Hey, Let's Keep in Touch

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Before the first iPhone released, the Apple company had developed well-built computers and iPod. In the early 2000s, the Apple's engineers started working on a new invention, an invention combining the phone, an iPod and a computer, using a network to allow users to talk, text and browse on the internet. Apple used **AT&T network**, a mobile services company that is now the second wireless carrier.

Studies stated the role of mobile devices in **social lives impact**, despite the research saying it can help others to be happy and healthier.

The iPhone has cellular call features that allows to make and receive calls from Mac, iPad and even iPod touch, using CallKit. CallKit is a framework that aims to **improve the VoIP (voice over internet protocol)** system and coordinate the calling services with other apps on the system, and dealing with third-party calls like Whatsapp.

FaceTime:

FaceTime allows making a video and voice calling friends and family by using an iPhone, iPad, iPod or a Mac. Apple introduced FaceTime in 2010, along with **iPhone 4** that has a **front-facing camera**, allowing people to talk face-to-face and switch to the rear camera. When FaceTime was introduced in 2010, it only worked over Wi-Fi. But a couple of years later, Apple added Cellular support, which later expanded it to make voice-only calls over the internet.

FaceTime is perfect for **keeping in contact** with people long-distance, especially social distancing during the pandemic. It can be entertaining with the recent iOS update in iPhone, iPad and Mac that allows up to 31 people for video chat with stickers. However, a few **negative facets** take away the possibility of people being present.

iMessage:

iMessage works between **Apple devices**, using the data connection to send and receive messages through Wi-Fi or cellular

data. People can also nominate whether they would like iMessage to automatically **revert back to sending an SMS** in case of message failure or toggle between two options. SMS messages appear in a green bubble while iMessage appear in blue. A study found that the **presence of a smartphone** in a social situation causes people to enjoy socialising less and diminishes some of the benefits people have reaped from the interaction. The assumption of availability has grown stronger but leaves **consequences**, such as a person's ability to concentrate; for emotional well-being.

> What is this?

> This is the iMessage.

> And what is this?

> This is the SMS message.

Apple popularity has increased as smart devices have evolved and improved. According to a Pew Internet report, the **prevalence of smart-devices** introduces a wide array of concurrent but potentially leading to a distraction. Studied shows the relationship between the **presence of mobile devices** during social interactions and the overall quality of those interactions. The examination of the relationship between the **presence and quality** of in-person social interactions, participants conversing in the presence of mobile devices who had a close relationship with each other reported lower empathy. Including, the effects on people's ability to focus their attention, their negative impacts on interpersonal relationships, regarding the presence of mobile phones in face-to-face interactions.

The **IMI (Intrinsic Motivation Inventory)** has been used in research to measure the interpersonal connection during social interaction and committed relationships over time.

The age, gender and ethnicity, the positive and negative effect of the participants assessed using the Emmons Mood Indicator to account for the potential confounding effect of **overall mood on rational outcomes**. The items included pleasure, anxiety and frustrations.

Apple's well-development in their devices has intrigued people with their recent iOS update in all their devices, especially with their unique creation of communications which makes it an entertaining experience for people interacting through FaceTime and iMessage. But it can reduce the quality of face-to-face interactions and become consequences of their well-being.

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iPhone 4 (2010)

Rear camera

Front-Facing camera

The Apple company introduced Facetime in 2010, along with the iPhone 4, the first iPhone with a front-facing camera.

Summary of the IMI (Intrinsic Motivation Inventory) statistics for all study in the Presence and Absence of iPhones.

The examination of the relationship between the present and the quality of in-person social interaction.