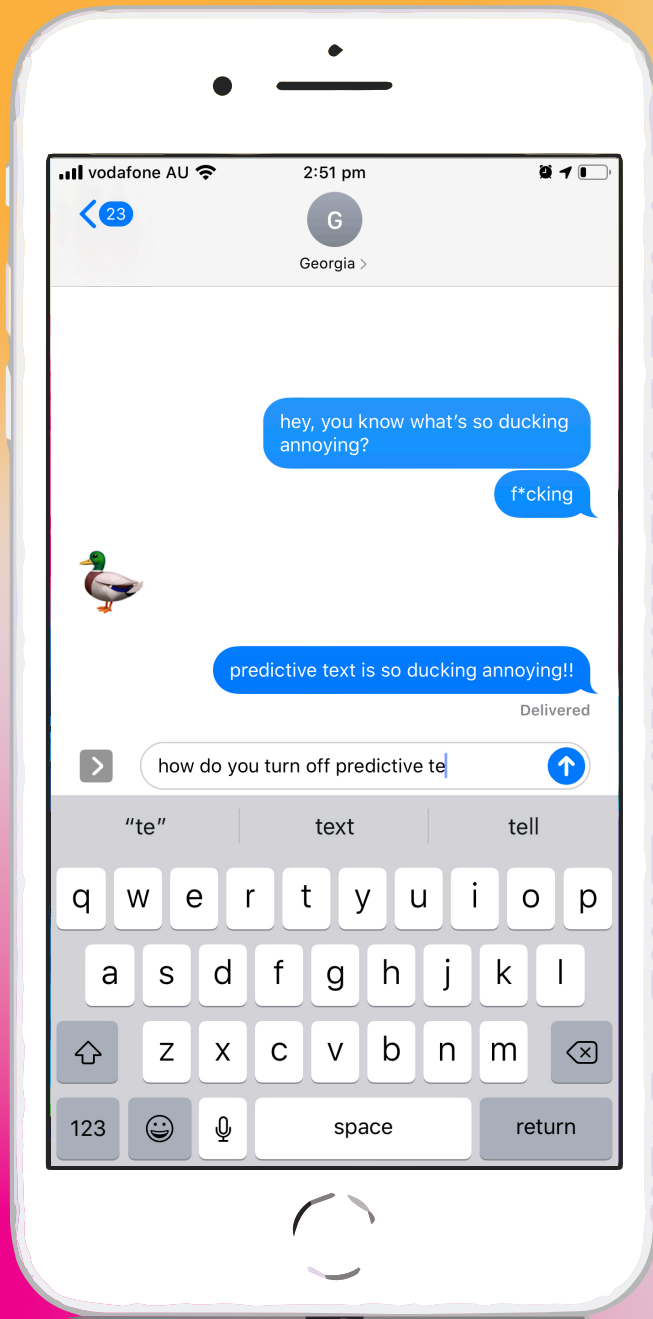


Duck Predictive Text.

What is predictive text? How does it work?
Is Apple collecting all your messages?



Duck Predictive Text.

Elise King & Misra Imran Khan

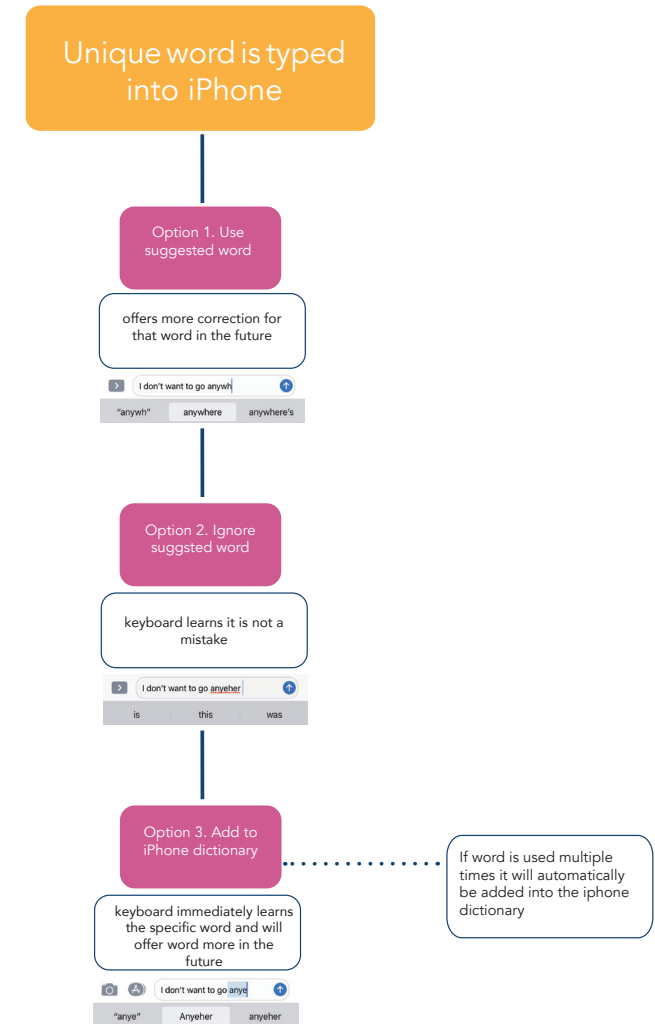
Is predictive robbing us of our ability to write? Is predictive text helping humanity to write clearer and more succinct? Or is predictive text becoming a pain, decreasing our ability to remember how to spell words and form coherent sentences.

What is predictive text and how does it work? Predictive text is an advanced technology which was formerly used in text messaging, but has since moved to laptops and other electronic devices. Predictive text suggests words to a user based on the letters and characters being entered, as well as considering the phrase or sentence being written.

Predictive text originates from the T9 algorithm, which is short for "Text on 9 Keys" invented by Cliff Kushler in the 1990's. Nowadays, in the 21st century, predictive text has grown and evolved just as the phone and text messaging has. Predictive text now, in its basic form, is still keyboard prediction that is created over

time through the analysis of words the user types repeatedly. This builds a custom dictionary that is specific and unique to the user. It then "scores" those words by the probability the user will use it again. For example, if a user types in a word that their keyboard has never seen before, it will most likely offer to correct it to another phrase that the keyboard thinks is more likely the user will use. In this scenario, the user has three options of what to do next: accept one of the corrections, ignore the connections and leave the original word as is, or add it to the iPhone's personal dictionary.

If the user chooses to accept the keyboard's correction, the keyboard will from then on, continue to assume the word is wrong and offer more corrections for that specific word in the future. If the user decides to add it to the phone's dictionary, the keyboard immediately "learns" the specific word, and will offer it to the user to use the next time the user enters a typing pattern that's similar to the one they used before. If the user ignores the suggested word,

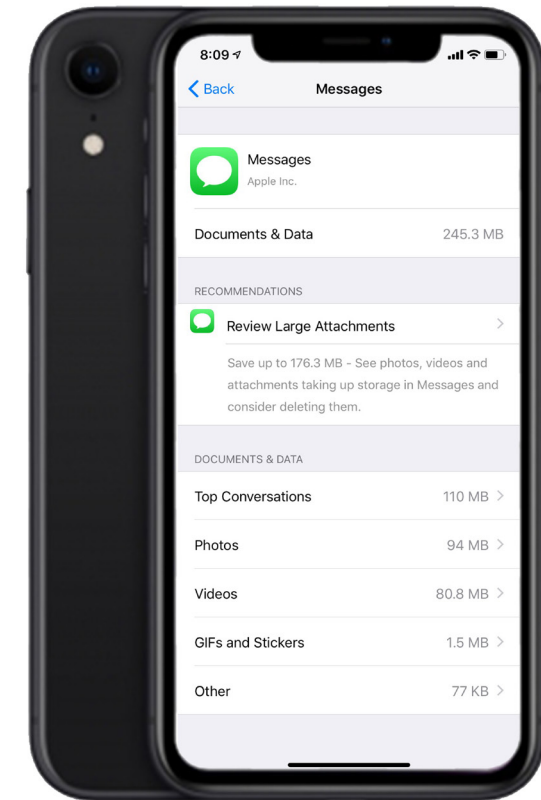


the keyboard will learn that there was no mistake and will learn and gather information from the users typing habits.

With this knowledge in mind, does this mean Apple iPhones cache all the messages a user sends, in order to 'predict' the next word or phrase? Is Apple collecting their users data, and selling it for a profit? Is Apple watching and reading their users every move? According to Apple, they do cache messages. However, they insist that they cannot read a users messages as they are encrypted on the sender's device only to be read on the receiver's device. Apple argues that the reason they do accumulate messages is for the users keyboard to better understand the user's language and typing habits. Apple states that they do not use any of this information, other than to assist the predictive text feature. The Apple website claims "When we use data to create better experiences for you, we work hard to do it in a way that doesn't compromise your privacy...

So we see general patterns, rather than specifics that could be traced back to you. These patterns help us identify things like the most popular emoji, the best QuickType suggestions..."

So, is predictive text robbing us of our ability to write? In some ways, yes. Predictive text is making it easier to text message, almost writing what the user wants to say for them. But, in some ways, no. Predictive text allows for the user to decide how they use the feature, giving them the freedom to type and say what they want, with suitable corrections.



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Turn it off.

