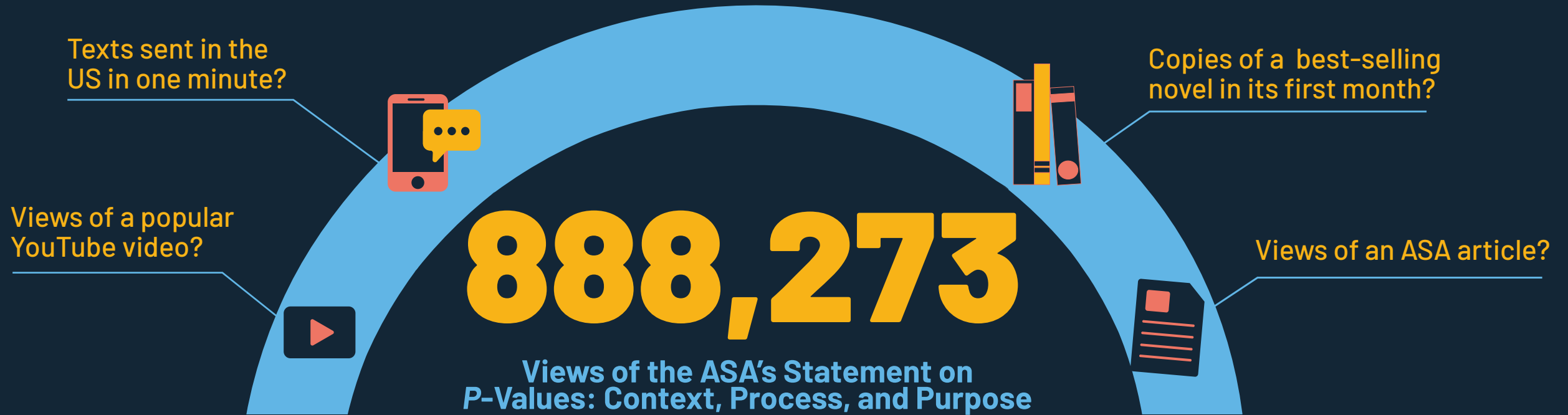


What Does This Number Represent?



Published in 2016, it is still shaping how researchers think about evidence years later.

COMPARE THAT TO:

Texts sent in the US in one minute

~4 million

Views of a popular YouTube video

100,000 – low millions

Copies of a best-selling novel in its first month

10,000 – 100,000s

Learn about how the ASA's publications are making an impact.