

17 October 2008

By: Filip Truta, Apple News Editor



Big Eye
mobbmedbymedia.word
press

'Big Brother' Watching Over Apple Discussions Forums

Forum poster reveals Apple might be monitoring posts, user accounts

A user's reply on [Apple Discussions](#) has revealed that Apple might have people hired to do some monitoring over the forums. According to Nicole Gorski, Apple personally called her home on an out-of-the-box issue with the [MacBook Pro](#) (late 2008).

'Apple Discussions' forums are filled with thousands of Macintosh, iPod and iPhone users from around the world. These users can search for an answer, post a question, or answer other users' questions using the platform.

The thread in question was started by Tom, who claims to have been a PC user for years and was recently sold on the new MacBook's features. Tom asks for advice on behalf of Apple Discussions' users, "Should I hit the cancel order button?"

Nicole's [reply](#) was...

"Personally, I would say do not cancel. I was one of the people with rare out of box defects, and after writing it here I got a personal phone call from Apple Inc to pursue the issue. They care, it's really refreshing! They watch the forums and everything. Can Dell (or anyone) beat that? I think you'll be really happy. I offer no personal guarantee, but in my opinion the stability and performance is without compare. Enjoy your new Mac!"

Another poster, going by the screen-name of AstroMacMan, admits that Apple's service is spotless. Still, he can't help but note that "it's a little creepy, too ... Big Brother watching and all that".

"If I'm posting here under a pseudonym (obviously, I am as my real name isn't "AstroMacMan"), I really don't want the company service people trolling the boards, digging up my log in information, and calling me at home," he continues. "Seems an invasion of privacy to me. I'd rather have them wait for me to contact them than feel as if they're looking over my shoulder!" In his opinion, a better approach would be official reposts with an invitation to private messaging. He offers the Tivo boards as an example.

How would you feel about Apple calling you home soon after you posted a complaint on Apple Discussions? Has anyone else here been contacted by Apple to remedy issues reported on forums?