THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

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

MARCH 1-7: Despite waning interest on Twitter for the Parkland Shooting and gun control proposals (both down 67 percent from last week) as well as the National Rifle Association (down 74 percent), the three combined drew more than 3.3 million related tweets. Despite this drawdown in national attention on the platform, advocates won a compromise in the Florida legislature on Wednesday, instituting a three-day waiting period on the purchase of long guns and, critically, increasing the age of purchasing such weapons to 21 from 18. The shooter was 19. Additional findings, including tweets about Trump’s tariffs, the special election in Pennsylvania 18 with Democrat Conor Lamb now up 3% in a Trump +20% district, Hope Hicks’ departure, and Trump ’16 advisor Sam Nunberg’s TV meltdowns are available on Medium.

INSTITUTIONS

POTUS 5.0m ▼ 12%
Republicans 1.8m ▼ 23%
Democrats 1.4m ▼ 12%
U.S. Senate 51k ▲ 60%
U.S. House 13k ▲ 7%

KEY RACES

Smith (MN) 16k ▲ 391%
Nelson (FL) 12k ▼ 53%
Brown (OH) 7k ▲ 71%
Manchin (WV) 7k ▲ 98%
Heller (NV) 6k ▲ 2%
Coffman CO-06 4k ▼ 12%
Lewis MN-02 3k ▼ 4%
Bacon NE-02 1k ▼ 6%
Knight CA-25 1k ▲ 8%
Faso NY-19 981 ▼ 30%
NEWMAKERS

Trump ’16 Advisor
Sam Nunberg
477k ▲21,074%

Sr. Trump Advisor
Jared Kushner
331k ▼2%

Fmr. Comms. Dir.
Hope Hicks
238k ▼10%

PA-18 Candidate
Conor Lamb
58k ▲34%

PA-18 Candidate
Rick Saccone
24k ▲65%

HOT TOPICS

National Rifle Association / NRA
1.8m ▼74%

School Shooting in Parkland, FL / #NeverAgain
1.0m ▼67%

Tariffs / Trade Wars
970k ▲10,443%

Gun Control and Related Proposals
871k ▼67%

#MeToo / #TimesUp
221k ▲52%

TOP TWEETS

31k Retweets | 122k Likes | Link

3k Retweets | 8k Likes | Link
ABOUT: Released weekly on Friday mornings on U.S. News & World Report, 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.

Newsmakers and Hot Topics are detected in several ways using Memeorandum.com, The Week's Daily Briefing “10 Things”, and general 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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