

MacGuide

The **SuperSource™**

April 2020

MacGuide®

Precedented Insufficient Memory— Mac v Covid-19.

Computer memory insufficient for a user's attempted task may cause a crash. **The first Macintosh**, launched 24 January 1984, had 128k random access memory (RAM). It's initial retail price was \$2,495 (equivalent to \$6,140 in 2019 dollars). The first Mac was powered by a Motorola 68000 micro-processor (chip), weighed 165 pounds, and came with MacWrite and MacPaint applications. Non-volatile memory was a hard-encased 400k "floppy disk." September 1984 brought the Macintosh 512k, a four-fold gain in memory.

Apollo 11, via the Apollo Lunar Module Eagle, delivered Neil Armstrong 20 July 1969 to the surface of the moon. It's computer brain, the Apollo Guidance computer, had 2048 words of memory, RAM. That's 2k, one percent of the original Mac. Apple's iPhone 11, launched September 2019, has 4 GB RAM, can have 64, 128, or 256 GB storage, weighs 194 grams, with 8.3 mm thinness.

Today, an entry level **MacBook Air** retails for \$999 with 256 GB RAM (256,000 MB, or 256,000,000 KB). The MacBook Air also comes with a 13.3 inch display of 4 million color pixels and 2560 x 1600 resolution, stereo speakers, 2 Thunderbolt 3 (USB-C) ports, Apple T2 Security Chip, and weighs 2.8 pounds. Included creativity and productivity applications (apps): Pages, Numbers, Safari, Mail, Messages, FaceTime, Calendar, Reminders, Photos, iMovie, GarageBand, and Siri. For a few hundred dollars, can expand SSD storage to 2 TB (2,000,000,000 KB).



George Santayana (1863 Madrid Spain-1952 Rome Italy) reflected on The Phases of Human Progress in his

The Life of Reason (1905-1906). Santayana observed “Those who cannot remember the past are condemned to repeat it.

January 2020 saw the launch of a novel coronavirus, its resultant **Covid-19** disease, a world-wide pandemic, and ubiquitous pronouncements of an “unprecedented” event. Unprecedented only if one’s personal and employed institutional memory stops near the Vietnam War, World War I, Jeffrey Amherst, or Columbus sailing to “America,” and if one ignores plague literature.

Technically, the **official name** for the virus, announced 11Feb2020 by the World Health Organization, is severe acute respiratory syndrome coronavirus 2, abbreviated SARS-CoV-2) and its resultant disease COVID-19). Viruses are named based on their genetic structure to facilitate the development of diagnostic tests, vaccines and medicines. Virologists and the wider scientific community do this work, so viruses are named by the [International Committee on Taxonomy of Viruses](#) (ICTV). Diseases are named to enable discussion on disease prevention, spread, transmissibility, severity and treatment. Human disease preparedness and response is WHO’s role, so diseases are officially named by WHO in the International Classification of Diseases (ICD). For general communication to the public, WHO often refers to the virus as COVID-19. <www.who.int/

[emergencies/diseases/novel-coronavirus-2019/technical-guidance/naming-the-coronavirus-disease-\(covid-2019\)-and-the-virus-that-causes-it](https://www.who.int/emergencies/diseases/novel-coronavirus-2019/technical-guidance/naming-the-coronavirus-disease-(covid-2019)-and-the-virus-that-causes-it)>.

During the Italian Renaissance Italian physicians thought a celestial “influence” caused what we now call “influenza.

Albert Camus’ *The Plague* (*La Peste* in his original French), published 1947, novelistically describes a plague sweeping the French Algerian city of Oran. <en.wikipedia.org/wiki/The_Plague>. The novel is believed to be based on the cholera epidemic that killed many in Oran in 1849 following French colonization, although the novel is set in the 1940s. The US Centers for Disease Control and Prevention (CDC) report described Oran as decimated by plague in 1556 and 1678.

Several quotations from Camus’ *The Plague* are remembered by some:

- “I have no idea what's awaiting me, or what will happen when this all ends. For the moment I know this: there are sick people and they need curing.”
- “The truth is that everyone is bored, and devotes himself to cultivating habits.”
- “What’s true of all the evils in the world is true of plague as well. It helps men to rise above themselves.”

- “For who would dare to assert that eternal happiness can compensate for a single moment's human suffering.”

- “But what does it mean, the plague? It's life, that's all.”

- “All I maintain is that on this earth there are pestilences and there are victims, and it's up to us, so far as possible, not to join forces with the pestilences.”

- “stupidity has a knack of getting its way; as we should see if we were not always so much wrapped up in ourselves.”

- “But again and again there comes a time in history when the man who dares to say that two and two make four is punished with death. The schoolteacher is well aware of this. And the question is not one of knowing what punishment or reward attends the making of this calculation. The question is one of knowing whether two and two do make four.”

- “The evil in the world comes almost always from ignorance, and goodwill can cause as much damage as ill-will if it is not enlightened. People are more often good than bad, though in fact that is not the question. But they are more or less ignorant and this is what one calls vice or virtue, the most appalling vice being the ignorance that thinks it knows everything and which consequently authorizes itself to kill. The murderer's soul is blind, and there is no true goodness or fine

love without the greatest possible degree of clear-sightedness.”

<www.goodreads.com/work/quotes/2058116-la- peste>.

"To write the book, Camus immersed himself in the history of plagues. He read about the Black Death that killed an estimated 50 million people in Europe in the 14th century, the Italian plague of 1630 that killed 280,000 across Lombardy and Veneto, the great plague of London of 1665 as well as plagues that ravaged cities on China's eastern seaboard during the 18th and 19th centuries. ... He was drawn to his theme because he believed that the actual historical incidents we call plagues are merely concentrations of a universal precondition, dramatic instances of a perpetual rule: that all human beings are vulnerable to being randomly exterminated at any time, by a virus, an accident or the actions of our fellow man.

“ The people of Oran can't accept this. Even when a quarter of the city is dying, they keep imagining reasons it won't happen to them. They are modern people with phones, airplanes and newspapers. They are surely not going to die like the wretches of 17th-century London or 18th-century Canton.”

““This whole thing is not about heroism,” [narrator] Dr. Rieux says. “It may seem a ridiculous idea, but the only way to fight the plague is with decency.” Another character asks what

decency is. "Doing my job," the doctor replies."

(Alain de Botton, "Camus on the coronavirus," *New York Times*," 19-Mar2020),

<www.nytimes.com/2020/03/19/opinion/sunday/coronavirus-camus-plague.html>.

Genuine plagues have formed the central elements of books from Giovanni Boccaccio's c. 1353 *The Decameron* onwards. Boccaccio tells the tales of ten people of Florence who escape from the **Black Death** in their city. The book inspired Geoffrey Chaucer's 14th-century *Canterbury Tales*, which similarly tells the stories of people on pilgrimage in a time of plague. Ingmar Bergman's 1957 film *The Seventh Seal* (Swedish: *Det sjunde inseglet*) is set in Denmark during the Black Death, and features a game of chess with **Death** personified as a monk-like figure.

<en.wikipedia.org/wiki/Disease_in_fiction>.

Plagues in Fiction. Diseases, especially if **infectious**,



have long been popular themes and plot devices in fiction. Daniel Defoe's pioneering 1722 *A Journal of the Plague Year* is a fictional diary of a man's life

during the plague year of 1665 in England. Mary Shelley's 1826 *The Last Man* created the genre of "post-apocalyptic pandemic thriller" with her story of a plague that is spreading across Europe towards her protagonists in Britain. Edgar Allan Poe's 1842 "The Masque of the Red Death" is a gothic tale of a plague, perhaps symbolizing the hubris of the wealthy, and their nemesis. More recently, Michael Crichton's 1969 *The Andromeda Strain* is a science fiction thriller about a world-threatening **microbe** that a **military satellite** brings down to Earth and wipes out a town in Arizona. White-coated scientists do their best to contain the outbreak. (Id.)

Recent Non-Fiction. Less than a century ago (1918-1920), the world suffered the Spanish Influenza pandemic. "Only influenza," it killed more than 50 million people worldwide, perhaps 100 million, in a year. Overcrowded military camps and wide-ranging troop deployments allowed the highly contagious flu to spread quickly; transport ships became "floating caskets." Yet the US government refused to shift priorities away from the war and, in effect, ignore the crisis. Shortages of health care workers hurt both military and civilians, inept public health officials worsened the death toll.

<en.wikipedia.org/wiki/John_M._Barry>.

Disaster Communities. Some time ago following a severe drought and

famine in his homeland Canaan, Jacob and his descendants emigrated to Egypt (Genesis 43). Local local disasters have prompted emigrants, and less impacted communities helping afflicted communities and refugees. (cf. Good Samaritan, Luke 10). First Responders throughout the USA came to New Orleans to help with Hurricane Katrina (23-31 August 2005), New Orleans flooding, and recovery. Communities beyond Katrina's impact absorbed many refugees, especially upstate Louisiana and Houston. The National Weather Service was lauded for providing accurate forecasts well in advance. However, other state, local, and federal officials were criticized for their responses. Post storm investigations concluded that the US Army Corps of Engineers, which had designed and built the region's levees decades earlier, was responsible for the failure of the flood-control systems. <en.wikipedia.org/wiki/Hurricane_Katrina>.

Rebeca Solnit, in *A Paradise Built in Hell: The Extraordinary Communities That Arise in Disaster*, Penguin Books, 2010, recounts the SS Mont-Blanc explosion in Halifax, Nova Scotia, Canada (6Dec 2017); earthquakes in San Francisco (1906), Mexico City, and Managua Nicaragua; London during the Blitz (1940-41); New York on 9/11; and New Orleans from Katrina. Solnit's research shows the altruism that often spontaneously develops among the ordinary, former, residents, some-

times impeded by some elites and authorities, fearing the masses and, consciously or not, preserving festering inequalities.

Rhymes. "History doesn't repeat itself but it often rhymes." (Attributed to Mark Twain, not authenticated).

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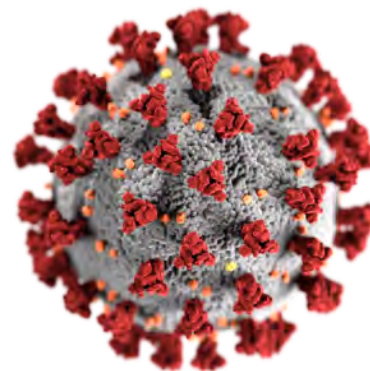
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NexGuide

Work From Home Butterflies

“Time moves forward slowly, but rapidly in retrospect.” Ask a parent how recently it seems their adult child was but a baby. When Remington (then a sewing machine manufacturer) initially marketed typewriters, 1873, it assumed the machine would be used for transcribing dictation, not for composing. <https://en.wikipedia.org/wiki/Typewriter#Social_effects>. At the dawn of the personal computer age, common corporate belief was that executives didn’t keyboard. Even some using email had their secretaries print to paper the message, and take dictation for the secretary entered reply.

By the start of the 21st Century, email was common. By 2020, smartphones, primarily Apple’s iPhone iOS and Google’s Android operating systems, were not only common, but often the expectation. Some businesses would attempt to send a text message to a standard land-line phone—unsuccessfully. To reduce real estate costs, some businesses and government agencies encouraged employees to work from home.

Early reports of the Covid-19 virus produced both concern and nonchalance, even denial as a myth. As illness, and death, reached our coasts, and grew, concern grew. With six-foot-social distancing, Work-from-Home, and schools closed, employment lay-

offs, facial masks and personal protective equipment (PPE) shortages, physician appointments deferred, and hospitals anticipating surge demand if the Covid-19 Curve isn’t sufficiently flattened, anxieties accelerated. Stomach butterflies activated.



Downtown Chicago flooded 13 April 1992, when repair work on a Chicago River bridge damaged the wall of a disused utility tunnel beneath the river. Remediation lasted weeks. Office access to buildings with flooded basements, often where electrical distribution based, was restricted for weeks. <en.wikipedia.org/wiki/Chicago_flood>. A local wakeup call for developing a crisis management plan. If the snooze button was repeatedly pressed after that, Katrina announced another wakeup all.

If disasters were thought only the concern of less developed nations, capitalistic efficiency was also powering a drive toward paperless transactions, digital storage, and easy electronic retrieval—whether from one’s local computer or from a remote server—the Cloud. (Kissell Joe & Jeff Carlson,

Take Control of Your Paperless Office, 3d edn, Take Control Books, 2017, <<https://www.takecontrolbooks.com/paperless-office/>>.

Online shopping, with Amazon and other merchants, is now common, and commonly expected. Financial institutions repeatedly remind customers they can forego paper with online reports. Accompanying the prevalence of online transactions, hacking, identify theft, and online fraud have grown into commonplace report both in the business press and in local police reports.

With this well prepared soil, the nation's March 2020 Stay-At-Home executive orders from many state governors created less immediate work flow disruption than might otherwise have been expected. Entertainment, sports, arts may have been partially eclipsed for a time with the ban on large crowds—initially defined as more than 100, then 50, then 10, then six foot social distancing, and in April, with some mouth and nose masking—but much white collar work can continue.

Mid-April saw many family virtual gatherings for Easter, Passover, Ramadan on the free tier of Zoom.com (ZM on NASDAQ), which gained at least a 20-fold user increase, and an incentive to strengthen its security programming. Businesses and media anchors and interviewees also flocked to Zoom, Skype, Apple's FaceTime, and the like, since central studio gatherings

now are gauche if not illegal. Zoom Technologies (ZOOM), which researches, develops, and sells electronic-communication products for mobile phones, and is unrelated to Zoom Video communications, found its share price gained 100% 15Mar2020, due to "careful" but confused investors. <markets.businessinsider.com/news/stocks/publicly-listed-zoom-video-communications-traders-buying-zoom-technologies-2019-4-1028122561>.

Eventually, a Covid-19 vaccine will be developed, Stay-At-Home orders will lift, and a new "normal" will develop. Kindergarten, schools, colleges, and universities will again permit groups of students to gather together, often in physical proximity to teachers. <https://www.aaup.org/news/statement-covid-19-and-faculty-role-decision-making#.XpDaTi_MzOQ>. But the return is unlikely to be identical to pre-Covid-19 society. Some objects manifest strong hysteresis, others weak or nil <<https://en.wikipedia.org/wiki/Hysteresis>>. Not only magnetic iron, economics also has hysteresis effects, including unemployment and international trade. <[https://en.wikipedia.org/wiki/Hysteresis_\(economics\)](https://en.wikipedia.org/wiki/Hysteresis_(economics))>. If a slight change of a butterfly can tilt the future, this 2020 Covid-19 pandemic likely will have pervasive, persistent, perhaps also pernicious effects. (Ray Bradbury, "A Sound of Thunder," Collier's, 28Jun1952), <https://en.wikipedia.org/wiki/A_Sound_of_Thunder>.

OpenGuide

Apple's Prime Privacy Policy

A Secret told—
Ceases to be a Secret—then—
A Secret—kept—
That—can appeal but One—
Better of it—continual be afraid—
Than it—
And Whom you told it to—besides.
(Emily Dickinson)

“Privacy is a fundamental human right. At Apple, it’s also one of our core values. Your devices are important to so many parts of your life. What you share from those experiences, and who you share it with, should be up to you. We design Apple products to protect your privacy and give you control over your information. It’s not always easy. But that’s the kind of innovation we believe in.” <<https://www.apple.com/privacy/>>.

Apple updated its Privacy Policy 31Dec2019. <<https://www.apple.com/legal/privacy/en-ww/>>.

App Store Review Guidelines.

The guiding principle of the App Store is simple - we want to provide a safe experience for users to get apps and a great opportunity for all developers to be successful. We do this by offering a highly curated App Store where every app is reviewed by experts and an editorial team helps users discover new

apps every day. For everything else there is always the open Internet. If the App Store model and guidelines are not best for your app or business idea that’s okay, we provide Safari for a great web experience too.

On the following pages you will find our latest guidelines arranged into five clear sections: Safety, Performance, Business, Design, and Legal. The App Store is always changing and improving to keep up with the needs of our customers and our products. Your apps should change and improve as well in order to stay on the App Store.

- We have lots of kids downloading lots of apps. Parental controls work great to protect kids, but you have to do your part too. So know that we’re keeping an eye out for the kids.

- The App Store is a great way to reach hundreds of millions of people around the world. If you build an app that you just want to show to family and friends, the App Store isn’t the best way to do that. Consider using Xcode to install your app on a device for free or use Ad Hoc distribution available to Apple DeveloperProgram members. If you’re just getting started, learn more about the Apple Developer Program.

- We strongly support all points of view being represented on the App Store, as long as the apps are respectful to users with differing opinions and the quality of the app experience is great. We will reject apps for any content or behavior that we believe is over the

line. What line, you ask? Well, as a Supreme Court Justice once said, “I’ll know it when I see it”. And we think that you will also know it when you cross it.

- If you attempt to cheat the system (for example, by trying to trick the review process, steal user data, copy another developer’s work, manipulate ratings or App Store discovery) your apps will be removed from the store and you will be expelled from the Developer Program.

- You are responsible for making sure everything in your app complies with these guidelines, including ad networks, analytics services, and third-party SDKs, so review and choose them carefully.

- Some features and technologies that are not generally available to developers may be offered as an entitlement for limited use cases. For example, we offer entitlements for CarPlay Audio, HyperVisor, and Privileged File Operations. Review our documentation on developer.apple.com to learn more about entitlements.

We hope these guidelines help you sail through the App Review process, and that approvals and rejections remain consistent across the board. This is a living document; new apps presenting new questions may result in new rules at any time. Perhaps your app will trigger this. We love this stuff too, and honor what you do. We’re really trying our best to create the best platform in the world for you to express your talents and make a living, too.

PowerGuide®

Noblesse Oblige

The obligation of nobility extends beyond mere entitlements and requires one so entitled to fulfill social responsibilities. Whether a formally employed Information Technology Specialist, an informal tech Guru, or a youngster helping oldsters with email, text messaging, YouTube, or now Zoom, many now have opportunities to spread a micro-lumen of light, rather than suffer others to curse the darkness of poor interface design, (Nielsen Norman Group: World Leaders in Research-Based User Experience), <www.NNgroup.com>.

Perhaps not ten commandments of computing, at least talmudic tenets if not permanent truths.

- Wait a big for the pioneers to upgrade software, <TidBits.com>.
 - After an upgrade, check the preferences, sometimes they are changed.
- Miscreant app behavior, quit the app, recidivist, Restart the Mac.
- If a Mac app seems hung, check Activity Monitor app, perhaps Apple Force Quit.
 - Check your iPhone Location permissions, most should be “While Using” or “Ask,” not “Always.”
- Check your iPhone Battery Health and Battery Usage. Settings> Battery.

WinGuide

OS Choices Still Matter

Once Roundheads v Cavaliers (or Parliamentarians v Royalists) was a life and death choice. <<https://en.wikipedia.org/wiki/Roundhead>>. Not so much today. Whig v Tory, <<https://en.wikipedia.org/wiki/Tory>>, Blue v Gray, <https://en.wikipedia.org/wiki/American_Civil_War>, Big Endians v Small Endians, <https://en.wikipedia.org/wiki/Lilliput_and_Blefuscu>, Danny Cohen, 1Apr1980, On Holy Wars and a Plea for Peace, <<http://www.networksorcery.com/enp/ien/ien137.txt>>, Republished, 14 (10) *IEEE Computer*, 48-57, 1981. Not so blatantly much today, but echos and flareup do occur.

The Windows predecessor, DOS (Disk Operating System) introduced in 1981 and a successor to CP/M (Control Program/Monitor) is still in use 2020. The Illinois Department of Transportation (IDOPT) uses Microsoft DOS to manage damage claims. From 2016 through 2018 IDOT received 1765 damage claims, although Microsoft founder Bill Gates proclaimed the end of DOS in 2009, successor Windows. <chicago.cbslocal.com/2019/04/16/idot-damage-claims-ms-dos/>.

Some systems may have so little use that updating them can be seen as inefficient. Especially for government agencies with limited resources and

taxpayer frugality. Some reports have the bulk of government and corporate programmers spending much time on maintaining old software, such as COBOL and FORTRAN.

As larger computer storage has become inexpensively available, as computer chips have become faster, and as the Internet becomes pervasive and faster, there is more pressure to integrate what had been separate data systems. For many forces there is an opposite and greater resisting force, despite Newton's Laws.

Much corporate and personal data have migrated to the Cloud, digital servers owned and operated by third parties, accessible via the Internet. <https://en.wikipedia.org/wiki/Cloud_computing>. But there are still differences between Windows and mOS/iOS.



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