

# iPhone iPad Essential Training

## **Text Messaging or Texting**

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## Text Messaging or Texting

It is the act of composing and sending electronic messages between two or more mobile phones, or a fixed or portable device over a phone network

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SMS or “Short Messaging Service” which allows text messages of up to 160 characters in length

MMS or “Multimedia Messaging Service” which when first released allowed 40 seconds of video, one image, a slide show or an audio file

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## History

1933 RCA Communications introduced “telex”

1971 the University of Hawaii used radio to send digital information on ALOHAnet

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# History

Easy development of GSM in the 1980s

In early 1994 the first text message was sent from a PC to a phone on the Vodaphone network

Commercially released later in 1994

SMS is now understood to be messaging from one mobile phone to another.

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# History

At first GSM was not allowed in the US as the frequency was allocated to US Carriers to use US technology

In 1995 Americal Personal Communications was the first GSM carrier and was called Sprint Spectrum

Al Gore made the first text "call" to launch the network

Slow start

Rapid Growth came in the 2000s

Commercially released in 1995

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# Texting Volume

1995 .4 texts/mo/user

2000 35 texts/mo/user

2010

6.1 trillion SMS messages sent

193,000 SMS/second

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# \$ impact

\$114.6 billion global in 2010

Average price of \$.11 per text

equivalent of \$687.50 per MB of traffic

As the kids say OMG!

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# Instant Messaging

Instant Messaging (IM) is a type of online chat which offers real-time text transmission over the Internet. A LAN messenger operates in a similar way over a local area network.

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# Instant Messaging

Why bring this up?

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# Instant Messaging

Because, its back.....

Big time

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# Instant Messaging

Advantage of IM is once on the provider's network, there is no message charge.

It has been around for a long time (1970s)

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# Remember AOL?

AOL Instant Messaging or AIM

Buddy List

It owned the market

MSN tried to compete

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# By the Way

No one calls it Instant Messaging anymore

Why?

Time Warner owns the rights to the name

As Dodger fans know, they never learned to share nicely in Kindergarten

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# IM

The disadvantage is everyone has to belong to the same service

Attempts to give cross network service had limited success

As late as 2009 AOL was still King of the IM hill

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# IM

But the King was no more than a feudal lord

Along came social networks

WhatsApp got a huge following

Facebook is no feudal lord

Bought WhatsApp and now has Facebook Messenger

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# IM

Google has messaging which is now part of Hangouts

The players are now so big they can reach enough of users that they can compete with the phone carriers texting

In 2014 there were more IM messages than texts

Texting is showing a slight decline in usage

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What has this to do with your iPhone?

# iMessage

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# iMessage

Allows Apple devices to IM each other

If you are sending to a non-Apple device..

It sends an SMS (or MMS) text

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E-mail	Texting/IM	Phone
Most Formal	Casual	Flexible
Least time sensitive	More time sensitive	Immediate

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# Texting Etiquette

Do not use all caps as this is shouting

Respond within 12 hours (at least for business or formal contacts)

NO SPAM

On a casual basis grammar, spelling and punctuation rules are relaxed

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# Demo

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