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**Reflection:**

My overall impression of the three different formats-Apple, Word, and Google-was not surprising to me because I am somewhat biased, as are most of us, to what we are most familiar and comfortable with using. With that taken into consideration, my preference remains Word for ease of use and compatibility, followed by Google for its ability to conveniently share. I prefer PowerPoint over Apple Keynote, Word over Google Docs or Apple Pages, and Excel over Google Sheets or Apple Numbers. I will admit that I do appreciate the convenience of Google when needing to collaborate and share information in real time. I also like the many uses of Google forms and the ability to customize them. The only Apple feature that I would choose to use is iMovie; I think Apple dominates the photo/video realm. I was pleasantly surprised by the similarities of the three different companies when comparing how they are used, but the irony is that Google and Apple are taking Word and just transforming it to fit their programs. I think Word will always be my go to, but will admit that I have used and will continue to use Google software much more in the future. I don't see myself utilizing Apple products as much simply because I don't use them in my everyday life, so it is not as familiar to me and is somewhat harder to navigate (everything seems backwards compared to Google & Word). Fortunately, we have three great options to accomplish various tasks in the technological world. It's like differentiation for everyone!