FDA approves a pill to prevent pregnancy; works up to 5 days

The Post thought this breaking news, and I thought it worth checking out -- the connection between breaking news for The Post and magnitude of the stream of twitter messages.

News Alert: FDA approves pill that can prevent pregnancies for five days after sex  
05:12 PM EDT Friday, August 13, 2010

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FDA approves controversial new emergency contraceptive pill that can prevent pregnancies for five days after sex. Abortion opponents say it's an abortion pill masquerading as a contraceptive.

For more information, visit washingtonpost.com:  
http://link.email.washingtonpost.com/r/JDFA9Q/C55YWW/TLYM4O/AR2UEY/U22LL/82/t

The Post email announcing the news was dated for 4:19 p.m. By 4:37 I had figured out what search term to use and set up searches with both Archivist desktop and SociaPing.

Search term: after some experimentation it seemed that fda approves pill was getting most of the messages that I could find and was not bringing in other actions of the FDA.

First search: using Archivist desktop the first search only pulled in just under 100 tweets. The first was dated 4:16 p.m. August 13, 2010. So this seems to have gotten the search started very early after the announcement.

August 15: the search found only about 35 tweets in 24 hours so I closed down the search. There are data files the two searches: fda approves pill.xml, fda approves pill.txt, and fda approves pill.xlsx for the desktop Archivist search and fda-and-approves-and-pill.csv, fda-and-approves-and-pill.xlsx for the SocialPing search.

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August 15, 2010