



# Oak Creek Apples

A 501.c.3 Organization for Education on Apple Computers

**Macintosh Users Group Newsletter**

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May 2009

<http://www.oakcreekapples.com>

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## Meetings Calendar

**Wednesday, May 20, 2009:**

- 🍏 Mac Basics & Beyond ... 5:00 PM
- 🍏 Main Meeting ..... 6:30 PM

## This Month's Meeting

Fred Solop, who teaches political science at NAU, will talk to us about social media. His specialty is application of the latest information technology to political action.

Whatever may be your feelings about the new administration in Washington, its use of communications technology was certainly instrumental in winning the '08 election. Today everybody in politics is feverishly learning from Obama's example. Now that the last few big city newspapers are being replaced by bloggers, we inhabit a world whose media industry has now escaped into the Internet. Social media sites like Twitter, Facebook, Second Life, and YouTube are changing the way humans communicate. We are shifting from broadcasting, in which information travels one way from authorities to their subjects, to a networking model in which information flows in many directions through a mesh of shifting relationships. Whether or not you see politics as being relevant to your social life, this affects *you*.



## Special Interest Group Meetings

### Mac Basics & Beyond SIG:

Jannah Riemer does more than show us how to point and click. There is always something to learn for all Mac users who don't make their living with special applications. This is a great place to get questions answered. The **Mac Basics & Beyond** SIG meets from 5 - 6:30 pm every 3rd Wednesday, before each Main Meeting. This month, Jannah will cover the new iLife '09 applications suite.

<p><i>Jannah Riemer</i> <b>Mac Consulting</b> <i>since 1987</i></p> <p>Problemsolving • Repair Installation • Internet Patient &amp; friendly training iPods, digital cameras too! Apple Computer Sales</p>	
<b>(928) 203-0362</b>	

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### The Apple Mug Store

(<http://Applemugstore.com>) is a wonderful place to shop for real bargains, and is available to all Macintosh User Group members.

You can find the current **User ID & Password** in the email notifying you of the meetings of the month.

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	<p>2675 W. Hwy 89 A Sedona, AZ 86336 Tel: (928) 282 5606 e-mail: <a href="mailto:service@macclinesedona.com">service@macclinesedona.com</a></p>
<p><b>the</b> <b>MacClinic</b> <b>Apple Dealer Sedona</b></p> <p>We now stock Apple Computers</p>	

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## How Tweet It Is

By Alan Gore

There has been recent speculation that Apple may buy the social network Twitter. What would Apple see in a text messaging network that people use to keep each other informed about “life between blog posts and e-mails”?

To use Twitter, you sign up for an account on the Twitter site, **Twitter.com**. Any text message you send to the Twitter site (‘tweets’) will now be tagged as being from you and made available to people who choose to ‘follow’ you. Messages may contain up to 140 characters, and there is a special mechanism for abbreviating those long Web links that otherwise could exceed this limit all by themselves. Suppose, for example, that you’re a music fan who goes to live events. By sending tweets live from concerts you attend, you establish a relationship to your followers that puts them on the scene with you.

Twitter’s biggest and least-known feature is the programming interface (“Application Program Interface”) it sells to software developers. The API allows developers to embed Twitter capability into the programs they write. Although iPhone users are already the largest single user cohort in Twitter, it may well be that the API is what Apple is really after. Apple has already shown interest in allowing designated groups of iPhone users automatically keep each other informed on where they are. Hidden tweets linked to files on MobileMe could be used to exchange pictures within the group.

Hidden tweets could, by keeping your mobile device location known to a central site at all times, offer users a new level of security. If your iPhone suddenly goes missing, Twitter technology could keep you informed on where it is, perhaps even with pictures and audio of the perpetrator using it.

Groups of cooperating Apple users could build social databases. These could be lists of jobs, apartments for rent, or local events. Interaction with other social media sites, like Second Life, could give users working in groups expanded new social media power. Restaurant reviews in your neighborhood? Sharing traffic information as you drive to work?

An Apple-enabled Twitter would also be a handy mechanism for aggregating personal information that is generally too diffuse to capture. When you're on the road for business, just tap an app to record an expense instead of having to remember what you spent at the end of the trip. Accompany that message with a snapshot of your receipt, and you're covered if you can't find it when you get back to the office. Why not just jot down notes, you say? Twitter can enhance mobile notetaking in three important ways: the information is immediately captured to a central site instead of having to be dumped or synched later; photos and other supporting media can seamlessly ride with messages; Twitter makes it much easier to cooperate in groups.

Now consider the possibilities opened by conditional scheduling. Today you make a calendar entry on your iPhone for a lunch that will depend on whether Mary is out of her meeting by half an hour before your appointed time. When your calendar alarm goes off for the event, you have to call Mary to find out if she's free. A Twitter-assisted calendar could automatically make the lunch date appear only if Mary can be there for it.

Twitter assist can also allow processor-intensive applications, such as language translation, to transparently appear to run on your mobile device when they are really running on a server. The same approach can also implement fancy searches to mine mass information from the experience of others (Get me pictures that other people have taken of the Brooklyn Bridge looking east last Friday") with the privacy protection that only a major server can offer.

Will Apple actually buy Twitter? It's cheap at \$700 million because Twitter consists of an interesting technology with no business model. There is no charge for use and no advertising, so today's Twitter is dominated by a legion of annoying trendies. It's up to Apple to decide whether tagged instant messaging has the potential to improve its products in the social space.

## Membership

The Oak Creek Apples is exclusively an educational institution for the public on the use of Apple Computers, including maintenance, security, and software applications. Membership is open to anyone who wishes to belong. A dues-paying membership is a Regular membership (the member, spouse and their dependent children may participate, though only the member may vote). Guests and the public are welcome to attend our meetings on an occasional basis to become acquainted with the Group and its activities. Regular membership dues are \$25.00 per year to be renewed on the anniversary of joining the Group. In addition to participation in group activities, regular members receive a monthly emailed newsletter covering general and special-interest group activities, Apple news, and informative articles. A postal mailed version of our newsletter is still available for an additional \$8.00 annual fee.

To become a member when at our general meeting, ask one of our greeters at the greeting table at the back of our meeting room. One can also join the Oak Creek Apples by sending a check for \$25.00 payable to the **Oak Creek Apples** to:

**Membership Registrar**  
**Oak Creek Apples**  
**150 Color Cove Road, Sedona, AZ 86336**

Please include your email address and mailing address and phone number with the payment.

**We do not share our mailing list.**