

→ Fast Facts

→ Publishing growth

American publishers generated net revenues of \$27.9 billion in 2010, a 5.6 percent increase over 2008. Publishers sold 2.57 billion books in all formats in 2010, a 4.1 percent increase since 2008. Sales for the “professional” market sector saw \$3.7 billion net sales, representing a 6.3 percent increase over 2008. Scholarly publishing experienced 4.7 percent growth since 2008, with \$191 million net sales revenue for 2010. Andi Sporkin, “New Publishing Industry Survey Details Strong Three-year Growth in Net Revenue, Units,” Association of American Publishers, www.publishers.org/press/44/ (retrieved August 9, 2011).

→ Women, men, and college value

Half of all women who have graduated from a four-year college give the U.S. higher education system excellent or good marks for the value it provides given the money spent by students and their families; only 37 percent of male graduates agree. In addition, women who have graduated from college are more likely than men to say their education helped them to grow both personally and intellectually. These results of a nationwide Pew Research Center survey come at a time when women surpass men by record numbers in college enrollment and completion. The survey also found women who graduated from college are more likely than their male counterparts to report that their parents financed their education. Four-in-ten women say their parents paid for most of their college expenses, compared with 29 percent of men. Wendy Wang and Kim Parker, “Women See Value and Benefits of College; Men Lag on Both Fronts, Survey Finds,” Pew Research Center, pewsocialtrends.org/2011/08/17/women-see-value-and-benefits-of-college-men-lag-on-both-fronts-survey-finds/ (retrieved August 22, 2011).

→ Medium matters

A study by three doctoral candidates at the University of Oregon School of Journalism and Communication found that print news readers remember “significantly more” than those who read news stories online. Print readers also remember “significantly more” topics than online readers, the report found. Print readers and online readers recall headlines equally well. The results reflect prior research that shows print subjects remembered more news stories than online subjects and suggest that the development of dynamic online story forms in the past decade have had little effect toward making them more impressionable than print stories.

Arthur D. Santana, Randall Livingstone, and Yoon Cho, “Medium Matters: Newsreaders’ Recall and Engagement with Online and Print Newspapers,” paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Newspaper Division, August 10, 2011, in St. Louis, <http://img.slate.com/media/66/MediumMatters.pdf> (retrieved August 22, 2011).

→ Search success

Microsoft’s Bing search engine leads users to click on a Web page at a significantly higher rate than queries made via Google, according to new data from Experian Hitwise. The success rate for Bing searches in the United States in July was approximately 80 percent, compared to 67.6 percent for Google. The marketing company defines “success rate” as the percentage of search queries that result in a visit to a Web site. In addition to its relationship to Microsoft, Bing is the search engine provider for Yahoo! Search. The data show that the plurality of searches—25.3 percent—are made with just a single word, followed by two-word and three-word queries, with shares of 24.1 percent and 19.5 percent, respectively. Queries of eight or more words comprised only 3.5 percent of all searches.

“Experian Hitwise Reports Google Share of Searches at 66 Percent in July 2011,” Hitwise Pty. Ltd., www.hitwise.com/us/press-center/press-releases/experian-hitwise-reports-google-share-of-searches/ (retrieved August 22, 2011).

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