

→ Fast Facts

→ Teens and online news

A new study looks at how online newspapers can engage with young people. About 41 percent of the U.S. population has come of age since the dawn of the Internet in the early 1990s. Teenagers constitute 10 percent of that cohort. In general, they feel overwhelmed by, and are reluctant to, follow the news online. The study suggests Web sites that are visually appealing and focus attention on only a few items are more likely to catch their attention. Teens prefer short summaries on news home pages, along with relevant visuals, less scrolling, more context, and less clutter. Teens prefer news aggregating sites to single-source news sites.

Newspaper Association of America Foundation and The Media Management Center at Northwestern University, "Teens Know What They Want from Online News. Do You?" Newspaper Association of America Foundation, www.naafoundation.org/upload/teens_know/teens%20know%20report.pdf. Retrieved April 30, 2009.

→ Library marketing

Two useful Web sites to help plan for marketing your library are "Marketing Our Libraries" and "Library Success: A Best Practices Wiki." Each contains a wealth of links to marketing plans, success stories, articles, and numerous other resources for successful marketing of your library and its services.

"Marketing Our Libraries: On and Off the Internet," librarysupportstaff.com/marketinglibs.html, and "Library Success: A Best Practices Wiki," www.libsuccess.org/index.php?title=Marketing. Retrieved May 8, 2009.

→ Google Sky

Using data from the Sloan Digital Sky Survey, NASA and ESA's Hubble Space Telescope, NASA's Chandra and GALEX satellites, and other sources, Google has produced a tool that enables easy browsing of astronomical objects using the Google Maps interface. The site provides access to images in visible, infrared, and microwave wavelengths. One may also view an overlay of the 1792 Giovanni Cassini sky map. Google Sky is fully searchable and includes current positions of planets in our solar system.

Google Sky, www.google.com/sky/. Retrieved May 8, 2009.

→ Exaggerating health research results

Press releases from academic medical centers often promote research that has uncertain relevance to human health and do not provide key facts or acknowledge important limitations. Researchers at Dartmouth found that out of 200 randomly selected academic press releases, 58 (29 percent) exaggerated the importance of research findings. Among 95 releases about primary human research, 23 percent omitted study size and 34 percent failed to quantify results.

S. Woloshin, L. M. Schwartz, S. L. Casella, A. T. Kennedy, and R. J. Larson, "Press Releases by Academic Medical Centers: Not So Academic?" *Annals of Internal Medicine*, 150(9), 613-18, www.annals.org/cgi/content/full/150/9/613. Retrieved May 7, 2009.

→ Spam

Unsolicited spam accounts for 94 percent of all e-mail traffic.

Brad Stone, "Spam Back to 94% of All E-Mail," *The New York Times*, March 31, 2009, bits.blogs.nytimes.com/2009/03/31/spam-back-to-94-of-all-e-mail. Retrieved April 7, 2009.

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