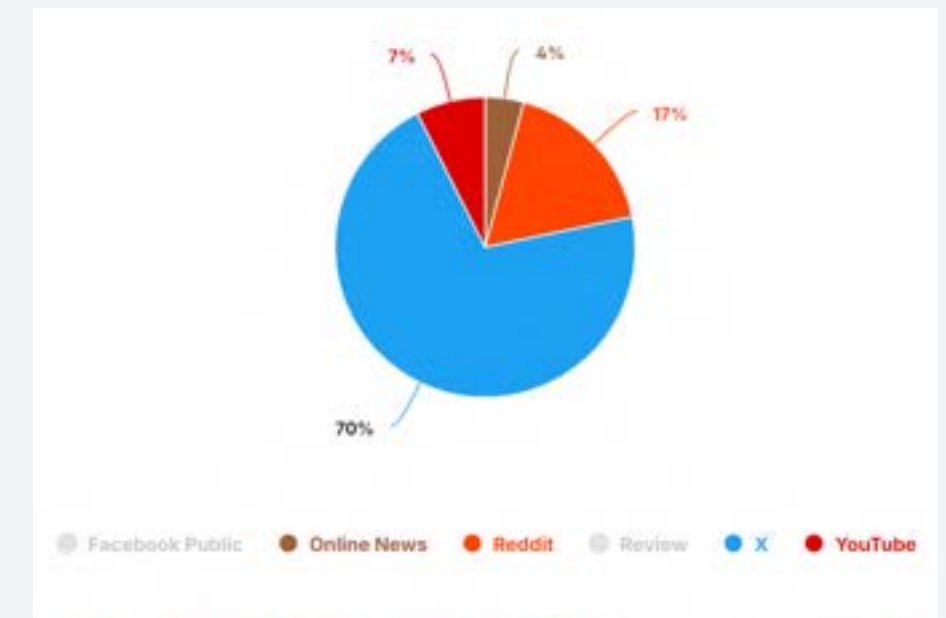
# Mention Volume over time by Content Sources

2019 iPhone 11 iPhone 15 2023



## ANALYSIS OF PEAK MENTIONS DATA

- The highest peak for iPhone 11 in 2019 was observed on the day after the launch, on September 21, compared to 2023 when the peak was observed on the specific day of the iPhone 15 launch, which was September 22, 2023.
- Twitter saw an increase in posts from 2019 to 2023 by 9718 posts (10.9243%).
- YouTube was more popular in 2023 compared to 2019, with an increase of 11675 posts.
- Earned media (Online News) also saw an increase of 3192 more posts in 2023 compared to 2019.
- Reddit also saw a drastic decrease with a negative difference 128463 posts in 2023 as compared to 2019.



## Overall Analysis

- Twitter was the dominant content source in both years, accounting for 67% in 2019 and 70% in 2023. Reddit took the second place.
- The total mention volume for 2019 is over 200k compared to only 125k for 2023. The difference in the total number of highest peaks for both years amounts to a decline of 103878 posts or a negative 56.0355% of posts from 2019 to 2023.
- Overall, the mention volume of posts increased for Twitter, Online News, and YouTube in 2023 compared to 2019, while only Reddit saw a decline in 2023.



# Emotion Analysis

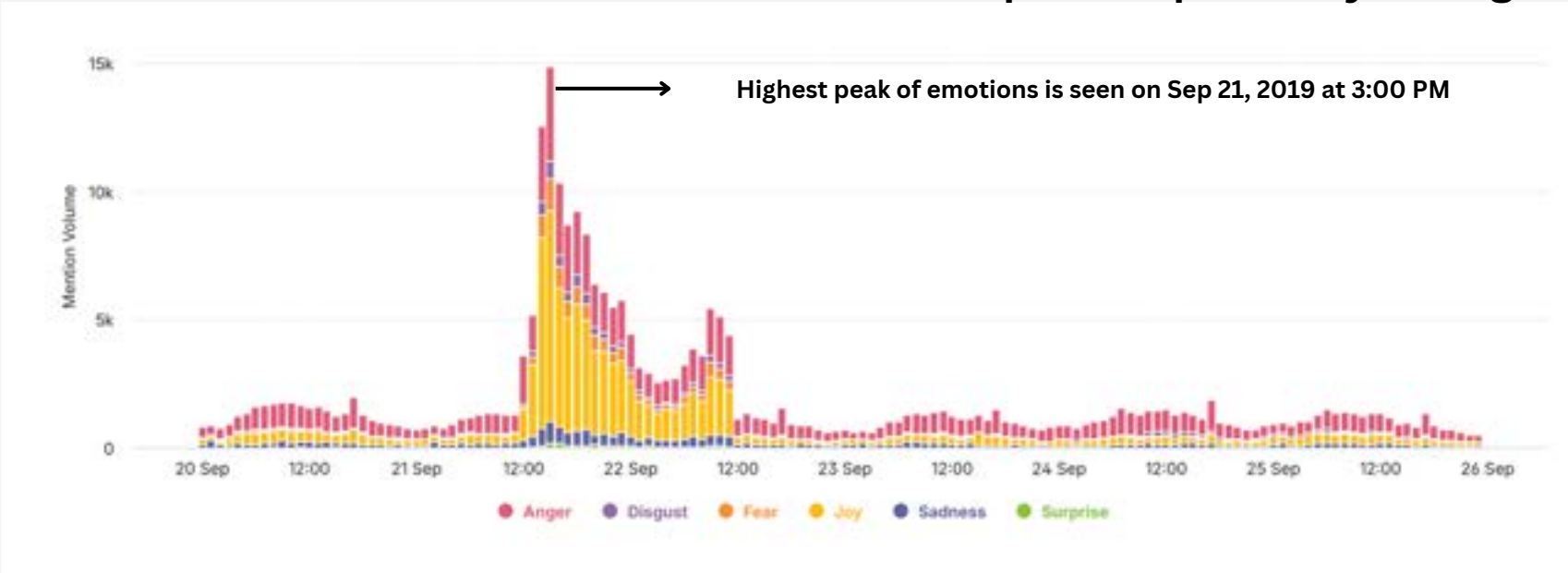
2019

iPhone 11

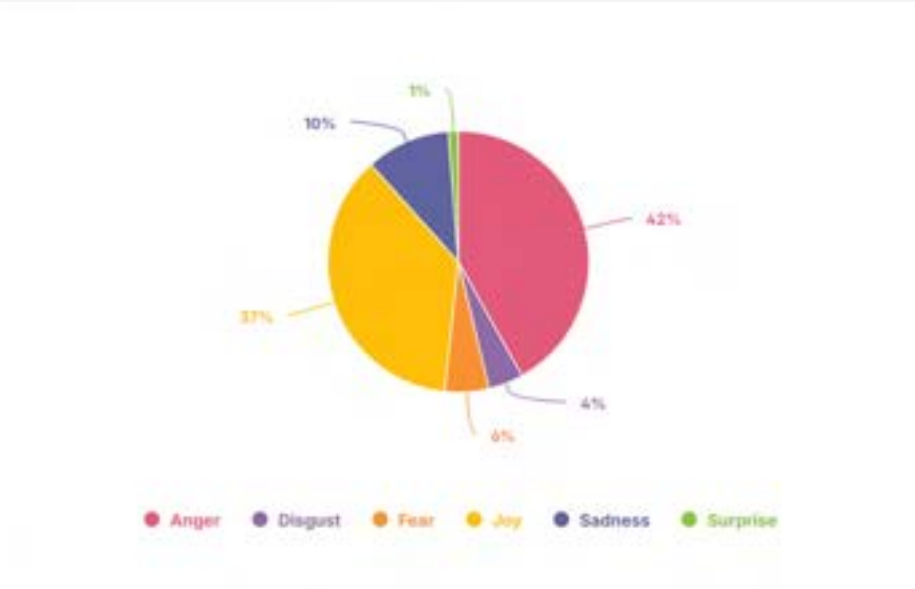
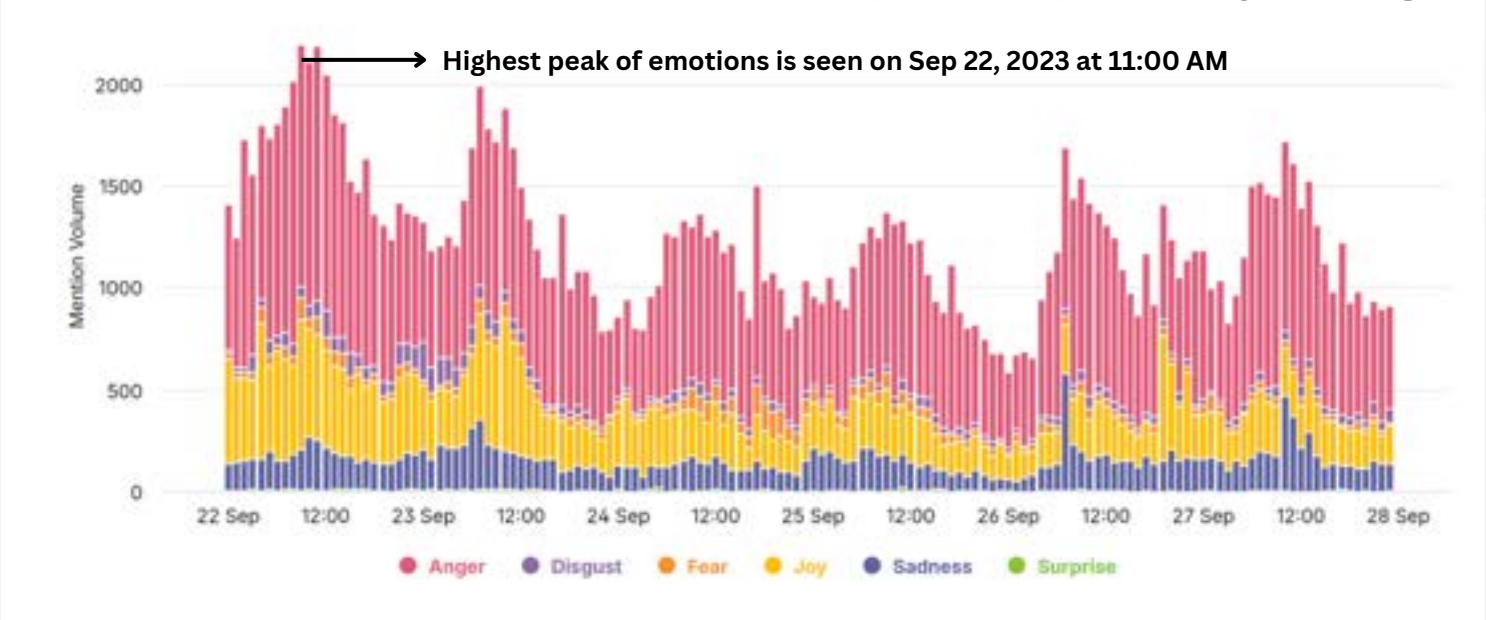
2023

iPhone 15

79% of posts express Joy or Anger

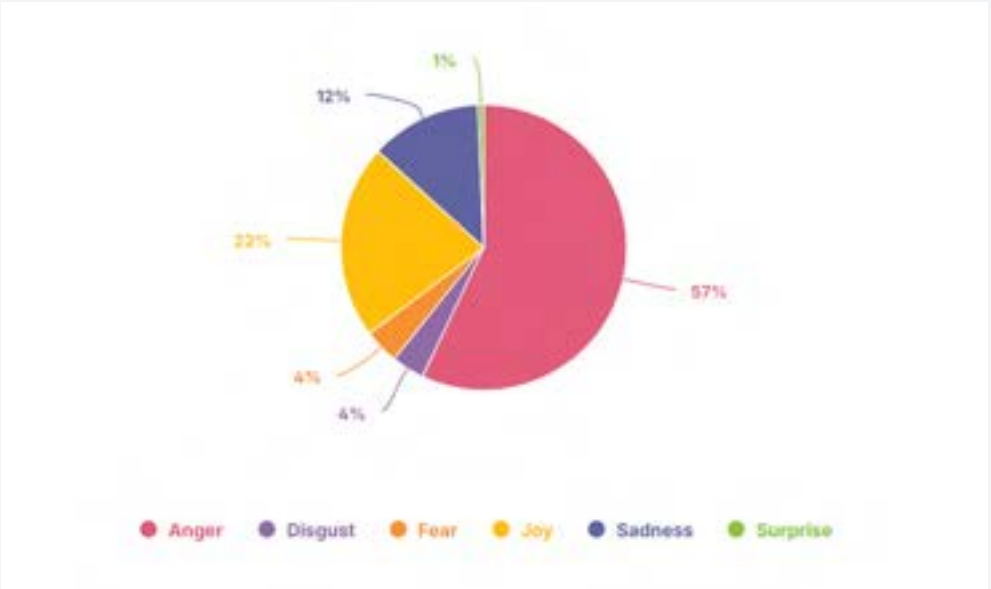


79% of posts express Joy or Anger



70% of posts did not express any emotion which equals to 647689 posts.

Emotion	Volume
Surprise	3336
Sadness	29008
Joy	101851
Fear	15225
Disgust	11919
Anger	116441

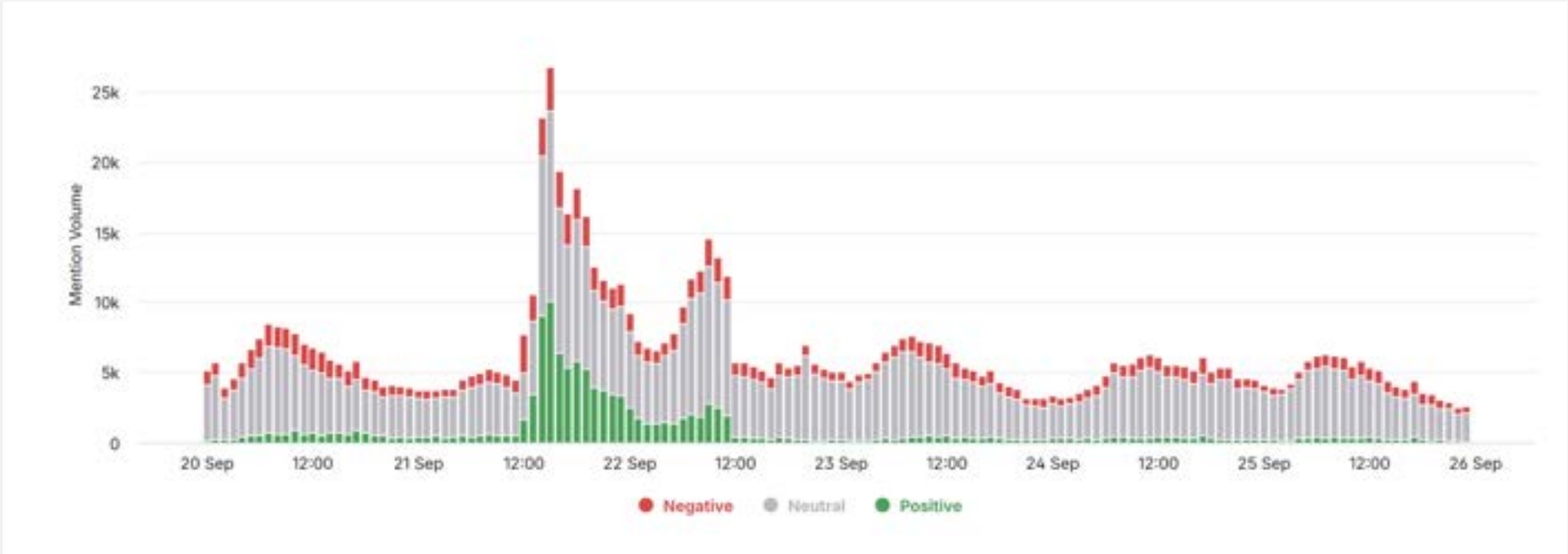


72% of posts did not express any emotion which equals to 451174 posts.

Emotion	Volume
Sadness	22512
Joy	39350
Fear	7061
Disgust	6640
Anger	102017
Surprise	1158

# Sentiment Analysis

iPhone 11



2019



- Sentiment is majorly neutral at 69%
- Overall, people seem to have a positive sentiment

iPhone 15



2023



- Sentiment is majorly neutral at 71%
- Overall, people seem to have a more negative sentiment



# Volume by Country - Top 10

iPhone 11

Country	No. of posts	Mentions
United States of America	163531	44%
Nigeria	36483	10%
United Kingdom	27232	8%
Malaysia	14369	4%
India	12630	4%
Indonesia	9870	3%
Canada	9266	3%
Thailand	8204	2%
Ghana	6463	2%
South Africa	6454	2%

iPhone 15

Country	No. of Posts	Mentions
United States of America	84777	35%
India	32684	14%
Nigeria	19796	8%
United Kingdom	13227	6%
Kenya	6286	3%
Indonesia	6165	3%
Canada	5660	3%
Malaysia	5051	2%
Ghana	5045	2%
South Africa	4393	2%

- North Amrica
- Europe
- South America
- Asia
- Africa

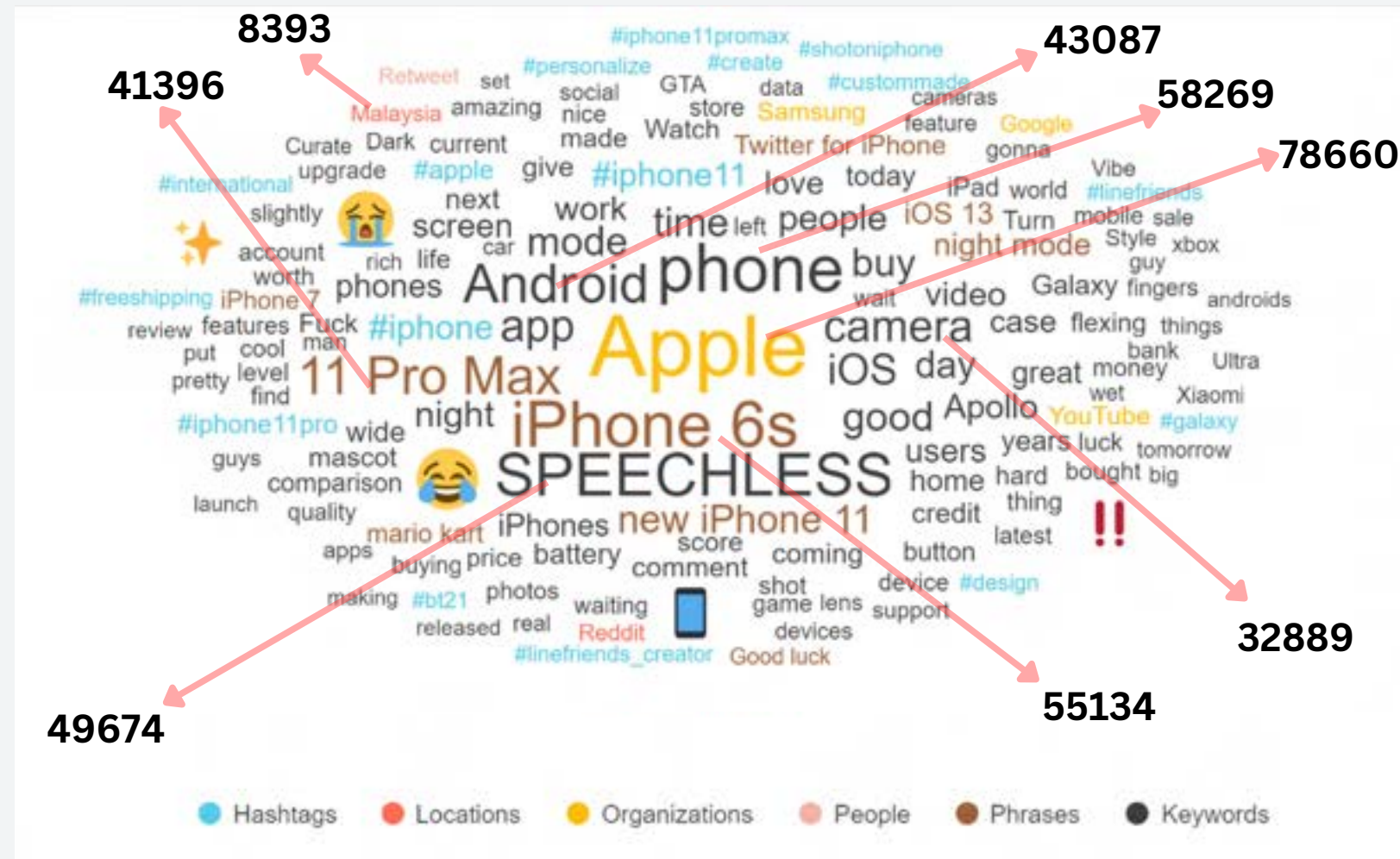
2019

2023

- The United States ranks number one in both 2019 and 2023.
- In 2019, Nigeria , United Kingdom and Malaysia are among top 4 countries. In 2023, India, Nigeria and United Kingdom are among top 4 countries.
- In 2019, Asian countries outnumber the rest of the countries. In 2023, African countries are more prominent. This is similar to the pre-buzz period.
- Thailand is present in 2019 but not in 2023. Kenya makes it to the list in 2023 but not in 2019.
- The total number of posts for 2019 is 294502 and for 2023 the total is 183084 . Overall, the number of posts declined by 46.6% in 2023 as compared to 2019.

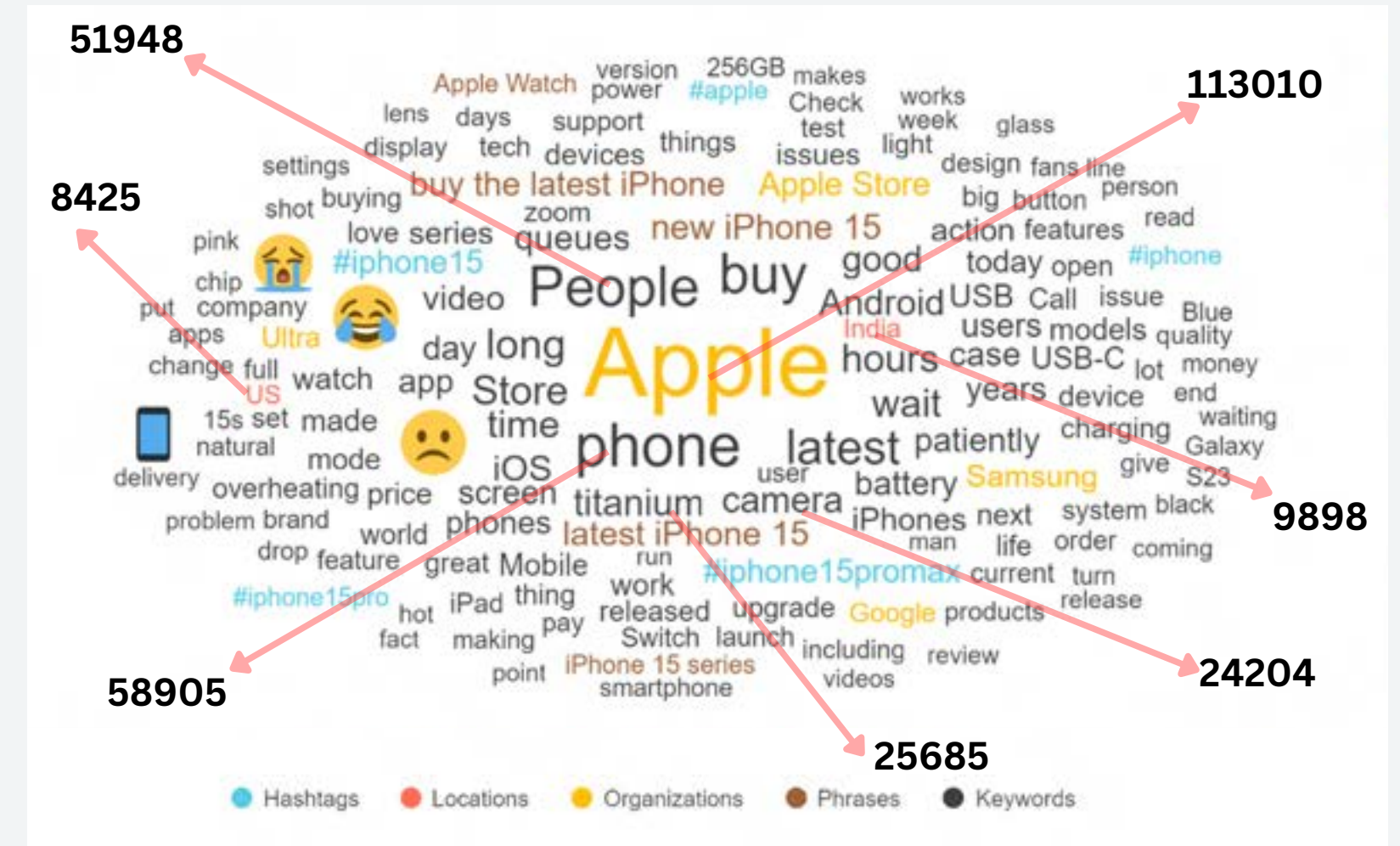
# Word Cloud

## iPhone 11



2019

## iPhone 15



2023

- The dominant hashtag for both 2019 and 2023 is #Apple, with 78,660 mentions in 2019 and 113,010 mentions in 2023. The mention volume increased in 2023 compared to 2019 by 34,350 mentions.
- In 2019, the phrase “iPhone 6S” had 55,134 mentions, and the keyword “Speechless” also had 55,134 mentions, indicating a comparison between iPhone 6s and iPhone 11, emphasizing speechlessness due to better quality. The iPhone 11 series was also compatible with iOS 13, launched in June 2019.
- Other terms with high mention volume in 2019 include phrases such as “iPhone 11 Pro Max” and keywords like “Android,” “Phone,” and “Camera,” indicating interest in the features of the new iPhone launched.
- In 2023, “People” is a popular topic, indicating news that a few people broke into an Apple store in Philadelphia to steal iPhone 15. “Titanium” is mentioned frequently as iPhone 15 is the first series made with titanium. It was also blamed for overheating due to Titanium.
- “USB-C” is also talked about in 2023 as the iPhone 15 Pro series is the first-ever model made using titanium. Also, Apple finally decided to include a USB-C type charger that is also compatible with all other Android phones.
- The "People" category is present in 2019 but not in 2023.
- In 2019, the only location mentioned is Malaysia with 8,393 mentions. However, in 2023, the U.S (8,425) and India (9,898) are the only countries mentioned.
- In 2019, iPhone 6S seemed to be of higher interest, and comparisons between the two models along with features were discussed. In 2023, people are talking more about long queues to get into the store to buy an iPhone. The price, camera quality, and new charging port with USC - C provided are also discussed.
- Words like “Google,” “Samsung,” “Price,” crying emoji, phone emoji, #iPhone, and #Apple are common in both years.



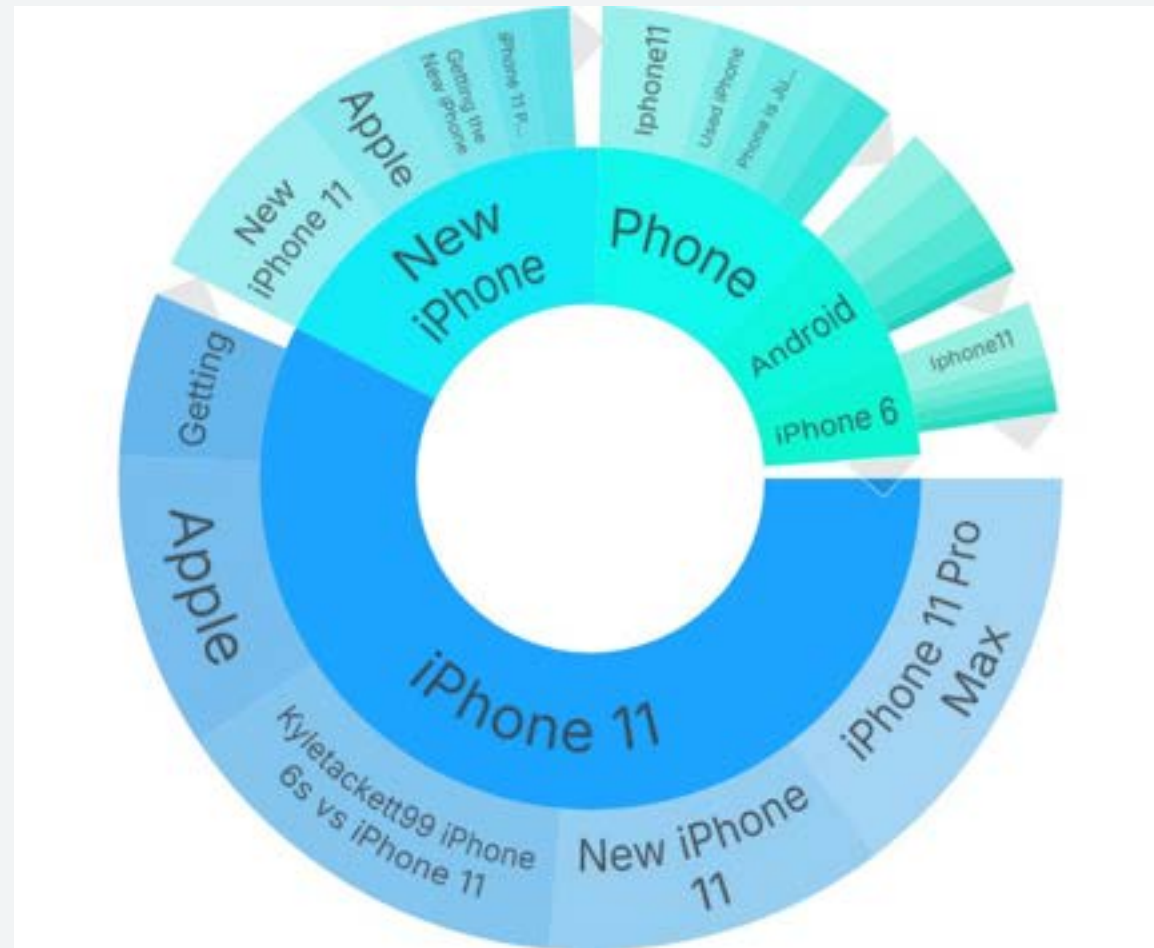
# iPhone 15



- Similar to the word cloud, the dominant topic cluster in 2019 and 2023 is “Apple”.
- The topics “6S”, “Camera”, and “Android” have a high mention volume in 2019. “Speechless” is associated with “6S,” indicating posts mentioning a comparison between iPhone 6S and 11 models.
- The dominant clusters in 2023 are “Apple,” “Buy,” “Camera,” “Phone,” and “Titanium”. “Apple” has the highest number of mentions in both 2019 and 2023.
- “Camera” has higher mentions at 20,645 in 2019 compared to 2023 with only 2,541 mentions. In 2019, “Camera” is associated with six different topics; however, in 2023, it is associated with only “lens”. This indicates that the camera was not as much associated with iPhone 15 as it was with iPhone 11.
- “Android” is more prominent in 2019 with 10,587 mentions compared to 2023 and is associated with “account” and “users”. However, in 2023, Android is much smaller and is associated with “Phone”.
- “Titanium” is present in 2023 but absent in 2019, suggesting that iPhone 15 is made of titanium.
- The “Buy” topic cluster has a higher volume of mentions in 2023 compared to 2019 with 117,204 mentions, indicating that people were waiting for iPhone 15 to go on sale and in long queues such as outside the Indian Apple store.
- Interestingly, “Philadelphia” is associated with “Apple” in 2023, suggesting the iPhone 15 getting stolen by a group of people from the Apple store. No city or location is mentioned in 2019.

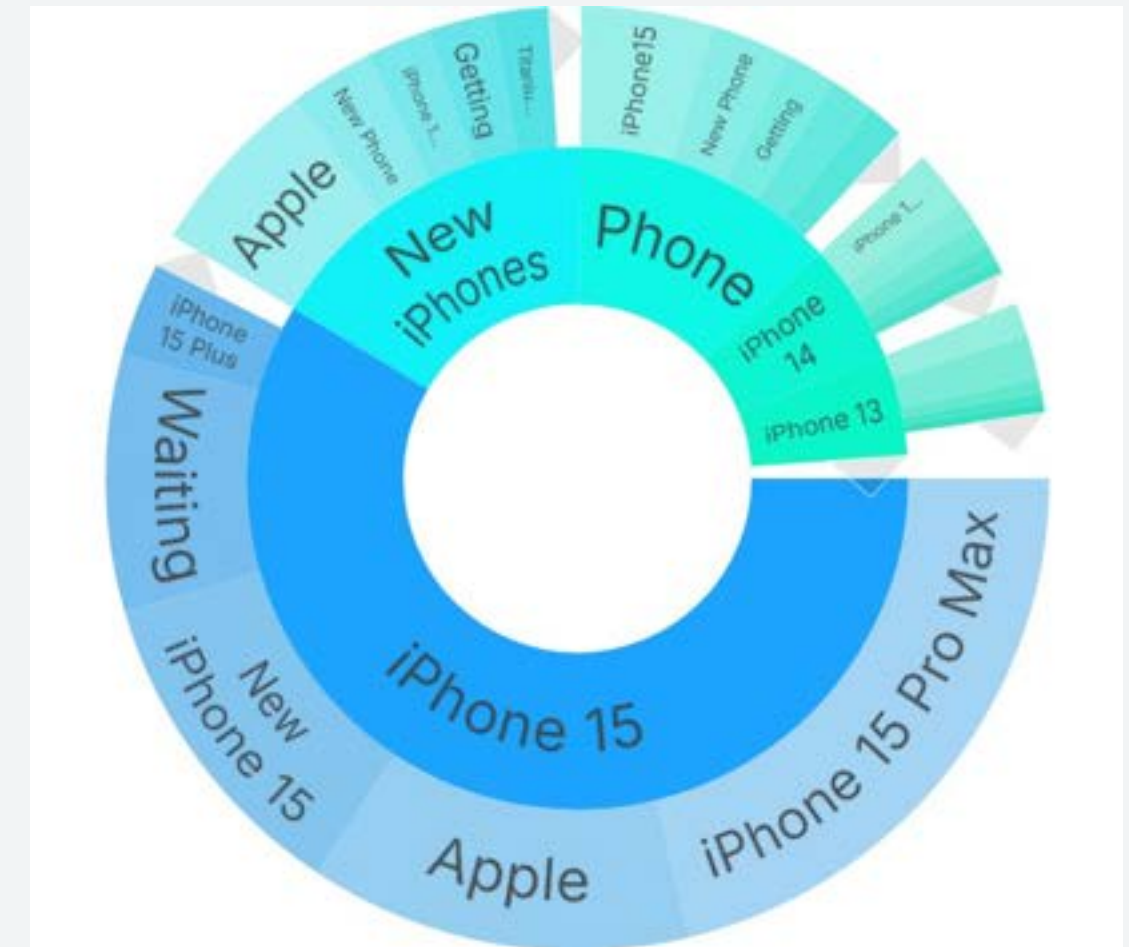
# Topic Wheel

## iPhone 11



2019

## iPhone 15



2023

- Some key topics that were frequently discussed for the iPhone launch in 2019 and 2023 include “Phone,” “New iPhone(s),” and the names of the respective models launched for each year, such as iPhone 11 for 2019 and iPhone 15 for 2023.
- The subtopics for 2019 under iPhone 11 include a comparison of “6s vs iPhone 11,” referring to the viral thread called “iPhone 6s vs iPhone 11 I am SPEECHLESS.” The others are “iPhone 11 Pro Max.”
- The subtopics for 2019 indicate that the discussions were mainly around the comparison between iPhone 6 and 11 and people buying the new model.
- The subtopics for 2023 include “Waiting,” indicating people patiently waiting in long queues to buy iPhone 15. The “iPhone 15 Pro Max” talks about the phones being stolen in Philadelphia and the launch of the 15 Pro Max series. The discussion in 2023 surrounds topics such as faults in the iPhone like it gets heated very quickly, the phone is made with titanium, comparisons with iPhone 14 and 13 models, and that people are excited to buy the new model.



# Top Shared URL

## iPhone 11

Top Shared URLs	Volume
<a href="https://twitter.com/kyletackett99/status/1176411111">https://twitter.com/kyletackett99/status/1176411111</a>	9511
<a href="https://creator.linefriends.com/en/bt21?ref=twitter">https://creator.linefriends.com/en/bt21?ref=twitter</a>	7525
<a href="https://twitter.com/aizadfahmy/status/1176411111">https://twitter.com/aizadfahmy/status/1176411111</a>	6415
<a href="https://twitter.com/MKBHD/status/1176411111">https://twitter.com/MKBHD/status/1176411111</a>	4565
<a href="https://twitter.com/queensuzette/status/1176411111">https://twitter.com/queensuzette/status/1176411111</a>	3701
<a href="https://twitter.com/modernnotoriety/status/1176411111">https://twitter.com/modernnotoriety/status/1176411111</a>	3523
<a href="https://twitter.com/rudebwoy_lamz/status/1176411111">https://twitter.com/rudebwoy_lamz/status/1176411111</a>	2396
<a href="https://twitter.com/nickasyrf/status/1176411111">https://twitter.com/nickasyrf/status/1176411111</a>	1761
<a href="https://twitter.com/mkbhd/status/1176411111">https://twitter.com/mkbhd/status/1176411111</a>	1731
<a href="https://www.o2.co.uk/shop/apple/iphone11">https://www.o2.co.uk/shop/apple/iphone11</a>	1706

2019

## iPhone 15

Top Shared URLs	Volume
<a href="https://www.att.com/buy/phones/apple-iphone-15">https://www.att.com/buy/phones/apple-iphone-15</a>	1878
<a href="https://twitter.com/i/web/status/1705301111">https://twitter.com/i/web/status/1705301111</a>	1023
<a href="https://mobileshop.ug/products/apple-iphone-15">https://mobileshop.ug/products/apple-iphone-15</a>	580
<a href="https://twitter.com/messages/compose?recipient=1705301111">https://twitter.com/messages/compose?recipient=1705301111</a>	543
<a href="https://twitter.com/i/web/status/1705781111">https://twitter.com/i/web/status/1705781111</a>	480
<a href="https://www.macrumors.com/2023/09/iphone-15/">https://www.macrumors.com/2023/09/iphone-15/</a>	384
<a href="https://www.washingtonpost.com/investing/tech/iphone-15/">https://www.washingtonpost.com/investing/tech/iphone-15/</a>	338
<a href="https://www.youtube.com/watch?si=M...">https://www.youtube.com/watch?si=M...</a>	324
<a href="https://www.capcom-games.com/apple-iphone-15/">https://www.capcom-games.com/apple-iphone-15/</a>	296
<a href="https://www.mobileshop.ug/products/apple-iphone-15">https://www.mobileshop.ug/products/apple-iphone-15</a>	285

2023

- The top shared URLs in 2019 are mostly from Twitter users. MKBHD, whose real name is Marques Brownlee, a popular YouTuber, podcaster, and tech reviewer, makes it twice to the list of top shared URLs with a post in which he shows a newly launched Xiaomi phone. Also, O2 UK, a telecommunications company operating in the United Kingdom, makes it to the list.
- In 2023, there are multiple platforms having conversations about the iPhone 15 launch. AT&T is the top shared URL at 1,878 volume. AT&T and MobileShop are selling iPhone 15. There are links reviewing the product on YouTube and websites. There is an article by The Washington Post, and some tweeters are tweeting about the new phone. Capcom's website has a webpage showing users how they can play the Resident Evil series, which is compatible with iPhone.
- In 2019, the highest top shared URL is 9,511 compared to 2023, which has the top shared URL at only 1,878. The difference between the volume of top shared URLs in 2019 and 2023 is 7,633. The volume of shared posts significantly decreased in 2023.
- In 2019, no significant media outlets or news stories were observed talking about the iPhone 11, as it was mostly users and reviews through influencers. However, in 2023, there was a variety of platforms and ways used to talk and promote iPhone 15 and compare it to other phones through posts from media, social media, Twitter, and others.

# Twitter Themes Top Stories

## iPhone 11

Top Stories	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
<a href="https://twitter.com/kyletackett99/status/1175522543685591041">twitter.com/kyletackett99/status/1175522543685591041</a>	0	9513	9513	5588960
<a href="https://creator.linefriends.com/en/bt21?utm_source=BT21_twt_GL&amp;utm_campaign=L...">creator.linefriends.com/en/bt21?utm_source=BT21_twt_GL&amp;utm_campaign=L...</a>	2	7522	7525	4014681
<a href="https://twitter.com/aizadfahmy/status/1176356151245459457">twitter.com/aizadfahmy/status/1176356151245459457</a>	0	6420	6420	3682172
<a href="https://twitter.com/MKBHD/status/1176471179952943104">twitter.com/MKBHD/status/1176471179952943104</a>	0	4565	4565	2006954
<a href="https://twitter.com/queensuzzette/status/1175810464225402881">twitter.com/queensuzzette/status/1175810464225402881</a>	0	3701	3701	8656790
<a href="https://twitter.com/moderndotcom/status/1173701432870154240">twitter.com/moderndotcom/status/1173701432870154240</a>	0	3492	3492	2730343
<a href="https://twitter.com/rudebwoy_lamz/status/1168865818077290496">twitter.com/rudebwoy_lamz/status/1168865818077290496</a>	0	2398	2398	4908122
<a href="https://twitter.com/nickasyrf/status/1175067098139095040">twitter.com/nickasyrf/status/1175067098139095040</a>	0	1761	1761	1023685
<a href="https://twitter.com/mkbhd/status/1176471179952943104">twitter.com/mkbhd/status/1176471179952943104</a>	0	1733	1733	422989
<a href="https://o2.co.uk/shop/apple/iphone-11">o2.co.uk/shop/apple/iphone-11</a>	1700	6	1706	609974589

2019

## iPhone 15

Top Stories	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
<a href="https://att.com/buy/phones/apple-iphone-15-pro.html?offerId=24100025&amp;source=E...">att.com/buy/phones/apple-iphone-15-pro.html?offerId=24100025&amp;source=E...</a>	1851	26	1878	1140167
<a href="https://twitter.com/i/web/status/1705304617712558258">twitter.com/i/web/status/1705304617712558258</a>	23	999	1023	1545536
<a href="https://mobileshop.ug/products/apple">mobileshop.ug/products/apple</a>	12	567	580	5091659
<a href="https://twitter.com/messages/compose?recipient_id=3309375033">twitter.com/messages/compose?recipient_id=3309375033</a>	540	3	543	857870946
<a href="https://twitter.com/i/web/status/1705789733882970455">twitter.com/i/web/status/1705789733882970455</a>	72	407	480	817066
<a href="https://macrumors.com/2023/09/22/iphone-15-usb-c-to-ethernet">macrumors.com/2023/09/22/iphone-15-usb-c-to-ethernet</a>	91	291	384	7551263
<a href="https://washingtonpost.com/investigations/2023/09/23/predator-egypt-hack-spywa...">washingtonpost.com/investigations/2023/09/23/predator-egypt-hack-spywa...</a>	28	309	338	9725603
<a href="https://youtube.com/watch?si=M9nk8ftjz5SSrzys&amp;v=IS0StAzEXg&amp;feature=youtu.be">youtube.com/watch?si=M9nk8ftjz5SSrzys&amp;v=IS0StAzEXg&amp;feature=youtu.be</a>	1	322	324	511711
<a href="https://capcom-games.com/apple/en-uk">capcom-games.com/apple/en-uk</a>	1	294	296	1179210
<a href="https://mobileshop.ug/products/apple">mobileshop.ug/products/apple</a>	5	280	285	3420790

2023

- The major theme that saw popularity in 2019 is users excited to potentially get the new iPhone despite its cost and features. Comparisons made between iPhone 11, older models and Android causing mixed reactions among users. Availability of iPhone 11 in O2 which is UK's telecommunication company.
- In 2023 AT & T offering deals on iPhone 15 and other websites such Mobile Shop. Users share excitement as iPhone finally supports USB-C similar to Android phones. An insightful durability test of the iPhone 15 Pro, Resident Evil 4 available on iPhone 15 Pro. Interesting news about the Egyptian opposition politician targeted with Predator spyware and this prompted Apple to quickly release updates to fix the vulnerabilities but the efforts likely failed because the lawmaker had his phone in a secure mode recommended by Apple for high-risk users.
- The maximum number of tweets for 2019 is 1700 tweets by O2 Telecommunications UK.
- The maximum number of tweets for 2023 is 1851 from AT & T discussing the deals on iPhone 15.
- In 2019, O2 Telecommunications records 609974589 impressions regarding sales of iPhone 11.
- In 2023, Apple Support records 857870946 impressions for response to customers inquiring about various iPhone models and updates



# Top Hastags

## iPhone 11

Top Hashtags	POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
#iphone	9097	12670	21767	106436379
#iphone11	6369	13965	20335	237757376
#apple	4286	8034	12321	53920856
#iphone11pro	4359	7703	12064	175921349
#design	75	7872	7947	4920264
#galaxy	102	7818	7921	4667010
#bt21	12	7802	7815	4510627
#linefriends_creator	2	7802	7805	4506199
#personalize	5	7800	7805	4513022
#create	2	7800	7803	4505816

2019

## iPhone 15

Top Hashtags	POSTS	REPOSTS	ALL POSTS ▾	IMPRESSIONS
#iphone15	6722	11066	17789	578221485
#iphone15promax	6956	10799	17756	110581284
#apple	5019	4331	9351	330736232
#iphone	5297	3960	9258	181987488
#iphone15pro	4635	3328	7964	136574376
#b2	79	4033	4113	2327616
#engfawaraha	51	3974	4027	2243601
#ios17	1215	1328	2544	14069221
#นางฟ้า	0	2104	2104	857496
#att5g	1843	5	1849	1072193

2023

- The top hashtag for 2019 is #iphone. Whereas, the top hashtag for 2022 is #iphone15.
- Both the years have common hashtags such as #iphone and #apple.
- The #galaxy, #BT21, #linefreinds\_creator, #personalize and #create refer to launch of BT21, a globally popular character brand created by LINE Friends in collaboration with the South Korean boy band BTS. The posts discuss about designing and creating one's style using BT21 and LINEFRIENDS products on iPhone and Galaxy.
- In 2023, the #engfawaraha refers to a Thai singer, actress and beauty queen from Bangkok whose Billboard was showcased in New York and the video for Billboard was filmed on iPhone15 Pro Max .
- In 2019 the #iphone11 highest number of impressions is at 237757376 impressions. Similarly in 2023 #iphone15 has the highest number of impressions with 578221485 impressions. This shows that for both years the highest number of impressions was for the particular iPhone model that was laucnhed that year.
- The highest number of tweets for 2019 is for #iphone at 9097 posts. For 2023, the highest number of tweets is for #iPhone15promax at 6856 posts.











# Most Mentioned X Posters (Tweeters)

iPhone 11

Most Mentioned X Posters		POSTS	REPOSTS	ALL POSTS	IMPRESSIONS
	@kyletackett99	95	49326	49421	35778475
	@juniorcalifas	29	11514	11543	8190944
	@officialjoelf	50	10731	10782	11113373
	@spanishcvndy	12	9686	9699	5715623
	@apple	4486	4717	9203	44460996
	@flossymiyaa	0	8408	8408	4871869
	@phillie_zandi	3	6934	6937	4449059
	@bengeskin	50	6486	6537	5166308
	@roman_nkrz	4	6230	6235	2416986
	@xvkinggg	3	5563	5566	2872602

2019

iPhone 15

Most Mentioned X Posters		POSTS	REPOSTS	ALL POSTS	IMPRESSIONS
	@tansuyegen	141	19175	19317	28687806
	@theapplehub	1687	7769	9457	15431966
	@apple	3269	2965	6235	46943935
	@trollfootball	10	5482	5492	7500767
	@dexerto	454	4322	4776	4460552
	@ewaraha	68	3823	3892	2109300
	@instablog9ja	163	3604	3769	7430198
	@trunaria	40	3217	3257	3337788
	@elonmuskao	345	2590	2936	5291158
	@keepingpain	0	2615	2615	2059413

2023

- IP
- Influencer- Blogger
- Influencer- Tech
- Celebrity
- Average Tweeter
- Businessman
- Media
- Media - Journalist
- Account Suspended
- Brand Apple

- Both in 2019 and 2023 Apple was among the consistent tweeters.
- In both 2019 and 2023, @apple had the highest number of tweets with 4486 in 2019 and 3269 in 2023.
- The most retweeted account in 2019 was by @kyletackett99 at 49326 reposts whose account is now suspended. In 2023 TANSU YEGEN (@tansuyegen) , a tech businessman has reposts at 19175 reposts.



# Analysis of Most Mentioned Tweeters

Coding Category	2019	2023	Trend Difference
Brand Apple	1	1	0
Brand Other	0	0	0
Businessman	0	2	+2
Celebrity	0	1	+1
Influencer Blogger	1	0	-1
Influencer Tech	1	1	0
Media	0	3	+3
Media - Journalist	1	0	-1
Average Tweeter	2	1	-1
Average Tweeter in Tech	0	0	0
Account Suspended	4	0	-4
IP	0	1	+1

IP
Influencer- Blogger
Influencer- Tech
Celebrity
Average Tweeter
Average Tweeter in Tech
Businessman
Media
Media - Journalist
Account Suspended
Brand Apple
Brand Other - Apple Dealer

- The most notable trend difference is observed in the “Account Suspended” category as it has a negative difference of -4 indicating that it was the most popular category in 2019 but did not exist in 2023.
- The maximum positive trend difference is observed in ‘Media’ category indicating that they were leading conversation for iPhone launch in 2023 as compare to 2019.
- Notably, the “Brand Apple” and “Influencer Tech” category remain consistent for both years, indicating that they were common tweeters across all categories.
- “Businessman” and “IP” emerged as new categories of tweeters in 2023 and they were not present in 2019.

# Retweets Summary for 2019 vs 2023 TOP 50

Coding Category	2019	2023	Trend Difference
Brand Apple	0	1	+1
Brand Other	2	4	+2
IP	3	8	+5
Businessman	1	5	+4
Celebrity	4	3	-1
Influencer Blogger	10	11	+1
Influencer Tech	3	3	0
Media	0	8	+8
Media - Journalist	3	3	0
Average Tweeter	10	4	-6
Account Suspended	14	0	-14
Politician	0	0	0

- The highest trend difference of +8 is noted in the "Media" category indicating that media was played a significant role in promoting iPhone 15 in 2023 and was not present in 2019.
- The highest negative trend difference is noted in "Account Suspended" category with -14 indicating that in 2019 many Twitter users with inactive account reposted about iPhone 11. This category was absent in 2023.
- "Brand Apple" was present in 2023 but not in 2019.
- "Media- Journalist" and "Influencer Tech" categories were consistent in both years.
- "Brand Other", "IP", "Businessman" and "Influencer Blogger" all have a positive trend difference indicating that these users reposted more in 2023 as compared to 2019.
- Overall, media drove the conversation in 2023 and twitter users with inactive account led in 2019 similar to the pre-buzz analysis of the retweets.





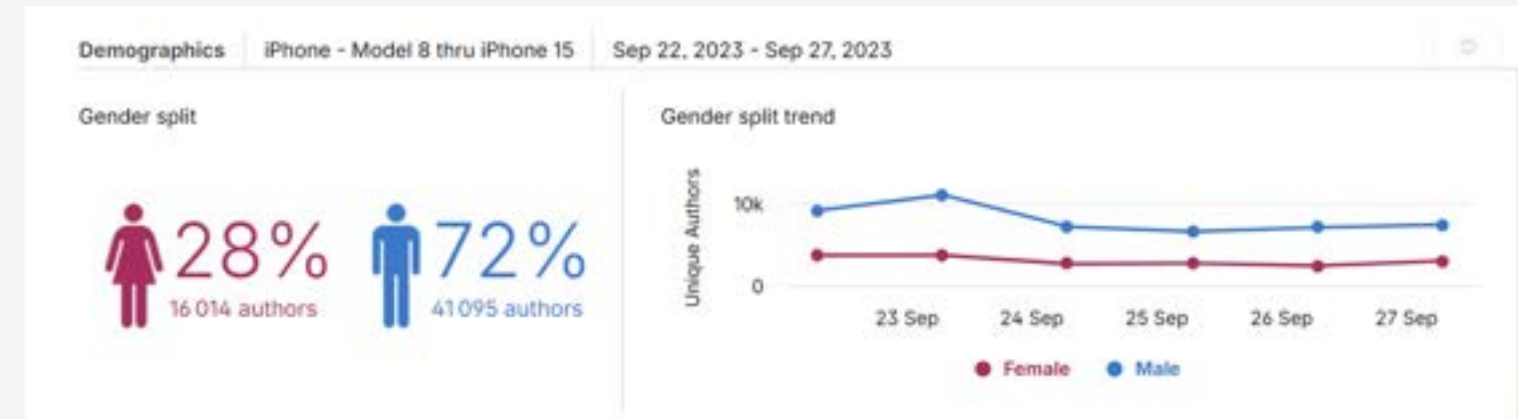
# Gender Split

## iPhone 11



2019

## iPhone 15



2023

- The percentage of unique authors according to gender is dominated by male authors for both years.
- In 2019 the total number of authors was 69035 . In 2023 the total number of authors was 57109. This shows only a small decrease of 18.9% in the total number of authors from 2019 to 2023.
- The percentage of females decreased from 42% in 2019 to 28% in 2023. This marked a significant amount of decrease, with a 58.1% difference from 2019 to 2023.
- The percentage of males increased from 58% in 2019 to 72% in 2023 with a difference of only 2.9% from 2019 to 2023.

**Note: The total number of posts with identifiable genders does not match the total number of posts in our data query**

# Top Interests

## iPhone 11



2019

## iPhone 15



2023

- The top interest for 2019 is Sports at 12%, however for 2023 it Sports take the second position at 14%.
- The top interest for 2023 is Technology at 15%. However in 2019 , Technology takes the second position at 12%.
- Interesting the percentage is simliar in 2019 for both Sports and Technology with a difference of only 12 unique authors between the two.
- Music made to the third position in 2019 at 10%. However in 2023 Music is the least intresting topic at 7%.
- Business was the least interesting topic in 2019 with only 8% interest. However in 2023 , Business takes the third position with 10% interest.
- Overall , all four areas of interests are common in both 2019 and 2023. Sports, Technology and Business see an increase in percentage from 2019 to 2023, while Music is the only interest that sees a decline from 2019 to 2023.
- The total number of unique authors in 2019 is 32,225 and in 2023 it is 39884. There is a 21.2% increase from 2019 to 2023.

# Top Professions

## iPhone 11



2019

## iPhone 15



2023



























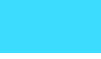



- In both 2019 and 2023, Artist remained the leading profession followed by Executive in second place and Software developer & IT took the third place.
- The percentage of Artist decreased from 30% in 2019 to 24% in 2023.
- The percentage of Executive increased from 17% in 2019 to 19% in 2023.
- The percentage of Software developer & IT increased from 10% in 2019 to 15% in 2023.
- Student occupies the last position at 8% in 2019 but did not make it to list in 2023.
- Scientist & Researcher occupied last position at 8% in 2023 and did not make it to list in 2019.
- Overall, the percentage of Executive and Software developer & IT increased from 2019 to 2023 but the percentage of Artist declined.
- The total number of unique authors in 2019 is 12,327 and in 2023 it is 13,256. There is a slight increase of 7.2% from 2019 to 2023.

































# Google News

## 2019

	National
	International
	Local
	Apple
	Apple News Only
	Technology News
	Other


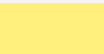
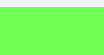


 <b>CNET</b> <b>iPhone 11 review: The best \$700 iPhone Apple has ever made</b> Apple iPhone 11 review: The best \$700 iPhone Apple has ever made. New cameras, longer battery life, Night Mode, a goofy selfie feature and a price drop. That's... Sep 20, 2019		
 <b>TechRepublic</b> <b>iPhone 11: A cheat sheet</b> This comprehensive guide about iPhone 11, iPhone 11 Pro, and iPhone 11 Pro Max covers features, specs, pricing, and more details that you need to know about... Sep 20, 2019		
 <b>SlashGear</b> <b>The Midnight Green iPhone 11 Pro Is Living Up To Expectations</b> I also think the Midnight Green finish works well with the triple camera array. Apple's triangular cluster of lenses is vaguely insectile, but combined with the... Sep 20, 2019		
 <b>Ars Technica</b> <b>iOS 13 on the iPhone 6S and SE: New software runs fine on a phone that's still fast</b> Better battery life might be the most compelling reason to get a new phone. Sep 20, 2019		
 <b>Business Insider</b> <b>How Much Is the iPhone 11? a Cost and Trade-in Breakdown</b> The iPhone 11 retails for \$699, or about \$29 per month if you're paying over time. The price goes down if you trade in your current iPhone. Sep 23, 2019		
 <b>MacRumors</b> <b>iPhone 7: Everything we know</b> The iPhone 7 and 7 Plus feature a 7-megapixel FaceTime HD camera for better-than-ever selfies and clearer FaceTime calls. There's new sensor technology for... Sep 20, 2019		
 <b>The Verge</b> <b>Apple's iPhone 11 and 11 Pro will show a warning on your lock screen if they can't verify a replaced screen</b> Apple has published a new support document that says the iPhone 11, 11 Pro, and 11 Pro Max will present customers with a warning if the devices are unable... Sep 25, 2019		
 <b>Forbes</b> <b>Apple Issues Serious Keyboard Security Warning For iPads And iPhones</b> Apple Issues Serious Keyboard Security Warning For iPads And iPhones - official security post. Apple confirms that both iOS 13.1 and its new iPadOS 13.1 have... Sep 24, 2019		
 <b>Architectural Photography Almanac</b> <b>iPhone 11 Pro vs Professional Photography: Real Estate Photography Might Be in for a Huge Change</b> For this reason, although real estate agents would shoot many homes with their smartphones it didn't really catch on as much as it could now. The iPhone 11 Pro... Sep 24, 2019		
 <b>ZDNet</b> <b>iPhone 11 review: The best iPhone for most people</b> It's affordable in today's market, where \$1,000 phones reign supreme. It's a perfect size. It's fast. It has an ultra-wide-angle camera and another camera that... Sep 20, 2019		

 <b>CNET</b> <b>The iPhone 11 has a few more features than we first thought</b> The iPhone 11 uses custom Corning glass. Every year during its September keynote, Apple says its glass is the toughest ever in a smartphone. This week we got... Sep 23, 2019		
 <b>Business Insider</b> <b>Apple iPhone 11 and iPhone 11 Pro: the Best and Worst Features so Far</b> Con: The iPhone 11 also lacks a fingerprint scanner, meaning you must type in a passcode when not using Face ID. ... If your iPhone experience is anything like... Sep 22, 2019		
 <b>Forbes</b> <b>Apple iPhone 11 Review: Slick, Capable And Drop-Dead Glorious</b> The iPhone 11 shares its processor with the iPhone 11 Pro and Pro Max. What this really means is the processor is designed to be fast enough to handle the extra... Sep 21, 2019		
 <b>MacRumors</b> <b>iPhone X: Reviews, Issues</b> The Super Retina display features a 2436 x 1125 resolution with 458 pixels per inch, the highest resolution and pixel density Apple has introduced in an iPhone. Sep 20, 2019		
 <b>The Verge</b> <b>How to move all your data to your new iPhone</b> The process of moving your data used to require restoring it from an iCloud or iTunes backup. Now, you don't have to bother with that backup (although backing... Sep 20, 2019		
 <b>Business Insider</b> <b>Apple iPhone 11 Review: How It Compares to Pro, Camera Test, and More</b> The iPhone is getting a triple-lens camera for the first time with the iPhone 11 Pro and the 11 Pro Max, the Pro's larger sibling that comes with a 6.5-inch... Sep 22, 2019		
 <b>Forbes</b> <b>Apple Finally Gets Face Unlock Right: iPhone 11 And iOS 13</b> Apple's had facial recognition technology for unlocking its phones for two years now, since iPhone X. But as a two-year owner on several iPhone X's (I named the... Sep 23, 2019		
 <b>CNET</b> <b>Your updated iPhone won't let you type swear words now. We found a way around it</b> Over time, your iPhone eventually gives in and lets you talk like a sailor. At least, that was the case until iOS 13's new swipe keyboard was released. As The... Sep 23, 2019		
 <b>CNET</b> <b>3 new ways to share iPhone photos and links in iOS 13</b> You had to tap the share button, select the Messages app, type in the contact's name, select the contact, compose the message and then hit send. That six-step... Sep 25, 2019		
 <b>Forbes</b> <b>Do You Still Need A Waterproof Case For Your iPhone 11?</b> According to Apple, the iPhone 11 and iPhone 11 Pro have earned an IP68 water resistance rating. Despite the same rating, the company says the Pro versions are... Sep 23, 2019		




# Google News

## 2023


-  National
-  International
-  Local
-  Apple
-  Apple News Only
-  Technology News
-  Other


Sep 22, 2023 – Sep 27, 2023 Sorted by relevance Advanced Search Clear



**I just bought the \$1,199 iPhone 15 Pro Max — here's why**


The iPhone 15 Pro Max is the best for those live event photos I shoot from a distance, as it's the only iPhone with Apple's new 5x/120mm telephoto camera (the...  
Sep 22, 2023






**Go Inside the Apple iPhone 15 and iPhone 15 Pro: See How the New iPhones Look and Work**


The iPhone 15 is available in two sizes: The iPhone 15 measures 6.1 inches while the iPhone 15 Plus is 6.7 inches.  
Sep 25, 2023






**iPhone Diary: First impressions of the iPhone 15 Pro Max**


The subjective weight difference is a significant benefit. The titanium is pretty, but then so was the steel, and both attract fingerprints the way that walking...  
Sep 22, 2023






**iPhone 15 lineup and new Apple Watch lineup arrive worldwide**


On Friday, September 22, iPhone 15, iPhone 15 Plus, iPhone 15 Pro, iPhone 15 Pro Max, Apple Watch Series 9, Apple Watch Ultra 2, the new Apple Watch SE, and...  
Sep 22, 2023






**iPhone 15: Features, Price, How to Order, and More**


The main cameras on iPhone 15 and iPhone 15 Plus are bumped up from 12 megapixels (MP) to 48MP. The new camera offers optical quality (versus inferior digital)...  
Sep 22, 2023






**French authorities get Apple software update after iPhone 12 dispute - ministry source**


French authorities have received a software update from Apple for its iPhone 12 and are reviewing it as a fix for a radiation issue, a source at the French...  
Sep 22, 2023






**What I like and hate about iPhone 15 Pro as an Android user**


I still hate the iPhone homescreen with a passion. It's definitely gotten better over the years, with the ability to add widgets, as well as with the "App...  
Sep 24, 2023






**Apple's new iPhone 15 family brings big upgrades to the travel experience**


Charging your iPhone 15 and 15 Pro will be very different, and the introduction of the Action Button and Dynamic Island will streamline your travel journey.  
Sep 22, 2023






**First Impressions of Apple's New iPhone 15 Pro Max and Watch Ultra 2**


The iPhone 15 Pro Max and Apple Watch Ultra 2 both went on sale Friday, and I've got a bunch of first impressions. Also: Amazon's hardware division gets...  
Sep 22, 2023






**iPhone 15 Plus: price, features, cameras, and everything you need to know**


The iPhone 15 Plus has a 6.7-inch 1290 x 2796 Super Retina XDR display with 460 pixels per inch, and a peak brightness of 2,000 nits, which is up from 1,200...  
Sep 22, 2023






**Apple iPhone 15 Pro and Pro Max review: A17 Pro, 5x telephoto, and titanium**


The sides of both phones are very slightly curved compared to last year's models. They retain enough of a flat edge that they still have that iPhone look, but...  
Sep 22, 2023






**Which iPhone 15 Model Should You Buy?**


iPhone 15 Pro (\$999): The 6.1-inch iPhone 15 Pro (8/10, WIRED Recommends) model now has a titanium frame that makes it 19 grams lighter, a 10 percent reduction...  
Sep 22, 2023






**Should I Upgrade to the New iPhone 15 or 15 pro? - Buy Side from WSJ**


Upgrade? Yes, especially if yours feels sluggish or doesn't hold a charged like it used to. If you're using an iPhone that was introduced in 2019 or earlier and...  
Sep 25, 2023






**Apple iPhone 15 and 15 Plus review: Almost Pro**


The only significant flaw is the display, which should've been upgraded to a 120Hz refresh rate. But the improved cameras, nice design and choice of colors, and...  
Sep 26, 2023






**iOS 17.0.2 Vs iOS 16.7—Here's Which iPhone Update To Choose**


One of the benefits of upgrading to iOS 17.0.2 rather than iOS 16.7 is enhanced Lockdown Mode. If you are an at-risk iPhone user—such as a journalist or...  
Sep 27, 2023






**My iPhone 15 Pro Max's FineWoven Case Had a Rough Week, and It Shows**


"The FineWoven Case is made from a luxurious microtwill, with a soft yet durable suedelike texture to protect your iPhone. The material may show wear over time.  
Sep 22, 2023






**iPhone 15 Pro review: Apple delivers the Action you didn't know you needed**


Bottom line ... I really love the new iPhone 15 Pro Max, and I can already tell I'm going to be unbearable to anyone who is trying to stave off an upgrade. The...  
Sep 27, 2023






**I bought an iPhone 14 last year, and now I feel like an idiot**


Its slightly curved edges hit a nice sweet spot between the iPhone 11 and the iPhone 14, while the addition of Apple's Dynamic Island – a feature previously...  
Sep 25, 2023






**iOS 17 Lets You Clone Your Voice on Your iPhone**


To do this, go to Settings > Accessibility > Live Speech and toggle on the Live Speech feature at the top of the page. Once enabled go to the Voices section and...  
Sep 27, 2023





**iPhone 15 hits shelves around the world. Here's what you need to know**

Apple's iPhone 15 lineup hit stores Friday as people waited in long lines across China, Europe and the US to be among the first to get their hands on one of...  
Sep 22, 2023



# Google News Analysis Summary

Coding Category	2019	2023	Trend Difference
Local	0	0	0
National	0	0	0
International	14	16	+2
Apple	0	1	+1
Apple News Only	2	1	-1
Technology News	3	0	-3
Other	1	2	+1

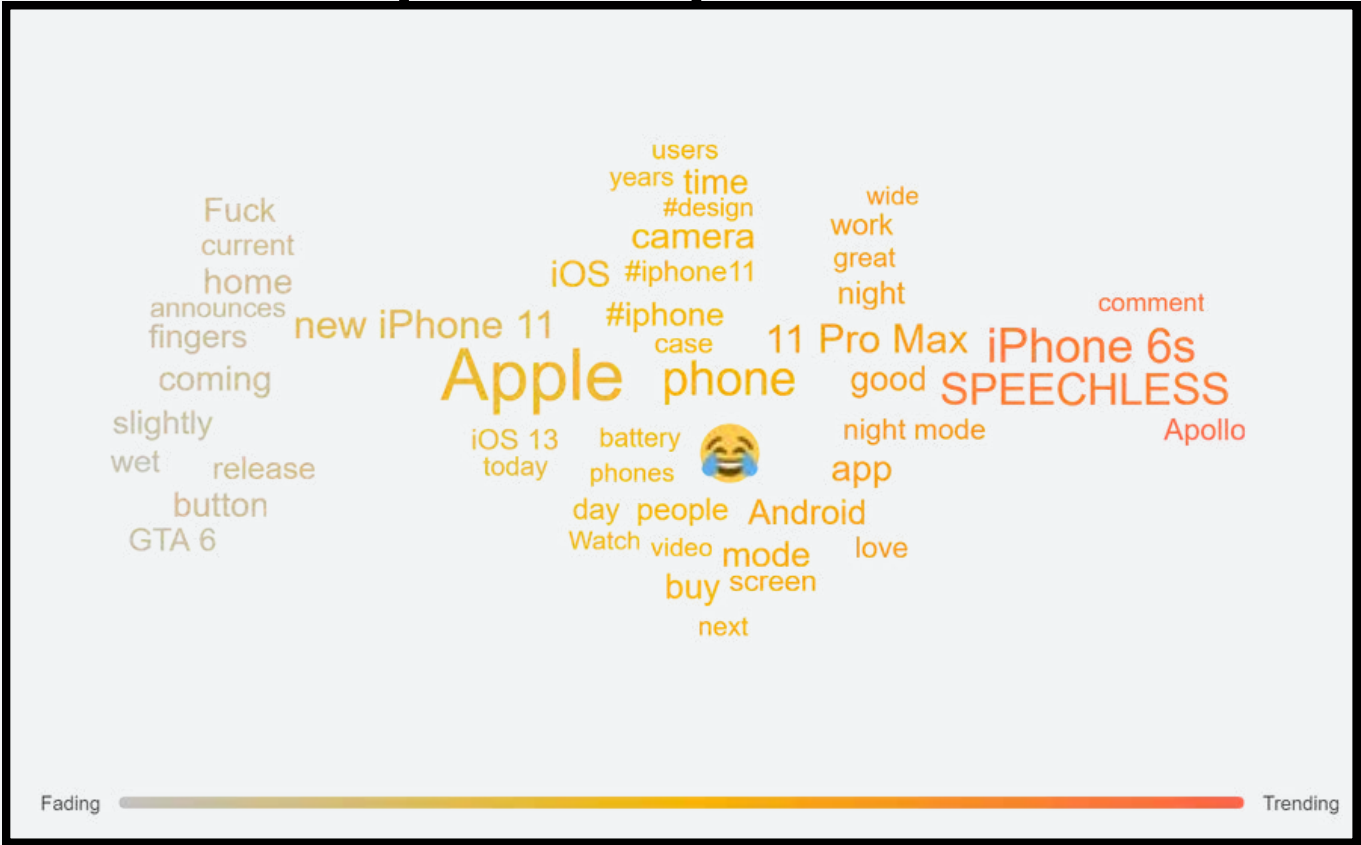
- The Google Trends data indicates that International news platforms covered the iPhone the most in both 2019 and 2023. The trend difference is a +2 .
- A positive trend difference of +1 can be seen in Apple and Other websites.
- Websites focusing on Technology News saw a -3 trend difference.
- Local and National news platforms did not have any news for both 2019 and 2023.
- In conclusion, the iPhone received more coverage in International news outlets, indicating that after the launch the iPhone news was covered more globally.



# Trending topics- two days before and after the launch of iphone

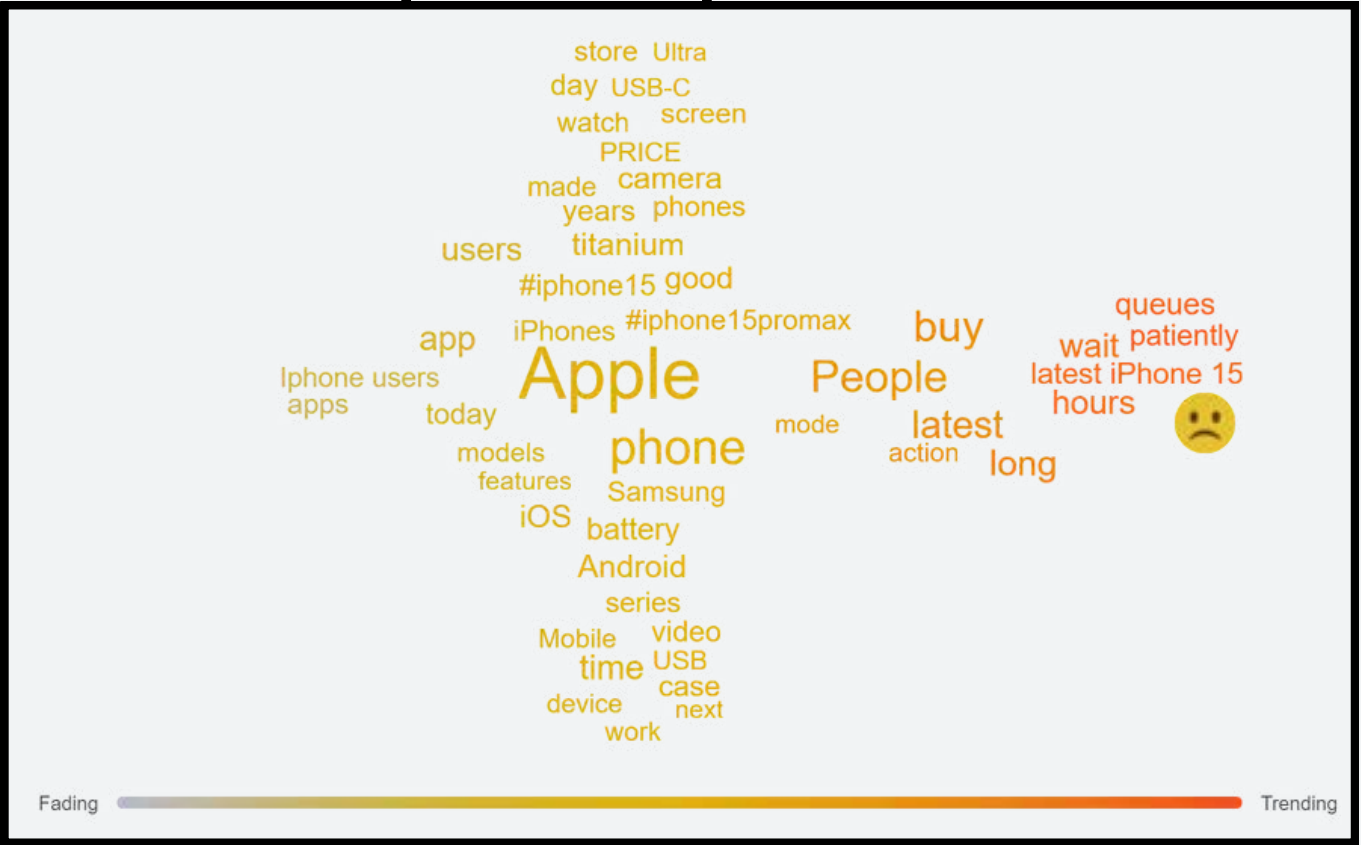
2019

Sep 18 - Sep 23 2019



2023

Sep 20 - Sep 25 2023



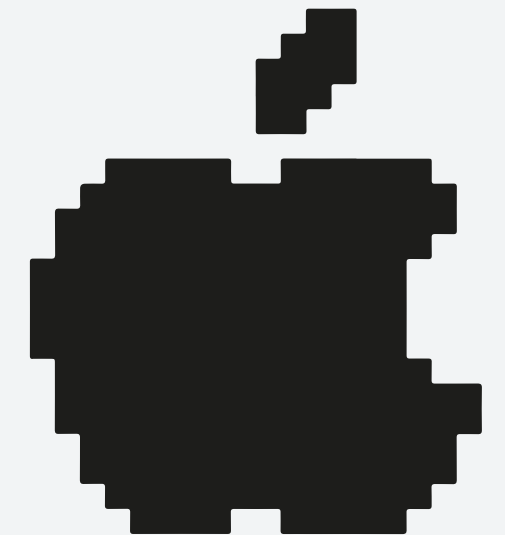
The middle part includes topics such as “Apple,” “iOS,” “camera,” “screen,” “great,” “speechless,” “watch,” “buy,” “battery.” This is more centered, with things trailing off only a little bit in the trending direction. The conversation is mostly about the “iPhone 6S,” “Speechless,” and “Apollo.” Discussions revolve around features and issues related to the Apollo Reddit app on iPhones. There is consistent flow overall. There is one emoji, the laughing emoji, which is centered, showing that it was neither fading nor trending.

The middle part consists of topics such as “Apple,” “Watch,” “camera,” “titanium,” “iPhone 15 Pro Max,” “price,” “USB-C,” and “battery.” This is more inconsistent compared to 2019. There are topics that fall into the “Fading” category, unlike 2019. The flow is towering in the middle, with a few topics trending on the right side. The trending topics include “wait,” “queues,” “patiently,” “hours,” “long,” and “iPhone 15.” There is only one sad emoji that is in the trending category on the right side. The emojis in 2019 showed people were laughing, which was the complete opposite as people expressed sadness through emojis in 2023.

# Summary



- The term "iPhone" has maintained a consistent trend in interest level over the last 10 years. Interest levels peak on the day of the announcement of a new iPhone model and another peak is observed on the day the iPhone goes on sale. The typical peak hours are from early morning to afternoon. These peaks consistently occur in September every year, as it is the strategy to release the iPhone in the same month annually, making September synonymous with iPhone. Additionally, it's the perfect time for people to buy such items as it is the pre-holiday period.
- Twitter, Reddit, online news, and YouTube are the best social media platforms to drive conversations, promote, and market new iPhones. These platforms have consistently been seen as the most preferred platforms, with YouTube gaining popularity recently.
- The United States ranks as the top country for both pre-buzz and launch periods. Nigeria, the United Kingdom, and India are among the other top countries for both 2019 and 2023, as well as both the pre-buzz and launch week periods. It was the first time ever that the iPhone 15 was being launched in India as it was made in India, making India one of the top countries in 2023. There were long queues outside the Mumbai Apple store in India, with people waiting to buy the made-in-India iPhone for the first time ever.
- The #appleevent has the maximum volume in the pre-buzz period. “Apple” as an organization has the maximum volume in launch week. The conversation revolves around the Apple event with the company Apple leading the conversation in the pre-buzz period. During the launch week, the conversation shifts to the reactions, reviews, and comments of customers, making the sales dependent upon the reviews of the users. The conversation is no longer in the hands of the company but with the people who can make or break the product.
- The gender split in authors of posts or mentions remained similar in both years, with more male authors than female authors. The top interest areas were Technology and Sports for both the pre-buzz and launch week periods. Artists and Executives remained the top professions for both periods as well.
- The sentiment was mainly neutral for both pre-buzz and launch week. However, in 2019, there was more positive sentiment in both periods, whereas the sentiment was more negative for 2023 in both periods. Generally, people expressed more positive sentiment for iPhone 11 as compared to iPhone 15.
- The coverage for iPhone was mostly from international news and media outlets in both pre-buzz and launch week, indicating that as iPhone is a much-awaited launch, people globally are excited to buy or have opinions about the product as it does not belong to the US only but has become a large-scale global brand.
- The majority of posts expressed anger followed by joy in both pre-buzz and launch week. People had extreme emotions related to iPhone that could be related to the price, features, excitement to own an iPhone, and a lot of other things leading the majority of the public to feel either angry or joyful.
- Overall, in the retweets section, the media drove the conversation in 2023, and Twitter users with inactive accounts led in 2019.

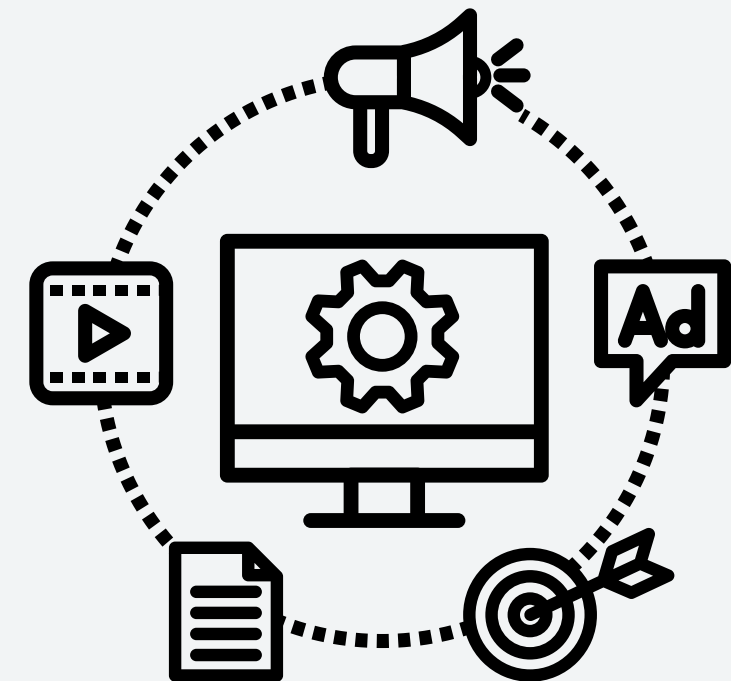




# Recommendations



- Continue to utilize platforms like Twitter, Reddit, online news sites, and YouTube as they have proven to be effective in driving conversations, promoting, and marketing new iPhones. Consider exploring emerging platforms or trends to reach a wider audience.
- Capitalize on the iPhone's global appeal by hosting grand launch events that generate buzz and excitement worldwide. Coordinate these events with key media outlets, international news platforms, influencers, and Twitter users.
- Utilize hashtags like #appleevent to create a buzz on social media platforms and engage with potential customers.
- During the launch week, emphasize customer reviews and feedback. By stressing the importance of their feedback, the audience will feel valued and included in the marketing process. Encourage satisfied customers to share their positive experiences, as positive sentiment plays a crucial role in influencing potential buyers.
- Utilize social media analytics and insights to research, draw comparisons, and identify trends to tailor marketing strategies and campaigns. Sentiment and emotional analysis will help in making better decisions for future strategies.



**THANKYOU**





# Citations

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