

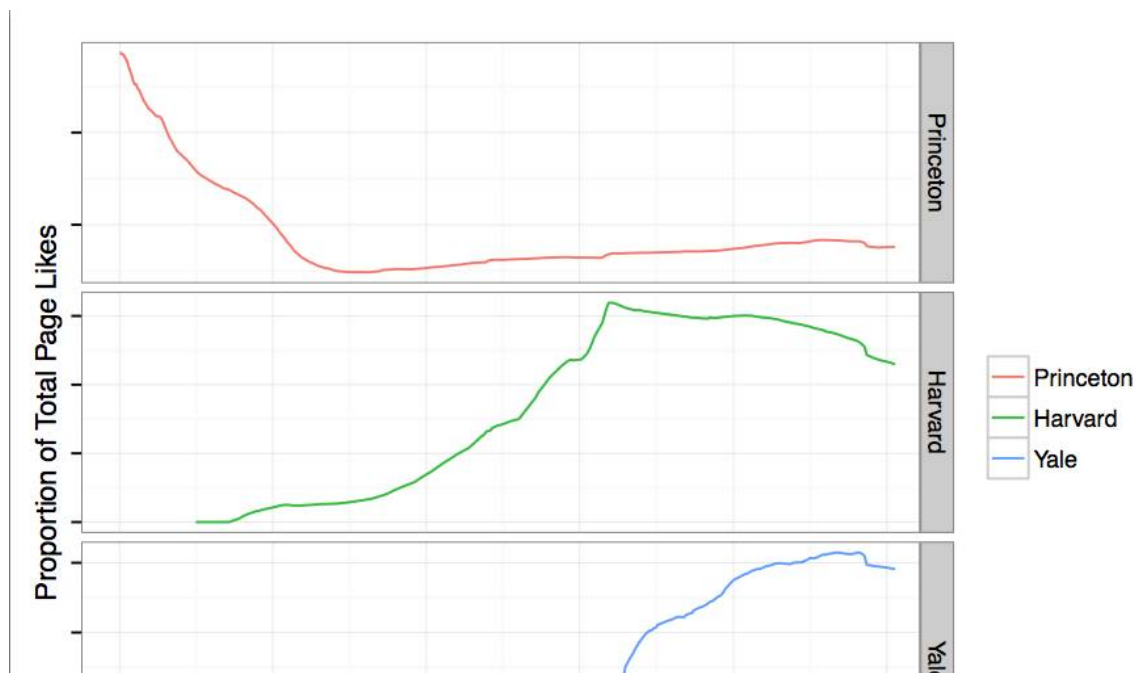
[facebook.com](https://www.facebook.com)

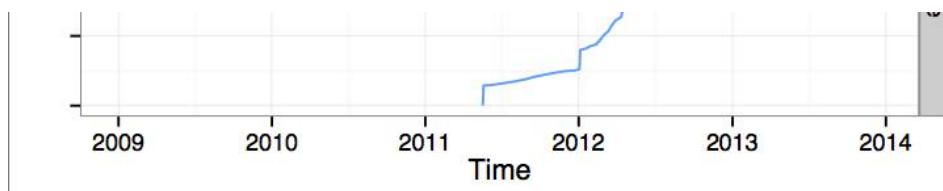
# Facebook

3–4 minutes

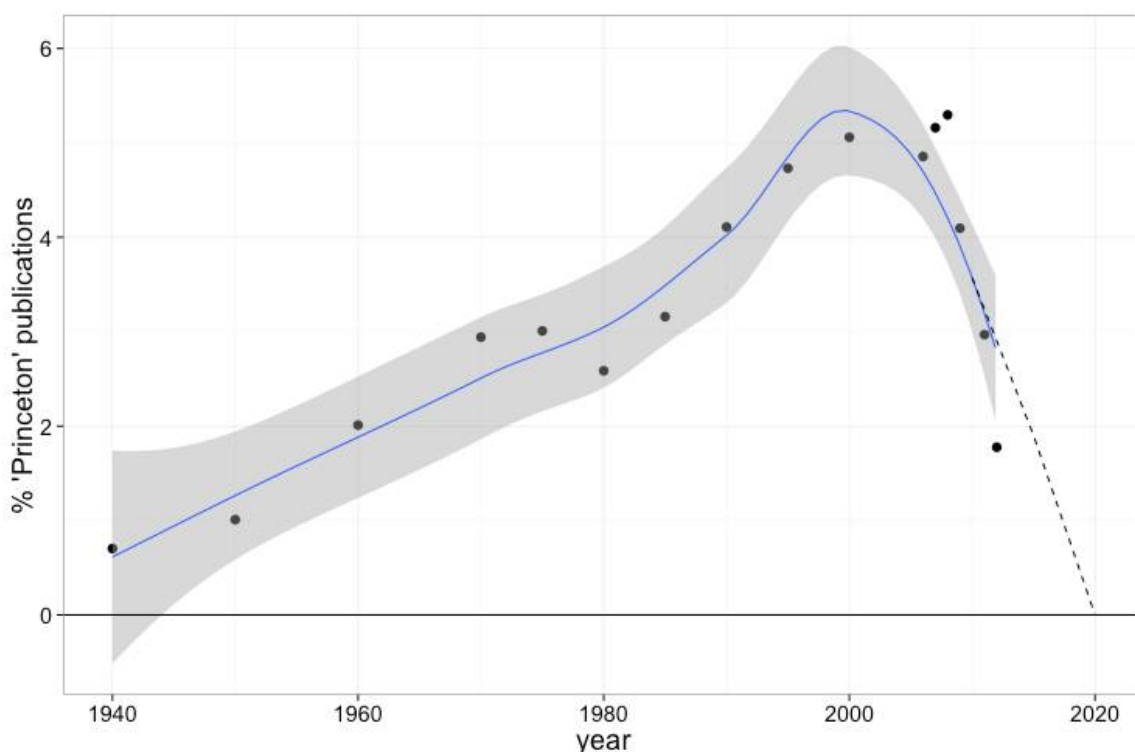
Like many of you, we were intrigued by [a recent article by Princeton researchers](#) predicting the imminent demise of Facebook. Of particular interest was the innovative use of Google search data to predict engagement trends, instead of studying the [actual engagement trends](#). Using the same robust methodology featured in the paper, we attempted to find out more about this "Princeton University" - and you won't believe what we found!

In keeping with the scientific principle "correlation equals causation," our research unequivocally demonstrated that Princeton may be in danger of disappearing entirely. Looking at page likes on Facebook, we find the following alarming trend:





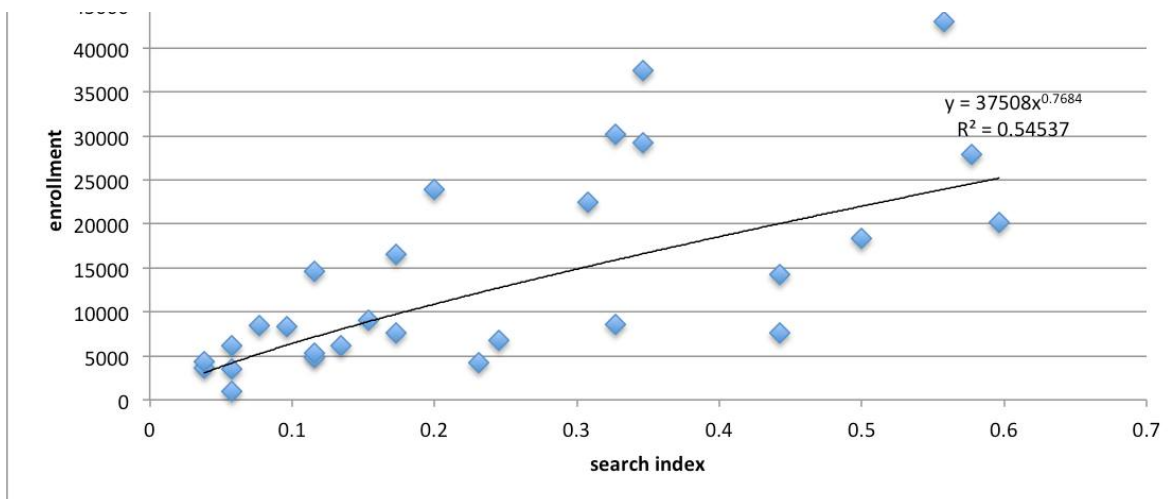
Now, Facebook isn't the only repository of human knowledge out there. A search of Google Scholar revealing a plethora of scholarly articles of great scholarliness turned up the following results, showing the percentage of articles matching the query "Princeton" by year:



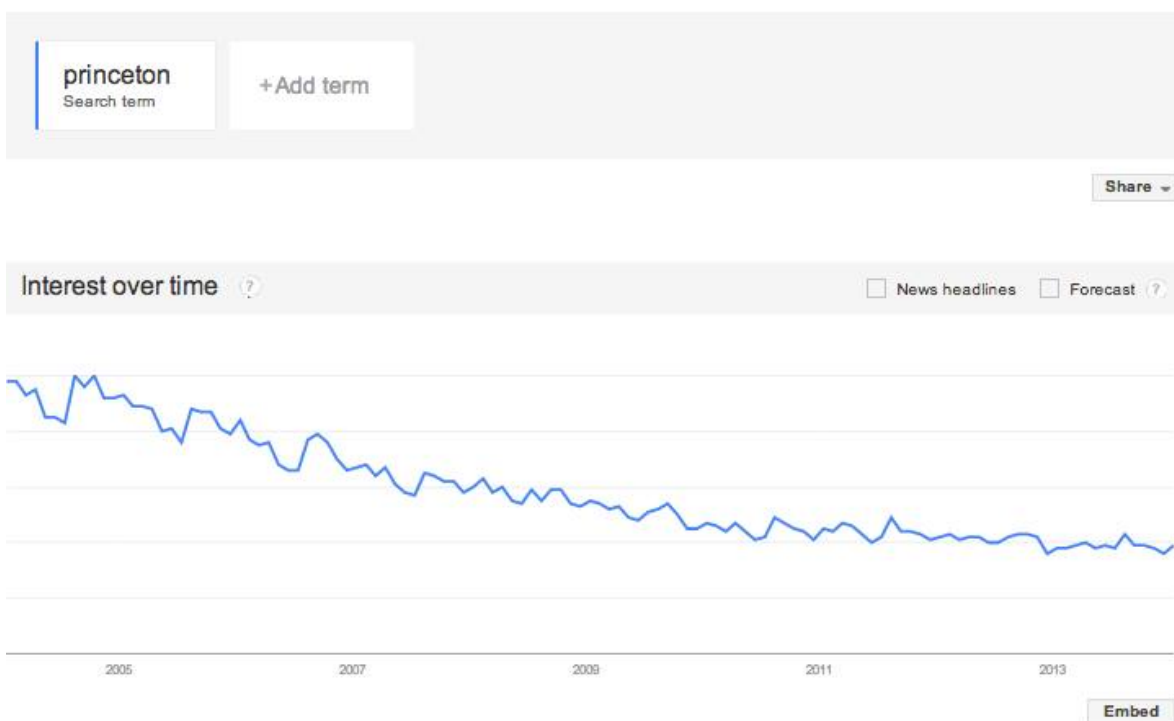
The trend is similarly alarming: since 2009, the percentage of "Princeton" papers in journals has dropped dramatically.

Of course, Princeton University is primarily an institution of higher learning - so as long as it has students, it'll be fine. Unfortunately, in investigating this, we found a strong correlation between the undergraduate enrollment of an institution and its Google Trends index:





Sadly, this spells bad news for this Princeton entity, whose Google Trends search scores have been declining for the last several years:



This trend suggests that Princeton will have only half its current enrollment by 2018, and by 2021 it will have no students at all, agreeing with the previous graph of scholarly scholarliness. Based on our robust scientific analysis, future generations will only be able to imagine this now-rubble institution that once walked this earth.

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Search term

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Interest over time ?

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2005 2007 2009 2011 2013

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Although this research has not yet been peer-reviewed, every Like for this post counts as a peer review. Start reviewing!

*Research by Mike Develin, Lada Adamic, and Sean Taylor.*

