

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

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

NOVEMBER 23-29, 2017: Tax reform took center stage on political Twitter in the United States this week with just over one million related posts on the platform while Net Neutrality was also a hot topic with close to 879,000 related tweets. Both issues were down from last week (-23 percent and -38 percent, respectively), as well as discussion about the Senate race in Alabama (-44 percent), where Roy Moore has largely recovered from allegations of sexual harassment and assault in [current polling](#), taking a lead over Doug Jones (1,007,877 tweets and 288,283 tweets, respectively). Tweets about Democratic House Leader Nancy Pelosi (269,490) were up almost three-fold (+293 percent) as she was criticized on [tax reform](#) and handling the Rep. John Conyers [harassment charges](#). Additional analysis of our data is available at [U.S. News & World Report](#).

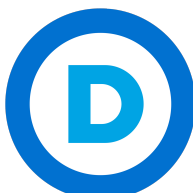
INSTITUTIONS



POTUS
6.8m ▲6%



Republicans
2.8m ▼29%



Democrats
1.1m ▼24%



U.S. Senate
86k ▼38%



U.S. House
7k ▼32%

KEY RACES



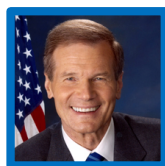
Brown (OH)
10k ▼85%



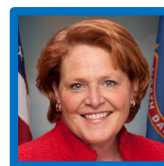
McCaskill (MO)
9k ▼68%



Heller (NV)
9k ▲24%



Nelson (FL)
4k ▼62%



Heitkamp (ND)
4k ▲23%



Lewis
MN-02
5k ▼18%



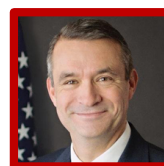
Issa
CA-49
5k ▼53%



Coffman
CO-06
2k ▼28%



Faso
NY-19
2k ▲19%



Bacon
NE-02
953 ▼61%



NEWSMAKERS



AL Sen. Candidate
Roy Moore
1.0m ▼ 54%



AL Sen. Candidate
Doug Jones
288k ▼ 23%



Rep. Nancy Pelosi
(D-CA)
270k ▲ 293%

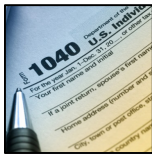


Sen. Al Franken
(D-MN)
251k ▼ 83%



Rep. John Conyers
(D-MI)
243k ▲ 3%

HOT TOPICS



Tax Reform / Tax
Cuts / Tax Bill
1.0k ▼ 23%



Net Neutrality
879k ▼ 38%



Fake News
493k ▲ 117%

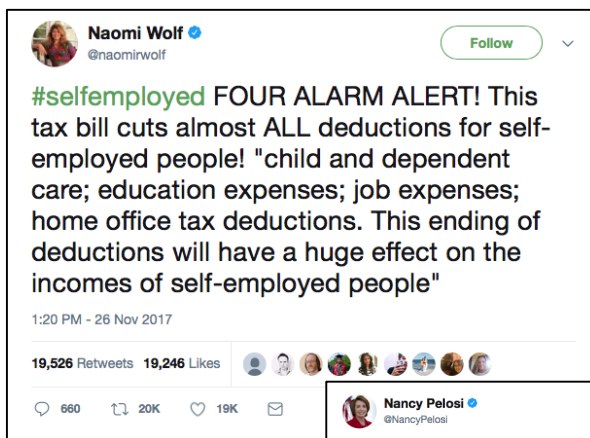


#MeToo / Sexual
Harassment
448k ▼ 50%



Alabama Senate
Race
129k ▼ 44%

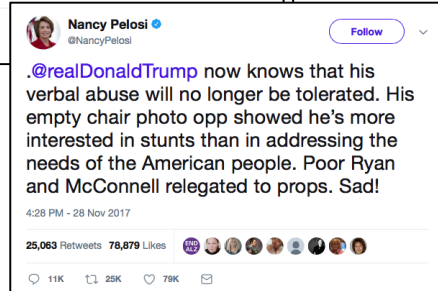
TOP TWEETS



20k Retweets | 19k Likes | [Link](#)



38k Retweets | 115k Likes | [Link](#)



48k Retweets | 110k 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 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. 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.