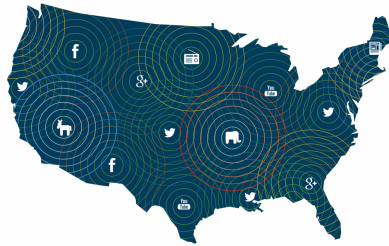




GSPM



The PEORIA Project

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

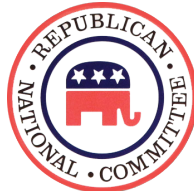
Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

MAY 10-16: The split screen between the important and historic vs. the petty was central to understanding this week on political Twitter in the United States. After decades of promises to enforce the [law](#), the United States unveiled its new embassy in Jerusalem, prompting [violent protests](#) in Gaza. The Net Neutrality issue [resurfaced](#) spiking discussion about the Senate, House, and specific members. Discussion on Gina Haspel's nomination to lead the CIA was down this week, likely signaling a smoother confirmation vote than initially expected, given some Senators' [apprehension](#). Additional findings, including the [continuing](#) Avenatti/Cohen vortex and reaction to a [snide comment](#) by Kelly Sadler about John McCain can be found on [Medium](#).

INSTITUTIONS



POTUS
4.8m ▼ 20%
Average 6.4m



Republicans
1.5m ▼ 45%
Average 2.4m



Democrats
1.4m ▼ 2%
Average 1.6m



U.S. Senate
82.4k ▲ 40%
Average 60.1k

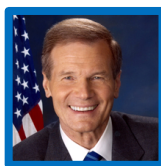


U.S. House
12.6k ▲ 32%
Average 13.7k

KEY RACES



Heller (NV)
33.2k ▲ 771%



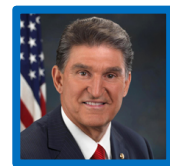
Nelson (FL)
23.1k ▲ 92%



Donnelly (IN)
17.8k ▲ 172%



Brown (OH)
9.6k ▼ 26%



Manchin (WV)
9.0k ▼ 37%



Rohrabacher
CA-48
5.2k ▲ 32%



Blum
IA-01
4.6k ▲ 484%



Comstock
VA-10
4.2k ▲ 164%



Denham
CA-10
3.7k ▲ 174%



Curbelo
FL-26
2.9k ▲ 30%

NEWSMAKERS



Daniels' Lawyer
Michael Avenatti
792.5k ▲18%



United States Sen.
John McCain
671.2k ▲133%



Trump Attorney
Michael Cohen
523.1k ▼20%

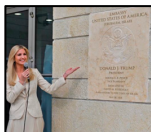


CIA Dir. Nominee
Gina Haspel
289.4k ▼13%



W.H. Spec. Asst.
Kelly Sadler
158.5k ▲7.9m%

HOT TOPICS



Jerusalem
919.0k ▲1,633%



Gaza
790.4k ▲2,256%



Net Neutrality
751.7k ▲422%



North Korea
605.0k ▲38%

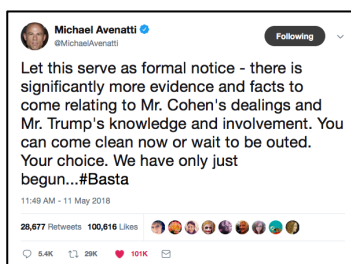


#MeToo /
#TimesUp
332.3k ▼33%

TOP TWEETS



31k Retweets / 145k Likes / [Link](#)



27k Retweets / 101k Likes / [Link](#)



55k Retweets / 53k Likes / [Link](#)



35k Retweets / 93k Likes / [Link](#)

THE ECHO

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.

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.