Toyota will replace gas pedals

There had been a problem with gas pedals sticking; that posed something of a problem when driving. They decided to replace them, and The Washington Post thought that breaking news.

News Alert
07:50 AM EDT Wednesday, November 25, 2009

Toyota to replace 3.8M gas pedals

Toyota Motor Corp. said Wednesday it will replace accelerator pedals on 3.8 million recalled vehicles in the United States to address problems with the pedals becoming jammed in the floor mat.

For more information, visit washingtonpost.com -
http://link.email.washingtonpost.com/r/ZTVJ68/ZPV1H/FY0TBR/D9Y29V/5MAQE/50/t

There seemed little room for ambiguity so the search phrase was "toyota gas pedals."

The initial search was at 11:30 a.m. Central and netted just over 1,000 messages. Ninety percent referred to the decision by Toyota to replace the gas pedals -- the 'breaking news.' The few earlier, before November 25, were about the problem rather than the solution.

At 2:45 p.m. Central there were only 1048 messages that Archivist had found. This may be a very short lived spike.

The search stopped at 10:08 p.m. December 5, 2009. The total number of messages found at that point was 1375.

This was, again, a one day wonder. The one day spike was 1064. Otherwise there was very little messaging. Not much action for a 'breaking news' subject.