

→ Fast Facts



Sharing fake news

People older than 65 share the most fake news on Facebook, according to new research. “This relationship holds even when we condition on other factors, such as education, party affiliation, ideological self-placement, and overall posting activity.” Overall, when all ages are considered, conservatives shared the most fake news on Facebook.

Andrew Guess, Jonathan Nagler, and Joshua Tucker, “Less than You Think: Prevalence and Predictors of Fake News Dissemination on Facebook,” *Science Advances* 5, no. 1 (January 1, 2019): eaa4586, <https://doi.org/10.1126/sciadv.aau4586> (retrieved February 6, 2019).



Postsecondary graduation rates

“Approximately 60 percent of full-time, first-time students at 4-year institutions in 2011 who were seeking a bachelor’s or equivalent degree completed a bachelor’s or equivalent degree within 6 years at the institution where they began their studies.

Scott A. Ginder, Janice E. Kelly-Reid, and Farrah B. Mann, *Graduation Rates for Selected Cohorts, 2009–14; Outcome Measures for Cohort Year 2009–10; Student Financial Aid, Academic Year 2016–17; and Admissions in Postsecondary Institutions, Fall 2017: First Look (Provisional Data)* (NCES 2018-151), December 2018, U.S. Department of Education, Washington, D.C.: National Center for Education Statistics, <https://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2018151> (retrieved December 4, 2018).



College application volume

“Between the Fall 2015 and Fall 2016 admission cycles, the number of applications from first-time freshmen increased 7 percent; applications from prospective transfer students increased by 1 percent; and international student applications increased by 13 percent, on average.”

Melissa Clinedinst and Anna-Maria Koranteng, “State of College Admission 2017,” National Association for College Admission Counseling, <https://www.nacacnet.org/news--publications/publications/state-of-college-admission> (retrieved February 6, 2019).



Podcast listening

By 2022, there will be 132 million monthly podcast listeners in the U.S., according to the latest Activate Tech & Media Outlook. Currently there are some 86 million monthly listeners. The mean weekly listening time in 2018 was 6:37 hours per user, up from 5:07 hours in 2017.

Activate Inc., “Activate Tech & Media Outlook 2019,” SlideShare, November 12, 2018, <https://www.slideshare.net/ActivateInc/activate-tech-media-outlook-2019/115> (retrieved February 7, 2019).



Physical books and bookstores

“In the United States . . . the number of independent bookstores grew by 35 percent between 2009 and 2015, while sales of physical books have increased every year since 2013. In 2017, print book sales were up 10.8 percent from four years earlier.” Book sales were also up for 2018 in the United Kingdom.

Natasha Frost, “Book sales are up this year over last year, and physical books are thriving,” *Quartz*, December 28, 2018, <https://qz.com/1510303/book-sales> (retrieved February 7, 2019).

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