

# → **Fast Facts**

## → **Twitter**

According to their 2013 Securities and Exchange Commission filing, Twitter processes more than 500 million tweets per day. There are more than 200 million monthly active users on Twitter. Media outlets distribute tweets beyond Twitter to complement their content. Tweets have appeared on more than 1 million third-party websites, and, in the second quarter of 2013, there were approximately 30 billion online impressions of tweets on other websites.

Form S-1 Registration statement for Twitter, Inc. United States Securities and Exchange Commission, [www.sec.gov/Archives/edgar/data/1418091/000119312513390321/d564001ds1.htm](http://www.sec.gov/Archives/edgar/data/1418091/000119312513390321/d564001ds1.htm) (retrieved March 3, 2014).

## → **International higher education**

“The British Council projects that the demand for higher education worldwide will continue to grow to 2020 but at a lower rate than in the last two decades. The demand for qualifications from the main higher education exporters will hold up in the foreseeable future, even as their shares of the global student market continue to decrease. Outward mobility schemes in the United Kingdom and United States push in the same direction as China’s pull for more international students. It is likely that more European and American students will study in Asia.”

William Lawton, Mamun Ahmed, Teresa Angulo, Anastasia Axel-Berg, Annie Burrows, and Alex Katsomitros, “Horizon scanning: what will higher education look like in 2020?” Observatory on Borderless Higher Education, September 25, 2013 (retrieved March 3, 2014).

## → **Academic libraries**

Academic libraries loaned about 10.5 million documents to other libraries in 2012. Academic libraries also borrowed approximately 9.8 million documents from other libraries and commercial services of all types. During the same period, academic libraries conducted approximately 28.9 million information services to individuals. In fiscal year 2012, academic libraries added 52.7 million e-books, resulting in total e-books holdings of 252.6 million units.

T. Phan, L. Hardesty, and J. Hug (2014), *Academic Libraries: 2012* (NCES 2014-038), U.S. Department of Education, Washington, DC: National Center for Education Statistics, <http://nces.ed.gov/pubs2014/2014038.pdf> (retrieved March 3, 2014).

## → **Newspaper circulation**

The number of daily newspapers in the United States decreased from 1,730 in 1985 to 1,382 in 2011. Total paid circulation dropped from 62,766 to 44,421 during the same period.

“Newspaper circulation volume,” Newspaper Association of America, September 4, 2012, [www.naa.org/Trends-and-Numbers/Circulation-Volume/Newspaper-Circulation-Volume.aspx](http://www.naa.org/Trends-and-Numbers/Circulation-Volume/Newspaper-Circulation-Volume.aspx) (retrieved March 3, 2014).

## → **Course materials**

“From October 2010 to October 2013, the percentage of students who report that their courses require ‘no formal course materials’ increased from 4 percent to 11 percent. This change in perception suggests students are becoming more flexible about what they consider ‘required,’ and increasingly substitute alternative materials for those assigned by faculty—or avoiding purchase altogether.”

“New findings from Student Attitudes toward Content in Higher Education Survey,” Book Industry Study Group, February 7, 2014, [www.bisg.org/news/new-findings-student-attitudes-toward-content-higher-education-survey](http://www.bisg.org/news/new-findings-student-attitudes-toward-content-higher-education-survey) (retrieved March 11, 2014).

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