

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

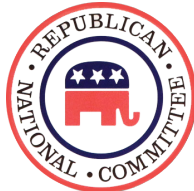
Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

DECEMBER 14-20, 2017: The hottest topic on Twitter this week was the Federal Communications Commission's [party-line decision](#) to dispense with Obama-era rules regarding Net Neutrality (4.8 million related tweets, up 127 percent over last week). The relatively no-drama final passage of the [largest reform of the U.S tax code in a generation](#) was a secondary topic this week (2.7 million related tweets up 294 percent over last week) but it did spark more discussion around the Republican Party (4.3 million, up 34% from last week) and helped to lift discussion about toss-up races in the U.S. Senate, where the [vote was closer](#). But the biggest viral moment of the week goes to Sen. John Kennedy (R-LA) whose [questioning](#) of federal judge nominee Matthew Petersen, briefly focused attention on the judiciary. Our in-depth analysis is available at [U.S. News & World Report](#).

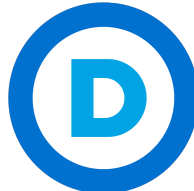
INSTITUTIONS



POTUS
4.5m ▼ 32%



Republicans
4.3m ▲ 34%



Democrats
1.5m ▼ 32%



U.S. Senate
52k ▼ 80%



U.S. House
19k ▲ 29%

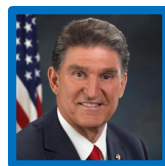
KEY RACES



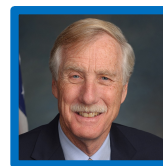
Heller (NV)
22k ▲ 112%



Brown (OH)
21k ▲ 86%



Manchin (WV)
10k ▲ 529%



King (ME)
9k ▲ 240%



Nelson (FL)
8k ▲ 25%



Issa
CA-49
19k ▲ 29%



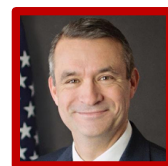
Coffman
CO-06
9k ▼ 34%



Faso
NY-19
5k ▲ 105%



Lewis
MN-02
3k ▲ 7%



Knight
CA-25
3k ▼ 65%

NEWSMAKERS



Special Counsel
Bob Mueller
430k ▲126%



U.S. Sen. John
Kennedy (R-LA)
96k ▲4,542%



U.S. District Court
Judge Nominee
Matthew Petersen
23k ▲738,887%



U.S. Rep. Blake
Farenthold
(TX-27)
20k ▼54%

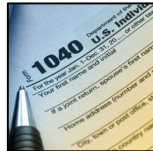


U.S. Rep. Ruben
Kihuen (NV-04)
6k ▲248%

HOT TOPICS



Net Neutrality
4.8m ▲127%



Tax Reform / Tax
Cuts / Tax Bill
2.7m ▲294%



Alabama Senate
Race+Moore/Jones
645k ▼88%



#MeToo / Sexual
Harassment
433k ▼43%



Jerusalem
160k ▼75%

TOP TWEETS



341k Retweets / 835k Likes | [Link](#)



2k Retweets / 2k Likes | [Link](#)



83k Retweets / 140k Likes | [Link](#)
8.62m video views as of 12/21/17

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](#). 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 larambrown@gwu.edu. All can be reached by phone at 202-994-6000.