THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

APRIL 5-11: Political wars, privacy wars, trade wars, and a war dominated the chatter on Twitter this week in the United States. The Russia investigation took a new leap forward with the FBI raiding Trump attorney Michael Cohen’s home and office. Florida Governor Rick Scott announced his candidacy for U.S. Senate, spiking tweets about the incumbent, Bill Nelson. News about Joe Manchin’s consideration of switching parties drew considerable attention as well. Speaker Ryan’s late-breaking announcement of his intention to retire at the end of his term dominated Wednesday’s news and Twitter. Additional findings, including Mark Zuckerberg’s hearings, and Trump’s trade war with China, and reaction to Syria and Russia are on Medium.

INSTITUTIONS

POTUS
6.2m ▲21%  Average 6.5m

Republicans
1.7m ▲22%  Average 2.5m

Democrats
1.2m ▲6%  Average 1.6m

U.S. Senate
56.0k ▲111%  Average 60.5k

U.S. House
17.0k ▲59%  Average 13.6k

KEY RACES

Nelson (FL)
41.1k ▲642%  

Heller (NV)
9.8k ▲87%  

Manchin (WV)
6.8k ▲848%  

Heitkamp (ND)
5.4k ▲87%  

Brown (OH)
4.5k ▲4%  

Rohrabacher
CA-48
6.7k ▼66%  

Paulsen
MN-03
2.9k ▼8%  

Lewis
MN-02
2.7k ▼14%  

Faso
NY-19
2.4k ▲203%  

Coffman
CO-06
2.3k ▲2%
NEWMAKERS

Trump Attorney
Michael Cohen
1.0m ▲3,160%

Speaker of the
House Paul Ryan
794.6k ▲252%

EPA Administrator
Scott Pruitt
289.4k ▲88%

Facebook CEO
Mark Zuckerberg
444.7k ▲545%

Special Counsel
Robert Mueller
429.4k ▲294%

HOT TOPICS

Facebook
1.8m ▲108%

Russia
1.5m ▲25%

Syria
1.3m ▲501%

#MeToo/TimesUp
242.0k ▲92%

TradeWar / Tariffs
379.7k ▲45%

TOP TWEETS

24k Retweets | 52k Likes | Link

64k Retweets | 159k Likes | Link
ABOUT: Released weekly on Friday mornings online, THE ECHO is a social media research publication of George Washington University Graduate School of Political Management’s (GSPM) Public Echoes of Political Rhetoric in America (PEORIA) Project. THE ECHO is funded in part by GSPM alumnus William H. Madway and through a reduced-cost license to Crimson Hexagon.

METHODOLOGY: The ECHO features U.S. data collated by sets of keywords on the Crimson Hexagon platform. The first value represents the number of related tweets including the name or topic and the second demonstrates its increase or decrease over the week. Our analysis is informed by further research using Crimson Hexagon’s additional features, which allows us to quickly view trending topics and search terms.

Key Races are determined on a rolling basis based on our editorial team’s evaluations of campaigns rated as “Toss Up” by the Cook Political Report, Sabato’s Crystal Ball, and Inside Elections with Nathan L. Gonzales. We feature the top five races in the Senate (top) and the House (bottom) as a function of seven-day related-tweet volume on Twitter. They are listed in order of the total number of times each were mentioned on Twitter over the past seven days (Thursday to Wednesday).

Top Institutions include several components. We track both parties, chambers of Congress, and the presidency with several related terms beyond their official accounts on Twitter. For example, the presidency includes @POTUS and @realDonaldTrump as well as “Donald Trump”, “President Trump” and “DonaldTrump” as search terms. Rolling averages are published since late summer 2017 after the launch of The ECHO.

Newsmakers and Hot Topics are detected in several ways using Memeorandum.com, The Week’s Daily Briefing “10 Things”, and additional monitoring throughout the week. Final decisions on what to include are made by our editorial team and listed from left to right in order of total mentions on Twitter.

Top Tweets are listed as examples of posts that drove the week’s discussion on Twitter. In most cases, these will include a large number of @ replies, retweets, and favorites (hearts) but because of varying numbers of followers, other tweets might have greater total engagement than the ones listed.

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