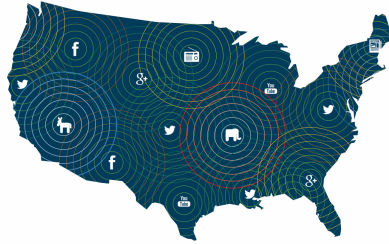




GSPM



The PEORIA Project

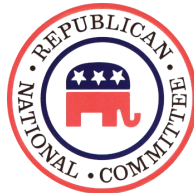
THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

SEPTEMBER 28-OCTOBER 4, 2017: Sunday's mass shooting in Las Vegas, [one of the deadliest](#) in American history, dominated Twitter conversation this week with over 7.1 million related tweets and led to an intense and wide-ranging discussion (2.8 million related tweets +5,903% over last week) about gun control and the National Rifle Association, the latter of which accounted for 44% of the gun-related tweets (+3,035%), alone. Examples of tweets are included below and our in-depth analysis is available at [U.S. News & World Report](#).

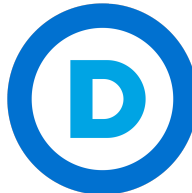
INSTITUTIONS



POTUS
8.0m ▼22%



Republicans
2.1m ▼5%



Democrats
955k ▲24%



U.S. Senate
21k ▼46%



U.S. House
12k ▲95%

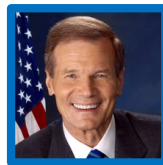
KEY RACES



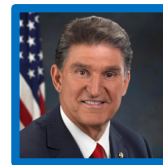
Flake (AZ)
19k ▼51%



Heller (NV)
18k ▼8%



Nelson (FL)
6k ▼26%



Manchin (WV)
1k ▼71%



McCaskill (MO)
820 ▲8%



Lewis
MN-02
4k ▼36%



Issa
CA-49
4k ▼63%



Faso
NY-19
2k ▼3%



Comstock
VA-10
732 ▼65%



Coffman
CO-06
89 ▲134%

Publishing
Partner



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NEWSMAKERS



Fmr. HHS Sec.
Tom Price
444k ▲279%



Sec. of State Rex
Tillerson
374k ▲1,189%



San Juan Mayor
Carmen Yulin Cruz
357k ▲2,272%



Late-Night Host
Jimmy Kimmel
332k ▼43%



Sec. of Defense
James Mattis
43k ▼66%

HOT TOPICS



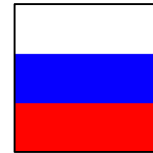
Las Vegas
Massacre
7.3m ▲2,970%



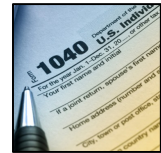
Puerto Rico /
Hurricane Maria
4.8m ▲23%



Gun Control/Safety
and the NRA
2.8m ▲5,903%



Russia and Twitter,
Facebook, Google
263k ▲30%



Tax Reform
241k ▲22%

TOP TWEETS

Jason Kander @JasonKander

The Mayor of San Juan is wading through sewage, searching for people with a bullhorn while @realDonaldTrump insults her on twitter.

10:56 AM - 30 Sep 2017

103,410 Retweets 183,484 Likes

4.1K 103K 183K

103k Retweets 185k Likes | [Link](#)

Clint Smith @ClintSmithIII

I want gun control. I want Puerto Rico to have what it needs. I want children to have health insurance. I want something better than this.

8:58 AM - 2 Oct 2017

212,510 Retweets 515,603 Likes

4.2K 213K 516K

213k Retweets 516k Likes | [Link](#)

Tony Posnanski @tonyposnanski

Colin Kaepernick kneeled and donated a million to Americans

Tom Price stood and stole a million from Americans

Who is a real patriot?

5:07 PM - 29 Sep 2017

49,965 Retweets 131,291 Likes

1.7K 50K 131K

50k Retweets | 131k Likes | [Link](#)

THE ECHO

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 through a donated 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 Heliosight, 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 search interest on Google. 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: 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 lambrown@gwu.edu. All can be reached by phone at 202-994-6000.