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**October 25, 2010**

### Cato's Got Apps

First it was Brookings. Then, Heritage. Now, the Cato Institute has released its app for the iPhone. (To the best of my knowledge, Brookings is still the only one that has developed apps for the iPhone, Android and BlackBerry).

George Scoville (known as [@stackiii](#) on Twitter), new media manager at Cato [writes](#) that things are off to a good start.

Here at Cato, we saw over 2,000 downloads in just 36 hours. As one of the most well-known public policy research foundations in the world, this wasn't too surprising, but we are nonetheless very proud and encouraged by consumers' expressed enthusiasm, especially given that we spent very little money to develop the application. Like Heritage, we don't have access to the demographic data on the app's consumers, although we've received some very positive feedback from media, Hill staff, and other stakeholders in the public policy arena. We are also monitoring and encouraging people to use the [#Cato20 hashtag on Twitter](#), which we are using as a primary feedback loop for people using the application.


The initial numbers are certainly encouraging and it will be interesting to see the degree of growth as word spreads, but what follows is an interesting discussion by Scoville as to how think tanks might best use mobile apps and if they help carry out the organization's mission.

I'd be curious to know what the internal discussions were like at Brookings and Heritage as they were developing their apps.

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