

# 1. the state of mobile app

[Technology](#), [Mobile Phone](#)



1. The state of mobile app <http://blog.nielsen.com/nielsenwire/wp-content/uploads/2010/09/NielsenMobileAppsWhitepaper.pdf>

2. Universities and libraries move to mobile app <http://www.educause.edu/ero/article/universities-and-libraries-move-mobile-web>

3. Which platform do our users prefer: website or mobile app? <http://search.proquest.com.ezproxy.lib.rmit.edu.au/pqrl/docview/921006874/13C1021926950D5BF3B/5?accountid=13552>

4. Mobile device ownership among international business students: a road to the ubiquitous library <http://www.emeraldinsight.com.ezproxy.lib.rmit.edu.au/journals.htm?issn=0090-7324&volume=40&issue=4&articleid=17063687&show=html>

5. Students “Evolving” use of technology <http://www.insidehighered.com/news/2007/09/17/it>

6. Designing low-cost Mobile websites for library <http://search.proquest.com.ezproxy.lib.rmit.edu.au/pqrl/docview/919192952/13C102CD7E32042AB62/13?accountid=13552>

7. Apple tops 40 billion downloads <http://www.apple.com/pr/library/2013/01/07App-Store-Tops-40-Billion-Downloads-with-Almost-Half-in-2012.html>

8. Google Play Matches Apple’s IOS with 700, 00 Apps <http://www.tomsguide.com/us/Google-Play-Android-Apple-iOS,news-16235.html>

9. Android Marks 4th Anniversary Since launch with 75% market share in 3rd Quarter <http://www.idc.com/getdoc.jsp?containerId=prUS23771812#.URJoah2kpQ5>

10. Google play hits 25 billion downloads <http://officialandroid.blogspot.ca/2012/09/google-play-hits-25-billion-downloads.html>

11. Identifying diverse usage behaviours of smartphone users <http://dl.acm.org.ezproxy.lib.rmit.edu.au/citation.cfm?id=2068847&bnc=1>

Smartphone users spend an average of 100 minutes a day

online (May 2012) A survey conducted between September and November 2011 by market researcher Decision Fuel found that Singaporeans were heavy users of smartphones. It found that the average Singaporean smartphone user spent around 100 minutes a day using these devices online (excluding calls and text messages). 19% of that time was devoted to such social networking sites as Facebook and Twitter. Other popular online activities were found to include playing games, watching videos, listening to music and checking emails. According to Euromonitor International data, value sales of smartphones in Singapore were worth almost US\$191 million during 2011, up 5.3% in real terms over the previous year. Mobile phones take over internet access (March 2012) Singapore consumers are increasingly using mobile devices as their primary gateway to the internet, making them a key influence on their purchasing decisions. According to a survey conducted by mobile phone advertising firm InMobi during autumn 2011, 50% of Singapore respondents viewed their mobiles as their primary or exclusive means of accessing the Web, with 47% consulting their handsets before buying a product. Among those who had made a purchase using their mobile phone, 44% had bought digital goods, such as games, e-books, music or apps, while 35% had purchased physical goods, including consumer electronics and clothing. According to Phalgun Raju of InMobi, entertainment, e-mail and social media are the key drivers for increased mobile use in Singapore. <http://www.portal.euromonitor.com.ezproxy.lib.rmit.edu.au/Portal/Pages/Search/SearchResultsList.aspx>