

## About our sources

Unless otherwise noted, the data points presented in this report result from the OCLC Market Research team's analysis of the OCLC-commissioned survey results.

Other sources were also consulted throughout our research efforts as noted throughout the report; those sources are cited here.

Amazon. July 19, 2010. "Kindle Device Unit Sales Accelerate Each Month in Second Quarter; New \$189 Price Results in Tipping Point for Growth." [Press release] <http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=irol-newsArticle&ID=1449176&highlight=>

Amazon. October 25, 2010. "New Generation Kindle Device Sales Already Surpass Fourth Quarter 2009—The Peak Holiday Shopping Season and Busiest Time of Year on Amazon." [Press release] <http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=irol-newsArticle&ID=1486648&highlight=>

American Library Association (ALA). 2006. *Libraries Connect Communities: Public Library Funding & Technology Access Study 2006–2007*. <http://www.ala.org/ala/research/initiatives/plftas/previousstudies/0607/index.cfm>.

American Library Association (ALA). April 2010. *The State of America's Libraries*. [http://www.ala.org/ala/newspresscenter/mediapresscenter/americaslibraries/ALA\\_Report\\_2010-ATI001-NEW1.pdf](http://www.ala.org/ala/newspresscenter/mediapresscenter/americaslibraries/ALA_Report_2010-ATI001-NEW1.pdf).

American Library Association (ALA). June 2010. *Libraries Connect Communities 3: Public Library Funding & Technology Access Study 2009–2010*. <http://www.ala.org/ala/research/initiatives/plftas/index.cfm>.

Association of American Publishers. December 2010. "AAP Reports October Book Sales." [Press release] Association of American Publishers, December 8, 2010. [http://publishers.org/main/PressCenter/Archives/2010\\_Dec/AAPReportsOctoberBookSales.htm](http://publishers.org/main/PressCenter/Archives/2010_Dec/AAPReportsOctoberBookSales.htm).

Bernstein Research. October 2010. "iPad Adoption Rate Fastest Ever, Passing DVD Player." By John Melloy. *CNBC News*. [http://www.cnbc.com/id/39501308/iPad\\_Adoption\\_Rate\\_Fastest\\_Ever\\_Passing\\_DVD\\_Player](http://www.cnbc.com/id/39501308/iPad_Adoption_Rate_Fastest_Ever_Passing_DVD_Player).

Broadcast Music Inc. (BMI). March 2008. "Ringback Tones Lead Mobile Music Market Growth in '08." <http://www.bmi.com/news/entry/536285>.

Burson-Marsteller Blog. September 2010. "The State of Mobile Communication." By Ashley Welde. [http://www.burson-marsteller.com/Innovation\\_and\\_insights/blogs\\_and\\_podcasts/BM\\_Blog/Lists/Posts/Post.aspx?ID=208](http://www.burson-marsteller.com/Innovation_and_insights/blogs_and_podcasts/BM_Blog/Lists/Posts/Post.aspx?ID=208).

*Business Wire*, December, 2010. "Moosylvania Study Reveals the Top 10 Mobile Apps in the U.S. and What to Know Before You Create One." <http://www.businesswire.com/news/home/20101201005326/en/Moosylvania-Study-Reveals-Top-10-Mobile-Apps>.

*CNET News*, October 25, 2010. "Android Market Tops 100,000 Applications." By Tom Krazit. [http://news.cnet.com/8301-30684\\_3-20020616-265.html](http://news.cnet.com/8301-30684_3-20020616-265.html).

comScore. August 2006. "comScore Media Metrix Search Engine Ratings." <http://searchenginewatch.com/2156431>.

comScore. March 2008. "Happy Anniversary, M:Metrics!" [Press release] [http://comscore.com/Press\\_Events/Press\\_Releases/2008/03/M\\_Metrics\\_Anniversary/%28language%29/eng-US](http://comscore.com/Press_Events/Press_Releases/2008/03/M_Metrics_Anniversary/%28language%29/eng-US).

comScore. September 2010. "U.S. Smartphone Penetration by Age." <http://www.comscoredatamine.com/2010/09/u-s-smartphone-users-by-age/>.

comScore. December 21, 2010. "comScore Media Metrix Ranks Top 50 U.S. Web Properties for November 2010." [Press release] [http://www.comscore.com/Press\\_Events/Press\\_Releases/2010/12/comScore\\_Media\\_Metrix\\_Ranks\\_Top\\_50\\_U.S.\\_Web\\_Properties\\_for\\_November\\_2010](http://www.comscore.com/Press_Events/Press_Releases/2010/12/comScore_Media_Metrix_Ranks_Top_50_U.S._Web_Properties_for_November_2010).

comScore. December 15, 2010. "comScore Releases November 2010 U.S. Search Engine Rankings." [Press release] [http://www.comscore.com/Press\\_Events/Press\\_Releases/2010/12/comScore\\_Releases\\_November\\_2010\\_U.S.\\_Search\\_Engine\\_Rankings](http://www.comscore.com/Press_Events/Press_Releases/2010/12/comScore_Releases_November_2010_U.S._Search_Engine_Rankings).

CTIA. June 2010. "U.S. Wireless Quick Facts." [http://www.ctia.org/media/industry\\_info/index.cfm/AID/10323](http://www.ctia.org/media/industry_info/index.cfm/AID/10323).

Gerzema, John and Michael D'Antonio. 2010. *Spend Shift: How the Post-Crisis Values Revolution is Changing the Way We Buy, Sell, and Live*. San Francisco: Jossey-Bass, 2010.

Global Entrepreneurship Monitor. 2010. *Global Entrepreneurship Monitor, 2009 Global Report*. By Niels Bosma and Jonathan Levie. <http://www.gemconsortium.org/>.

Hitwise Intelligence, March 2010. "Facebook Reaches Top Ranking in US." By Heather Dougherty. [http://weblogs.hitwise.com/heather-dougherty/2010/03/facebook\\_reaches\\_top\\_ranking\\_i.html](http://weblogs.hitwise.com/heather-dougherty/2010/03/facebook_reaches_top_ranking_i.html).

Institute of Museum and Library Services (IMLS). 2003–2008. Library Statistics Program. <http://harvester.census.gov/imls/index.asp>.

Internet World Stats. September 2010. "Internet Usage Statistics for the Americas." <http://www.internetworldstats.com/stats2.htm>.

*Library Journal*. October 2010. "Gone Mobile? (Mobile Libraries Survey 2010)." By Lisa Carlucci Thomas. [http://www.libraryjournal.com/lj/communityacademiclibraries/886987-265/gone\\_mobile\\_mobile\\_libraries\\_survey.html.csp](http://www.libraryjournal.com/lj/communityacademiclibraries/886987-265/gone_mobile_mobile_libraries_survey.html.csp).

Morgan Stanley Research. June 2010. "Internet Trends 2010." <http://www.slideshare.net/CMSummit/ms-internet-trends060710final>.

Mortgage Bankers Association, 2009. *National Delinquency Survey, Fourth Quarter 2009*.

National Bureau of Economic Research. September 2010. Announcement of June 2009 business cycle trough/end of last recession. <http://www.nber.org/cycles/sept2010.html>.

National Center for Education Statistics (NCES). 2003–2008. Library Statistics Program. <http://nces.ed.gov/surveys/libraries/>.

*The New York Times*. March 11, 2009. "'Great Recession': A Brief Etymology." By Catherine Rampell. <http://economix.blogs.nytimes.com/2009/03/11/great-recession-a-brief-etymology/?pagemode=print>.

*The New York Times*. December 16, 2010. "In 500 Billion Words, New Window on Culture." By Patrica Cohen. <http://www.nytimes.com/2010/12/17/books/17words.html>.

Nielsen. October 2010. "U.S. Teen Mobile Report: Calling Yesterday, Texting Today, Using Apps Tomorrow." [http://blog.nielsen.com/nielsenwire/online\\_mobile/u-s-teen-mobile-report-calling-yesterday-texting-today-using-apps-tomorrow/](http://blog.nielsen.com/nielsenwire/online_mobile/u-s-teen-mobile-report-calling-yesterday-texting-today-using-apps-tomorrow/).

OCLC. 2003. *Environmental Scan: Pattern Recognition*. By Cathy De Rosa et al.

OCLC. 2005. *Perceptions of Libraries and Information Resources: A Report to the OCLC Membership*. By Cathy De Rosa et al.

OCLC. 2007. *Sharing, Privacy and Trust in Our Networked World: A Report to the OCLC Membership*. By Cathy De Rosa et al.

OCLC. 2010. *How Libraries Stack Up, 2010: A Report to the OCLC Membership*.

Pew Research Center. October 2009. "College Enrollment Hits All-Time High, Fueled by Community College Surge." By Richard Fry. <http://pewresearch.org/pubs/1391/college-enrollment-all-time-high-community-college-surge>.

Pew Research Center. April 2010. "Teens and Mobile Phones." By Amanda Lenhart, Rich Ling, Scott Campbell, and Kristen Purcell. <http://www.pewinternet.org/Reports/2010/Teens-and-Mobile-Phones.aspx?r=1>.

Public Library Inquiry. 1950. *The Public Library in the United States*. By Robert D. Leigh.

United States Courts. August 17, 2010. "Bankruptcy Filings Up 20 Percent in June." [http://www.uscourts.gov/News/NewsView/10-08-17/Bankruptcy\\_Filings\\_Up\\_20\\_Percent\\_in\\_June.aspx](http://www.uscourts.gov/News/NewsView/10-08-17/Bankruptcy_Filings_Up_20_Percent_in_June.aspx).

U.S. Bureau of Labor Statistics. April 2010. "College Enrollment Up Among 2009 High School Grads." *TED: The Editor's Desk*. [http://data.bls.gov/cgi-bin/print.pl/opub/ted/2010/ted\\_20100428.htm](http://data.bls.gov/cgi-bin/print.pl/opub/ted/2010/ted_20100428.htm).

U.S. Bureau of Labor Statistics. October 2010. "Consumer Expenditures – 2009." <http://www.bls.gov/news.release/cesan.nr0.htm>.

U.S. Bureau of Labor Statistics. January 2011. "Employment, Hours and Earnings from the Current Employment Statistics Survey." <http://data.bls.gov:8080/PDQ/outside.jsp?survey=ce>.

U.S. Census Bureau. June 2010. "Annual 2009 Characteristics of New Housing." <http://www.census.gov/const/www/charindex.html#singlecomplete>.

*USA Today*. January 2011. "Week after holidays, e-book sales outdo print." [http://www.usatoday.com/life/books/news/2011-01-05-1Aebooksales05\\_ST\\_N.htm](http://www.usatoday.com/life/books/news/2011-01-05-1Aebooksales05_ST_N.htm).

*Wall Street Journal*. September 9, 2010. "Google's New Features Designed to Speed Web Searches." By Amir Efrati. <http://online.wsj.com/article/SB10001424052748703453804575479821579919484.html>.

Wells Fargo/Gallup Small Business Index. August 2010. "Wells Fargo/Gallup Small Business Index Hits New Low in July." By Dennis Jacobe. <http://www.gallup.com/poll/141692/Wells-Fargo-Gallup-Small-Business-Index-Hits-New-Low-July.aspx>.

*Wireless and Mobile News*. October 2010. "Facebook Top Social Media in World & U.S., Says comScore." <http://www.wirelessandmobilenews.com/2010/10/facebook-top-social-media-in-world-us-says-comscore.html>.