

Social Networking with Apple Applications

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Wikipedia Definition

- ✦ A ***social network*** is a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as friendship, kinship, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge or prestige.
- ✦ A ***social network service*** focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.

Apple Applications for Social Networking

- ✦ Apple Mail - our lifeline to our friends, family and colleagues.
- ✦ Mobile Me - online access to Mail, Address Book, Calendar, iPhoto Galleries, and iDisk
- ✦ iLife Suite (**iTunes**, **iPhoto**, **iWeb**, iMovie, Garage Band)
 - ✦ iPhoto Social Networking - post photos to **MobileMe**, **Facebook** and Flickr.
- ✦ iChat - instant messaging, **audio/video conferencing**, screen sharing, presentation sharing.

Mail

**Electronic Mail* –

lifeline to our friends, family, colleague and outside world.

**Mail.app* comes

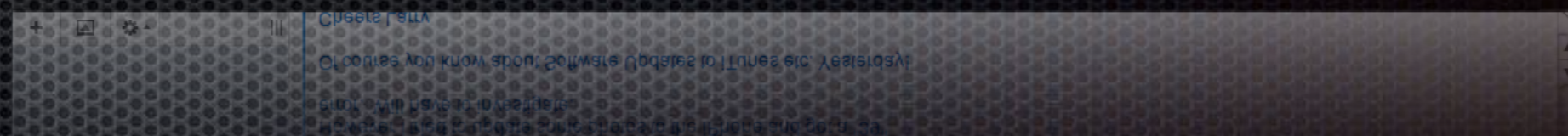
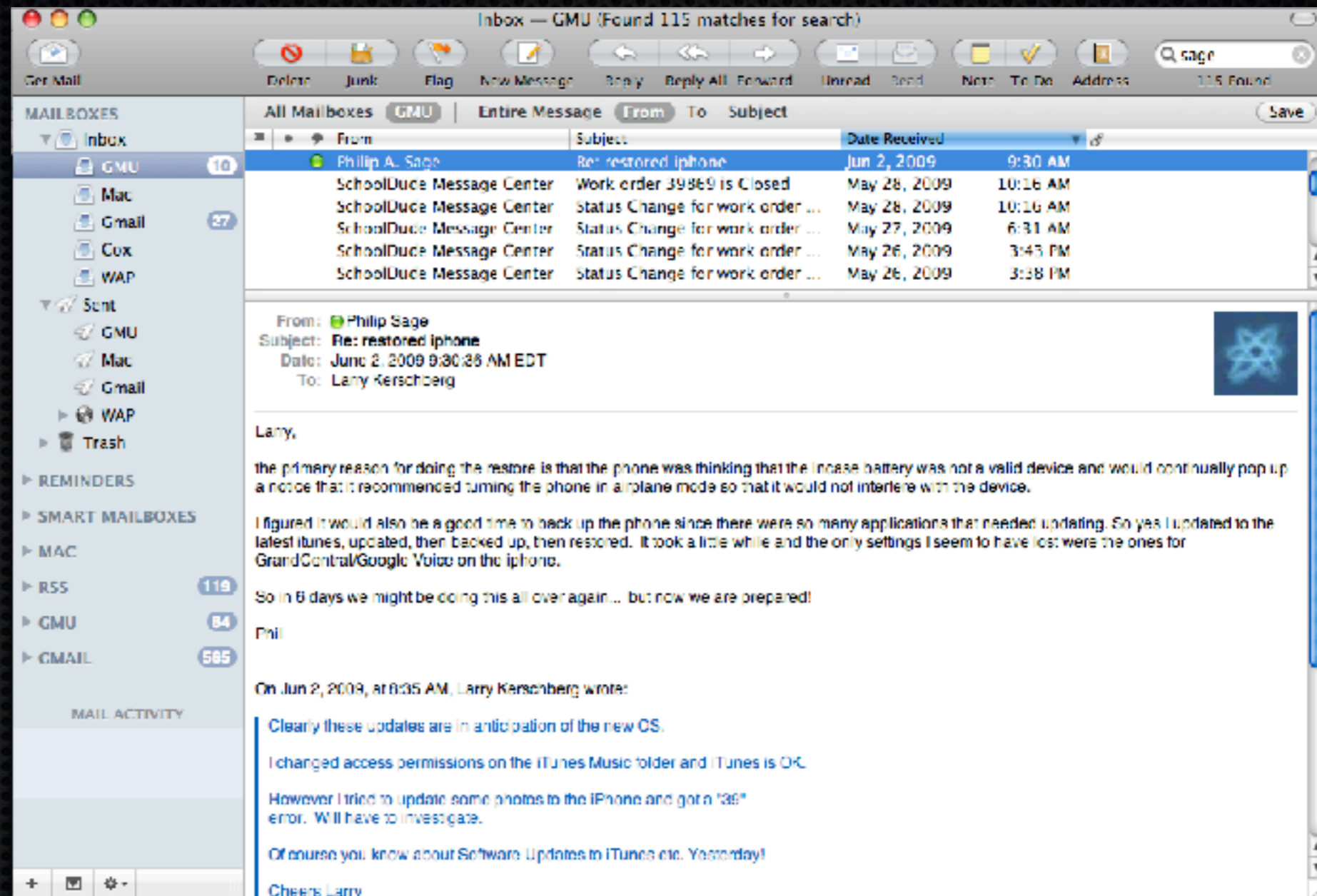
with Tiger and Leopard OSX

**Search* over

subjects, sender, dates, message content

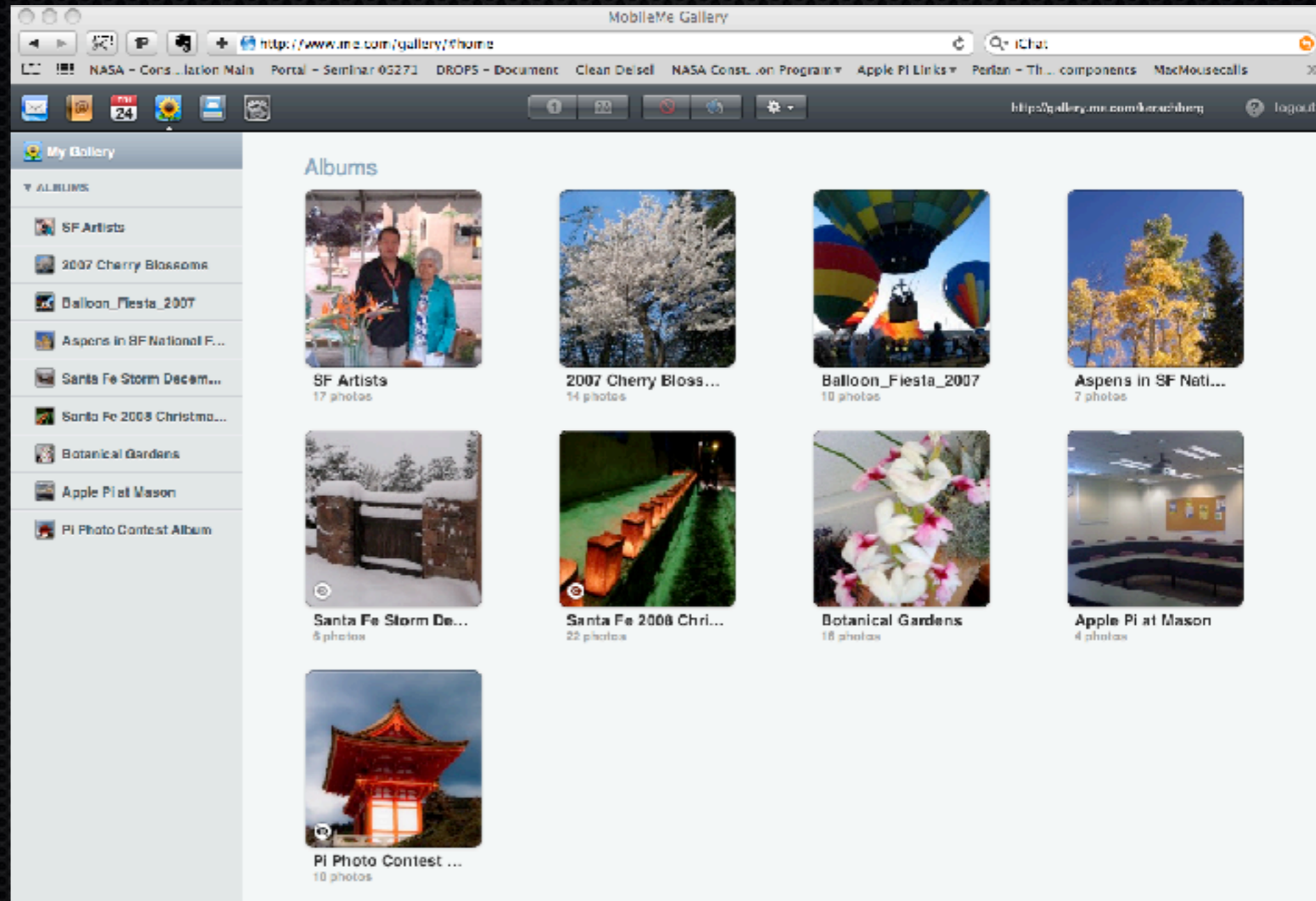
**Chat* with online

friends.



Mobile Me

- * Apple's online subscription service costs \$99 per year
- * iDisk with 20 gigabytes of storage
- * Hosts **online versions** of mail, contacts, calendar, photo galleries, and iDisk.
- * **Sync** services among multiple Macs
- * **Back to my Mac** feature
- * **Find my iPhone** with iPhone OS 3.0



iTunes

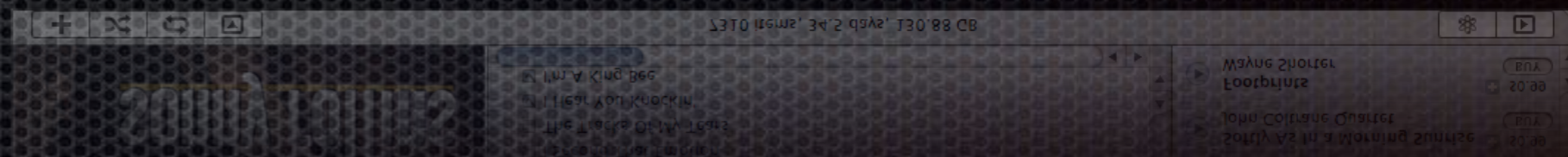
* **iTunes music sharing** on your local network.

* **DJ Feature** - queue up multiple requests from several iTunes accounts.

* **Genius Feature** - collaborative rating of your music and the music collections of everyone else on Planet Earth.

* **Celebrity Playlists** - View and purchase music favorites of you favorite artists and movie stars.

* iTunes Store and free Podcasts, including **iTunes University**.



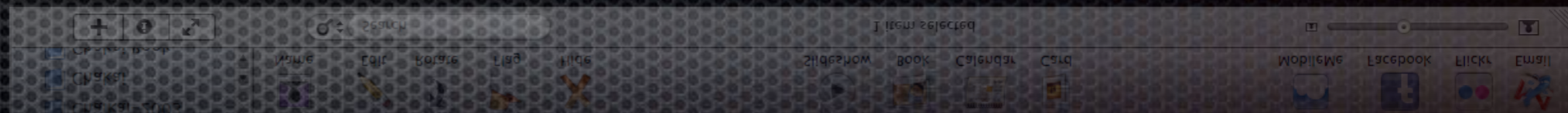
iPhoto

✱ Organize your photos by **events, places, and faces**

✱ **Share** photos using Mobile Me Photo Galleries (demo)

✱ **Upload and share** selected photos to Facebook (demo) and Flickr

✱ **Create** books, calendars and cards



iWeb

- * **Publish web site** to MobileMe or FTP site;
- * Share photos using photo pages;
- * Publish **MobileMe Galleries** on your web site;
- * Use **RSS feeds** to allow other to subscribe to your web pages.



iChat



- * Hold audio chats with up to 10 people,
- * Host video chats with up to four people from around the world
- * Share screen in a video chat
- * Share a presentation in a video chat.

Demonstrations

- ✦ Apple Mail
- ✦ Mobile Me - online access and sharing of iDisk files.
- ✦ iLife Suite (***iTunes***, ***iPhoto***, ***iWeb***)
 - ✦ iTunes *Genius* and *DJ* features.
 - ✦ iPhoto - post photos to *MobileMe Gallery* and to *Facebook*
- ✦ iChat - instant messaging, ***audio/video conferencing***, screen sharing, presentation sharing.