

Netroots Rising: How a Citizen Army of Bloggers and Online Activists Is Changing American Politics

Lowell Feld, Nate Wilcox, Markos Moulitsas Zúniga



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The 2006 elections will be remembered as the year when the center of power in American politics shifted from traditional top-down central broadcasters to new bottom-up decentralized activists in the blogosphere and netroots. The authors give firsthand accounts of the burgeoning power of the netroots to determine the outcome of political contests, most notably as when the national balance of power was tipped by Jim Webb's rag-tag army of bloggers and netroots activists. They assess the prospects for Netroots 2.0: whether the netroots hordes will crash the party or work out an uneasy cohabitation with the traditional party power elite.

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Veteran online campaigners Feld and Wilcox recount and analyze many other political campaigns in which netroots activism was decisive or instructive, including:* U.S. House Majority Leader Tom DeLay's downfall. *Tim Kaine's election as Virginia govenor. *Howard Dean's and Wes Clark's presidential campaigns. *Ned Lamont's primary victory over Joe Lieberman. The authors conclude with an assessment of the prospects for Netroots 2.0: Will the netroots hordes crash the party or will they work out an uneasy cohabitation with the traditional party power elite? The foreword is written by Markos (Kos) Moulitsas Zuniga, founding editor of the world's biggest political blog, Daily Kos.

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