

→ **Fast Facts**

→ **Social search**

Aardvark is a new social search Web site that allows users to post questions and get answers from their friends, as well as friends of friends. By drawing upon the knowledge of your social network, Aardvark hopes that that you will be able to get more accurate, more relevant, personally tailored answers to subjective questions such as, “Where should I go for coffee in Durham?” or “Where is the best place to order library supplies?” As of this writing, the application is still in private Beta mode, but users can sign up to be notified when it goes public. vark.com. Retrieved March 10, 2009.

→ **Educational attainment**

Between 1970 and 2008, the percentage of the adult population 25 years of age and over who completed high school or more rose from 55 percent to 87 percent. At the same time, the percentage of adults with a bachelor’s degree or higher increased from 11 percent to 29 percent. Between 1996 and 2007, the number of people earning associate’s degrees increased 27 percent, bachelor’s degrees 30 percent, master’s degrees 44 percent, first-professional degrees 14 percent, and doctor’s degrees 32 percent. Females receiving all types of degrees increased at a faster rate than males. Between these same years, the number of bachelor’s degrees awarded to males increased by 25 percent, while those awarded to females increased by 34 percent.

T. D. Snyder, (2009), Mini-Digest of Education Statistics, 2008 (NCES 2009-021), National Center for Education Statistics, Institute of Education Sciences, U.S. Department of Education, Washington, D.C. nces.ed.gov/pubs2009/2009021.pdf. Retrieved March 9, 2009.

→ **YouTube searches**

According to a report by TechCrunch, YouTube accounts for a quarter of the U.S. searches for its parent company, Google. If considered separately, YouTube would be the second largest search engine in the United States. The video-streaming Web site generated 2.73 billion U.S. searches in November 2008, putting it ahead of Yahoo, the second most popular search engine behind Google. As of November, Google’s market share was 63.5 percent of the U.S. search market. Yahoo had 20.4 percent, while Microsoft’s share was 8.3 percent of the U.S. search market.

Erick Schonfeld, ComScore: YouTube Now 25 Percent of All Google Searches, TechCrunch, Palo Alto, California, December 18, 2008, www.techcrunch.com/2008/12/18/comscore-youtube-now-25-percent-of-all-google-searches. Retrieved March 1, 2009.

→ **Museum funding**

Slightly more than 70 percent of U.S. museums are private nonprofit entities; the rest are publically owned. For-profit museums comprise only 0.2 percent of the total number. Those museums receiving public funds reported a wide variety of funding sources, including federal, state, and local agencies. In 2006, federal support exceeded \$149 million. Of this total, 44 percent was made up of congressional earmarks, 23 percent came from the National Science Foundation, 21 percent from the Institute of Museum and Library Services, 8 percent from the National Endowment for the Humanities, and 4 percent from the National Endowment for the Arts.

C. Manjarrez, C. Rosenstein, C. Colgan, E. Pastore (2008), Exhibiting Public Value: Museum Public Finance In the United States (IMLS-2008-RES-02). Institute of Museum and Library Services. Washington, D.C. www.ims.gov/pdf/MuseumPublicFinance.pdf. Retrieved February 20, 2009.

Gary Pattillo is reference librarian at the University of North Carolina-Chapel Hill, e-mail: pattillo@email.unc.edu