I399: Undergraduate Research in Informatics

iOS

vs.

Android

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Abstract:

There are nearly 500 million smartphone users currently throughout the world (“Getting Inside”, 1). These users encompass a wide variety of ages, races, and genders. Apple and Android share around 70 percent of the smartphone market currently (“Getting Inside”, 1). Our research project was to compare all functions of the user interface of the Android operating system and the iPhone operating system. We tested the operating systems by conducting multiple surveys and doing detailed interviews with various users of both platforms. The results of both methods of our research showed that the iOS was a smoother more simplistic interface, while the Android OS was slightly more difficult but allowed more functionality. Our conclusion was that people who wanted a simpler more intuitive interface that could be used right of the box by almost anyone bought and stayed with the iPhone. While, people who didn’t care to have a larger learning curve but wanted more custom ability bought and stayed with the Android operating system. We also found a large bias in our subjects and research due to user and brand loyalty toward one of the particular companies.

Introduction:

Of the 70 percent of the smartphone users that currently own either Android or IPhone, IPhone controls 27 percent of the market while Android controls the other 42 percent (“Getting Inside”, 2). Currently people use smartphones for various reasons and buy into a certain brand for generally a particular reason. These reasons include generally include what is popular, the app market, and the overall use of the interface (“Number of Android”, 1). It has been stated by PC World that people “stick with their current carrier, and that has to do mainly with the influence of friends-and-family plans for personal devices” (“Number of Android”, 1). People continue to use a specific brand and we wanted test why people used and stayed with a specific brand. Are people drawn to a specific brand because brand popularity or do they actually buy into functionality? People seem to look mainly at what other people around them are using. We also found that people really look into the user interface and overall functionality was one of the determining factors when buying a smartphone. But, why are these things so import and what about the user interface is more appealing to people? Due to the high percentage of smartphone users we wanted to look at more specifically what type of emotional responses people get from their current phone and how they react to using a different operating system. The research we conducted was to find out whether one operating system was better and why people bought and stayed with a certain operating system.

Background:

* Since each article is generally written by someone clearly in support of one OS over the other (Matias Duarte on the philosophy of Android, and an in-depth look at Ice Cream Sandwich, who only talks about android, or Why I Switched Android to iPhone, which in my opinion doesn’t give android an assessment at all during the article) it is hard to get an ‘overall’ opinion since the information is so subjective.
* In the Matias Duarte article, he touches on some aspects of reworking android from the bottom up and some of the ways they do this directly relate to our research as a team.
* They were trying to reinvent the Google UX and trying to break through two decades of windows, cursors, and little folder icons. Matias Duarte stated that the new OS wasn’t about design or a product question, but more of a philosophical question. What is this thing? What is it supposed to do? How will it do it? How do we get there?
* They answered these questions by conducting user studies at Google Headquarters on mobile phone use, watching how and why regular people used their smartphones. They even had employees shadow users at their homes watching how they interacted with their devices.
* In the ‘Why an Android Fan Recommends the iPhone’ article, the author states that androids openness is its downfall. Because carriers at Bloatware and ‘skins’ meant to enhance the experience when really it clogs the experience up. They also sell low grade and high performance androids, offering a completely different experience based on which phone you purchase.
* He says that although he personally enjoys the openness of android- being able to use a keyboard or not, big screen or small screen, installing a custom rom on it, etc.; 99% of consumers don’t care about these things. They just want a sleek phone that can browse the web, check email, text and make calls, and in this regard the iPhone is the best option.
* In the article Android vs. IOS a usability battle, people were tested on how ‘usable’ each operating system was by trying to perform a certain task with either OS and seeing which had a higher or faster completion rate. They also looked at which one people ‘liked’ better in a preference test.
* The overall results had Android coming in higher ranked than iOS; however they were both very similar in terms of usability. The biggest difference is hardware however- you can by high end and cheap android phones which can cause for a bad UX; apple only has one type of phone and it is always made with the best hardware at the time.

Research Problem:

We started with specifically looking at the operating systems of the Android and the iPhone. We tried to stay with the newest of the operating systems of both brands. Of our group two of us had iPhones while the other two had the Android operating system. We knew a lot of information prior to the project about each operating system. The only related work that had been done on this project was surveys conducted by Google and Apple. We looked at the results of these surveys to get a better idea of what people looked for in their specific phone. Due to the information of these surveys we decided to focus our project more specifically on the user interface of both operating systems. We felt as if this was the most crucial thing that people look for in their phone and were most likely the main contributing factor to why they stayed with their specific brand. This led us to begin conducting our core research on usability and user response to the interfaces of both OS.

Research Methodology:

We started our project doing a great deal of online research. We started by looking at scholarly articles to get a better idea of how each operating system actually worked and the functionality of each OS. Once we got a better idea of how they worked we researched online surveys that had been conducted by Google and Apple. We also watched a lot of online videos that compared the functionality and interface of each operating system. This allowed to see what people in the professional world felt was better based on their reviews. We wanted to conduct surveys to understand why people chose functionality and why this was a determining factor for buying a smartphone.

Surveys: We conducted 36 online surveys through survey monkey. We asked a variety of questions that mainly pertained to the user interface and emotional responses of the interface. We asked what they specifically looked for in a smartphone, and what they believed was the most important feature on their phone was. We gathered and analyzed the results of this information and created twenty-five detailed interview questions. We wanted to conduct interviews to see how people used their phone and to get a detailed account of what they used their phone for. We also wanted to see what type of emotional response they got by using a different OS.

Interviews: We performed 10 interviews of people that we knew that go to Indiana University. Half of our subjects were in the Informatics department and the other half were other various majors. We asked them twenty-five specific questions that pertained to the user interface of their specific phone. We also watched them use their phone and had them show what features they used a lot. We were able to determine how they reacted to the overall user interface by doing this. We also had them use the opposite operating system to see how comfortable they were with this and also we wanted to determine which OS was simpler. Our questions that we asked helped us to determine why they chose their specific brand, if they had switched brands, and why they stayed with a specific brand. We found that people react for the most part the same way to the opposite OS of what they used unless they had previously had that OS before. We really wanted to understand why people stayed with their specific brand and what they had initially bought that specific brand. We also wanted to find out if they had switched brands previously and if they would stay with that same OS in the future. This would help understand our users better and why and how they used their smartphones and that particular OS.

Survey Results Summary:

There were 36 total survey participants between the surveys that we handed out and web responses on survey monkey. Of the 36 survey results 14 were from web responses while the other 22 were from hard copies that were passed out to our peers. The survey was used to get a feeling of what kind of smartphones were popular and what people thought about their phone’s operating system and other operating systems. The three smartphone platforms that were of interest were iPhone, Android, and Windows phone.

Our first three questions were used to determine the bias level of our participants asking them questions such as: Which Operating System do they prefer (Mac, PC, Other)? Questions 4-7 were used to obtain the opinions of our respondents. Our group wanted to focus on things such as features and what they look when purchasing a smartphone. Through our research reading product reviews and blogs we came up with five popular features that could determine buying one smartphone from another. The five options we chose were: aesthetics, user interface, app market, price, and multitasking. We also allowed an “other” section that allowed the survey taker to write in their response. Our last three questions were used to get the thoughts of the three smartphone platforms (iPhone, Android, Windows) and also rate the three platforms from 1-10 with 10 being the best.

While looking at the results of the first question, (Which Operating System do you prefer?), we found that 63.9% (23/36) of our respondents preferred PC over the Mac Operating System. Mac resulted in 36.1% (13/36) of the results with zero participants choosing other. The second question was: What type of Smartphone Platform do you own? We allowed the participants to select as many as they owned. The options we presented were: Android, iPhone, Windows, Blackberry, and Other. The iPhone had the most responses with 55.6% of the respondents having an iPhone. Second was the Android platform with 38.9% followed by a tie between Windows and Blackberry with 8.3%. There was one respondent who stated that they did not own a smartphone.

Question number three was the first question which was specific to the preference of their smartphone. The third question read as follows: Which Smartphone platform would you prefer? The iPhone once again had the most responses (50%), which is not surprising as 55.6% answered that they owned an iPhone. What is interesting is that 5.6% of the people that said they own an iPhone would prefer a different smartphone platform. Android was the second platform preferred with 36.1%. What was strange about the Android results was that the two respondents that selected the other section wrote in “android” and “have an iphone, would try an android”. The former clearly needed to be added into the android results and the latter could go either way so it was left in the other section. The extra selection of Android in the other selection raised the percentage to 38.9 making no change from the previous question. Coming in third place was blackberry with two responses and windows had the least amount of responses with only one.

Our fourth question was designed to see what our respondents thought was the most secure smartphone platform with the same given answers as the last question: Android, iPhone, Windows, Blackberry, and Other. The results shifted a bit after the iPhone as blackberry came in second with 20% and android was in third with 17.1%. Windows once again came in last with only one response. Two people decided to select other with the responses: “I’m not sure because I haven’t used all of them” and “I have only used iphone so I don’t know the answer”.

Questions five and six were focused in on the features of a smartphone with both having the same given answers: Aesthetics (looks), User Interface, App Market, Price, Multitasking, and Other. The fifth question asked what the respondent what they looked for in a smartphone with the option to list up to three features. The most popular feature was the User Interface with 63.9% followed by App market with 44.4% of the respondents. The third most selected feature was Multitasking with 41.7%. Coming in fourth was Aesthetics (looks) with 38.9% of the respondent’s selections with Price coming in last with only 27.8% of the respondents selecting how much the phone costs. There were seven Other responses stating: “usability”, “size”, “4G”, “problems with shutting down, etc”, “speed of processor / battery life”, “Functionality”, and “easy to use and helpful to my life”.

The sixth question asked what the one most important feature was in looking for a smartphone which in contrast to the last question had some interesting results. It was not a surprise, after looking at the last question, that User Interface was the top choice with 35.3% of the respondents choosing it. The surprising figure was that App Market went from second place to last when asked what the number one feature they look for rather than the top three. Multitasking jumped into the second spot with Price and Aesthetics (looks) coming in third and fourth respectively. The third, fourth, and fifth place features were all separated by one vote. There were three Other responses: “usability”, “4G availability”, and “easy to use and helpful to my life”.

The last four questions were all comment only with no predetermined answers available. Question seven asked what feature the respondent liked the least on their smartphone and we were expecting “stock” answers that would resemble the ones we had listed for the questions five and six, but that was not the case with only 7 of 36 respondents giving “stock” answers. Of the seven respondents that selected “stock” answers 5 of them stated they liked their apps or app market the least.

Questions 8-10 asked the respondents what their thoughts were of each of the smartphone operating systems (Android, iOS, and Windows) and to rate them from 1-10, 10 being the best. Unfortunately we did not have the kind of results we were hoping for as most people skipped the thoughts portion of the question, or skipped the question completely, and went straight to rating the operating the systems from 1-10.

Individual Survey analysis:

When looking at each of the individual surveys that were taken it was easy to catch a few biases. The most obvious bias I started to find was that almost every person that selected that they preferred the Mac operating system also selected that they owned an iPhone, iPhone was the most secure, and also that they preferred the iPhone. There were 13 of the 36 survey takers that stated they preferred the Mac operating system. There was only one person who selected that they preferred the Mac operating system and then selected that they owned an Android phone. This individual also selected that they preferred the Android smart phone platform. What was interesting about this outlier was that when this individual was asked to rate the two operating systems the individual rated the iOS higher than the Android operating system. This individual then proceeded to state that the iOS is more consistent and “less glitchy” than the Android operating system. Also, this individual stated that the apps on the iPhone are better, which is a major attraction to joining the iPhone fan base.

There were a larger portion of the survey takers that used a PC (23 of 36) and the results were a little more sporadic. Of those 23 surveys there were 3 survey takers that owned both an iPhone and an Android phone. These individuals seemed to be very important in trying to get an unbiased amount of data. Of the three who owned both the iPhone and an Android phone two stated that they preferred an Android phone over an iPhone. One of the dual users rated both operating systems with a 6 rating with no reasoning listed. The three features this individual looked for in a smart phone was user interface, app market and usability (marked other and wrote in usability). These were interesting choices for an individual who chose an Android as their preferred operating system as User Interface and app market were the number one and number two features selected by iPhone users. The second survey taker that stated that they owned an Android and an iPhone rated the Android as an 8 out of 10 and the iPhone as a 5 out of 10. This individual also did not give any kind of reasoning or thoughts on each of the operating system. This individual also stated that user interface was the most important feature when looking for a smart phone.

Of the 36 survey takers who took our survey only 6 stated that they would prefer a smart phone that they did not already own. This suggests a very large amount of brand loyalty, which seems to be the most important factor when trying to figure out why individuals have chosen the smart phone that they have. Also, there are certain features that are iPhone and Android specific. Users of the iPhone feel that the app market is very important when choosing a smart phone platform as 75% of the iPhone users selected this as an important feature. On the other side of the coin, Android users selected that multitasking was an important feature 100% of the time. When it came to security, every iPhone user felt that the iPhone was the most secure smart phone platform. Android users were a little more spread out with a few Blackberry and Windows spread between the iPhone selections. 85% of all survey takers felt the iPhone was the most secure smart phone platform.

There were six survey takers that owned a Blackberry or Windows smart phone and these individuals seemed to be somewhat unbiased when it came to their thoughts on the iOS and the Android. One of the Blackberry users rated the iOS as 8 out of 10, while rating the Android platform with a 6. They did not put any reasoning into why they rated the smart phone platforms the way they did. Survey #29 had a Windows phone and rated the iOS with an 8 and the Android platform with a 7 with no explanation. This Windows user stated that their most important feature they look for in a smartphone was User Interface and they did not like the Windows app market. Survey #23 also owned a Windows phone but stated that they would prefer an Android phone. This survey taker rated the Android with 8 out of 10 while rating the iOS with 7 out of 10. There was only one individual that owned only a Blackberry phone with two users having a Blackberry as a secondary phone. The lone Blackberry phone user stated that they look for multitasking as the most important feature.

Of the 36 survey takers only 13 individuals decided to write in their thoughts on the iOS and Android operating systems. This was very frustrating as this was the most important aspect of the survey for gathering information. Survey #15 wrote in their thoughts on both platforms. They were one of the few iPhone users that would prefer an Android over their current smart phone platform. Survey taker #15’s reasoning for wanting to change was the lack of customization on the iPhone platform. Also, they stated that the lack of java support was “downright pathetic”. The very first survey that was filled out online wrote in their thoughts on both platforms. The first survey taker was an Android user loved how the operating system was “quick for games, tasks, messaging, and browsing the internet. Have not encountered any crashing or bad problems with it.” They gave the Android a 10 out of 10 rating, while giving the iPhone 8 out of 10 and stating: “has a very good app market, and the voice control has really brought it up from where it was. Easy to use interface.” The fifth survey was one of the many Mac users who also own/prefer the iPhone. The fifth survey taker was one of the thirteen who decided to write in their thoughts as directed in the survey. This user rated the Android with 6 out of 10 and gave the reasoning that the Android platform: “has too many widgets and other options.” The fifth user gave the iPhone 8 out of 10 and stated that the “UI hasn't been ‘fresh’ in a while, and the experience is linear at best.” The other written thoughts were very generic stating things such as “I think it is good. I rate 8” and “I like it a lot”.

Interview Analysis:

During our research process, we interviewed eight people. We wanted to get a mix of Android and iOS users, so we interviewed four of each type of user. On the android side, we had an HTC Incredible, Samsung Galaxy SII, a Galaxy Nexus and a Samsung Galaxy S. On the iOS side we had an iPhone 3GS, an iPhone 4, and two iPhone 4S’s. This gave us a wide variety of the two operating systems and proved to be very useful research data. We asked them the same questions that were offered on our survey, and were able to get a lot more information from them than our survey could have provided.

Our first point was to ask them which smartphones they had used in the past, if any. Half of the interviewees were using their first smartphone during the interview, one iPhone user had switched from an Android phone to an iPhone, and one iPhone user was on his second iPhone.

We then wanted to find out which functions each person used the most on their phone. Most of the interviewees answered similarly- web browser, twitter, email, and messaging. The biggest difference here between the iOS users and the Android users was that iPhone users all seemed to play more games on their phone whereas Android users seemed more in tune with the core functions of the device rather than playing games. I think a lot of this has to do with two factors mainly: one being that most games, when initially developed, are developed for iOS first and then move to Android at a much later date. Developers tend to sway towards iOS initially and then worry about Android later. A lot of this has to do with the fact that when developers make a game for iOS, it is only going on one device- the iPhone.

When developers look to make a game for Android there are a number of things to consider: there are hundreds of Android phones from low to high range, with different hardware, different software versions of Android, different screen sizes, and much more. This makes it more difficult for them to develop initially. The other thing Apple has going for them is the GameCenter which allows players to link up with friends and compete against each other while playing games, posting their high scores to the GameCenter.

Our next question was about the overall interface and what impressions people had about them. Both Android and iOS users answered pretty similarly on this question: iOS users all agreed that the iPhone interface is easy to use and simple to navigate. People liked how there was no customization required and everything just fits in nicely with each other; it takes no effort whatsoever to set up an iPhone’s home screen- it’s already done for you when you take the phone out of the box. Android users all agreed that while there was a learning curve involved, once the curve was passed they really enjoyed the customization aspect and the use of widgets, and how they could have as many home screens as they wanted.

The next question we asked was why people chose their specific phone. IPhone users seemed to have two specific reasons why they bought their phones: one reason was because they already had Apple products, such as a MacBook or iPad, and wanted to be able to easily sync between their devices. Another reason was that it was simply “popular” or their friends all had one, and decided they had might as well do what their friends did and just get the same phone. Android users seemed to have a little more reasoning behind getting their phones- one user chose his because at the time the processor was much quicker than the iPhone and he loved how the screen looked; another said he needed the customization aspect and since that was his priority there was no way he was going to get an iPhone. This question led us to see that Android users were more interested in the specifications of their phone and operating system when they were buying them, whereas iPhone users simply wanted a good phone that they knew would work well with the products they already own or just in general.

Next we asked people what their favorite features about their operating system was. Interestingly enough, many of the iPhone users said their favorite features of iOS were the notification center- something Android has had for years. Android users said the openness of the operating system and the customization/multiple home screens were their favorite features.

When asked about brand loyalty, the answers were all the same. Except for one Android user who wants to try an iPhone next, everyone said they would definitely be sticking with the operating system they currently use when their contract expires. A lot of this bias has to do with the fact that most people are locked into two year contracts, and after two years of using a certain phone you feel so accustomed to it would be hard to break out and switch unless one was clearly superior to the other- which is not the case in this situation. Another thing is the brand- people who love Apple are going to stay with Apple products- people who love Google will stick with Google products. People enjoy staying with what they know and love, and that definitely rang true when we asked this question.

We wanted to know how using the opposite platform would make people feel to gauge how glued to their own platform they were. Both Android users said they would be comfortable using an iPhone, one because he had one and the other because he thinks its just a natural interface and easy to pick up. The iOS users rang a different tune though- most said they would be confused and or would not be comfortable, however all of them agreed given enough time they are sure they could get used to it. I think this is really one of the biggest conclusions of our research- iOS is easy to use and simple to navigate from out of the box all the way down the line- Android takes a little more getting used to, but if you’re willing to put in the time and effort, it pays off because you can make your phone do and look like whatever you want to.

When asked what features people looked for most in a smartphone, iPhone users all agreed the app market was a huge pull for them. Not surprising, as Apple currently has over 500,000 apps in the app market and was the first of its kind. IPhone users also seemed to be interested in the appearance and look of their phone- which is understandable; the iPhone is one of the best looking phones on the market, hands down. Android users were more interested in the multitasking capabilities as well as processor speed, and how customizable it was. This is a huge difference and makes another good point between the differences of the two users.

Android users are more interested in the power and capabilities of their phone- iPhone users seem to just want to have a good looking phone that has access to all of the apps they need. However, even though iPhone users said appearance was a big issue, when asked whether functionality or appearance was a more important factor everyone (Android included) said that while appearance was important, functionality was much more important.

Everyone in the interview also said that price wasn’t an issue and most people would be willing to pay more if it were for a phone that they liked and that they thought was more quality. I think the biggest things to draw from the interviewing are a few simple details: Android users are very comfortable with their interface and would prefer it over the basic iOS interface any day of the week- although it takes a bit of time to get used to and adjusted to it. But all Android users were very interested in the customization aspect and would not want to switch to an iPhone after having used Android for a while. IPhone users were happy with their simple, easy to use and navigate interface and would be uncomfortable switching to an Android phone.

Conclusions:

In conclusion along with IOS and Android dominating initial research, people who wanted a smoother user-friendly interface that was easy to navigate by almost anyone bought and stayed with the iPhone. On the other hand people who didn’t care to have the smooth more popular navigated system but enjoyed more customizing ability went for and stayed loyal with the Android operating system. Through our gather research users explained the reasons they initially got their operating system and the features that keeps them loyal.

Android and IOS are both competitively successful operating systems with different user attractions that we wanted to distinguish from one another. Our research was an enormous part of project to find the data we wanted. We wanted factual data from actual users to help us figure out the specific reasons people chose and kept their operating system. Simplicity was the choice for IOS and customization seemed to be the talk of Android. Although in interview portions of our research we then found a large bias in our subjects and research due to user and brand loyalty toward their choice of operating system.

We still were able to gather enough data to get conclusive detail of why people chose and remain dedicated to their choice of operating system. Windows operating system was dropped early in research due to lack of subjects and data. A larger crowd to conduct research on may or may not alter the participation of another operating system like Windows.

Future Works:

For future work our recommendations goes toward the research area of our project. Due to research being such a big part of the project enough data has to be collected to help the effects of bias information. The more research the better, our group could have also conducted research in other areas like gathering information from professional operating system representatives.

With that form of research we could get a professional perspective to help form a stronger analysis of why people chose their operating system. With future work more interviews and surveys will be conducted along with more forms of research. Operating systems are advancing at the speed of light and for detailed insight users are the prime subjects.

Citations

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