

Background

Social Sciences. E. Rogers pioneering book on the social science of diffusion has seen five editions since 1962, and kicked off the development of this field [22]. This latest edition from 2003 gives a great overview of the social science perspective.

Marketing. This is the original 1969 paper that proposed the Bass Model [2] for understanding the diffusion of new products. It has been claimed that this model is the most popular model used in marketing. It's perhaps easier to read this retrospective written by Bass [3], or this earlier more detailed survey on the Bass Model [18]. I also mentioned the Bass-Norton model for successive generations of new technologies proposed in 1987 [20].

Economics. There are hundreds of papers on network externalities in economics, so I won't even try to cite all of them. It's generally agreed that the first papers in this area are by Katz and Shapiro in 1985 [17] and by Farrell and Saloner in 1985 [9]. I found Arun Sundararajan's webpage overview of the literature on network effects very helpful [25]. See also Rysman's review of two sided markets [23]. In the tutorial I went into detail on Farrell and Saloner's 1986 paper on the adoption of incompatible technologies [10], as well as Choi's paper on the effect of converters [6] on technology adoption.

IPv6

There are a number of academic papers on the transition to IPv6. For a great accessible overview, read Ben Edleman's article [7]. I also found Geoff Huston's column on why the IPv6 transition may be a market failure [15] to be very helpful, although the target audience for this article is network researchers and network operators, rather than economists.

For statistics on IPv4 exhaustion, see Huston's website <http://www.potaroo.net/tools/ipv4/index.html>. There have been many studies on the status of IPv6 adoption. See [19] for some references, or visit this page to see adoption from Google's vantage point <http://www.google.com/intl/en/ipv6/statistics/>.

For academic work on the transition to IPv6, I mentioned these papers by Guerin et. al [13, 24]. There are also other interesting works in this space including [16, 21].

On IPv4 address auctions, the only work thus far is this work by Edelman and Schwarz on IPv4 address auctions [8]. It's also very interesting to read this social science paper on the apprehension network operators feel about moving towards address auctions [14].

Routing Security

For an overview of the technical problems of adopting routing security, see this survey [4]. For academic work on the problem of adopting secure routing protocols, I talked about my own work [11, 12]; there is also some other work from the networking community on this topic, including [5, 1].

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