

George Washington University's Graduate School of Political Management and Zignal Labs Release Third PEORIA Report

Five candidates benefit from the summer conversation surrounding GOP debates

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MEDIA CONTACTS:

Kerry Moore: kas1213@gwu.edu; 202-994-5515

DJ Waldow: djwaldow@zignallabs.com

WASHINGTON – George Washington University's Graduate School of Political Management (GSPM) and Zignal Labs released the third Public Echoes Of Rhetoric In America (PEORIA) Project report, "The GOP Debates Begin: The Presidential Campaign Conversation, Late Summer 2015," on Tuesday, September 29 at 12 noon ET.

This report, which uses Zignal Labs' real-time, cross media analytics platform, covered the period from July 20-September 20, 2015. It showed patterns in the number of mentions and share of voice of the presidential candidates, by party, before and after the FOX and CNN debates.

Data demonstrate that five candidates – Donald Trump, Carly Fiorina, Ben Carson, Bernie Sanders, and Joe Biden – benefitted from the summer conversation:

- While Trump dominated media chatter, he saw a slight decline in share of voice after the CNN debate.
- Fiorina made her move after the Fox undercard debate, which positioned her for a big leap post-CNN debate. "Fiorina went from an also-ran to a top-tier candidate during this time period," said Associate Professor Lara Brown. "She is now competing with Trump to lead the conversation.
- Carson saw a steady increase in mentions but didn't see the same growth in his share of voice after the second Republican debate.
- Sanders passed Clinton in share of voice after Labor Day and outperformed her in social media.
- Non-candidate Joe Biden had a much larger share of voice among the mainstream media as opposed to the social media.

"There was much more talk about Republican than Democratic candidates in this late summer time period," said Associate Professor and Project Director Michael Cornfield. "It's not because of bias. It's the result of there being more GOP candidates, two GOP debates to none for the Democrats, and Trump as a conversational magnet."

For additional information, including data visualizations from Professors Brown and Cornfield, please visit our [PEORIA Project](#) page.

About Graduate School of Political Management

Founded in 1987 and located in the heart of Washington, D.C., GW's Graduate School of Political Management is the first and foremost school of applied politics, advocacy, and strategic communication, offering master's degrees in the following disciplines: Advocacy in the Global Environment, Legislative Affairs, Political Management, Strategic Public Relations, and Comunicación Política y Gobernanza. We provide a hands-on education, not a theoretical exploration. Our students know what they want to do to change the world; we teach them how to use the strategies and tactics needed to do it. Our faculty are recognized industry leaders and bring the best practices of the field into the classroom.

About Zignal Labs

Signal Labs is a realtime, cross media story-tracking platform. We enable clients to quickly spot trends, see relevant stories unfold, and take action.

For interviews with Professors Brown and Cornfield, please contact Kerry Moore (kas1213@gwu.edu; 202-994-5515).

For interviews with Signal Labs, please contact DJ Waldow (djwaldow@signallabs.com).

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