

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

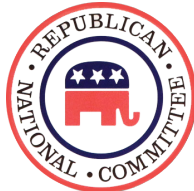
Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

JANUARY 4-10, 2018: Oprah Winfrey's #MeToo/#TimesUp [speech](#) at the Golden Globes prompted [serious discussion](#) of her running for president in 2020. Posts about Oprah on Twitter in the United States spiked 6,685 percent to 1.7 million related tweets. Michael Wolff's "Fire and Fury" continued to destroy its main White House source, Steve Bannon, who was [fired from Breitbart](#) this week, prompting close to 400,000 related tweets, up 47 percent from last week. More [GOP congressional retirements](#) were announced, including [Darrell Issa](#) (+665 percent on 67,865 related tweets, whom our Twitter data has indicated as another potential retirement as it did for Sen. Jeff Flake (R-AZ). The top issue of the week was DACA (1.3 million related tweets, +539 percent). Our in-depth analysis is available at [U.S. News & World Report](#).

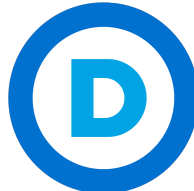
INSTITUTIONS



POTUS
7.3m ▲ 17%



Republicans
2.4m ▲ 58%



Democrats
1.5m ▲ 65%



U.S. Senate
58k ▼ 20%

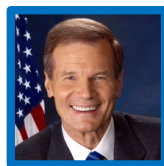


U.S. House
12k ▼ 33%

KEY RACES



Brown (OH)
12k ▲ 52%



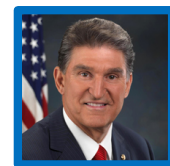
Nelson (FL)
10k ▲ 169%



Heller (NV)
9k ▲ 19%



McCaskill (MO)
7k ▲ 250%



King (ME)
3k ▲ 227%



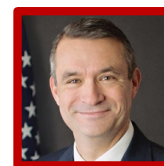
Issa
CA-49
68k ▲ 665%



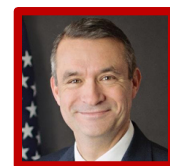
Lewis
MN-02
2k ▼ 26%



Coffman
CO-06
2k ▲ 129%



Bacon
NE-02
1k ▼ 27%



Knight
CA-25
962 ▲ 3%

NEWSMAKERS



POTUS Candidate?
Oprah Winfrey
1.7m ▲6,684%



Fmr. Breitbart E.C.
Steve Bannon
400k ▲47%



Special Counsel
Robert Mueller
142k ▲38%



Trump '16 Advisor
Donald Trump, Jr.
44k ▲143%

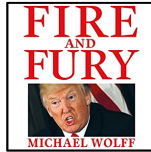


Fmr. Trump '16
C.M. Paul Manafort
24k ▼48%

HOT TOPICS



DACA
1.3m ▲539%



Fire and Fury /
Michael Wolff
979k ▲890%



#MeToo /
#TimesUp
733k ▲279%



The Wall
539k ▲196%



CHIP
268m ▲83%

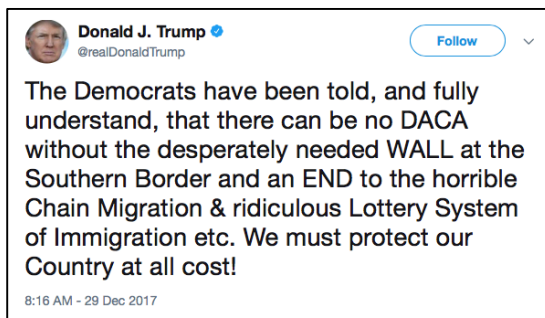
TOP TWEETS



60k Retweets / 262k Likes / [Link](#)



89k Retweets / 312k Likes / [Link](#)



36k Retweets / 147k Likes / [Link](#)



71 Retweets / 209 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](#). 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.