

→ **Fast Facts**

→ **Google flu trends**

Google Flu Trends uses aggregated Google search data to estimate, and sometimes predict, flu activity. Google.org, the company's philanthropic unit, tracks flu-related search terms and may be able to detect regional outbreaks of the flu a week to ten days before they are reported by the Centers for Disease Control and Prevention, the traditional system for reporting influenza activity. An interactive tracking site is available at www.google.org/utrends/.

J. Ginsberg, M. H. Mohebbi, R. S. Patel, L. Brammer, M. S. Smolinski, and L. Brilliant (2008). Detecting influenza epidemics using search engine query data. *Nature*. www.nature.com/nature/journal/vaop/ncurrent/full/nature07634.html. Retrieved December 10, 2008.

→ **Text messaging**

The Nielsen Company estimates that 57 percent of all mobile phone subscribers ages 13 and older use text messaging on a regular basis. U.S. mobile subscribers now send and receive more text messages in a month than they make phone calls. In 2008, mobile phone subscribers sent or received an average of 357 text messages per month, compared with placing 204 phone calls. Among 13 to 17-year-olds, the average is 1,742 text messages per month.

The Short Code Marketing Opportunity. December 2008. The Nielsen Company, New York, NY. www.nielsen.com/solutions/ShortCodeMarketing.pdf. Retrieved December 10, 2008.

→ **GreenPrint**

GreenPrint is software that maximizes your printer's output in order to save paper, toner, and energy. The software eliminates waste by allowing you to highlight and remove unwanted pages (e.g., banner ads and legal jargon), creates PDF files with one click, and keeps a tally of paper, CO₂, and trees saved. The version for Windows is free. There is a fee for the Mac version and upgraded versions.

GreenPrint: Saving Money Today, Trees Tomorrow. www.printgreener.com. Retrieved December 2, 2008.

→ **Projections of degrees conferred**

Between 1992 and 2006, the number and proportion of degrees awarded to women rose at all levels. In 2006, women earned the majority of associate's, bachelor's, and master's degrees; 49 percent of doctoral degrees; and slightly less than 50 percent of first-professional degrees. Between 2006 and 2018, continued increases are expected in the number of degrees awarded to women at all levels. Between 2005 and 2018, the number of doctoral degrees is projected to increase 27 percent overall: 22 percent for men and 32 percent for women.

W. J. Hussar and T. M. Bailey (2008). Projections of Education Statistics to 2017 (NCES 2008-078). National Center for Education Statistics, Institute of Education Sciences, U.S. Department of Education, Washington, D.C., nces.ed.gov/pubspubs2008/2008078.pdf. Retrieved December 12, 2008.

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