MARCH 15-21: The unauthorized political use of Facebook data by Cambridge Analytica led conversation on the Twitter platform in the United States this week with over 3.2 million related tweets. The pre-retirement firing of former FBI Deputy Director Andrew McCabe attracted over 1.1 million related tweets as did Russian President Vladimir Putin’s “reelection” and President Trump’s congratulations, going against the counsel of his national security team. Additional findings, including embattled incumbent Sen. Dean Heller’s Trump-tweet endorsement, Trump’s Twitter jabs directly at Special Counsel Robert Mueller, and Stormy Daniels’ pre-60 Minutes media blitz are available on Medium.

INSTITUTIONS

POTUS 6.0m ▲8%
Average 6.5m

Republicans 2.5m ▲3%
Average 2.6m

Democrats 1.9m ▼19%
Average 1.6m

U.S. Senate 48.2k ▼26%
Average 62.7k

U.S. House 13.0k ▲2%
Average 13.7k

KEY RACES

Heller (NV) 19.6k ▲99%
Nelson (FL) 9.6k ▼9%
Heitkamp (ND) 7.2k ▼7%
Brown (OH) 7.1k ▲92%
King (ME) 5.5k ▲39%

Rohrabacher CA-48 6.2k ▼64%
Tenney NY-22 3.1k ▲64%
Paulsen MN-03 2.9k ▲33%
Lewis MN-02 2.5k ▼34%
Bacon NE-02 2.0k ▲82%
NEWSMAKERS

Fmr. Dep. FBI Dir.
Andrew McCabe
1.1m ▲ 1,850%

Russia President
Vladimir Putin
1.1m ▲ 58%

Stormy Daniels
615.5k ▼ 2%

Special Counsel
Robert Mueller
418.9k ▲ 339%

Facebook CEO
Mark Zuckerberg
141.0k ▲ 4,127%

HOT TOPICS

Facebook
1.8m ▲ 223%

Cambridge
Analytica
1.4m ▲ 73,391%

Austin Bombings
347.1k ▲ 2,341%

MeToo / TimesUp
159.5k ▲ 1%

Illinois Elections
61.3k ▲ 1,607%

TOP TWEETS

48k Retweets | 164k Likes | Link

8k Retweets | 11k 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 was 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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