Amy Coney Barrett
Confirmation Hearings
10/14-10/22

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Performance

MENTIONS

125.3K

-26%

Compared to the previous period 169.4K

125K mentions is double the amount of mentions that the topic of “voting” saw on all social media platforms in the same timeframe.

ENGAGEMENT

53.3M

-43.9%

Compared to the previous period 95.1M

53.3M engagements is double the amount of engagements Kamala Harris and Mike Pence had combined in the same timeframe.

POTENTIAL REACH

2T

-12.4%

Compared to the previous period 2.3T

2T is double the amount of potential reach than the conversation surrounding COVID-19 has seen in the same timeframe.
There was a sharp uptick in conversation following the first day of the hearings. After that moment there were fewer conversations with small upticks at the end of each day. This was followed by another spike in conversation when the Democratic Members of the Judiciary committee boycotted the vote to pass her along to the full senate vote. Overall, it is clear that while this topic is present in social conversation, it has not been dominating total conversation. Most likely due to the upcoming election which has both candidates bringing in close to 2 million mentions over social platforms in the same time frame.
The term Care in reference to the Affordable Care Act has been mentioned 7.3K times.

The Term packing in reference to the proposed Court Packing that Joe Biden might do if he wins is mentioned 3.2K times.

The majority of the conversation surrounding Amy Coney Barrett is talking about the general process of supreme court nominations and her qualifications. However, there is noticeable conversation surrounding the Affordable Care Act which could be in jeopardy with her nomination as well as Court Packing.
The first day saw the greatest amount of mentions and was the only day that had more negative sentiment mentions than neutral or positive. Since the first day the conversation has decreased significantly, but has seen only significant spikes in negative or neutral sentiment mentions.
The stories and posts users will see is entirely different based off of where they live. The five swing states have more engagement with individuals (tintin, a private account, and Bogino, a conservative news personality) rather than news outlets (the hill) However, reach for the swing states influencers is lower than nationwide.
Overall Insights

○ The conversation surrounding the confirmation hearings has 2x the amount of results compared to voting over the last week, only 2 weeks away from the election

○ The sentiment surrounding the hearings has a net sentiment of -50% and almost all the spikes in conversation are negative

○ Conversation surrounding the hearings and Amy Coney Barrett has been steady but it has in no way dominated social conversation

○ Influencers surrounding the conversation are either news outlets or conservative leaning individuals

○ Influencers with a stronger presence in swing states have lower reach and engagement than top influencers on the nationwide scale