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Four out of 10 people now own smartphones, according to Nielsen Co. research.

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This number is up from 34 percent a year ago, the same release states.

Why some technologies are embraced while others are not depend on the benefit they provide, sociologist and San Diego State University Dean David Pearson said.

Humans are a social species, Pearson said, and people have a need for information and to communicate with one another.

Telecommunication technologies intensify these needs, Pearson said.

During the second quarter of 2011 vendors shipped 106.5 million smartphones, compared to 64.4 million units during the same time last year, an International Data Corporation release states.

"Smart phones are ramping up," Luis Wong, chief technology officer with Imperial County Office of Education said. It is becoming a norm for people to own a smartphone and use it at work, he said.

"The mobility capacity is absolutely amazing," Wong said.
Before the advent of smartphones businessmen were confined to desks, now they can take their office anywhere, Thomas Topuzes, owner of a consulting firm in El Centro said. “You can be on vacations and conduct business,” he said.

Smartphones “definitely” make her more productive, Teri Sanders, senior director of education technology said.

“It is almost like I’m never away from work,” Sanders said, “If the phone is on I’m getting my e-mails.”

Smartphones are also good “on the business side,” Wong said, for those who communicate through e-mails, text messages and for those who use it for news or occasional Internet browsing.

“You have a lot of information literally at hand,” he said.

Smartphones have also made practicing medicine more efficient.

“Previously you would have to be looked up on the phone page or respond to a pager and then make a phone call and wait for an answer,” Dr. George Fareed said.

With the use of smartphones communication with patients, nurses and hospital staff is faster, he said.

Sixty-seven percent of primary care physicians and 61 percent of specialists now have smartphones, a Knowledge Networks press release states.

PCPs and specialists are relying more on smartphones to check e-mail, research medications and patient conditions, the release stated.