

## **EXHIBIT D**



# **Sur-rebuttal and Supplemental Report of Susan Schwartz McDonald Ph.D.**

**IN RE: J.T. COLBY & COMPANY, INC. D/B/A BRICK TOWER PRESS,  
J. BOYLSTON & COMPANY, PUBLISHERS LLC AND IPICTUREBOOKS LLC v.  
33APPLE, INC.,  
CASE NO. 11-CIV-4060,  
UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK**

December 6, 2012

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## I. INTRODUCTION

I am the same Susan Schwartz McDonald Ph.D. who submitted an expert report on September 17, 2012 on behalf of Plaintiff in re: J.T. Colby & Company, Inc. d/b/a Brick Tower Press, *et al* v. Apple, Inc. That report included findings from a survey I conducted to determine likelihood of reverse confusion stemming from Apple's use of the iBooks mark.

Since submitting that report, I have had an opportunity to read a rebuttal report submitted to the Court by Prof. Stephen M. Nowlis which offered various critiques of my research, including his contention that likelihood of confusion was elevated in my survey design by the fact that the test stimulus, "iBooks," was spelled with a capital "B" rather than a lower case "b" (consistent with the capital "B" imprint on the specimen books I considered when developing my survey). Prof. Nowlis took the opportunity to conduct and submit a rebuttal survey in which he used as a Test Stimulus a book whose imprint was spelled with a lower case "b." However, because he also changed the research design *in several other ways*, it is impossible to draw conclusions from his rebuttal survey as to whether his very different results speak at all to the impact of capitalization on the outcome.

To demonstrate that the upper case "B" in my original survey did not, in fact, have a material effect (and that the difference in survey findings actually has more to do with the way his questions were conceived and framed), I conducted a sur-rebuttal survey that precisely replicates my original survey in every respect save one: use of a lower case "b" in both the Test and Control Arms (ibooks and ebooks) instead of an upper case "B." I made no other changes in study design because I am persuaded that the original methodology requires no adjustments.

This supplemental report presents the findings of my sur-rebuttal survey, which was fielded during the period between November 26 and November 28, 2012. A detailed description of the study design, along with my professional credentials, can be found in the initial likelihood of confusion survey report I submitted to the Court in September. Prof. Nowlis' rebuttal report was the only additional document I read before completing this Sur-rebuttal and Supplemental Report, which is based on and reports the findings from my sur-rebuttal survey.

## II. FINDINGS AND CONCLUSIONS

The sampling plan in this survey, which precisely replicated the methodology employed in my initial study, produced two demographically matched sets of 294 respondents (a total “n” of 588) who qualified for the survey by virtue of reading books on a regular basis and having downloaded at least one book onto a digital reading device in the past 6 months. (Table II-1)

**TABLE II-1: DEMOGRAPHIC PROFILE OF SAMPLE**

	(n) =	Test Arm ibooks (294)	Control Arm ebooks (294)
<b>Gender:</b>		%	%
Male		49	50
Female		51	50
<b>Age:</b>		%	%
18-35		33	33
36-50		34	34
Over 50 years		33	33

A question at the conclusion of the survey also confirmed statistically comparable use of various reading devices by respondents in each arm. (Table II-2)

**TABLE II-2**

**Q3: “Which of the following do you ever use to read digital books?”**

	(n) =	Test Arm (294)	Control Arm (294)
		%	%
iPad		37	42
Other Tablet		14	11
iPhone		24	21
Other smartphone		17	14
Kindle		59	55
Nook		19	21
Other		10	8

As a reminder, the likelihood of confusion metric in both studies was calculated based on responses to the following question:

Q1a. *Please envision the following scenario, involving a digital/electronic book.*

*In the scenario we'd like you to envision, you are looking at the particular "page" of a digital/electronic book that contains information about the book – such as the date of publication, the publisher, the Library of Congress number, etc.*

*If, on that page, you see the word ["ibooks" / "ebooks"] what company or companies would you think had made the book available? Please enter your response in the box below. The box will expand as you type.*

*If you think you would have no idea, please feel free to say so.*

In response to this key question, 55% of Test Arm respondents named either Apple or iTunes (and no other company) compared with only 2% of Control Arm respondents. Using a conservative reading of Apple source attributions (i.e. excluding responses that were merely speculative or suggestive of Apple), the net percent of unique Apple/iTunes source attributions is  $53\% \pm 6\%$  ( $p=.05$ ), meaning that we can say with 95% confidence that the true value lies between 47% and 59%. This number is literally and statistically identical to the results of the prior "iBooks" confusion survey.

If we take a more inclusive approach and count as confused the percent of Apple responses that were merely suggestive but not definite ("*maybe Apple*") or were part of dual company mentions, the net source confusion calculation produces a slightly higher number: 59% minus 8%, or  $51\% \pm 6\%$ . This number, too, is statistically unchanged from the corresponding figure in the prior survey. (Table II-3 below)

**TABLE II-3**

**Q.1a: Companies Named As Making Book Available**

	(n) =	Test Arm ibooks	Control Arm ebooks
		(294)	(294)
		%	%
<b>Apple or Apple + iTunes</b>		<b>53</b>	<b>2</b>
<b>iTunes only</b>		<b>2</b>	<b>--</b>
Sounds like Apple but reluctant to commit		.3	--
Multiple companies including Apple (and/or iTunes)		4	6
<b>Total Apple/iTunes mentions (net)</b>		<b>59</b>	<b>8</b>
ibooks mentioned with other companies (but no specific mention of Apple)		.3	1
Multiple companies excluding Apple (and/or iTunes)		6	23
Internet bookseller or digital company other than Apple and/ or iTunes (e.g., Amazon, Barnes & Noble, Sony, Toshiba)		11	34
Specific publisher reference (e.g., McGraw Hill, Penguin, Random House, Simon & Schuster)		2	2
ibooks		1	--
ebooks		--	1
The publisher		1	3
Don't know/Not sure/No specific company		15	22
Other		5	6

\*Examples of “other” responses include less specific or relevant comments, e.g., “app store,” “It’s an online place to get books you wish to purchase.” Also included in “other” are the 22 respondents *across both arms* who typed in an uninterpretable response or gibberish – for instance, a string of random letters. These respondents were not discarded in this or the previous study because the number of such responses is statistically inconsequential. Their removal from the database would, if anything, have elevated the net confusion calculation, albeit imperceptibly.

Among respondents who mentioned Apple or iTunes as the source for iBooks, the reasons given (Q.2) are consistent with the rather decisive data trend in Q.1. The vast majority (90%) noted that the presence of “i” is associated with Apple and Apple products (Table II-4). Another 7% volunteered as a reason that they know “iBooks” to be an Apple application.

**TABLE II-4**  
**Q2: Reasons for Apple Source Attributions**

	(n) =	Test Arm
		(157)
		%
<b>Presence of “i” is associated with Apple</b>		<b>90</b>
Aware iBooks is an Apple application		6
Type of e-reader I have		1
A company/companies that I use to download digital books		1
Source of digital books for downloading		1
Other*		4

\* Examples of “other” responses include less specific or relevant comments, e.g., “I really like that company,” “Because I said so,” “Always new things,” and gibberish.

Illustrative examples of responses include:

*“I believe the ebook store of Apple is called iBook”*

*“Apple has a long successful history with I labeled products and services. I am writing this on my iPad. I also have iBooks installed here.”*

*“i prefix is sort of their things (sic), they have a thing called iBooks right on my phone ...”*

*“Apple brands their electronic books as ‘iBooks’.”*

*“i in front is apple trademark”*

*“the i in iBooks and iTunes”*



*“Apple is associated with the ipod and iphone so when I see ibook it makes me think that is what they mean.”*

*“the “i” in ibooks, as that seems to be the branding for Apple’s technology”*

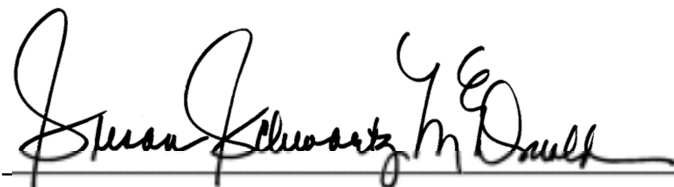
*“If I saw ibooks, I would assume that apple had made it available based on Apple’s tendency to add the letter I to the beginning of product names, i.e. iphone, ipad, iphone.”*

*“I would assume it was Apple because all of their wireless products start with the letter I – iphone, ipod, ipad”*

Based on these findings, it is evident that capitalization of the “B” in iBooks had no bearing on results of the initial survey; consumers attend exclusively to the letter “i” in making these source attributions and may or may not even be aware of whether Apple uses a capital “B.” There can be no doubt that, in the minds of book readers who make some use of digital devices to read them, “i is for Apple,” meaning that consumers have been conditioned to attach Apple source attributions to the “i,” and that even if not familiar with “iBooks” or “ibooks,” they assume it to be an Apple source signifier. The emerging rule is so powerful in the minds of consumers that these results may understate the degree to which actual iBooks awareness played a role in their source attributions.

Given these findings, it is equally apparent that the results of both my surveys differ from the results of Prof. Nowlis’ survey specifically because of the way we both choose to measure likelihood of confusion, and not at all because of capitalization decisions. This objection to my survey is therefore completely discredited, and we can be free to debate the others.

\* \* \* \* \*



Susan Schwartz McDonald

December 6, 2012

## **APPENDIX A**

### **Survey Materials** *(Programmed Screener and Questionnaire)*

## CONSUMER SURVEY

– Screener –

Thank you for visiting our survey site to answer a few qualifying questions. This survey is strictly for research purposes only.

It is our policy to keep interviews anonymous and responses confidential. The information you provide during the interview will be reported in aggregate and at no stage will your name or any other identifying information be associated with the information collected. For further information on the privacy policy of National Analysts Worldwide, you can view our website at [www.nationalanalysts.com/privacy/domestic-global.asp](http://www.nationalanalysts.com/privacy/domestic-global.asp)

All questions on each screen must be answered before you move to the next screen, so please be sure you have answered every question before trying to move forward. On the next few screens you will be asked a few questions to see if you qualify for this study. If you qualify, the survey itself should take less than 5 minutes to complete.

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### PROGRAMMER -- NEXT SCREEN:

We are asking for your personal opinions only. Please do not discuss the content of the questionnaire, or seek outside opinions as you complete it.

Since the survey is so short, we ask that you complete it in one sitting. The survey will require less than five minutes to complete, and we ask for your undivided attention once you begin. Your session will expire if you wait more than five minutes to answer any question. Once you leave the survey, you will not be permitted to re-enter.

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S1. Are you:

<input type="radio"/>	Male
<input type="radio"/>	Female

PROGRAMMER:

---

S2. What is your current age? Please type in.

\_\_\_\_\_ years old

**PROGRAMMER:  
SET RANGE TO 10-100  
IF < 18 OR > 70 YEARS, TERMINATE**

---

S3. Which of the following activities, if any, do you engage in on a regular or fairly regular basis?

	Yes	No
Reading	<input type="radio"/>	<input type="radio"/>
Listening to music	<input type="radio"/>	<input type="radio"/>
Exercise/sports	<input type="radio"/>	<input type="radio"/>
Watching movies	<input type="radio"/>	<input type="radio"/>
Watching TV shows	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:  
1. RANDOMIZE ROWS  
2. TERMINATE IF ROW 1 IS "NO"**

---

S4. Which of the following, if any, do you read on a regular or fairly regular basis, whether in print or digitally/on-line?

	Yes	No
Newspapers/news blogs	<input type="radio"/>	<input type="radio"/>
Books (fiction or non-fiction)	<input type="radio"/>	<input type="radio"/>
Magazines	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. RANDOMIZE ROWS
  2. TERMINATE IF ROW 2 ("BOOKS") IS "NO"
- 

S5. Which of the following have you done in the past 6 months?

	Yes	No
Ordered a soft cover/paperback book via the internet for delivery by mail	<input type="radio"/>	<input type="radio"/>
Ordered a hard cover book via the internet for delivery by mail	<input type="radio"/>	<input type="radio"/>
Downloaded a digital book to a reading device of any kind, including a smartphone	<input type="radio"/>	<input type="radio"/>

**PROGRAMMER:**

1. TERMINATE IF ROW 3 IS "NO"
- 

You have qualified to participate in our survey. Participation will take approximately five minutes.

Please click "forward" to begin the survey.

---

**PROPOSED QUOTAS**

		<b>SURVEY ARM</b>			
		<b>TEST ARM</b>		<b>CONTROL ARM</b>	
		<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>
<b>Respondent Age</b>	18 - 35	41	42	42	41
	36 - 50	42	41	42	42
	51 +	42	42	41	42
	<b>TOTALS</b>	<b>125</b>	<b>125</b>	<b>125</b>	<b>125</b>

Q1a. Please envision the following scenario, involving a digital/electronic book.

In the scenario we'd like you to envision, you are looking at the particular "page" of a digital/electronic book that contains information about the book – such as the date of publication, the publisher, the Library of Congress number, etc.

If, on that page, you see the word **[XX]** what company or companies would you think had made the book available? Please enter your response in the box below. The box will expand as you type.

If you think you would have no idea, please feel free to say so.

**PROGRAMMER:**

1. INSERT "ibooks" FOR TEST ARM RESPONDENTS
2. INSERT "ebooks" FOR CONTROL ARM RESPONDENTS
3. ALLOW UNLIMITED CHARACTERS. IF NO TEXT IS ENTERED DISPLAY THE FOLLOWING ERROR MESSAGE: Please provide a response in the box, even if it is "don't know."

---

Q1b. Did you specify one (or more) companies in the previous question?

<input type="radio"/>	Yes, I did specify one (or more) companies
<input type="radio"/>	No, I did <u>not</u> specify any company

Q2. Please explain in the box below what makes you think that the company or companies you just mentioned would have been the one(s) to make the book available.

The text box will expand as you type, so please be as detailed as you feel you need to, in order to give a complete response.

**PROGRAMMER:**

1. ASK IF Q1b IS ROW 1 (“YES”)
  2. ALLOW UNLIMITED CHARACTERS. IF NO TEXT IS ENTERED DISPLAY THE FOLLOWING ERROR MESSAGE: Please provide a response in the box.
- 

Q3. We have just one more question for you.

Which of the following do you ever use to read digital books?

*Select all that apply.*

iPad	<input type="checkbox"/> 1
Other tablet	<input type="checkbox"/> 2
iPhone	<input type="checkbox"/> 3
Other smartphone	<input type="checkbox"/> 4
Kindle	<input type="checkbox"/> 5
Nook	<input type="checkbox"/> 6
Any other	<input type="checkbox"/> 7

**PROGRAMMER:**

1. ASK ALL
- 

These are all of the questions we have for you today. Thank you very much for your time.

Please click the Forward button to complete the interview.



## **APPENDIX B**

### **Open-ended Response Codes and Verbatims**

## Open-Ended Response Codes

Codes for Q1a <i>(Companies Named As Making Book Available)</i>	Codes for Q2 <i>(Reasons for Source Attributions)</i>
1) Apple or Apple + iTunes	1) Presence of “i” is associated with Apple
2) iTunes only	2) Aware iBooks is an Apple application
3) Sounds like Apple but reluctant to commit	3) A company or companies that I use to download digital books
4) Multiple companies <i>including</i> Apple (and/or iTunes)	4) Big sellers/promoters of digital books/books
5) Multiple companies <i>excluding</i> Apple (and/or iTunes)	5) Source of digital books for downloading
6) Single digital/technology company other than Apple and/or iTunes (e.g., Amazon, Barnes & Noble, Sony, Toshiba)	6) Source of digital readers
7) Specific publisher references (McGraw Hill, Penguin, Random House, Simon & Schuster)	7) Type of e-reader I have
8) ibooks	8) I know this publisher(s)
9) ebooks	9) ibooks/ebooks is its own company
10) Gibberish	10) It just came to my mind/Don’t know/Not sure
11) Don’t know/Not sure/ No specific company	11) Other
12) Other	12) Gibberish
13) The publisher (generic)	
14) ibooks mentioned with other companies	

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000009	Amazon, Random House, Simon & Schuster	5	I would assume it would be any of the big publishers of eBooks, not one company in particular. As a matter of fact, it could very easily be a small eBook publisher or even self-published, so it is probably an impossible question to answer.	5
20000011	Kindle	6	the media	11
20000014	ebooks.com	6	I am sure because I ordered one of their ebook lately	3,9
20000022	I don't know.	11		
20000024	booksonboard	6	they have interesting books to read	11
20000029	Barnes and Noble, Amazon, The Cloud	5	Barnes and Noble has the Nook. I know my mom downloads ebooks from Amazon all the time.	5,6
20000030	amazon	6	They have a lot of ebooks	4
20000032	Kindle, Nook	5	They are the main e-reader companies I know exist.	6
20000042	The first words that would come to mind would be Amazon or Barnes and Noble, though I assume individual publishers publish ebooks.	5	When I think of ebook readers, I immediately think of Amazon Kindle or nook from Barnes & Noble.	6
20000048	apple	1	well they do a lot of those type of apps	11
20000059	Amazon,	6	I buy books from amazon all the time so I am assuming that they may be listed on the page even if I never really looked.	3
20000060	Its an online place to get books you wish to purchase	12		
20000075	2010	10		
20000079	Apple	1	Apple makes a lot of electronic stuff.	11
20000082	I think ebooks is a generic	12		
20000084	Kindle	6	Kindle is a leader in Ebook marketing	4
20000091	apple	1	because they have all products starting with i,	1
20000093	ebooks.com, dbooks	5		

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000096	kindle, nook ilibrary amazon	5	they all have the tablets where u can order books online	5,6
20000109	Barnes and noble	6	This is my most popular site for buying books	3
20000114	amazon	6	most known	4
20000118	Amazon Barnes and Noble	5	I am an author and my publishing company has informed me of both.	11
20000119	Barnes and Noble	6	Barnes and Noble is the only one that comes to mind.	10
20000120	doubleday	6	good company	11
20000124	Amazon.com	6	Because almost all of the ebooks I look at and buy are from amazon.com.	3
20000132	nook	6	barnes amd moble has a nook which is an ebook	6
20000137	kindle nook	5	because i have used nook and kindle and that is e book to me	7
20000139	the publisher and/or company	13	ramdon house has the most ebooks that i have found	5
20000146	barns and noble	6	its all books	4
20000147	no idea	11		
20000164	No	10		
20000165	barnes and noble amazon ebooks.com public library	5	barnes and noble because they are a book company that makes nook ereaders. amazon makes the kindle and has biggest selection.	4,6
20000168	Amazon	6		
20000177	The Oracle Distributed Database with Integrated Network Service (ODDIN) is now sending traffic to the EACT system for processing to the Classified and Unclassified WEBGRAM Systems. Cable traffic is populating on the Webgram systems.	10	The Oracle Distributed Database with Integrated Network Service (ODDIN) is now sending traffic to the EACT system for processing to the Classified and Unclassified WEBGRAM Systems. Cable traffic is populating on the Webgram systems.	12
20000184	audacity	6	i have used them to order ebooks	3
20000189	Amazon	6	When I hear about ebooks, I always hear about Amazon and the Kindle, so that's the first thing that comes to mind when ebooks are mentioned.	5,6

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000195	I am not sure. I would think any of the major publishing companies would have an ebook section now a days.	13		
20000200	amazon ebay	5	they have everything	11
20000202	ddwed	10	edew	12
20000218	amazon, project Gutenberg,	5	I know that Project Gutenberg has made thousands of ebooks available, because I have many of them. I also expect Amazon to make ebooks available, since they sell the kindle/kindle fire.	3,6
20000219	mp pnpk h	10		
20000220	afsfas	10	fafas	12
20000222	amzon o adobe	5	I think they are the ones that use that technology	5
20000227	Amazon	6	I have no idea.	10
20000233	ePaxs thats all that comes to my mind.	12	because ebooks sounds about right to fit that company i just said.	11
20000239	amazon	6	amazon has just about everything you could want or use.	11
20000243	I have no idea	11		
20000252	The hunger game cause its a good book	10	Like i said the hunger game	12
20000257	Have no idea.	11		
20000259	microsoft	6	they are awesome	11
20000261	no idea	11		
20000269	not sure of the names	11		
20000270	microsoft, apple,ibm	4	its one of the largest and best known	4
20000275	Amazon	6	because they sell a lot of e-books .	4
20000288	barnes and noble, amazon	5	they are the most powerful ebook suppliers	4

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000294	i think the book would come from amazon or an online source	6	becuse amazon is the only company i know of that sells e-books	5
20000296	ebay nobles	5	i have made purchases from them	3
20000297	amazon	6	it is where I order digital books	3
20000298	Kindle	6	I have read alot online about Kindle	6
20000308	Kindle or Nook	5	They are the two most popular ""tablets"" to use when reading e-books	6
20000310	amazon	6	that is the first place i would look when shopping online	11
20000312	no idea	11		
20000317	i have no idea	11		
20000320	good books	10		
20000326	amzon	6	kindle	6
20000335	no idea	11		
20000347	Amazon	6	I get them for my kindle	3,7
20000358	<p>The companies that make ebooks available are the publishers of the hard copy books. The ""big six"" and all the smaller publishers. I have no idea if they digitize the hard copies themselves by hiring employess in-house to do it for them or if they hire outside companies to do it for them, but the owners of the ebooks are the publishers of the 'dtb's (dead tree books).</p> <p>It's pretty straightfoward, but I hope I didn't understand the question.</p> <p>In other words, it would be Random House, if Random House published the paper book, etc.</p> <p>Who else would make the book available, it certainly isn't the manufacturer of the e-readers.</p> <p>As far as out of copyright books go, that's a completely different story.</p>	7		

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000364	kindle iBook nook all the different publishers that publish ""regular"" books	5	I really didn't pay attention to who published the books, they are usually free books that I download from amazon, kindle or ibooks,	3
20000367	barnes and noble	6		
20000371	ebooks.com	9	IT'S THE COMPANY I AM MOST FAMILIAR WITH.	11
20000375	Nook	6	This is the E-book I use	7
20000377	I don't know that I have ever noticed where it said ebook. the company is probably in the first 10 pages	11		
20000397	Amazon	6	I ordered the books from Amazon.	3
20000398	kindle	6	because they are an ereader company	6
20000405	nook kindel	5	where i ghet my ebooks from	3
20000414	Barnes and Noble	6	Have an e reader from this company and have read and bought books from them	3,7
20000415	amazon	6	I have a kindle so I automatically think of amazon	7
20000426	I'm not sure if your asking what companies are making the book available for sale, or what companies have made it possible through technology.	11		
20000437	Have no idea	11		
20000448	amazon	6	they are involved in a lot of different products. They sell kindles, etc	6
20000450	The book is supplied through ebooks, any number of companies could make it available.	9		
20000461	no idea	11		
20000465	amazon I think	6	that's the only one I can think of right now	10
20000467	barnes & noble apple amazon	4	This is their business model. They publish ebooks as well as music, apps and all types of products. Amazon opened the internet as a profitable market, Apple innovates and barnes & nobleis a brick and mortar that has made tthhe transformation	5

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000475	amazon	6	I order all my ebooks from amazon	3
20000477	publisher	13		
20000496	it is a good place to get rare information	10	all the good news	12
20000500	I have no idea at all.	11		
20000513	amazon	6	it's kindle fire	6
20000518	the internet company e-book	6	its one of the ones i see the most	11
20000528	Kindle, Barnes & Noble, Amazon, and Ebooks	5	Because of the history I've had with these companies.	5
20000536	dntg know	11		
20000543	dont now	11		
20000565	Amazon	6	They are the biggest name I've heard in ebooks	4
20000661	Barnes & Noble	6	Huge selection	4
60000029	no idea	11		
60000034	amazon	6	most popular	4
60000054	Barnes & Noble, Amazon Kindle,	5	They are who make the books available to purchase for use with the device I'm trying to read it on.	5,7
60000060	Amazon or the library	5	We have a kindle and order our books either from the library or Amazon.com	3,7
60000063	I really don't know, but I would think the publisher of the book, whichever company that might be	13		
60000066	amazon/kindle or google	5	i have a kindle and i often download books through amazon	3,7
60000067	Kindle, Amazon, Nook, Barnes & Nobel,	5	They are who I can get ebooks from	3
60000076	amazon google ibooks - apple	4	These are the companies I've used i the past as sources for ebooks.	3



## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000105	I'm not sure I would have any idea, but I imagine that all publishing companies convert their own products to e-books. Therefore, I would have to say any publishing company (random house, etc) would make the book available and it really would not matter to me. When I think of where to buy ebooks (if that's what your asking), amazon and itunes are really the only companies that come to mind.	4		
60000110	kindle, amazon	5	kindle	6
60000114	I have no idea	11		
60000117	Kindle Nookbooks	5	Because they made the digital reader... Amazon and Barnes & Noble tend to sell the ebooks for those ereaders.	5,6
60000118	Any number of companies - Apple, personal publisher, Barnes and Noble, Borders.	4	Any company could make an ebook and they would either publish it themselves - or if an individual published it, they would have to do it through a company and give a percentage of the proceeds to them.	11
60000127	Not sure	11		
60000130	barnes and noble	6	this is where i receive my ebooks from	3
60000133	Amazon	6	I buy Kindle books on Amazon.com	3
60000145	the publisher	13		
60000150	Don't know.	11		
60000161	No idea	11		
60000170	I'm not sure.	11		
60000182	i think its publishing houses, like penguin, random house etc	7	i feel like publishing houses control a book's digital availability. i think it has something to do with licensing. versus physical copies, whose availability (number of copies, if any, available in bookstores or other stores) is more reliant on the demand of bookstores etc (like barnes and noble, or other booksellers)	8
60000217	amazon	6	because I have a knidle	7
60000229	kindle	6		
60000231	amazon barnes & noble	5	it's where the e-book was purchased	5

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000243	amazon	6	Because you can purchase ebooks through amazon	5
60000245	kindle	6	not sure	10
60000253	I have no idea.	11		
60000275	amazon	6	I own a kindle and order everything through amazon.com	3,7
60000277	I have no idea	11		
60000281	No idea	11		
60000282	AMAZON, BARNES & NOBLE	5	THEY ARE THE LEADERS IN EBOOK SALES	4
60000286	kindle	6	i have a kindle so when i order its thru the device	7
60000287	any electronic device, nook, kindle,	5	they are the ones that most people use for ebook reads	6
60000288	TOR	6	I have read books published by TOR.	3
60000318	amazon.com; barnes&noble.com	5	Have downloaded several ebooks through amazon.com and get regular barnes&noble emails	3
60000320	ibooks (Apple) Kindle (Amazon) nook (Barnes and Noble)	4	I buy ebooks and have apps on my iphone, so i indicated the ones I have.	3,7
60000331	Amazon	6	Because most digital books I read are on the Kindle	3,7
60000353	i have no idea	11		
60000363	no idea	11		
60000395	amazon	6		
60000413	Amazon	6	Kindle	6
60000423	Barnes and Noble	6	Barnes and Noble because they sell the NOOK so I would believe they would offer eBooks	5,6
60000428	barnes & noble amazon	5	I am familiar with the ebooks offered by both Barnes & Noble and Amazon.	5

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000437	Amazon Barnes & Noble	5	Leading purveyors of electronic books.	4
60000448	I would guess that the publisher made the book available to the retail outlet from which I purchased the book. This would be a retail outlet such as Barnes&Noble or Amazon.com	5	I would say that Barenes & Noble or Amazon.com made the book available because that is who I purchased the book from. Without them or a similar retail outlet I would not be able to purchase and receive the book.	3
60000454	no idea	11		
60000455	B&N, Amazon, Microsoft, Google, Local Library	5	These are companies I know make e-books available	5
60000465	Amazon	6	it is where I get my ebooks	3
60000498	Follett	6		
60000499	Sorry no idea	11		
60000504	No idea	11		
60000519	Apple	1	I think I may have answered too quickly on the question about ""ebooks"". Poassibly I should have said ""Barnes and Nobles"", as they seem to have been the first one, or so I think"", with the ebook reader.	6,11
60000538	No idea. Generally, get ebooks from library web-site.	11		
60000545	have no idea	11		
60000562	Amazon.com or Barnes & Noble	5	Those are the only companies I'm aware of that do electronic books	5
60000564	Kindle, Barnes and Noble, Microsoft	5	Those are the companies I am familiar with that are already making ebooks. Or, they are companies I've seen advertised.	4,5
60000568	Amazon Barnes & Noble	5	I currently download ebooks from Amazon and one of my co-workers downloads from Barnes & Noble.	3,5
60000576	Amazon	6	Amazon is where I get my e-books for my Kindle	3,7
60000581	Barnes and Noble	6	If they have the hardcover books then they would make them into E books	11
60000588	no idea	11		
60000599	Amazon,Barnes & Noble,	5	Amazon and Barnes & Noble are two of the largest retailers that sell books.	4

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000611	Penguin Amazon	5	I'm really not too sure about the companies that offer ebooks, but the two that I mentioned popped into my mind.	10
60000624	No idea.	11		
60000625	NO	10		
60000644	Random House Penguin Scholastic	7	They are large publishing companies	4
60000660	Kindle Sony	5	I have a Kindle I use to read ebooks and think I have heard of Sony also making books available electronically	5,7
60000665	Adobe, Amazon, Apple	4	Adobe - I have downloaded ""Adobe ePub"" files and have ""Adobe Digital Editions"" on my computer to read ebooks.  Amazon, Apple - Both sell eBooks and have devices designed to read them.	3,5,6
60000676	No idea	11		
60000677	Amazon.com, Barnes & Noble	5	Both companies named are known for having e-books available.	5
60000694	Barnes and Noble	6	They do books	4
60000696	Amazon	6	Amazon is the largest distributor of ebooks.	4
60000704	kindle	6	lots of variety	11
60000715	i am not sure	11		
60000728	?	10		
60000729	Apple Amazon Barnes & Noble	4	Those are the companies that I know of that sell ebooks for their devices.	5,6
60000767	Amazon, MacMillan	5	I've downloaded books from these publishers before.	3
60000777	Amazon Barnes and Noble Apple	4	Those are the companies that I think are most likely to publish an ebook because they make an e-reader	6
60000778	Amazon	6	Amazon has everything	11

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000781	Kindle	6		
60000793	Noook	6		
60000807	Amazon	6	Maker of the Kindle	6
60000822	Amazon, Barnes and Noble	5	They provide digital eReaders and a lot of online content	5,6
60000825	Nook, Kindle	5	highly advertised	4
60000838	I have no idea haven't really paid attention to that.	11		
60000878	I have no idea.	11		
60000881	amazon	6	It is the company I am most familiar with. My family uses Amazon for all of our e-reading.	3
60000898	I have no idea.	11		
60000904	amazon	6	amazon seems to be the forerunner in making books available.	4
60000914	No idea	11		
60000927	Harper/Collins Paradigm Publications	7	I have e-books from those publications	3
60000935	I have no idea since so many publishers now issue their books in an electronic format. It could be any number of publishers.	13		
60000940	Random House, Penguin, and all other major (or even small) publishers. Vendors would include Amazon, Barnes and Noble	5	Publishers have rights to the book and the ability to produce electronically. Amazon and B&N both publish as well as distribute electronic books.	5
60000945	no idea	11		
60000947	Amazon, Barnes & Noble, Apple	4	As far as I know, Amazon, Apple, and Barnes & Noble are the major players in the eBook industry.	4
60000948	No idea	11		
60000961	Amazon Itunes	4	They take the money	11
60000966	Amazon or EBooks	5	They are the store that I buy the books from.	3

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000974	Barnes & Noble Amazon Kobo	5	They are the leading companies in e-readers.	6
60000977	verify for specific books use kobo amazon etc	5		
60000987	none	11		
60000989	no idea	11		
60001000	I have no idea	11		
60001001	google	6	heard about google numerizing books	5
60001021	Amazon, Itunes, Barnes and Noble	4	They are purveyors of electronic content	5
60001026	Not a clue	11		
60001050	Barnes & Noble iBooks Amazon	14	I have purchased ebooks from them.	3
60001059	I have no idea	11		
60001060	amazon	6	in my mind, they've cornered the market of online distribution	4
60001062	I have no idea	11		
60001068	Amazon Apple	4	They are the only companies I've ever ordered eBooks from	3
60001076	I have no idea	11		
60001093	amazon barns and noble	5	amazon sells kindle and books and barnes and noble has the nook with there own book formats	6
60001101	Amazon Barnes & Knobles	5	I have an Amazon Kindle Fire and I was familiar with the Nook.	6,7
60001104	amazon	6	largest online book retailer	4
60001136	I do not associate the term with a brand	11		
60001138	i	10	i	12

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60001140	KINDLE	6	Because I have a kindle	7
60001141	I didn't think ebooks was a brand name.	11		
60001145	iBooks Amazon	14	I have purchased books from them before	3
60001153	no idea	11		
60001161	Amazon	6	Since purchasing my Kindle Fire last year I am only aware of purchasing books for it thru Amazon.	3,7
60001172	i would think a boook company such as penguin.	7		
60001178	not sure. the nook?	6	i have a kindle and pretty sure they arn't affiliated with the term ebooks so i thought perhaps it was the nook?	6
60001183	Amazon	6	It is the company that I use to buy e books	3
60001196	I have a kindle, so I always think of Amazon when I think of eBooks.	6	Ebooks is the term I see on Amazon when I download a book.	3
60001207	Amazon/Kindle	6	I feel like Amazon and Kindle are a big part of digital books so I assume that have a big part in publishing these books.	4
60001218	I am not quite sure what you are looking for. When I see ebooks, I think of Barnes and Noble or Amazon.	5	My first thought is Barnes and Noble because I own a Nook and I also think of Amazon because I know of the Kindle.	6,7
60001242	I have no idea	11		
60001275	Amazon	6	Because of their Kindle delivery system	6
60001277	Amazon	6	I have a Kindle and tend to always think of Amazon when discussing e-books	7
60001291	All current publishers	13	Because most books have a hard copy as well as an electronic copy	11
60001325	amazon	6	bnznmh dgahjajsja	12
60001345	Amazon Google	5	My Current Source	3
60001381	Amazon	6	Pioneer in ebooks	4
60001400	Amazon	6	I have ordered many ebooks from Amazon for my Kindle.	3,7
60001410	apps store	12	???	12

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60001412	Amazon	6	I would have downloaded the e-book on my Kindle Fire.	3,7
60001440	Amazon	6		
60001463	no idea	11		
60001498	Barnes & Noble, Amazon	5	I have a Nook by Barnes & Noble and I also know other people who use the Kindle by Amazon.	6,7
60001523	barnes & noble	6	They sell nook ereader. need to have ebooks available	5,6
60001524	the publishing companies of the books	13		
60001532	amazon Barnes & noble	5	Because I have ordered from them	3
60001534	no idea	11		
60001543	amazon	6	I have a Kindel and only get my e-books frm amazon.	3,7
60001550	Barnes and Noble Amazon Apple	4	The 3 companies I mentioned are all actively involved in providing ebooks -- Amazon really started it via the Kindle, but quickly thereafter Apple and Barnes and Noble followed suit.	5,6
60001551	I would expect that all of the major publishers would have a hand in translating printed text to electronic text as well as Amazon and Apple.	4	this is the next likely transition for the printed word and i expect that all companies wanting to stay in the business would need to make this transition.	11
60001579	amazon	6	tey seem to casrry a large volume of books	4
60001651	Amazon.com,if the book is for a Kindle. But there are a number of e-publishers offering ebooks for sale in different formats.	6	As I said, many publishers both small and large are offering ebooks. I thought of Amazon first since they really promote ebooks for their proprietary Kindle ebook reader.	5,6
60001671	amazon.com	6	knowledge gained from advertising	4
60001683	amazon, barnes & noble	5	huge databases	11
60001708	amazon kindle barnes and noble nook	5	e- mail correspondence from companies	4
60001711	Publisher	13		
60001714	amazon, nook	5	I order from amazon ebooks	3



## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60001727	Barnes & Nobel	6	They did not print it They just sold it	11
60001732	Amazon, barnes and noble	5	I have a Kindle Fire and have ordered e-books on line from Amazon. I have seen advertisements from Barnes and Noble for e-books.	3,4,7
60001807	barnes and noble	6	nook reader	6
60001858	amazon	6	thats where I bought it	3
60001859	As I understand the term ebook, it just refers to an electronic book format and wouldn't necessarily indicate a particular company.	11		
60001869	I have no idea.	11		
60001888	Amazon, Barnes and Noble	5	These are the 2 biggest and earliest players in the ebook world as I know it.	4
60001906	barnes and nobles and amazon	5	purchased e books from barnes and nobles	3
60001908	no idea	11		
60001939	fine	10		
60001972	No idea	11		
60001989	Random House Doubleday Little Brown	7	They are large publishing houses and see the value in offering books and ebooks	4,8
60001991	no idea	11		
60002012	amazon Apple barnes and noble	4	They are sources of books that I order	3
60002024	Amazon	6	Amazon sells Kindle, most popular ebook reader	6
60002050	amazon barnes & noble	5	I have ordered from amazon	3
60002052	barnes & noble	6	That is where I downloaded the book from	3
60002070	i have no idea	11		
60002085	iBooks	8	It's the one I use.	3

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60002093	Amazon, Barnes & Noble, Lulu, Harper Collins, Random House	5	I have downloaded from them before	3
60002111	Amazon Barnes & Noble	5	I have the Kindle through Amazon and am aware of the Nook by Barnes & Noble,	6,7
60002166	Barnes and Noble Amazon Apple	4	Apple is one of the major companies that has e-readers along with Amazon and Barnes and Noble	6
60002174	amazon itunes	4	they seem to be the ""big players"" in the market	4
60002175	kindle fire	6	It is what I have for ebooks	7
60002205	amazon	6	they sell a lot of them	4
60002267	The Nook, or Barnes and Noble.	6	I have numerous times that Barnes and Noble are publishing books as well for there Nook platform. So just guessing that eBooks, maybe part of Barnes and Noble or Nook.	5,6
60002281	Guttenberg Project, Amazon, Tease Publishing	5	These are the ebook publishers that I know of.	5
60002309	amazon, barnes and nobels, sony	5	These companies have a large collection of e books and devices for them to be read on.	5,6
60002365	Barnes and Noble Amazon	5	Nook and Kindle	6
60002403	Amazon Barnes & Noble	5	They have e-readers they make and they want to sell the books and make money	5,6
60002417	If it said ebook I would tend to think of Sony	6	I believe sony has the ereader and not 100% sure but I would assume they have a hand in the format for the ebook	6
60002521	Amazon Apple	4	Associate evokes with amazon kindlr	6
60002525	I have no idea. Penguin Publishing?	7	Its the only company I can remember that printed books. They might not do digital books though.	8
60002548	I would associate this with Amazon.	6	Amazon has been in the ebook business for a long time.	4
60002571	Kindle or Nook	5	They get to decide which books get put in their online store for digital books.	5
60002574	When I see the word ""ebook"" I don't associate it with a single company.	11		
60002586	Amazon.com	6		
60002690	Amazon	6	Amazon makes the Kindle, which reads eBooks	6

## Control Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60002692	Apple	1		
60002725	For distribution I would think Amazon first, in part because I typically read ebooks on my Kindle, and Barnes & Noble second. For publication, no company comes to mind.	5	Amazon and Barnes & Noble are two of the largest ebook distributors so there is a pretty good chance they would have sold the ebook. Also, I have a Kindle and read ebooks on that, so naturally what I read on that will likely come from Amazon.	3,4,7
60002766	no idea	11		
60002804	If ebooks wasn't capitalized, I'm not sure that I would think it was any company. I assume the Publisher name would be on there, and potentially the seller, but I'm not sure what ebooks would be. Maybe the company that digitizes the books?	13		
60002807	Not really sure. I don't look at that page often.	11		
60002876	Barnes and Noble Kindle	5	I have a nook	7

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000012	apple	1	the i at the beginning of the name	1
20000016	Simon and Schuster Bella Books	7	I read many new fiction books that are published by Simon and Schuster. They are a huge publishing company. I also said Bella Books because I have just started reading books published by them.	8
20000023	amazon and i am not really sure	6	Amazon makes the Kindle and it was one of the first popular e readers	6
20000027	Ipad maker	2	Because Ipad make always puts a I in front of the product like example ""Ipod""	1
20000028	no	10		
20000031	I would like it very much ...making it feel real an that my ibook is important and counted for	12	amazon	11
20000035	Apple	1	Apple's products always begin with a lowercase ""i"" in front of the product name i.e. iPhone, iPad, iPod, etc	1
20000046	apple	1	apple is associated with itunes so it seemed logical	1
20000051	very cool to see so	10	the best of the best	12
20000052	apple	1	most things associated with apple start with i	1
20000061	Amazon Apple Barnes & Noble	4	These three companies are first that came to mind when thinking of book publication/merchandising, and more specifically, electronic media publication.	4
20000067	Apple. Most things that start with a lowercase i are by Apple.	1	Apple computers usually are the ones selling products that start with a lowercase i.	1
20000069	i don;t know who is ibooks	11	i don't know who is ibooks	10
20000076	Apple	1	they are the company that is better known for i items	1
20000077	apple	1	I in front is apple trademark	1
20000089	good	10		
20000090	apple	1	apple have all products starting with i	1
20000098	Apple	1	They name things lthing alot Such as Itunes.	1
20000117	IHome or Apple	1	Due to the products already on the market. Apple makes I pads, I phones, I touch, I pods. I Home makes platforms for using these devices...such as docks, speakers, etc.	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000121	dont know.	11		
20000133	Apple	1	usually the i designation is associated with an Apple device	1
20000140	self published.	12		
20000141	i dont know not familiar	11		
20000150	i have no idea	11		
20000155	Amazon.com, Apple, Barnes and Noble	4	Amazon and Barnes and Noble both sell e-readers (and e-reader apps for iOS and Android) and e-books. Apple uses the ""i"" prefix for almost every product they sell.	1,6
20000156	itunes	2	the i in ibooks and itunes	1
20000157	dont know	11		
20000158	IBM	6	I really like that company	11
20000163	i dont know	11		
20000167	amzon	6	because amazon sells books	4
20000194	Tate publisher	7	I had read so many books from this publisher	8
20000196	no idea	11		
20000198	to be honest, i wouldn't have a clue	11		
20000201	Apple because of i its like there trademark	1	i is apples trade mark since the ipod on to the iphone and on to the ipad	1
20000204	Apple	1	Apple is associated with the Ipod and Iphone so when I see Ibook it makes me think that is what they mean.	1
20000209	apple	1	ibooks is made by apple for apple products	2
20000214	apple	1	because when there are products like ipod ipad etc i think of apple	1
20000215	I would think that Apple made the book available	1	Because Apple always puts the letter i before their products - iphone, ipad, imac. it makes sense that they would but an i before books if they made the book available	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000224	by apple company	1	I've recently discovered iBooks Author, and I think it holds tremendous potential in allowing us to easily create new, interactive content for the iPad. I know that the exported .ibooks files for iPad can only be displayed in the iBooks app, but I'm wondering if anyone knows if it would be possible to push/pull/track usage of the iBooks on our sales reps' iPads. Also, would there be a way to alter our content management app to run certain content through the iBooks app?	2
20000229	apple	1	because apple makes the products with an "i" preceding the product name	1
20000231	I have no clue. I skip what is not important such as that.	11		
20000232	i have no idea	11		
20000234	Just something	10		
20000238	would believe it to be an Apple based company	1	the "i" in ibooks, as that seems to be the branding for Apple's technology	1
20000240	Apple	1	Apple adds I to their products Iphone, Ipod, Itunes, etc	1
20000245	If I saw the word ibooks, I'd assume apple had made it available.	1	If I saw ibooks, I would assume that apple had made it available based on Apple's tendency to add the letter I to the beginning of product names, i.e. iphone, ipad, iphone.	1
20000246	an internet e book company of some sort such as amazon	6	that company deals in selling digital books	5
20000253	i just want bc	10	well, just something	12
20000258	Apple	1	iBook resembles iPhone or iTunes.	1
20000267	Apple	1	the use of the letter "i" in the type of book reminds me of Apple's iPhone, iPod, and old iBook laptop	1
20000274	Apple	1	Because I said so.	11
20000278	I would say it would be apple	1		
20000281	Apple	1	iBooks sounds like iPhone	1
20000287	Apple	1	Apple uses an *i* before many of their products: iPad, iPod	1
20000291	Apple, Google, Microsoft, Amazon	4	Those are all companies that already sell eBooks and have created the eBook as a publishing option.	5

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000293	barns and nobles	6	barns and nobles seem to come out with all the latest in newest technology	11
20000295	publisher	13		
20000305	Apple	1	since it began with I-, it reminds me of the I-phone, I-pad and other apple products	1
20000311	kindle	6	download book site	5
20000315	The APPLE co	1	Apple has the IPod and IPad and Itunes	1
20000316	I don't know.	11		
20000321	ibooks or ebooks - electronically digital book companies or the usual book companies like mcmillan,thomas nelson, thorndike-chivers, etc who now also make digital copies of their books available	7	many hardcover and paperback book companies also make for example kindle books available as well for purchase	5
20000323	apple	1	digital books	5
20000324	none	11		
20000329	apple	1	always new things	11
20000334	mature	10	women	12
20000352	Apple	1	Because the ""i"" in front of books would be Apple's signature.	1
20000355	amazon	6	They distribute lots of books	4
20000356	Apple or amazon	4	because apple makes ipads in which you can read so why not makes ibooks available	11
20000361	I would assume it was Apple that was making the book available.	1	An I Book to me would make sense to be put out by Apple to go with its I Pads.	1
20000365	kindle, nook, barnes and nobles	5	all of these companies are either e reader companies or sell a product that provides e reader content	5,6
20000372	Kindle Fire, Nook, Amazon.com, Local library	5	I currently use and they have a large variety available. Any book I have ever wanted is always there	3,7
20000392	apple	1	ordered from them before	3
20000393	Apple	1	I would assume it was Apple because all of their wireless products start with the letter i - iphone, ipod, ipad.	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000395	great	10		
20000401	apple	1	i phones, i pads, etc. are Apple products	1
20000402	apple	1	iphones, ipad	1
20000408	iTunes	2	use apple often - have iPad	7
20000410	kendal	12	Sorry, I misunderstood last question, I think of WWM download, that is where I get my books from the library	11
20000419	AMAZON	6	I have seen it on the website.	11
20000427	Apple	1	Apple is ""i"" everything.	1
20000435	apple	1	Due to use of ""i"" in the wording	1
20000436	Apple	1	most likely to have it if it's new & high tech	11
20000440	Apple	1	trade mark: iphone, ipad	1
20000443	i have no ideas	11		
20000447	internet	12		
20000457	apple	1	The i in ibooks. Apple ipad, ipod, etc.	1
20000458	Audible kindle librevox	5	I use Audible and Librevox books I know people who use Kindle books	3,6
20000463	On the back cover and on the first page inside the book	12		
20000471	No Idea	11		
20000472	apple	1	It sounds like the ipod, ipad, or iphone	1
20000489	Amazon	6	I have a Kindle and that's where my books are from.	7
20000497	apple	1	It is my opinion that the Apple Corp. would be responsible for ibooks since it has the names ipad, iphone, and ipod.	1



Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
20000507	Apple	1	Because Apple, in particular, Steve Jobs created the ""i"" products such as iphone, ipod, ipad, etc. Besides, unless the device is an ""i"" device, ibooks are typically not downloadable.	1
20000523	apple	1		
20000533	amazon.com barnes and noble	5	because i know that these companies offer ebooks i have purchased ebooks from them befor	3
20000542	Amazon, B Dalton, Apple, Borders	4	It is common knowledge that these establishments participate in the distribution of ibooks.	5
20000573	adsadds	10	sadsad	12
20000665	scholastic	7	leading maker of books for all ages	4
20000667	I probably would assume that if I see the word ibooks on the page that contained the date of publication, the publisher, etc. that ""ibooks"" would stand for the company who published the book.	8		
60000024	Kindle Nook	5	They are companies that make devices for reading ibooks	6
60000052	Apple	1	I believe the ebook store of Apple is called iBook	2
60000062	I do not know.	11		
60000074	Apple	1		
60000080	I really dont know	11		
60000100	apple	1	The i before books is apple's signature marketing tool	1
60000102	no idea	11		
60000106	Apple	1	I thought Apple because that company brands everything with ""i"" in front of it.	1
60000123	Apple	1	Apple has similar named products	1
60000125	Apple is the first to come to mind, though they hardly have a monopoly on the use of ""i"" in front of words.	1	It's Apple's gimmick to label their products iSomething-or-other, but just because that's what they do doesn't mean that no other company can or should.	1
60000139	amazon, barnes and nobles, apple	4	they sell digital books and apple cause of the i in ibook	1,5

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000141	Apple	1	iBooks is Apple's method for ebook delivery, and the name is similar to other Apple products, including "iMac" and "iPad".	1,2
60000167	Macintosh	1	Apple always uses the (i) in their products.	1
60000174	If I saw "ibooks" on the information page of a book, I would think it was being published only in electronic form by a publisher who specialized in digital books. Also, based on other electronics available on the market, I would associate "ibooks" with Apple.	1	I would assume Apple was in some way associated with the book because they seem to be naming most of their products with an "i" at the beginning (iPad, iPod, iMac, etc.).	1
60000180	I would think that Apple had made that book available	1	I chose Apple because they have I in front of several of their devices such as the Ipod, Imac, and Itv	1
60000208	not sure	11		
60000221	Apple	1	Because it started with i	1
60000222	apple	1	i	1
60000237	Apple	1	Anything with "I" in the title makes me think of Apple.	1
60000256	Apple	1	Because anything that starts with "i" is made by Apple or so I believe.	1
60000289	Apple	1	Because everything for APPLE has an "i" in front of it	1
60000294	barnes and noble	6	I think that that is Barnes and Nobles, not amazons name for books for e-readers.	5
60000302	Apple	1	anything that starts with an "i" indicates an Apple product.	1
60000317	apple	1	because it sounds like ipad, iphone, ipod	1
60000329	apple	1	because it starts with "i"	1
60000338	No idea	11		
60000351	no idea	11		
60000352	apple	1	iBook, I would generally link to Apple. If it was worded w/out the "i", I would relate it any other company that provided digital books.	1
60000358	Apple	1	anything with i at the start is associated with Apple, now other companies do make items for the Apple and they might name their product iXXX, don't do that	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000360	apple	1	Iphone makes me think its an apple product	1
60000361	amazon or barnes&noble	5	they are the 2 biggest e book companies tjhat i know of.	4
60000365	apple	1	""i"" at the begining of anything for sale usually indicates it's some sort of product sold by apple, such as iPhone, iPad, etc.	1
60000367	no idea	11		
60000380	apple	1	i followed with any term makes me think of apple products Iphone I pad etc	1
60000385	Apple	1	The ""i"" in front of the book just makes me immediately think of Apple.	1
60000401	Apple	1	The 'i' attached to any product makes me think it is an Apple product.	1
60000405	I would think of Apple or Itunes if i were to see the word ibook on a digital book.	1	usually anything that says ""i"" anything is associated with apple or itunes	1
60000417	apple, amazon	4	i=apple, like in ipad I=internet books like amazon	1,5
60000421	amazon	6	my e-reader	7
60000425	Apple	1	iBooks - iTunes, iPhone - by Apple	1
60000431	apple	1	becasue ebooks is an amazon word	11
60000432	no idea	11		
60000443	apple	1	the i in the ibook	1
60000452	Apple	1	Because the prefix ""i"" was used. I thought of Apple.	1
60000456	PROBABLY APPLE -	1	When I see ""i"" as a prefix, I think of Apple products - like the iPhone.	1
60000458	It would be Apple	1	The term I-book is associated with the company Apple. Just like I-tunes for music	1
60000475	I would have no idea.	11		
60000488	apple	1	Apple in recent years has started most personal electronics with 'I' at the start of the name.	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000508	the original publisher of a regular book; books that are only published in digital format, often Amazon.	6	I buy most of my digital books from Amazon; but, in the case where a hard or softcover format is available from the original publisher, Amazon tells me that the publisher retains all rights and controls distribution. In the case where Amazon is making the book available, and it is only available in the digital format, I am assuming that Amazon has chosen to make the book available. I know authors who have had books chosen for digital distribution by Amazon, also.	3
60000511	amazon, allen library, microsoft	5	amazon has the kindle allen library scans genealogical books microsoft scans books & art	6,11
60000512	Simon & Schuster, Penguin	7	I recently down loaded a book that I knew was published by Simon & Schuster. It is being read for an author event.	3
60000525	nook kindle	5	they are the digital books/tablets that I have. I actually did not specify the companies but the book names.	7
60000539	I have no idea	11		
60000566	apple	1	When I think of iphones I think of apple	1
60000582	Don't know	11		
60000583	Amazon Barns and Noble	5	I have a Kindle and order ebooks from Amazon. I know Barns & Noble has the Nook, and I could order ebooks through them.	3,6,7
60000592	Apple	1	The ""i"" in ibook reminds me of the ""i"" iphone and ipad and ios.	1
60000602	Because of the small i in front of books, it would lead me to believe it is from apple.	1	I beleived it was provided by Apple due to the small i in front of book.	1
60000616	Apple	1	Everything they do is i-something. It's gotten kind of stupid, to be honest.	1
60000638	Apple	1	The I before the word signifies apple brand	1
60000651	I would think of Amazon, Google or B&N. However, they only provide the book it is the publishers who decide which should be available as ebooks (at least that is my understanding).	5	I believe that it is published who have the final say on which books should be sold as ebooks and which should be paper-versions only. It is also the publishers that have a say in the pricing (although the recent rulings in Amazon's favor seem to give distributors some ability to influence prices). The publishers control this because they own the rights to publish the material (or sometimes even the material).	11
60000664	Apple. Apple loves to have things as ""i"" something	1	the ""i"" in ""ibooks"" reminds me of apple	1
60000669	Apple	1	The branding for that company has made all their product recognizable by the prefix on all their items	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000670	Amazon, Apple, Google	4	They have stores selling the books. So they would act as a "publisher"	4
60000690	Apple.	1	Apple starts everything with i.	1
60000697	apple	1	apple is famous for its "i" products so naturally anything with the "i" before it makes it seem like an apple product, even if its not and the company is just trying to cash in on that brand recognition	1
60000701	I would think Amazon, Barnes & Noble, or Google. I really have no idea who/how e-books are published, just that they're mainly read on Amazon, Google, or Barnes and Noble devices (at least I think B&N makes the Nook). I read mine on my Amazon Kindle and on my Android phone (usually through a Kindle app but sometimes straight from Google).	5	As I mentioned in my previous answer, I really have no idea how/who creates e-books, I've just always assumed that the makers of the reading device were the ones who made the book available since the two I use (Amazon and Google) seem to have almost complete control over the available library (especially Amazon).	3,6
60000730	Apple	1	The i is their catch-name.	1
60000731	Apple	1	because that's how Apple markets their products: iPhone, iPad, etc. So iBook naturally makes sense that it would be Apple	1
60000732	Apple	1	Apple names all of its products with an "i" in front of the name	1
60000734	nook kindle	5	because they have digital books	5
60000744	apple	1	Apple often places the letter "i" in front of their products.	1
60000753	Apple	1	Apple has the iphone, the ipad so I would think of them when I read ibook.	1
60000758	apple	1	they name all their products with an "i" something.	1
60000762	no idea	11		
60000788	I don't know, amazon?	6	They are big in the digital world and make the kindle.	4,6
60000798	Apple	1	Apple's products begin with the "i" as in iTunes, iPhone, iPod, iPad, iTouch, etc. It is part of their branding.	1
60000802	Many different publishers make the book available as an ibook.	13		
60000817	Apple	1	the "i" attachment before any word usually makes me think of Apple because of their trend of using that to denote any of their technology, like ipad, ipod, etc.	1
60000819	apple, because I associate the "i" prefix with apple (ipad, ipod, etc.)	1	apple, because a lot of their products use the 'i' prefix (ipod, lpad, etc)	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60000833	Apple	1	Anything with "i" in it is copyrighted by Apple.	1
60000854	NOOK, KINDLE	5	NOOK and KINDLE have a large selection and are the only types of ebooks I can think of.	5,6
60000862	I have no idea.	11		
60000883	apple	1	apple seems to have cornered the "i-prefix" for their products and services	1
60000892	barnes and noble	6		
60000915	itunes	2		
60000918	I would associate "ebook" with Macintosh (since they're "i-everything").	1	Because Apple has the corner on the "i-this and i-that" market.	1
60000922	I do not know.	11		
60000924	no idea	11		
60000929	Apple	1	ibooks.....Itunes.....Apple	1
60000931	maybe apple	3	simply the spelling of the name ebook	1
60000938	apple	1	.	12
60000942	apple, amzaon, google	4	tehy seem to be the foremost leaders on online book delivery	4
60000956	simon schuester, random house	7	book publisher	8
60000959	Apple	1	ibooks sounds just like ipad and iphone, both exclusive Apple products	1
60000963	Nook	6	That's who I use.	7
60000994	Apple	1	Apple uses the "i" with many of their products.	1
60001009	amazon	6		
60001019	.....	10	.....	12
60001035	Apple	1	The 'i' symbol identifies Apple (iPad, iPod, iPhone, etc.).	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60001046	apple	1	apple has iphone imac itunes	1
60001054	I have no idea	11		
60001065	Barnes and Noble	6	Nook Tablet ibook	6
60001070	Barnes and Noble	6	All of the books I get are from Barnes and Noble.	3
60001081	Apple	1		
60001085	Apple	1	Apple has a long successful history with I labeled products and services. I am writing this on my iPad. I also have iBooks installed here.	1,2
60001087	apple	1	the ""i""	1
60001100	I have purchased books from Peguin books and recently I have been getting a lot of new books from Smashmouth Publishing.	7	Smashmouth Publishing seems to cater specifically to electronic publishig. While Penguin has obviously expanded their publishing to include electronic, since I have been purchasing paperback and hardcover books from them for years.	8
60001110	Amazon	6	Amazon is a company I buy all my digital books from. Thats why I thought of it.	3
60001119	No idea	11		
60001122	I don't know any company that makes iBooks.	11		
60001131	Apple	1	When something starts with ""i"" it makes me think of Apple	1
60001143	apple amazon	4	because I have ordered books from those 2 companies beforehand	3
60001156	apple	1	use of ""i"" before type of media	1
60001168	itunes	2	because of the name	1
60001184	I expect publishers to use google staff or the like to get their books in ibook format	6		
60001194	Barnes and Noble	6	I've ordered from them before	3
60001211	Barnes & Noble	6	It is the only one I could think of.	10
60001223	Apple	1	I said that because of the lower case 'i' in front of the word, which is associated with Apple	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60001232	apple	1	with the i logo, it made me think apple products.	1
60001238	amazon	6	i think of amazon because I have a kindle	7
60001251	amazon	6	I have ordered from them	3
60001257	Apple	1	i is associated with apple products.	1
60001295	Apple	1	The i prefix.	1
60001302	Apple	1		
60001311	no idea	11		
60001321	a company named ibooks, inferring that it does business online, not print	8		
60001336	amazon.com	6	because I have a Kindle, and get my digital books from amazon.	3,7
60001355	Apple	1	Apple seems to have dominated the term ""ixxx"" for their products such as iPad, iPhone, iPad. Thus, it seems a logical leap to think thay would co-opt iBooks for their branding.	1
60001365	Barnes & Noble, Amazon.com	5	I get books for Nook and Kindle from them	7
60001371	no idea	11		
60001387	amazon.com	6	Amazon sells e books	5
60001429	Apple	1	because all of the other products are named with an i - iphone, ipad, ipod, etc.	1
60001451	apple	1	I = apple	1
60001453	Apple	1	App;e is associated with products with ""i"" in the name such as iphone and itunes	1
60001454	IBooks Kindle	14	Word of mouth.	11
60001512	Apple	1	Apple tries to have all their products be iSomething even though others sometimes use the i prefix.	1
60001525	amazon	6	they were the vendor	11
60001538	apple	1	iPad = apple iPod = apple ibook seems in the pattern, so probably apple	1



Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60001623	no idea	11		
60001640	Apple iTunes	1	It seems like Apple has trademarked or copywrited all the ""i"" stuff, but I know that is not true. Nonetheless, that is who always comes to mind when I see ""i"" before a word like book. Who knows, they'll probably come up with an ""iEye""!	1
60001659	I have no idea.	11		
60001688	Amazon, Apple, Barnes & Noble, Google, The Gutenberg Project	4	I have bought e-books from Amazon and from Apple. Just know about the others.	3,5
60001694	Amazon	6	I always buy ebooks from them	3
60001707	Apple	1	anytime i see ""i"" in a description I think of Apple	1
60001715	apple	1	the reference ibook is like iphone or ipad	1
60001723	Apple	1	apple's use of ""i"" on their various products.	1
60001739	no idea	11		
60001755	Probably iPad. . .My ebook reader does not say that.	2	I listed iPad because of the ""i"" at the beginning of the word.	1
60001759	Apple	1	I is synonomous to Apple	1
60001761	Amazon or Barnes and Noble	5	They both have e-readers	6
60001766	amazon	6	I use them	3
60001779	ibooks suggests to me that is is supplied by Apple via the itunes system	1	the ""i"" denomination cf ipad, itunes,ipod, imac etc.	1
60001799	Apple	1	Apple puts ""i"" in front of anything they want to market	1
60001821	anything with the prefix i I associate with apple	1	everything from apple begins with ""i""	1
60001822	Amazon	6	Amazon seems to have a lot of ebooks	4
60001835	Apple	1	Apple uses 'i' in front of their products like iPod, iPad, iPhone.	1
60001849	Apple	1	the 'i' in the name	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60001897	Sounds like something from apple	1	the word ibook sounds a lot like ipad made by Apple	1
60001901	barnes and noble, amazon	5	both are leaders in ereaders	6
60001907	No idea	11		
60001948	Apple	1	Because iBook is similar to iPad	1
60001961	Apple	1	I have an iPad and the ebook app for the iPad is iBook. I've never purchased a book from Apple, but I've downloaded other books and that is the default if it is not a Kindle or Nook book.	2
60002018	I have not idea?	11		
60002022	I would think that it came from Apple.	1	I'm going by the "i", as in iPad, iPhone.	1
60002044	apple	1	since the iPad, and iPod are made by apple, a book that is made for digital reading from apple may have the same i preceding the word book.	1
60002097	apple, since their products start with a lowercase i.	1	Because Apple products start with the lowercase, i.	1
60002099	Apple	1	I have associated the small "i" before an electronic gadget with Apple products	1
60002124	Apple	1	I am use to Apple using "i" before words.	1
60002155	Apple	1	most of their products begin with "i", such as iPod, iPad	1
60002169	amazon, apple, google	4	because it sounds like a digital book that any of these companies are in the market of producing	5
60002214	iTunes/Apple	1	Apple has such a lock on the iDevice iSoftware names that they go after anyone who tries to use it.. so i think apple.	1
60002227	Apple	1	i prefix is sort of their things, they have a thing called iBooks right on my phone...	1,2
60002275	Apple	1	The name iBooks	1
60002295	Apple	1	iBooks sounds like it would be associated with apple due to it follows the same product line as the iPad and iPhone	1
60002324	itunes	2	the "i" for iBooks... iTunes... yeeeah	1
60002348	apple	1	because anything associated with i anything is usually proprietary to Apple	1

Test Arm

RespID	Q1a. (Companies Named As Making Book Available)	Codes (Q1a)	Q2. (Reasons for Source Attributions)	Codes (Q2).
60002389	Apple	1	iBooks is an Apple product.	2
60002477	Apple	1	Because all apple related media begins with the ""i"" logo	1
60002502	amazon	6	thats who I buy all my digital books from	3
60002534	apple	1	iKnow	12
60002536	Tor, Amazon, McMillian, Simon & Schuster	5	Because they publish books	4,8
60002559	don't know have no idea	11		
60002594	Apple	1	Use of the letter ""i"" in the name	1
60002653	apple	1	all their products are i-soething	1
60002735	I would assume the publisher made the book available through Apple's iBookstore.	1	Apple owns the trademarks to a number of 'i-' products, even if they're not a content company.	1
60002821	Apple	1	Apple brands their electronic books as 'ibooks'.	2
60002848	Apple	1	Apple seems to be associated with everything ""i"". However, there's would have a capital 'B' as in ""iBooks""	1
60002890	no idea	11		
60002895	Apple	1	They have i-everything	1
60002999	no idea	11		
60003006	No idea	11		
60003014	don't really know, might think it is a digital version from barnes and nobles or another book store	6	makes sense that barnes and noble would expand into this market	5
60003016	This is a total guess but I would say Apple since they have the Iphone, iPad, Ipad, Ipod and Itunes. Makes sense their books would be called Ibooks	1	As mentioned the name Ibook. All of apples products start with the letter I including Itunes	1

