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**Jessica Bustamante\*** ([jessica8529@outlook.com](mailto:jessica8529@outlook.com)). *Dynamical Model of Consumer Rumor Transmission in a Twitter-like Network.*

True or false, consumer rumor (i.e., rumor that targets a company and/or its products) is challenging to control and poses a real threat to company reputation, earnings, and employment. As our title suggests, our talk will discuss the construction and application of a dynamical model of consumer rumor transmission in a Twitter-like network. Twitter is different from most online social networking sites because it allows for communication that is non-symmetric. Using difference equations, rather than differential equations, we determine under what conditions a consumer rumor is likely to infect sufficient nodes to compromise a company's profits. This research was conducted under the supervision of Dr. Janine Wittwer. (Received August 26, 2014)