What Is Claimed Is:

1. A computing device comprising:

a processor; and

a memory coupled to the processor, the computing device being configured, under control of the processor to execute instructions stored in the memory:

to receive a first command to lock a state of a display for the device, wherein the first command comprises an object initiating a first contact with an area of a touch screen or a physical key on the device by tapping the area of the touch screen or the physical key;

to set a current display state to a locked state;

to start a timer for a predetermined duration of time; and

in response to detecting a change in a position of the device:

in response to determining that the current display state is an unlocked state, to change a display direction for content displayed on the device;

in response to determining that the current display state is the locked state, to refrain from changing the display direction of content displayed on the device; and

in response to receiving a second command to terminate the first command, to set the current display state to a state that is the display state prior to receiving the first command, wherein the second command comprises detecting an expiration of the timer.

2. The computing device of claim 1, wherein the object initiating the first contact with the area of the touch screen or the physical key on the device is one or more of:

one or more fingers of a user of the device; and

any object comprised of a material recognizable by the touch screen or the physical key.

3. The computing device of claim 1, wherein the predetermined duration of time is set by one or more of:

the computing device; and

a user of the computing device.

4. The computing device of claim 1, wherein the area on the touch screen comprises a locking indicator or an icon that indicates a locking function.

5. The computing device of claim 1, wherein the device has a length not equal to a width, and wherein a vertical position of the device corresponds to a shorter side placed parallel to the ground and a horizontal position of the device corresponds to a longer side placed parallel to the ground.

6. The computing device of claim 5, further configured to detect the change in the position of the device from the horizontal position to the vertical position or from the vertical position to the horizontal position.

7. The computing device of claim 1, wherein the device has a length not equal to a width, wherein a vertical display direction for the content corresponds to content displayed from a top to a bottom of the device along a longer side with a shorter side placed parallel to the ground, and wherein a horizontal display direction for the content corresponds to content displayed from the top to the bottom of the device along the shorter side with the longer side placed parallel to the ground.

8. The computing device of claim 7, further configured to change the display direction for content displayed on the device from the horizontal display direction to the vertical display direction or from the vertical display direction to the horizontal display direction.

9. A computer-implemented method for controlling display direction of content on a computing device, the method being performed at the device and comprising:

receiving a first command to lock a state of a display for the device, wherein the first command comprises an object initiating a first contact with an area of a touch screen or a physical key on the device by tapping the area of the touch screen or the physical key;

setting a current display state to a locked state;

starting a timer for a predetermined duration of time; and

in response to detecting a change in a position of the device:

in response to determining that the current display state is an unlocked state, changing a display direction for content displayed on the device;

in response to determining that the current display state is the locked state, refraining from changing the display direction for content displayed on the device; and

in response to receiving a second command to terminate the first command, setting the current display state to a state that is the display state prior to receiving the first command, wherein the second command comprises detecting an expiration of the timer.

10. The method of claim 9, wherein the object initiating the first contact with the area of the touch screen or the physical key on the device is one or more of:

one or more fingers of a user of the device; and

any object comprised of a material recognizable by the touch screen or the physical key.

11. The method of claim 9, wherein the predetermined duration of time is set by one or more of:

the computing device; and

a user of the computing device.

12. The method of claim 9, wherein the area on the touch screen comprises a locking indicator or an icon that indicates a locking function.

13. The method of claim 9, wherein the device has a length not equal to a width, and wherein a vertical position of the device corresponds to a shorter side placed parallel to the ground and a horizontal position of the device corresponds to a longer side placed parallel to the ground.

14. The method of claim 13, wherein detecting a change in the position of the device further comprises:

detecting a change from the horizontal position to the vertical position or from the vertical position to the horizontal position.

15. The method of claim 9, wherein the device has a length not equal to a width, wherein a vertical display direction for the content corresponds to content displayed from a top to a bottom of the device along a longer side with a shorter side placed parallel to the ground, and wherein a horizontal display direction for the content corresponds to content displayed from the top to the bottom of the device along the shorter side with the longer side placed parallel to the ground.

16. The method of claim 15, wherein changing a display direction for content displayed on the device further comprises:

changing the display direction from the horizontal display direction to the vertical display direction or from the vertical display direction to the horizontal display direction.

17. A computer program comprising instructions which, when the program is executed by a computing device, cause the computing device to carry out the method of any one of claims 9 to 16.

18. A computer-readable storage medium comprising instructions which, when executed by a computing device, cause the computing device to carry out the method of any one of claims 9 to 16.