

→ **Fast Facts**



Google not so popular with Gen Z-ers

When it comes to searching for information on the internet, about 40 percent of Gen Z-ers prefer to use platforms like TikTok or Instagram instead of Google. That is according to internal research at Google, who surveyed a group aged 18 to 24. The general reason cited by most of those surveyed was that they prefer visual platforms over Google's text-based platform.

Kalhan Rosenblatt, "Many Gen Zers Don't Use Google. Here's Why They Prefer to Search on TikTok and Instagram," NBC News, July 19, 2022, <https://www.nbcnews.com/tech/social-media/many-gen-zers-dont-use-google-s-prefer-search-tiktok-instagram-rcna38221>.



The value of higher education

"A majority [of Americans surveyed] (64 percent) believes that adults living in the United States need some sort of postsecondary credential to ensure financial security, with 27 percent saying that Americans need at least a bachelor's degree or beyond. Over three-quarters of Americans (76 percent) continue to believe that education beyond high school offers a good return on investment for students. About half of Americans (52 percent) believe that students have access to an affordable, high-quality education after high school."

Rachel Fishman, Sophie Nguyen, and Louisa Woodhouse, "Varying Degrees 2022: New America's Sixth Annual Survey on Higher Education," New America, July 26, 2022, <http://newamerica.org/education-policy/reports/varying-degrees-2022>.



Surge in independent bookstores

"More than 300 new independent bookstores . . . have sprouted across the United States in the past couple of years, in a surprising and welcome revival after an early pandemic slump." Bookstore sales fell nearly 30 percent in 2020, but bookstores appear to be rebounding. The American Booksellers Association "now has 2,023 member stores in 2,561 locations, up from 1,689 in early July of 2020."

Alexandra Alter and Elizabeth A. Harris, "Some Surprising Good News: Bookstores Are Booming and Becoming More Diverse," *New York Times*, July 10, 2022, sec. Books, <https://www.nytimes.com/2022/07/10/books/bookstores-diversity-pandemic.html>.



Internet usage among U.S. teens

"Nearly half of all U.S. teens (46 percent) say they use the internet 'almost constantly,' according to a new poll, around double the percentage (24 per-

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

cent) that reported the same usage in 2014–15. Nearly all (97 percent) say they use the internet daily. More than half (53 percent) of teens who almost constantly use at least one social network say they are on social media too much. Most teens (75 percent) say they visit YouTube daily, and around half say they use TikTok daily, Snapchat and Instagram at least daily.”

Sara Fischer, “Internet Usage Skyrocketing among U.S. Teens,” *Axios*, August 13, 2022, <https://www.axios.com/2022/08/13/teens-online-habits-study>.



Higher education enrollment

“College attendance among undergraduates has fallen almost 10 percent since Covid emerged in early 2020. Nearly 1.3 million students have disappeared from American colleges during the Covid-19 pandemic. Research shows that if students stop out, or take a leave of absence, they may not continue with their studies, and that’s particularly true for those from disadvantaged backgrounds.”

Karin Fischer, “The Shrinking of Higher Ed,” *Chronicle of Higher Education*, August 12, 2022, <https://www.chronicle.com/article/the-shrinking-of-higher-ed>.