The #MeToo Movement
Findings from The PEORIA Project

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What is the PEORIA Project?

- **Measuring the Public Echoes of Rhetoric In America**: first release was in May 2015, the second phase was the 2016 election. We are now monitoring public policy debates and social movements ahead of the mid-term elections.

- **Data**: We focus on political conversation on Twitter because: (1) it is an open platform, (2) the President is active, (3) agenda setting: mainstream media and opinion leaders echo content on other platforms.

- **Website**: http://gspm.gwu.edu/peoria-project


- **Journal Article**: Empowering the Party Crasher https://gspm.gwu.edu/empowering-party-crasher

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How Did We Get the Data?

Crimson Hexagon

The platform allows us to look *back* past the API restraints to see the history of a set of key words or Twitter accounts. It only has OPEN content.
Dominant Hashtags

#MeToo remains the dominant hashtag … for now
A consistent buzz of #MeToo tweets is the new normal
#MeToo: Volume by Gender

Discussion skews female, particularly when revelations surface.

Note: 56% of all tweets had “identifiable gender.” This is the split among that subset.
Comparison: #BLM

Two social media peaks and no legislative wins
Movement Growth and Goals

• **Energy**: The #MeToo movement has sustained its energy beyond the 2017 Harvey Weinstein revelations and created an opportunity to harness online postings into real change. We are able to track a small part of this on Twitter.

• **Environment**: While the #MeToo movement is mainly directed at sexual harassment and related workplace misbehavior it has also become an echo for private behavior such as spousal abuse.

• **Evolution**: For the #MeToo social movement to be enduring it needs to grow into a political movement that pursues public policy change and through organizing like-minded groups and electing candidates.
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