

THE ECHO: A FRIDAY TIPSHEET OF POLITICAL ACTIVITY ON TWITTER

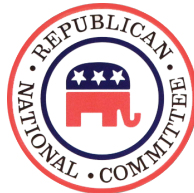
Thanks to the support of GSPM alumnus William H. Madway Class of 2013.

JANUARY 11-17, 2018: While congressional leaders met at the White House to discuss a compromise on immigration policy, President Trump's comments turned political Twitter into an online s***hole this week. Simple mentions of Trump's [comment](#) as one or two words were in over 3.3 million tweets in the United States this week, almost triple what any of the main issues over which they [were negotiating](#), including DACA (1.2 million related tweets) and the southern border wall (close to 392,000 related tweets). Sen. Richard Durbin, the Democratic Minority Whip, gained [most of the attention](#) from the exchange as Twitter posts with his name in them were up 3,471 percent over the previous week on just under 486,000 tweets. Additional issues from this week are included in in-depth analysis available at [U.S. News & World Report](#).

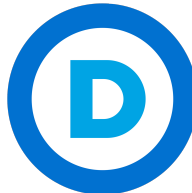
INSTITUTIONS



POTUS
8.6m ▲ 18%



Republicans
2.4m ▲ 0%



Democrats
2.4m ▲ 56%



U.S. Senate
88k ▼ 52%



U.S. House
25k ▼ 110%

KEY RACES



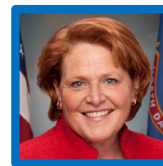
Heller (NV)
10k ▲ 8%



Nelson (FL)
7k ▼ 26%



Brown (OH)
7k ▼ 43%



Heitkamp (ND)
4k ▲ 43%



Donnelly (IN)
3k ▲ 6%



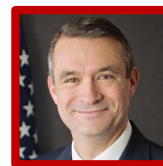
Issa
CA-49
18k ▼ 73%



Coffman
CO-06
7k ▲ 201%



Lewis
MN-02
3k ▲ 32%



Bacon
NE-02
2k ▲ 44%



Knight
CA-25
1k ▲ 3%

NEWSMAKERS



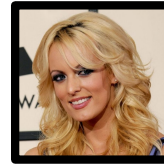
POTUS Candidate?
Oprah Winfrey
2.0m ▲ 17%



Sen. Richard Durbin (IL)
486k ▲ 3,471%



Sen. Lindsey Graham (SC)
317k ▼ 10%



Trump Scandal
Stormy Daniels
288k ▲ 178k%



Fmr. Breitbart E.C.
Steve Bannon
193k ▼ 52%

HOT TOPICS



"S***hole"
Comment
3.3m ▲ 67,152%



DACA
1.2m ▼ 8%



The Wall
392k ▼ 27%



#MeToo /
#TimesUp
372k ▼ 49%

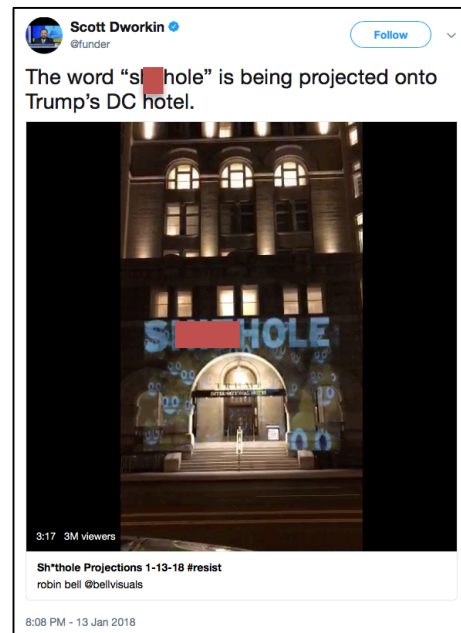


Hawaii Missile
309k ▼ 1.4m%

TOP TWEETS



17k Retweets / 36k Likes / [Link](#)



101k Retweets / 238k Likes / [Link](#)

**Redlines added*

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 lambrown@gwu.edu. All can be reached by phone at 202-994-6000.