

# → **Fast Facts**

## → **Fact-checking: online vs. print**

A study published in the *Columbia Journalism Review* reveals print publications employ less rigorous standards for their Web publications than their print counterparts. The Web editions undergo either no, or less vigorous, copy-editing than print editions. Thirty-five percent of print publishers report less rigorous or no fact-checking for online editions of their publications.

Victor Navasky and Evan Lerner, "Magazines and Their Web Sites," *Columbia Journalism Review*, [www.cjr.org/resources/magazines\\_and\\_their\\_websites/](http://www.cjr.org/resources/magazines_and_their_websites/) (accessed March 11, 2010).

## → **Dearth of reporters**

Ken Doctor, author of *Newsonomics*, states "there are about 12,000 fewer reporters and editors in daily papers than there were three years ago. I've calculated . . . that there [are] probably about a million fewer stories that we're getting as readers out of daily newspapers this year than we got in 2007."

Ken Doctor and Neal Conan, "'Newsonomics' Predicts the Future of the Media," National Public Radio, [www.npr.org/templates/transcript/transcript.php?storyId=123609984](http://www.npr.org/templates/transcript/transcript.php?storyId=123609984) (accessed March 11, 2010).

## → **Facebook time sink**

The average U.S. Internet user spends more time on Facebook than on Google, Microsoft, Yahoo, YouTube, and Wikipedia combined. The average time spent using Facebook tops seven hours per month. This represents a 9.7 percent increase over the previous month. The number of active users of the Web grew by nearly four percent to more than 203 million people.

"Facebook Users Average 7 Hrs a Month in January as Digital Universe Expands," The Nielsen Company, [blog.nielsen.com/nielsenwire/online\\_mobile/facebook-users-average-7-hrs-a-month-in-january-as-digital-universe-expands/](http://blog.nielsen.com/nielsenwire/online_mobile/facebook-users-average-7-hrs-a-month-in-january-as-digital-universe-expands/) (accessed March 11, 2010).

## → **Book prices and output**

Forty-three percent of publishers included in YBP library programs increased their publishing output. Book prices continued to increase for the seventh consecutive year. The most recent average annual increase was four percent. The average list price for cloth-bound books in the 2008–09 fiscal year was \$74.83. The average list price of an ebook was about \$100.

Nat Bruning, "Annual Book Price Update," Baker & Taylor YBP Library Services, [www.ybp.com/book\\_price\\_update.html](http://www.ybp.com/book_price_update.html) (accessed March 11, 2010).

## → **Billions served**

Twitter.com processes more than 1.2 billion tweets per month, that is an average of about 40 million tweets per day. The trend in number of tweets continues to rise. January 2010 saw 16 times as many tweets as January 2009. The rate of tweets is growing by about 17 percent per month.

"Twitter: Now More than 1 Billion Tweets per Month," Pingdom AB, [royal.pingdom.com/2010/02/10/twitter-now-more-than-1-billion-tweets-per-month](http://royal.pingdom.com/2010/02/10/twitter-now-more-than-1-billion-tweets-per-month) (accessed March 11, 2010).

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