



## Memorandum

Date April 23, 2011

From Lee L. Zwanziger, Ph.D.  
Designated Federal Officer, Risk Communication Advisory Committee

Subject Background, May 5, 2011 Risk Communication Advisory Committee Meeting

To Members, Risk Communication Advisory Committee

FDA's Risk Communication Advisory Committee (RCAC) will hold its next meeting on May 5, 2011. The discussion will focus on the use of different channels for information dissemination, and tracking how information is gathered and spread. This memo provides references to publicly available background materials for the meeting.

1. Asur, S. and Huberman, B.A. Predicting the future with social media. arXiv:1003.5699v1 [cs.CY] 29 Mar 2010, see [http://arxiv.org/PS\\_cache/arxiv/pdf/1003/1003.5699v1.pdf](http://arxiv.org/PS_cache/arxiv/pdf/1003/1003.5699v1.pdf).
2. Bakshy, E.; Hofman, J.M.; Mason, W.A.; and Watts, D.J. Identifying 'influencers' on Twitter. *WSDM*, 2011, see [http://research.yahoo.com/files/bakshy\\_wsdm.pdf](http://research.yahoo.com/files/bakshy_wsdm.pdf).
3. Cha, M.; Haddadi, H.; Benefenuto, F.; and Gummadi, K.P. Measuring user influence in Twitter: The million follower fallacy. *Proceedings of the Fourth International AAAI Conference on Weblogs and Social Media* 2010, p. 10-17, see <http://academic.research.microsoft.com/Publication/13142854/measuring-influence-in-twitter-the-million-follower-fallacy>.
4. Iribarren, J.L. and Moro, E. Impact of human activity patterns on the dynamics of information diffusion. *Physical Review Letters*, 2009, 103,038702.
5. Leavitt, A.; Burchard, E.; Fisher, D.; and Gilbert, S. The Influentials: New Approaches for analyzing influence on Twitter. The Web Ecology Project, 2009, Pub. 04, see <http://www.webecologyproject.org/studies/>.
6. Liben-Nowell, D. and Kleinberg, J. Tracing information flow on a global scale using internet chain-letter data. *PNAS*, 2008, Vol. 105, No. 12, p.4633-4638, see <http://www.pnas.org/content/105/12/4633.full>
7. Valente, T.W. and Fosados, R. Diffusion of innovations and network segmentation: The part played by people in promoting health. *Sexually Transmitted Diseases*, July supplement 2006, Vol. 33, No. 7, p.S23-S31.
8. Watts, D.J. and Peretti, J. Viral marketing for the real world. *Harvard Business Review*, 2007, see <http://research.yahoo.com/pub/2986>.
9. Wu, S.; Hofman, J.M.; Mason, W.A.; and Watts, D.J. Who says what to whom on Twitter. *WWW* 2011, March 28 – April 11, see <http://research.yahoo.com/pub/3386>.

We all are looking forward to a very interesting meeting. Please do not hesitate to contact me if I can be of any help. Best wishes for safe and pleasant travels.