



Netroots: Online Progressives and the Transformation of American Politics (Media and Power)

Matthew Robert Kerbel

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The progressive "netroots," fueled by bloggers writing on websites like the Daily Kos and working through online organizations like MoveOn, are on the verge of spearheading a revolution that may well define the coming political era. Still, their purpose, goals, and track record remain largely misunderstood. This book provides an understanding of the loosely affiliated groups that collectively call themselves the progressive netroots: who they are, what they hope to accomplish, what they've done so far and how likely it is they will succeed in a plan so audacious it would result, if realized, in the transformation of America from a television-focused, center-right nation to an Internet-focused, center-left nation. Netroots weaves together a range of evidence and arguments to shatter conventional myths about this online movement. It explains why the left is better positioned than the right to take advantage of the decentralized nature of the Internet. As progressive candidates make uneven progress toward winning elections, the progressive netroots are working to drive media narratives and building real and virtual communities of activists that will contribute strongly to electoral success. Netroots documents the achievements of this emerging political force through an engaging analysis told with an eye toward history and in the bloggers' own words.

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