

COMMUNICATIONS COUNCIL MEDIA UNIVERSITY
AMU 102: ADAPTING TO THE MOBILE WEB

Additional Course Resources

I. Examples

Particular websites and cited research in this section were referenced throughout the presentation slides (in order of initial appearance).

Association of American Railroads website: <https://www.aar.org/>

National Association of Realtors website: <http://www.realtor.org/>

Distilled Spirits Council of the United States website: <http://www.discus.org/>

US Telecom (The Broadband Association) website: <http://www.ustelecom.org/>

Economist Espresso app launch press release:
<http://www.economist.com/blogs/newsbook/2014/11/economist-espresso>

“Newsonomics: The Wall Street Journal is playing a game of digital catchup” by Ken Doctor, NiemanLab:
<http://www.niemanlab.org/2015/04/newsonomics-the-wall-street-journal-is-playing-a-game-of-digital-catchup/>

“Push Notifications Lift Retention Rates” by eMarketer: http://www.emarketer.com/Article/Push-Notifications-Lift-Retention-Rates/1012782?utm_source=API%27s+Need+to+Know+newsletter&utm_campaign=0a86c4e925-Need_to_Know_July_29_20157_29_2015&utm_medium=email&utm_term=o_e3bf78afo4-0a86c4e925-45802229

“65% of Facebook’s Video Views Are Now on Mobile Devices,” by Christopher Heine, AdWeek:
<http://www.adweek.com/news/technology/65-facebooks-video-views-are-mobile-devices-162214>

YouTube self-published user consumption statistics: <https://www.youtube.com/yt/press/statistics.html>

“Video Engagement on Mobile Almost Three Times Higher Than Desktop” by David Waterhouse, Nielsen:
<https://unruly.co/news/article/2013/10/15/video-engagement-mobile-almost-three-times-higher-desktop-2/>

“Tom Brady’s Deflategate explained in 90 seconds” by Vox:
<https://www.youtube.com/watch?v=J6ahGB6loE8>

“Who’s winning the 2016 money race?” by National Journal:
<https://www.facebook.com/NationalJournal/videos/vb.119247414764494/919451851410709/?type=2&theater>

Audi vertical ad by Celtra: <http://www.celtra.com/insights/ad-gallery/audi>

Captain Obvious silent Facebook ad by Hotels.com:

<https://www.facebook.com/Hotels.comUS/videos/vb.112577918783959/898438500197893>

II. Further Reading

Research and articles in this section provide alternate perspectives, additional data and information that complement our presented material.

“9 GIFs That Explain Responsive Design Brilliantly” by John Brownlee, Fast Company:

<http://www.fastcodesign.com/3038367/9-gifs-that-explain-responsive-design-brilliantly>

“It took a decade, but mobile video is finally exploding” by Dan Frommer, Quartz:

<http://qz.com/365293/it-took-a-decade-but-mobile-video-is-finally-exploding/>

“YouTube Is About to Look Very Different” by Victor Luckerson, TIME:

<http://time.com/3971087/youtube-app-vertical-video/>

“Twitter: We Want Users to Binge-watch Our Video Content Too!” by Greg Jarboe, ReelSEO:

<http://www.reelseo.com/twitter-binge-watch-video/>

“Mary Meeker’s Vertical Video Future” by Steven Rosenbaum, Forbes:

<http://www.forbes.com/sites/stevenrosenbaum/2015/05/31/mary-meekers-vertical-video-future/>

“It’s time to take vertical video seriously” by Eric Blattberg, Digiday: <http://digiday.com/platforms/time-take-vertical-video-seriously/>

“Agency, Entertainment Execs Set Sights on Vertical Video” by Tim Peterson, AdvertisingAge:

<http://adage.com/article/digital/vertical-video/299524/>

“Cronut inventor’s new desserts will tickle your memories” by Sarah Richter, Mashable:

<http://mashable.com/2015/08/03/dominique-ansel-desserts/>

UX Myths (“collects the most frequent user experience misconceptions and explains why they don’t hold true”): <http://uxmyths.com/>