

# → Fast Facts



## Americans are completing more years of education

The percentage of 25- to 29-year-olds who had completed high school rose from 87 percent in 2004 to 91 percent in 2014. During the same time period, the percentage of young adults with a bachelor's degree or higher increased from 29 percent to 34 percent.

Thomas D. Snyder, Cristobal de Brey, and Sally A. Dillow, *Digest of Education Statistics 2014* (NCES 2016-006), April, 2016, National Center for Education Statistics, Institute of Education Sciences, U.S. Department of Education, Washington, D.C., <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2016006> (retrieved June 7, 2016).



## Addicted to technology?

Recent studies find that 69 percent of parents and 78 percent of teens check their mobile devices at least hourly. Seventy-two percent of teens feel the need to respond immediately to texts, while only 48 percent of parents feel the same need. Most parents are using mobile devices while driving, even with children in the car: 56 percent of parents admit they use their mobile devices while driving; 51 percent of teens see their parents use their mobile devices while driving.

Common Sense Media Inc., *Technology Addiction: Concern, Controversy, and Finding Balance*, 2016, <https://www.commonsensemedia.org/research/technology-addiction-concern-controversy-and-finding-balance> (retrieved June 7, 2016).



## Print sales vs. e-book sales

In the United Kingdom, “sales of printed books have grown for the first time in four years, lifted by the adult colouring book craze and 150th anniversary of *Alice in Wonderland*, as e-books suffered their first ever decline.” E-book sales fell by 1.6 percent in 2015—the first drop recorded in seven years—while sales of printed books grew by 0.4 percent in the United Kingdom.

Mark Sweney, “Printed book sales rise for first time in four years as ebooks decline,” *The Guardian*, May 13, 2016, [www.theguardian.com/media/2016/may/13/printed-book-sales-ebooks-decline](http://www.theguardian.com/media/2016/may/13/printed-book-sales-ebooks-decline) (retrieved June 7, 2016).



## Commercialization and privacy in education

“Schools now routinely direct children online to do their schoolwork, thereby exposing them to tracking of their online behavior and subsequent targeted marketing.” This type of marketing can include appropriation of space on school property, exclusive agreements, sponsored programs and activities, incentive programs, sponsorship of supplementary educational materials, and fundraising.

Faith Boninger and Alex Molnar, “Learning to be Watched: Surveillance Culture at School—The Eighteenth Annual Report on Schoolhouse Commercializing Trends, 2014-2015,” May 2016, National Education Policy Center, Boulder, Colorado, <http://nepc.colorado.edu/publication/schoolhouse-commercialism-2015> (retrieved June 8, 2016).



## Library budget predictions

Publishers conducted a telephone survey of 686 institutional libraries worldwide. Overall library budgets are expected to increase by 1.4 percent. Globally, the medical sector predicts the highest rise at 2.8 percent. North America predicts a 1 percent increase in budget, overall. Most of this growth is contributed by the medical and corporate sectors. Academic institutions predict a modest 0.4 percent increase.

Publishers Communication Group, “Library budget predictions for 2016,” May, 2016, [www.pcgplus.com/wp-content/uploads/2016/05/Library-Budget-Prediction-2016-Final.pdf](http://www.pcgplus.com/wp-content/uploads/2016/05/Library-Budget-Prediction-2016-Final.pdf) (retrieved June 8, 2016).

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