

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

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

**NOVEMBER 9-15, 2017:** The special election in Alabama led political discussion on Twitter this week in the United States with close to 5.4 million combined tweets about Republican Roy Moore, Democrat Doug Jones, and the Senate race, which has been driven by [increasing allegations](#) of sexual harassment and assault against Moore. Discussion about Judge Moore was up 7,489 percent from last week, 1,258 percent about the race itself, and 303 percent about Jones, who has [taken a lead](#) over Moore in this deeply red state. The Republican tax bill, [which passed the House](#), also garnered significantly more attention this week, boosting interest in key races such as Claire McCaskill's [viral moment](#) on Medicaid cuts. Additional analysis of our data is available at [U.S. News & World Report](#).

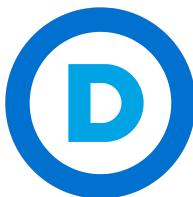
### INSTITUTIONS



POTUS  
5.7m ▼7%



Republicans  
3.5m ▲24%



Democrats  
1.5m ▼29%



U.S. Senate  
175k ▲526%



U.S. House  
37k ▲83%

### KEY RACES



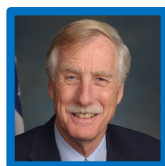
Brown (OH)  
17k ▲278%



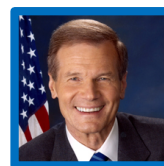
McCaskill (MO)  
17k ▲1,510%



Heller (NV)  
8k ▲16%



Donnelly (IN)  
5k ▲207%



Nelson (FL)  
4k ▲7%



Issa  
CA-49  
13k ▲15%



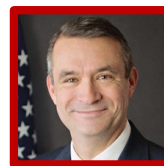
Comstock  
VA-10  
7k ▲186%



Lewis  
MN-02  
3k ▲18%



Coffman  
CO-06  
3k ▲40%

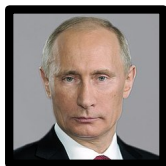


Faso  
NY-19  
2k ▲108%

## NEWSMAKERS



AL Sen. Candidate  
Roy Moore  
4.3m ▲7,489%



Russia President  
Vladimir Putin  
1.1m ▲155%



U.S. Atty. General  
Jeff Sessions  
526k ▲60%

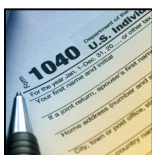


AL Sen. Candidate  
Doug Jones  
409k ▲303%



U.S. Sen. Maj. Ldr.  
Mitch McConnell  
333k ▲331%

## HOT TOPICS



Tax Reform / Tax  
Cuts / Tax Bill  
846k ▲8%



#MeToo / Sexual  
Harassment  
482k ▲155%



Alabama Senate  
Race  
259k ▲1,258%



Uranium One  
259k ▲18%



California School  
Shooting  
64k (NEW)

## TOP TWEETS

**Kyle Griffin** @kylegriffin1 [Follow](#)

Orrin Hatch: "There are no cuts to Medicaid in this bill."  
...  
Claire McCaskill: "Where do you think the \$300 billion is coming from? Is there a fairy that's dropping it on the Senate? The money you're spending is coming out of Medicaid." (via ABC)

12:35 PM - 15 Nov 2017

23,045 Retweets 41,017 Likes

1.7K 23K 41K

21k Retweets / 140k Likes / [Link](#)

**John McCain** @SenJohnMcCain [Following](#)

The allegations against Roy Moore are deeply disturbing and disqualifying. He should immediately step aside and allow the people of Alabama to elect a candidate they can be proud of.

2:44 PM - 9 Nov 2017

40,866 Retweets 139,927 Likes

21K 41K 140K

41k Retweets / 140k Likes / [Link](#)

**Sally Yates** @SallyCYates [Follow](#)

POTUS embraces Putin yet again telling world he believes former KGB agent's denial of attack on our election over our own Intel public servants, calling them "political hacks." Disturbing and shamelessly unpatriotic, on Veterans Day no less.

12:38 PM - 11 Nov 2017

46,124 Retweets 109,498 Likes

3.6K 46K 109K

48k Retweets / 110k Likes / [Link](#)

## THE ECHO

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**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](#). or 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.