

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

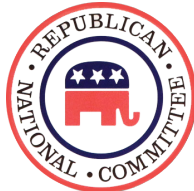
Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

DECEMBER 7-13, 2017: While the mainstream media focused, appropriately, on the race to fill the open Senate seat in Alabama (more than 6.3 million related tweets) and movement toward reconciliation of tax reform among Republicans on Capitol Hill (over 685,000 related tweets but down 77 percent from last week), another issue was bubbling up in political discussions on Twitter: Net Neutrality. The debate over whether internet service providers would be able to charge customers more for certain content over others led our Hot Topics section this week with 2.1 million related tweets representing a 240% increase from last week. It also boosted conversation about Rep. Mike Coffman (CO-06), whose support of Net Neutrality gained widespread acclaim on the platform. Our in-depth analysis is available at [U.S. News & World Report](https://www.usnews.com/stories/2017/12/13/net-neutrality-tweets).

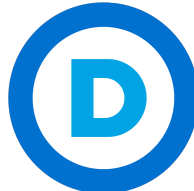
INSTITUTIONS



POTUS
6.6m ▼5%



Republicans
3.2m ▼42%



Democrats
2.1m ▲24%



U.S. Senate
255k ▼5%



U.S. House
15k ▲17%

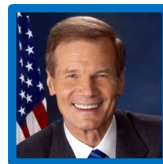
KEY RACES



Brown (OH)
11k ▼71%



Heller (NV)
10k ▼85%



Nelson (FL)
7k ▼80%



Donnelly (IN)
4k ▼52%



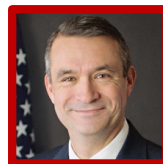
McCaskill (MO)
3k ▼64%



Issa
CA-49
15k ▲19%



Coffman
CO-06
14k ▲299%



Knight
CA-25
8k ▲568%



Lewis
MN-02
3k ▼29%



Faso
NY-19
3 ▲10%

NEWSMAKERS



AL Sen. Candidate
Roy Moore
3.3m ▲108%



AL Sen. Candidate
Doug Jones
2.2m ▲351%



Sen. Kirsten
Gillibrand (D-NY)
744k ▲844%



U.S. Sen. Maj. Ldr.
Mitch McConnell
216k ▲35%



Brietbart E.C.
Steve Bannon
241k ▲86%

HOT TOPICS



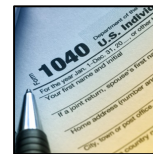
Net Neutrality
2.1m ▲240%



Alabama Senate
Race
768k ▲369%



#MeToo / Sexual
Harassment
757k ▲32%



Tax Reform / Tax
Cuts / Tax Bill
685k ▼77%

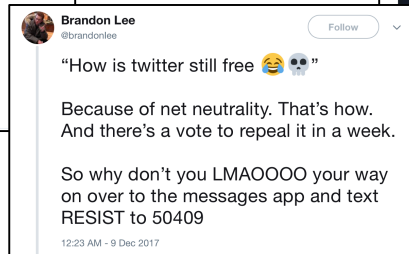


Jerusalem
633k ▲3%

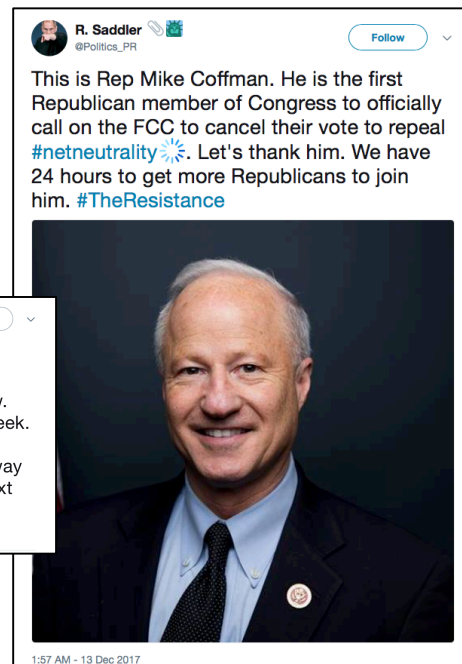
TOP TWEETS



70k Retweets / 163k Likes / [Link](#)



136k Retweets / 226k Likes / [Link](#)



4k Retweets / 8k 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.