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%
NEWMAKERS

POTUS Candidate? Oprah Winfrey
Sen. Richard Durbin (IL) 486k ▲ 3,471%
Sen. Lindsey Graham (SC) 317k ▼ 10%
Trump Scandal Stormy Daniels 288k ▲ 178%
Fmr. Brietbart E.C. Steve Bannon 193k ▼ 52%

HOT TOPICS

“S**hole” Comment
DACA
The Wall
#MeToo /
#TimesUp
Hawaii Missile
3.3m ▲ 67,152%
1.2m ▼ 8%
392k ▼ 27%
372k ▼ 49%
309k ▼ 1.4m%

TOP TWEETS

17k Retweets | 36k Likes | Link
101k Retweets | 238k Likes | Link
*Redlines added
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.

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