

## THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

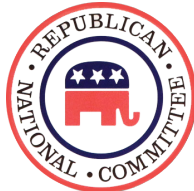
*Thanks to the support of GSPM alumnus William H. Madway Class of 2013.*

**MARCH 29-APRIL 4:** Laura Ingraham [picked the wrong fight](#) with Parkland high school student David Hogg, and his [reply](#) prompted close to 2.4 million related tweets about her in the United States, forcing the Fox News host to take some “[vacation](#)” from the network and her Twitter account. President Donald Trump’s [attack](#) on Amazon.com and Jeff Bezos, who also owns the Washington Post, was the hottest political topic of the week on Twitter over a million combined tweets. Additional findings, including President Trump’s [tariffs](#) and China’s [response](#), EPA Administrator Scott Pruitt’s [questionable](#) D.C. housing, and Facebook’s [crisis management strategy](#) are available on [Medium](#).

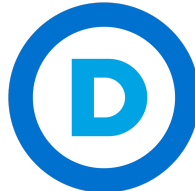
### INSTITUTIONS



POTUS  
5.2m ▼ 14%  
Average 6.5m



Republicans  
1.4m ▼ 35%  
Average 2.5m



Democrats  
1.2m ▼ 19%  
Average 1.6m



U.S. Senate  
26.5k ▼ 7%  
Average 60.5k



U.S. House  
10.8k ▼ 17%  
Average 13.6k

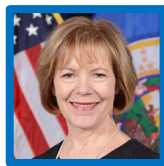
### KEY RACES



Nelson (FL)  
5.5k ▼ 44%



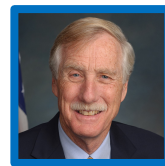
Heller (NV)  
5.2k ▲ 7%



Smith (MN)  
5.2k ▲ 52%



Brown (OH)  
4.3k ▼ 43%



King (ME)  
4.3k ▲ 184%



Rohrabacher  
CA-48  
19.6k ▲ 190%



Curbelo  
FL-26  
8.3k ▲ 447%



Lewis  
MN-02  
3.2k ▲ 25%



Paulsen  
MN-03  
3.1k ▼ 23%



Roskam  
IL-08  
2.4k ▲ 12%

## NEWSMAKERS



FOX News Host  
Laura Ingraham  
2.4m ▲ 1,146%



Martin Luther  
King, Jr.  
491.3k ▲ 510%



EPA Administrator  
Scott Pruitt  
289.4k ▲ 807%



Stormy Daniels  
183.2k ▼ 83%



Amazon.com CEO  
Jeff Bezos  
177.8k ▲ 863%

## HOT TOPICS



Amazon.com  
967.1k ▲ 163%



Facebook  
876.6k ▼ 39%



DACA  
461.7k ▲ 52%



The Wall  
446.7k ▼ 27%



TradeWar / Tariffs  
261.8k ▲ 19%

## TOP TWEETS

**David Hogg** @davidhogg111 [Follow](#)

Pick a number 1-12 contact the company next to that #

Top Laura Ingraham Advertisers

1. @sleepnumber
2. @ATT
3. Nutrish
4. @Allstate & @esurance
5. @Bayer
6. @RocketMortgage Mortgage
7. @LibertyMutual
8. @Arbys
9. @TripAdvisor
10. @Nestle
11. @hulu
12. @Wayfair

9:30 PM - 28 Mar 2018 from Washington, DC

55,863 Retweets 129,191 Likes

55k Retweets / 129k Likes / [Link](#)

**Donald J. Trump** @realDonaldTrump [Follow](#)

I have stated my concerns with Amazon long before the Election. Unlike others, they pay little or no taxes to state & local governments, use our Postal System as their Delivery Boy (causing tremendous loss to the U.S.), and are putting many thousands of retailers out of business!

7:57 AM - 29 Mar 2018

33,424 Retweets 129,756 Likes

53K 33K 130K

33k Retweets / 130k Likes / [Link](#)

## THE ECHO

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**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](mailto: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](mailto:corn@gwu.edu). For questions about GSPM, please contact Dr. Lara Brown by email at [larambrown@gwu.edu](mailto:larambrown@gwu.edu). All can be reached by phone at 202-994-6000.