

## Are You A Part of It? Video Data Sources

Scene	Subject	Source
7	Quotation: "In 1977, the president of a major electronics company said, 'There is no reason for any individual to have a computer in their home.'"	Ken Olsen, then president of Digital Equipment as cited by Wikipedia at <a href="http://en.wikipedia.org/wiki/Digital_Equipment_Corporation">http://en.wikipedia.org/wiki/Digital Equipment Corporation</a>  <a href="http://news.bbc.co.uk/1/hi/technology/6981704.stm">http://news.bbc.co.uk/1/hi/technology/6981704.stm</a>
8	Number of Websites	Netcraft.com <a href="http://www.netcraft.com">http://www.netcraft.com</a> , Bath, England  Cited by CNN.com <a href="http://www.cnn.com/2006/TECH/internet/11/01/100millionwebsites/">http://www.cnn.com/2006/TECH/internet/11/01/100millionwebsites/</a>  Digital Inspiration - <a href="http://www.labnol.org/internet/total-websites-on-internet-worldwide/5206/">http://www.labnol.org/internet/total-websites-on-internet-worldwide/5206/</a>
8	Number of computers in U.S. households	Leichtman Research Group press release, June 7, 2007 <a href="http://www.leichtmanresearch.com/research/bband_home_brochure.pdf">http://www.leichtmanresearch.com/research/bband_home_brochure.pdf</a>
8	Cell Phones	The Heights – Boston College <a href="http://media.www.bcheights.com/media/storage/paper144/news/2008/09/29/News/Android.Founder.Speaks.At.Bc-3457139.shtml">http://media.www.bcheights.com/media/storage/paper144/news/2008/09/29/News/Android.Founder.Speaks.At.Bc-3457139.shtml</a>  PaperArticles.com <a href="http://www.paperarticles.com/2008/09/us-congress-urged-to-take-cancer-cell.html">http://www.paperarticles.com/2008/09/us-congress-urged-to-take-cancer-cell.html</a>
9	We're doing everything online	The DaVinci Institute <a href="http://www.davinciinstitute.com/page.php?ID=170">http://www.davinciinstitute.com/page.php?ID=170</a> <i>The Future of Education</i> By <a href="#">Thomas Frey</a> , Executive Director and Senior Futurist at the DaVinci Institute.
10	We spend 32 hours online per week	<a href="http://www.internetrevolution.com/author.asp?section_id=594&amp;doc_id=147202">http://www.internetrevolution.com/author.asp?section_id=594&amp;doc_id=147202</a> <a href="http://www.Internetrevolution.com">http://www.Internetrevolution.com</a>
10	We spend more time online than with our spouse or partner	Dell Richards <a href="http://dellrichards.blogspot.com/2008_03_01_archive.html">http://dellrichards.blogspot.com/2008_03_01_archive.html</a> March 10, 2008  Engadget <a href="http://www.engadget.com/2007/01/23/shocker-americans-spend-more-time-with-pc-than-spouse/">http://www.engadget.com/2007/01/23/shocker-americans-spend-more-time-with-pc-than-spouse/</a>
11	Stamp costs**	** 600% increase is amount of overall increase from 1968 to 2008. Postage cost increase from 1863 to 2008 is 2,000%. <a href="http://www.akdart.com/postrate.html">http://www.akdart.com/postrate.html</a> <a href="http://en.wikipedia.org/wiki/History_of_United_States_Postal_Service_rates">http://en.wikipedia.org/wiki/History_of_United_States_Postal_Service_rates</a>
12	"People born between	Pew Internet and American Life Project

	1976 and 1990 are the primary users of the Internet”	<p><i>A Typology of information and Communication Technology Users</i>  <a href="http://www.pewinternet.org/PPF/r/213/report_display.asp">http://www.pewinternet.org/PPF/r/213/report_display.asp</a>  May 7, 2007 John B. Horrigan, Associate Director for Research</p> <p>FirstMonday.org  <a href="http://www.firstmonday.org/ISSUES/issue9_3/peslak/">http://www.firstmonday.org/ISSUES/issue9_3/peslak/</a>  An analysis of regional and demographic differences in United States, and internet usage © 2004 Alan R. Peslak</p> <p><b>War of the Worlds:</b> The Human Side of Moore's Law  Robert X. Cringely  <a href="http://www.pbs.org/cringely/pulpit/2008/pulpit_20080321_004574.html">http://www.pbs.org/cringely/pulpit/2008/pulpit_20080321_004574.html</a>  March 21, 2008</p>
14	85% of fraud happens offline. You're actually safer online.	Javelin Strategy and Research, <i>2008 Identity Fraud Survey Report</i> February 2008 ©2008 Javelin Strategy and Research
16	The environment influences our choices	©2007 GfK Roper Consulting, a division of GfK Custom Research North America, “Green Gauge® Report,” the only nationwide, long-term syndicated study of consumer attitudes and behaviors towards the environment. <a href="http://www.gfkamerica.com/practice_areas/roper_consulting/roper_greengauge/index.en.html">http://www.gfkamerica.com/practice_areas/roper_consulting/roper_greengauge/index.en.html</a>
17	How much paper do you recycle?	United States Environmental Protection Agency <a href="http://www.epa.gov">www.epa.gov</a> , <i>Recycling Facts and Figures</i>
		Earth 911 <a href="http://earth911.com/recycling/curbside-recycling/">http://earth911.com/recycling/curbside-recycling/</a>
18	The time spent and costs of paper bill handling	<b>3 Easy Ways to Simplify Your Financial Life</b> SMARTMONEY MAGAZINE by Janet Paskin and Brad Reagan <a href="http://www.smartmoney.com/spending/budgeting/3-easy-ways-to-simplify-your-financial-life-23720/">http://www.smartmoney.com/spending/budgeting/3-easy-ways-to-simplify-your-financial-life-23720/</a> United States Bureau of Labor Statistics August 21, 2008
		<a href="http://www.payitgreen.org">www.payitgreen.org</a>
19	Results of eliminating the junk mail Americans receive	Oberlin College Recycling Program <a href="http://www.oberlin.edu/recycle/facts.html">http://www.oberlin.edu/recycle/facts.html</a> “Junk Mail”
20	Fuel use of paper checks	<a href="http://www.payitgreen.org">www.payitgreen.org</a>
20	Olympic Pool (Actual figure: 1,040 Olympic-sized pools)	The Physics Factbook™ <a href="http://hypertextbook.com/facts/">http://hypertextbook.com/facts/</a> Volume of a Swimming Pool

		"Edited by Glen Elert, written by his students"
21	Percentage of Americans who consider global warming a problem	Forrester Research <i>"In Search Of Green Technology Consumers: Why Tech Marketers Should Target This Emerging Segment"</i> ©2007 by Christopher Mines with Remy Fiorentino, Eric G. Brown, Christina Lee November 30, 2007
24	We now pay more bills online than we do by check	Clark Howard, consumer advocate, June 2, 2006 "E-bill pay to surpass check paying this year!" <a href="http://clarkhoward.com/liveweb/shownotes/category/8/94/241/">http://clarkhoward.com/liveweb/shownotes/category/8/94/241/</a>  CheckFree Corporation, now part of Fiserv <a href="http://ir.checkfreecorp.com/phoenix.zhtml?c=94799&amp;p=irol-newsArticle&amp;ID=984186&amp;highlight=">http://ir.checkfreecorp.com/phoenix.zhtml?c=94799&amp;p=irol-newsArticle&amp;ID=984186&amp;highlight=</a>
	Check Processing Centers	Federal Reserve Press Release, November 6, 2008 "Federal Reserve Banks Announce Reduced Number of Check Processing Sites and Accelerated Restructuring Schedule" <a href="http://www.frbervices.org/files/communications/pdf/check/110608_restructure_announcement.pdf">http://www.frbervices.org/files/communications/pdf/check/110608_restructure_announcement.pdf</a>
25	Empire State Building Calculation based on 110,000,000 million US households and assumes each household receives at least one e-bill per month.	110,000,000 million U.S. Households 1 bill online per month 1,320,000,000 total bills online per year 3 pages per bill 3,960,000,000 total pages of bills per year 500 sheets/ream 7,920,000 reams of paper 2 inches per ream 15,840,000 inches of paper 1,320,000 feet of paper <b>5280 feet in a mile</b> 250 miles of paper <b>1250 feet in Empire State Building</b> 1056 Empire State Buildings <b>29107 Feet in Mt. Everests</b> 45 Mt Everests <b>16.67 Reams of paper</b> 475,105 Trees Saved
28	Number of people signing up for e-Bills during the video	Number of people signing up for e-bills during the video presentation is based on primary research from CheckFree, now part of Fiserv: <a href="http://www.ebillplace.com/cda/ebillplace/aboutebills/whattheexpertssay.html">http://www.ebillplace.com/cda/ebillplace/aboutebills/whattheexpertssay.html</a>