

# → Fast Facts



## Online social network trends

Every day more than 460,000 people sign up for Twitter accounts and more than 2 billion videos are viewed on YouTube. Growth in online social networks is strong internationally with more than 80 percent of Facebook users from outside the United States. In March 2012, Pinterest became the third largest social network in the world.

Intel Corporation, "Social Network Lives Infographic," 2012, [www.intel.com/content/www/us/en/home-users/social-network-lives-infographic.html](http://www.intel.com/content/www/us/en/home-users/social-network-lives-infographic.html) (retrieved July 30, 2012).



## Book trade

According to the Association of American Publishers, 3.4 million e-books were sold last year in the United States, an increase of more than 300 percent over 2010. Net sales revenue from e-books for 2011 was \$21.5 million, while print formats accounted for \$335.9 million. Brick-and-mortar retail stores remain the top sales distribution channel for the trade-publishing sector.

Andi Sporkin, "US Publishers See Rapid Sales Growth Worldwide in Print and E-Formats," May 18, 2012, <http://publishers.org/press/68/> (retrieved July 9, 2012).

Andi Sporkin, "Bookstats 2012 highlights," July 18, 2012, <http://publishers.org/press/74/> (retrieved August 1, 2012).



## New data creation

Every minute of the day, on average, e-mail users send more than 204 million messages, Google receives more than 2 million search queries, 571 new Web sites are created, and YouTube users upload 48 hours of new video.

Josh James, "DOMO :: Blog :: How Much Data is Created Every Minute?" June 2012, [www.domo.com/blog/2012/06/how-much-data-is-created-every-minute/](http://www.domo.com/blog/2012/06/how-much-data-is-created-every-minute/) (Retrieved July 30, 2012).



## World languages

Linguists predict more than 3,000 human languages will die out by the year 2100. This represents about half of the world's current languages. The Alliance for Linguistic Diversity, together with Google, created the Endangered Languages Project, which aims to preserve the world's languages. The project provides tools for collaboration between world communities, scholars, organizations, and concerned individuals to record, gain access to, and share samples of and research on endangered languages.

Endangered Languages Project, [www.endangeredlanguages.com/](http://www.endangeredlanguages.com/) (retrieved August 1, 2012).



## Library funding

Steve Kolowich writes, "The percentage of university funds allocated to academic libraries shrank for the 14th straight year in 2009, dipping below 2 percent for the first time, according to updated figures from the Association of Research Libraries." In 1974 and 1980, the percentage was more than 3.8 percent.

Steve Kolowich, "Library budgets continue to shrink relative to university spending," *Inside Higher Ed*, February 21, 2012, [www.insidehighered.com/news/2012/02/21/library-budgets-continue-shrink-relative-university-spending](http://www.insidehighered.com/news/2012/02/21/library-budgets-continue-shrink-relative-university-spending) (retrieved August 1, 2012).

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