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

FEBRUARY 8–14: Valentine’s Day broke hearts and families in Parkland, Florida, as the killing of 17 students, faculty, and staff at Marjory Stoneman Douglas High School rebooted the now-too-common cycle of political discussion about what to do about gun violence. Although the mass shooting took place on the afternoon of the last day of our research for the week, it was the leading political topic of in the United States on Twitter with 681,654 related tweets. As the shooting occurred in Florida, tweets related to incumbent Sen. Bill Nelson (D), who will likely be in a toss-up race against current Gov. Rick Scott (R), were up 123% from last week. Additional findings, including two White House staff resignations for alleged spousal abuse, President Trump’s views on #MeToo, and a now open House toss-up race, are available at U.S. News & World Report.

INSTITUTIONS

POTUS 5.6m ▼21%
Republicans 2.4m ▼29%
Democrats 1.8m ▼37%
U.S. Senate 37k ▲28%
U.S. House 11k ▼47%

KEY RACES

Nelson (FL) 17k ▲123%
Brown (OH) 15k ▲127%
Heller (NV) 11k ▲88%
King (ME) 7k ▲115%
Manchin (WV) 6k ▼60%
Nolan MN-08 6k ▲127%
Lewis MN-02 3k ▲6%
Coffman CO-06 3k ▲41%
Bacon NE-02 2k ▼34%
Faso NY-19 1k ▲46%
NEWSMAKERS

Fmr. White House Staff Secretary Rob Porter 814k ▲498%
Special Counsel Robert Mueller 62k ▼71%
PA-18 Candidate Conor Lamb 33k ▼16%
Fmr. White House Speechwriter David Sorensen 29k (NEW)
PA-18 Candidate Rick Saccone 8k ▼16%

HOT TOPICS

School Shooting in Parkland, Fl. 682k (NEW)
Deferred Action for Childhood Arrivals 546k ▲4%
Immigration 482k ▲<1%
#MeToo / #TimesUp 316k ▲54%
Due Process / "Mere Allegations" 242k ▲2,732%

TOP TWEETS

46k Retweets / 52k Likes / Link
31k Retweets / 61k 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.

CONTACT: Sign up to receive The ECHO in your Inbox every Friday here. For questions about The ECHO, please contact its author Dr. Michael D. Cohen at GSPM by email at michaeldcohen@gwu.edu. For more information about the GSPM Global Center for Political Management and The PEORIA Project, please contact Dr. Michael Cornfield by email at corn@gwu.edu. For questions about GSPM, please contact Dr. Lara Brown by email at larambrown@gwu.edu. All can be reached by phone at 202-994-6000.