

**Emergence of the
Progressive
Blogosphere:
A New Force in American Politics**

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and
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Overview

Since March of 2005, the total number of blogs has grown from 7.8 million to 14.2 million. At this rate, the online universe is doubling in size every five months.¹

This memo is a comprehensive look at the underlying dynamics of these online communities, along with a targeted analysis of how to engage them to generate political power.

There has been a great deal of discussion about Internet activism and blogs over the past few years. Yet, blogs are consistently viewed through the traditional lenses of politics or media, rather than as the communal social phenomenon that they are. Real political power and influence is now being wielded through online communities comprising millions of people. And trends suggest that this is only the beginning. Indeed, what we have seen to date are the outlines of a new politics.

There is an emerging social structure of the Internet which includes key differences in how conservatives and progressives use the web to communicate. For years, conservatives dominated the political Internet, with such websites as FreeRepublic.com, the Drudge Report and Newsmax. Moveon.org was one of a few notable, progressive exceptions to conservatives' online dominance. Their Internet supremacy was anchored in, and improved on, an already existing conservative infrastructure. On the whole, it reflected the top-down, coherent messaging structure that characterizes the conservative movement.

Since 2002, the Dean campaign and other landmark events have caused a new world of online activism to thrive: the blogosphere. The blogosphere, and in particular the progressive blogosphere, have emerged as powerful political forces. Unlike their conservative counterparts, progressive Internet activists have not relied on an existing set of institutional relationships. They have instead forged a new constituency group, a new set of leaders, and a new forest of social relationships. The strengths and weaknesses of each blogosphere are reflected in their origins. Understanding these blogospheres and how to interface with them effectively is critical to succeeding in 21st century politics.

This memo offers basic background on political blogs, and strategic recommendations for effectively channeling their growing influence. It has been written by bloggers for use by the progressive political community and is

¹ The complete study is available at <http://www.technorati.com/weblog/>

grounded in the available data and first-hand political experience.

Our examination begins with a basic overview of the politics of blogging, with particular focus on the strategies and cultures of the conservative and progressive blogospheres. It proceeds to trace the evolution of the blogosphere, and explore important trends in the online political world.

Bloggers do not reside at the political fringes, and defy easy characterization as “progressive” or “conservative.” They run the full gamut of ideologies, but are united by their shared commitment to active engagement in local, state and national politics. That is why the blogosphere holds such potential for those campaigns and individuals who are prepared to engage with it appropriately.

It is with this potential firmly in mind, that we conclude with a toolkit for those interested in more effectively engaging with online political communities. It includes (1) suggestions for involving blogs and bloggers in local and statewide political campaigns (2) a strategic overview of the comparative advantages of the progressive and conservative online political communities and (3), a detailed listing of the top 100 progressive blogs.

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Matt Stoller has blogged since 2002. He co-created the media project Blogging of the President (www.bopnews.com) with Christopher Lydon and Jay Rosen, as well as the anti-Social Security privatization web site www.thereisnocrisis.com, done through Blogpac. He has consulted for numerous groups, including MSNBC and NDN. Matt is an advisor to Actblue.com.

I. Blogs and Public Life: Background

The Internet has come to play an increasing role in political discourse and organizing. According to a recent study by the Pew Internet and American Life Project, 33% of Americans have looked for political information online, and 15% of Americans have read someone's blog. Clearly, the 'netroots' will play a major role in providing money, support, organizing and media exposure in the 2008 presidential contest.

Data from the annual Blogads reader survey, suggest that regular bloggers tend to be young, wealthy, male and progressive/independent.² They are also extremely politically active. In recent years, their growing influence has been widely felt.

Recent progressive netroots successes include StopBolton, a campaign directed over the Internet to defeat John Bolton's nomination, and AfterDowningStreet, the campaign to put the Downing Street Memo into mainstream American media. Josh Marshall of TalkingPointsMemo.com played a crucial role in the drive to defeat the President's social security plan. In addition, the Frist filibuster at Princeton, a little noticed affair that became a *New York Times* story, suggests the tantalizing possibilities of combining blogs and organizing. This August, the Paul Hackett campaign nearly pulled off an extraordinary upset victory in Ohio's 2nd Congressional district. Blogs raised between three and four hundred thousand dollars for that race, bypassing the major party committees. Currently, blogs are playing a critical role in messaging surrounding the Rove Affair, the war in Iraq, and Tom Delay (see www.dumpmike.com, a blog aiming to use Tom Delay to topple Rep. Mike Ferguson – NJ).

On the right, blogs created major messaging problems for Democratic Senator Tom Daschle, chummed the Swift Boat for Veteran story, led to the firing Eason Jordan at CNN, and of course, led the charge against Dan Rather.

² While it relies on a self-selected pool of respondents, the annual blogads (http://www.blogads.com/survey/2005_blog_reader_survey.html) survey garners more than 30,000 responses annually.

Internet and Blog Facts

84% of Internet users use a search engine to find information. **That's 113.5 million people.**

By affecting search engine algorithms, blogs have a huge influence on search rankings.

78% of Internet users do online research about a product/service before buying it. **That's 105 million people.**

49% of Internet users get political information online. **That's 66 million people.**

23% of Internet users read a blog. **That's 31 million people.**

Blog readership **increased by 58% in 2004 alone.**

20.5 million Americans have visited an adult web site. **31 million** read blogs.

The number of people who use dating sites is the same as the number of people who have **created** a blog.

Source: Pew Research Center

II. The Right-Wing and Blogs: An Integrated, Top-Down Approach

Conservatives use the same tactics on blogs that they do in mainstream politics – attack the media and attack progressives. **The right wing tends not to build independent online communities, using their existing offline communities to generate web sites that reinforce their politics and their ideology.**



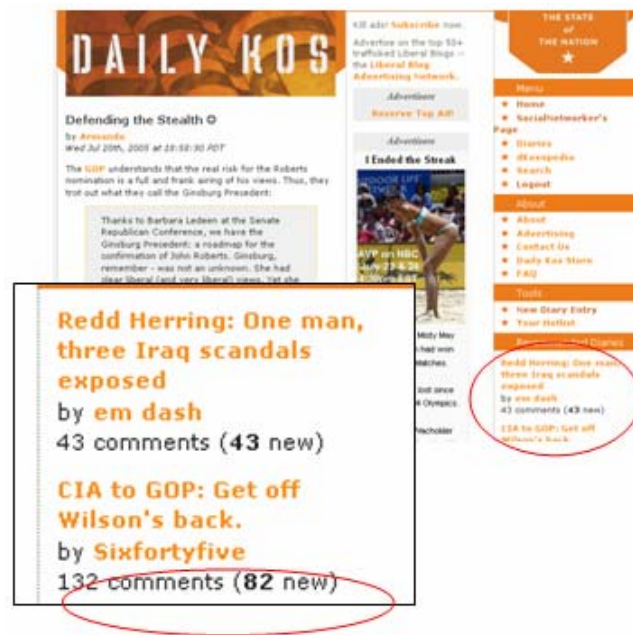
Their web presence is nurtured by institutions and is part of the conservative, right-wing media machine. The Drudge Report, for instance, is one of the largest conservative sites and frequently receives its information from Republican operatives.

Most right-wing blogs reiterate talking points that are generated from inside formal conservative institutions; conversations center on feeling victimized for being right-wing, attacking and hating progressives, and attacking and hating the media.

The political successes of this community have been largely founded in manipulating media coverage. The two clearest examples are the John Thune bloggers in South Dakota, and the Dan Rather scandal.

III. The Left-Wing and Blogs: Building Digital Communities

Progressive blogs build communities of activists and generate new political activity online. Blogs and online organizations offer forums where people can actively engage in progressive politics. Below is an example of a digital community with comments – real involvement from people talking about politics, policy, organizing, their lives, etc. The degree to which progressive blogs encourage active engagement in political dialogue has fueled their rapid growth over the past several years.



The single most important difference between the blogospheres is this: **the progressive blogosphere is introducing new actors into the political scene. The right-wing blogosphere is facilitating further organization of what was already a fairly coherent political world.**

IV. Early Conservative Dominance

When the first coherent study of the blogosphere was conducted in July of 2003, it revealed two important trends in the online political landscape.

- 1) **Blog traffic was highly concentrated in a small number of top-tier blogs.** In a ranking of the top 100 blogs by total traffic, blogs #7-100 combined had approximately the same number of page views as the top six.

- 2) **Conservative bloggers vastly outpaced of progressives in terms of total traffic.** The top ranked blog, an influential conservative site known as Instapundit, had as much traffic as the next five sites combined.

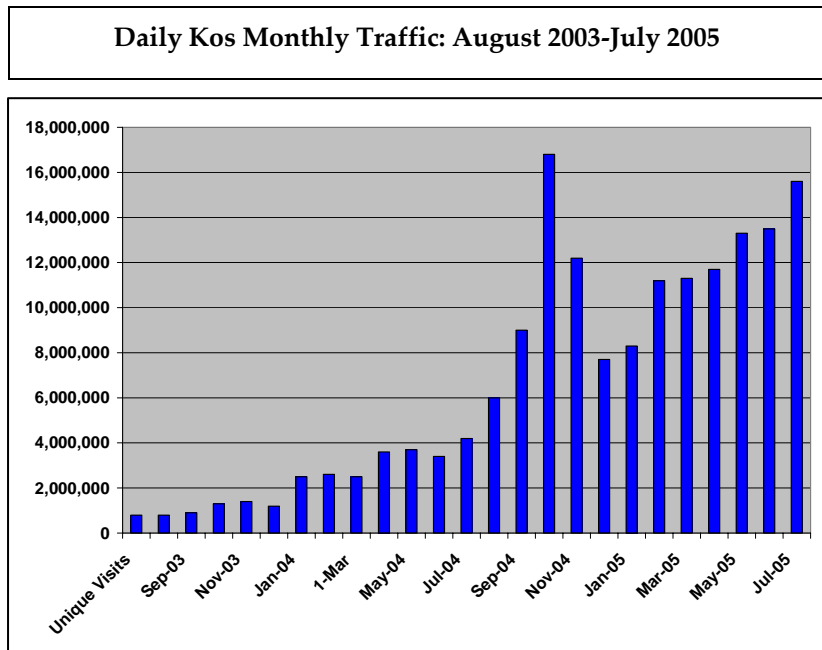
Although it is difficult to fully quantify these two trends, various studies suggest that as of 2003, the conservative blogosphere was between two and three times as large as the progressive blogosphere, and held a commanding lead in terms of overall traffic. For more detailed information on this study, click [here].

V. The Emergence of the Progressive Blogosphere

In the past two years, the political dynamics of the Internet have reversed themselves. According to research conducted by MyDD.com, as of July, 2005, the ninety-eight most trafficked progressive blogs totaled an amazing 15,181,649 page views per week, an average of over two million daily page views.³ That is over **five times** the size of the entire political blogosphere just two years ago.

By way of comparison, the top one-hundred and fifty conservative blogs had less than ten million page views per week during this period, and just over one million unique visits a day. In less than two years **the progressive blogosphere had grown from less than as big as the conservative blogosphere, to nearly double its size.**

Nowhere is this rise more apparent than in a direct comparison of the largest progressive and conservative sites. As previously discussed, two years ago, Instapundit was three times larger than any other blog. However, as of July, 2005, **the largest progressive blog, Dailykos, received more than four times as many montly visits.** It's important to



³ More information available at www.mydd.com.

remember that Instapundit is still growing. Over the last two years, it has almost doubled the size of its audience. **However, over the same period, Dailykos, now easily the largest political blog in the world, has increased its audience nearly thirty-times over.**

Other aspects of the digital political world reflect the same trends. The prominent message boards Free Republic (conservative) and Democratic Underground (progressive) are two of the largest online political centers. While Free Republic has been long understood to be the largest political community on the web, over the past two years, Democratic Underground has almost entirely closed the traffic difference with its conservative rival.

Progressives were not the early adapters to online communication. But they have become, in the parlance of Malcolm Gladwell, "The Early Majority."⁴

VI. All Blogs Rising

It is crucial to note, that the rapid growth of online political communities is not confined to the progressive blogosphere. **On the contrary, over the past two years, the traffic on the top 1,000 political blogs – both progressive and conservative – has risen from 500,000 unique visits per day to over 3,000,000.** While these visits remain clustered at the most popular blogs, 409 blogs have more than 1,000 unique visits per day, as compared to fifty-one two years ago.⁵

Progressive online communities are increasing their audience share at a much faster rate than the conservative blogosphere. It should be noted, though, that conservative blogs are neither stagnating nor declining in size, and it will require continued improvements of the progressive blogosphere to maintain the current advantage in size and growth rate. This will require building a competitive, structural advantage for progressive blogs in terms of free media, software upgrades and funding.

It is worth emphasizing that the bulk of online traffic in both the conservative and progressive blogospheres goes to a very small number of blogs. **According to a recent MyDD study 54.6% of conservative traffic and 69% of progressive traffic went to the top ten blogs representing their respective ideologies.**

⁴ See Malcolm Gladwell, *The Tipping Point*: Little, Brown and Company; New York, 2000

⁵ Statistics courtesy of www.truthlaidbear.com

Clearly, blogging is a world with a handful of haves, and a nearly uncountable number of have-nots. There are likely a few hundred thousand blogs in this country that talk about politics, but less than one-tenth of one percent of them account for more than 99% of all political blogging traffic.

VII. Blog Sprawl

What is concerning about the current distribution of traffic is that the smaller conservative blogs are much more numerous than the smaller progressive blogs. **A MyDD analysis showed that while progressives have an edge in overall traffic, there are more conservative blogs in the top 250 political blogs.**

Among the top forty blogs, progressives maintain a decided advantage – twenty-four to sixteen. However, among the next 210 blogs, conservatives hold a whopping 133 to 77 advantage.

This is significant since the smaller a blog is, the more locally focused it tends to be. An edge among small, local, political blogs also means an edge in small, local, political races. While progressives may have a marked advantage in overall blogosphere discourse, it could also be argued that conservatives are taking a decisive lead in the sort of targeted blogging that will provide them with real, tangible benefits in the 2005-2006 elections and beyond.

Pennsylvania offers a useful case study. Philadelphia is arguably the nation's progressive blogging capital. With at least fifteen of the one-hundred and three progressive blogs surveyed by MyDD, not to mention ten of the top fifty most trafficked left wing blogs, one might imagine that local Pennsylvania political blogs are dominated by progressives. Yet, the primary two sites dedicated to Pennsylvania statewide politics were Grassroots PA and Keystone politics, both of which are conservative. Even in a region steeped in popular left wing blogs, conservatives rule the local political blogosphere.

To a certain extent, this is likely the result of several large progressive blogs offering quick and easy ways to take part in large communities, a phenomenon that is not found nearly as often in the conservative online world. Whatever the cause, though, this is a serious problem that progressives must confront. **If they do not invest time, energy and resources building a local blog infrastructure superior to that currently possessed by conservatives, the comparative advantage of progressives' overall traffic lead will be significantly reduced.**

Appendix I: Engaging Bloggers In a Local Campaign

The power of a single blog is relatively small – it is the interlinking of blogs into a larger ‘blogosphere’ that is meaningful. To harness this power and use it to drive message, money and activism, you must invest in organizing this constituency. One cannot e-mail large national bloggers and expect their attention on local candidates or issues. Instead, you need to create your own blogosphere out of existing small and locally focused blogs, and invest time interacting with local online communities. This structure will in the end be of much more use to you. **It is important to remember at all times that bloggers are both campaign activists, and a sort of journalist.** They can be your friends, but are also third-party observers of your campaign. Here are some tips on interacting with these unique communities:

- 1) Hire a ‘Netroots Coordinator’ and be prepared to work with him or her on money, messaging and organizing. Most organizations hire one and relegate them to a position where they are asked simply to raise money. If you follow this model it is not worth engaging the blogs. A good Netroots Coordinator can deliver messaging, media, and money.
- 2) Put up a link on your web site that says ‘Got a blog?’ Ask for bloggers to give you their name, email, IM, and blog address. This list is valuable – it is the list of bloggers who are interested in your issue.
- 3) Take your list of bloggers and add them to your press release list. Call through to introduce yourself, and invite them to cover events, and if possible give them press passes and access.
- 4) Read the blogs who sign up. If you use an ‘aggregator’ such as www.bloglines.com, you can read many more blogs much more quickly. Get a sense of who is on your side and who is not. Go into the comment section of various blogs and add comments when relevant.
- 5) Hold conference calls with your strategists/candidate. Treat bloggers like friends and allies, but also realize you are on the record.
- 6) Periodically do a ‘blog round-up’ where you email interesting blog posts on your issue to all the bloggers as well as internally.
- 7) Link to interesting blog posts from your web site/blog; make sure you link to a few posts that disagree with you. This will lend your online presence more credibility.
- 8) Listen and respond to criticism. These are your friends and often not that experienced in politics – treat them like they are here to learn, not like they are cynical, hard-boiled reporters.

Appendix II: Progressive and Conservative Netroots' Advantages

Progressive Advantages:

1) Website investment. Progressive bloggers have been extremely innovative in developing and implementing website software that produces more flexible, interactive, attractive and powerful websites from which to run their blogs.

2) Intra-blog communities. Progressive blogs allow for greater interactivity with bloggers in their websites, including more comments, diaries, polls, requests for feedback, and chatting features that allow for the creation of communities within individual blogs.

3) Partisan. Progressive blogs are far more likely to identify with the Democratic Party than conservative bloggers are to identify with the Republican Party. This leads to greater contact between progressive bloggers and the Democratic Party than conservative bloggers have with the Republican Party. It also means more influence.

4) Activist. By every measure of political activism, progressive blog readers and bloggers are more politically active than their conservative counterparts. Progressive bloggers also engage in far more direct electoral activism than conservative bloggers, who engage in almost none.

5) Meritocracy. New progressive blogs are more likely to become “A-list” blogs than are new conservative blogs. Half of the highest trafficked progressive blogs were founded within the last sixteen months—eight of the ten most trafficked conservative blogs are over three years old. Also, the “recommended diary” feature on many progressive blogs allows the community to decide what posts receive more attention, rather than just the site managers.

Conservative Advantages:

1) Local focus. Conservative blogs are more likely to take a local focus than progressive blogs, and to create strong, local blog rings.

2) Integration with Republican message machine. Republican blogs are better able to influence stories in the mainstream media due to their near total integration with existing forms of conservative, alternative media and the Republican Noise Machine in general.

3) Inter-blog communities. Conservative blogs have a tendency to link to discussions on other blogs more often than progressive blogs.

4) Free media. Despite their smaller size, conservative blogs receive far more praise from established media outlets than their progressive counterparts. This includes more interviews and more airtime on “inside the blogs” segments. This is almost certainly related to their integration with the Republican Noise Machine.

Appendix III: Top Progressive Political Blog and Netroots Sites

Blog	Weekly Views	URL	Main Contacts	E-mail	Areas of Focus	Site type
Dailykos	3,836,836	www.dailykos.com/			General Politics	Community
Democratic Underground	1,563,608	www.democraticunderground.com/	David Allan	skinner@democraticunderground.com	General Politics	Community
Raw Story	1,053,974	www.rawstory.com	John Byrne	Editor@rawstory.com	General Politics, News	News Site
Talking Points Memo	1,003,788	Talkingpointsmemo.com/	Joshua Marshall	comments@talkingpointsmemo.com	General Politics	Commentary
Eschaton	881,225	atrios.blogspot.com/	Duncan Black	eschatonmail@comcast.net	General Politics	Community
Crooks and Liars	580,118	www.crooksandliars.com/	John	crooksandliars@gmail.com	Anti-Bush	Magazine
Americablog	517,490	www.americablog.org/	John Aravosis	americablog@starpower.net	General Politics	Magazine
Smirking Chimp	473,568	www.smirkingchimp.com/		contact@smirkingchimp.com	General Politics	Community
Wonkette	458,164	www.wonkette.com/	Ana Marie Cox	Press@wonkette.com	Gossip	Magazine
Metafilter	436,920	www.metafilter.com/			Random	News Site

TPM Café	424,084	www.tpmcafe.com/	Joshua Marshall		General Politics	Community
Washington Monthly	280,291	www.washingtonmonthly.com/	Kevin Drum	calpundit@cox.net	General Politics	Commentary
MyDD	274,392	www.mydd.com/	Christopher Bowers	christopher_j_bowers@yahoo.com	General Politics	Community
Swing State Project	215,132	www.swingstateproject.com/		davidnyc@swingstateproject.com	Electoral Politics	Magazine
Drudge Retort	213,407	www.drudge.com/	the drudge retort		General Politics	News Site
Informed Comment	187,237	www.juancole.com/	"Informed Comment" jricole @yahoo.com	Jricole @yahoo.com	Middle East, International Affairs	Commentary
Politics1	181,378	politics1.com/	Ron Gunzburger publisher @politics1.com	Publisher @politics1.com	General Politics	Magazine
The Agonist	158,592	www.agonist.org/	Media @agonist.org	Media @agonist.org	Politics, International Affairs	Community
Talk Left	144,339	talkleft.com/	Jeralyn Merritt, talkleft @aol.com	talkleft@aol.com	Politics, Justice system	Commentary

Dem Bloggers	141,212	www.dembloggers.com/		contact.dembloggers@gmail.com	General Politics	Community
Political Wire	133,217	politicalwire.com/	Tips@politicalwire.com	Tips@politicalwire.com	General Politics	News Site
BartCop	128,614	www.bartcop.com/		Bartcop@bartcop.com	Politics, Humor	Magazine
Hullabaloo	127,687	digbysblog.blogspot.com/		Digby@writeme.com	General Politics	Magazine
One Good Move	121,581	onegoodmove.org/1gm/				
Cursor.org	103,098	www.cursor.org/		Mediapatrol@cursor.org	Politics, Media, Middle East	Magazine
This Modern World	98,990	www.thismodernworld.com/		Tomtomorrow@ix.netcom.com	General Politics	Commentary
Jesus' General	91,811	patriotboy.blogspot.com/		jcchristian@charter.net	Politics, Humor	Commentary
Booman Tribune	89,340	www.boomantribune.com/		admin@boomantribune.com	General Politics	Community
Democrats.com	89,129	democrats.com/	www.democrats.com/contact		General Politics	Community
Brad Blog	83,125	www.bradblog.com/	Brad Friedman	TheBradBlog@cville.com	General Politics	Commentary

Steve Gillard	81,418	stevegilliard.blogspot.com/	Steve Gillard	Stevenewsblog@yahoo.com	General Politics	Magazine
Tbogg	77,800	tbogg.blogspot.com/		Tbogg@hotmail.com	General Politics	Commentary
The Left Coaster	70,413	www.theleftcoaster.com/	Steve Soto	ssoto1957@aol.com	Politics, Western Politics	Magazine
David Corn	65,310	www.davidcorn.com/	David Corn		General Politics	Commentary
Buzzflash	65,000	www.buzzflash.com/	www.buzzflash.com/contact/general.html		News	News Site
Pandagon	64,406	www.pandagon.net/		Pandagon@gmail.com	General Politics	Magazine
TAPPED	64,406	www.prospect.org/weblog/	Jeffrey Dubner	Tapped@prospect.org	General Politics	Magazine
Rude Pundit	62,220	rudepundit.blogspot.com/		Rudepundit@yahoo.com	Politics, Humor	Commentary
Brad DeLong	60,000	www.j-bradford-delong.net/movable_type/	Brad DeLong	delong@econ.berkeley.net	Economic, Politics	Commentary
Fables of the Reconstruction	57,424	mithras.blogs.com/blog/				
Feministing	54,591	feministing.com/		Jessica@feministing.com	Politics, Feminism	Magazine

Liberal Oasis	54,588	www.liberaloasis.com/		Contact @liberal oasis.com	General Politics	Magazine
Roger Ailes	49,837	rogerailes.blogspot.com/				
Carptebagger Report	47,720	www.thecarpetbaggerreport.com/	www.thecarpetbaggerreport.com/?page_id=4045		General Politics	Commentary
Sadly, No!	46,390	www.sadlyno.com/		Brad @sadlyno.com	Politics, Humor	Magazine
Majikthise	43,461	Majikthise.typepad.com/		frege@mac.com	General Politics	Commentary
Mathew Good	30,000	matthewgood.org/mblog/				
Oliver Willis	28,856	www.oliverwillis.com/	Oliver Willis	owillis@gmail.com	Politics, Media	Commentary
Bitch Ph.D.	28,678	Bitchphd.blogspot.com/		Bitchphd@yahoo.com	Politics, Feminism	Commentary
First Draft	27,086	www.first-draft.com/		first_draft_blog@yahoo.com	General Politics	Magazine
Ezra Kelin	26,985	Ezraklein.typepad.com/	Ezra Klein	ezrak@ucla.edu	General Politics	Commentary
Orcinus	26,437	Dneiwert.blogspot.com/	David Neiwart	Dneiwert@hotmail.com.	Politics, Media	Commentary
The Poor Man	26,334	www.thepoorman		Theeditors	Politics, Humor	Magazine

		.net/		@comcast.net		
The Cynical-C	25,850	www.cynical-c.com/				
DC Media Girl	25,245	www.dcmegiagirl.com/		Dcmegiagirlmail@gmail.com	Politics, Media	Commentary
The Gadflyer	24,277	gadflyer.com/		editor@gadflyer.com	General Politics	Magazine
Hoffmania	24,109	Hoffmania.typepad.com/		Hoffmanblog@earthlink.net	General Politics	Commentary
The Blogging of the President	22,281	www.bopnews.com/	Matt Stoller	matt@bopnews.com	Politics, Media	Magazine
Shakespeare's Sister	21,034	shakespearessister.blogspot.com/		Shakespeares_sister@comcast.net	Politics, Feminism	Commentary
Angry Bear	20,836	www.angrybear.blogspot.com/				
T Rex	20,683	quinnell.us/				
Balkinization	20,230	balkin.blogspot.com/				
Suburban Guerilla	19,732	www.susie madrak.com/	Susie Madrak		General Politics	Commentary
The Next Hurrah	19,672	thenexthurrah.typepad.com/the_next_hurrah/		Thenexthurrah@yahoo.com	General Politics	Magazine
All Spin Zone	19,185	www.allspin	Richard Cranium	Allspinzone	General Politics	Community

		zone.com/blog/		@yahoo.com		
The Oil Drum	18,877	theoildrum.blogspot.com/				
Blue Oregon	18,559	www.blueoregon.com/	www.mandatemedia.com/cgi-bin/display.cgi?page=contactus		Oregon Politics	Magazine
lies.com	18,470	www.lies.com/				
Progressive Review	17,713	prorev.com/				
BAGnews and Notes	17,519	www.bagnewsnotes.com/	Michael Shaw	Mshaw@bagnews.com	Politics, Humor	Commentary
Capitol Buzz	17,165	www.capitolbuzz.blogspot.com/				
Rising Hegemon	16,857	rising-hegemon.blogspot.com/		attaturk2004@yahoo.com	General Politics	Magazine
Skippy the Bush Kangaroo	16,712	Xnerg.blogspot.com/		Skippybkroo@aol.com	Politics, Humor	Commentary
Corrente	16,098	Corrente.blogspot.com/		Correnteblog@yahoo.com	General Politics	Magazine
annatopia	16,073	annatopia.com/	Anna	Team@annatopia.com	General Politics	Commentary
Political Strategy	16,000	www.politicalstrategy.org/				

Burnt Orange Report	15,772	www.burntorangereport.com/	Andrew Dobbs	Andrewdobbs2004@yahoo.com	Politics, Texas Politics	Magazine
Off the Kuff	15,436	www.offthekuff.com/mt/		kuff@offthekuff.com	General Politics	Commentary
American Street	15,404	www.reachm.com/amstreet/			General Politics	Magazine
The Swift Report	14,268	Swiftreport.blogs.com/				
Fafblog!	14,207	fafblog.blogspot.com/		Fafthehappypizza@gmail.com	Politics, Humor	Commentary
The Sideshow	13,806	sideshow.me.uk/				
Blog Active	13,636	www.blogactive.com/		Blogactive@blogactive.com	Activism, Politics, LGBT issues	Magazine
PinkDome	13,527	pinkdome.com/		Rawhidepinkdome@gmail.com	texas politics	Magazine
Bob Harris	12,853	www.bobharris.com/				
Mahablog	12,215	www.mahablog.com/	Barbara O'Brian	Maha@mahablog.com	General Politics	Commentary
War and Piece	11,917	warandpiece.com/	Laura Rozen	Laura@warandpiece.com	foreign policy	Commentary
The Democratic Daily	11,877	blog.thedemocraticdaily.com/	Sandy Todd	sandy@lightupthedarkness.org	General Politics	Magazine

Rox Populi	11,846	Roxanne .typepad.com/	Roxanne Cooper	roxanne@ roxannecooper.com	General Politics	Commentary
Needlenose	11,695	www.needle nose.com/			General Politics	Magazine
Culture Kitchen	11,239	www.culture kitchen.com/	Liza Sabater	blogdiva@ culturekitchen.com	Politics, Feminism	Magazine
Erin Beckenfield	10,500	radio.weblogs.com /0107064/				
Ed Cone	10,307	radio.weblogs.com /0107946/	Ed Cone radio.xmlstorage system.com/rcs Public/mailto ?usernum =0107946		General Politics	Commentary
Discourse.net	10,216	www.discourse.net/				
eTalkinghead	10,000	www.etalting head.com/				
Rooftop Report	9,509	www.rooftop report.com/		Rooftopreport @gmail.com	General Politics	Commentary
MaxSpeak, You Listen!	9,882	maxspeak.org/mt/		Max @maxspeak.org	Politics, Economics	Commentary
Just a Bump in the Beltway	9,814	www.node 707.com/				
Pam's House Blend	9,487	www.pams house blend.com/		Pam @pams paulding.com	Politics, Feminism, LGBT	Commentary

Billmon	Unranked	www.billmon.org		moonofA@aol.com	General Politics	Commentary
James Wolcott	Unranked	jameswolcott.com/		James @jameswollcott.com	Politics, Humor	Commentary
Body and Soul	Unranked	Bodyandsoul .typepad.com/		Jeanned orleans @aol.com	General Politics	Commentary
Liberal Street Fighter	Unranked	Liberalstreet fighter.com/			General Politics	Community
Unbossed	Unranked	www.unbossed.com/		em@unbossed.com	General Politics	Community
Wampum	Unranked	wampum.wabanaki.net/		Wampum @main.rr.com	Politics, Native American Issues, Autism Advocacy	Magazine

Appendix IV: Democratic Institutional Blogs

Democratic Institution	Blog	Traffic	URL
Center for American Progress	Think Progress		http://thinkprogress.org/
Democracy for America	Blog for America		http://www.blogforamerica.com/
DCCC	The Stakeholder		http://blog.dccc.org/mt/
Democratic Leadership Council	Bull Moose		http://www.bullmooseblog.com/
Democratic Leadership Council	New Donkey		http://www.newdonkey.com/
DNC	Kicking Ass		http://www.democrats.org/blog.html
DSCC	From the Roots		http://www.fromtheroots.org/
NDN	NDN Blog		http://www.ndnblog.org/
Ruy Teixeira	Donkey Rising		http://www.emergingdemocraticmajorityweblog.com/donkeyrising/

Appendix V: Top Conservative Political Blog and Netroots Sites

Righty Netroots	Traffic	URL
Total	9,606,081	
Free Republic	NA--but huge	http://www.freerepublic.com/focus/f-news/browse
Instapundit	916,976	http://instapundit.com/
Little Green Footballs	744,717	http://littlegreenfootballs.com/weblog/
Michelle Malkin	633,187	http://michellemalkin.com/
Powerline	624,331	http://powerlineblog.com/
Riehl World View	521,138	http://www.riehlworldview.com/
Red State	318,170	http://www.redstate.org/
Captain's Quarters	253,894	http://www.captainsquartersblog.com/mt/
PoliPundit	253,697	http://polipundit.com/
Andrew Sullivan	229,729	http://www.andrewsullivan.com/
Hugh Hewitt	215,408	http://www.hughhewitt.com/
Volokh Conspiracy	205,292	http://volokh.com/
Kim Du Toit	203,863	http://www.kimdutoit.com/ee/
Day by Day Cartoon	197,804	http://www.daybydaycartoon.com/
Wizbang!	151,540	http://wizbangblog.com/
Scared Monkeys	129,268	http://www.scaredmonkeys.com/
Roger L. Simon	104,278	http://www.rogersimon.com/
The Political Teen	100,737	http://thepoliticalteen.net/
Ankle Biting Pundits	93,399	http://www.anklebitingpundits.com/
Men's News Daily	91,010	http://mensnewsdaily.com/
Tim Blair	90,625	http://timblair.net/
The Belmont Club	90,441	http://www.fallbackbelmont.blogspot.com/
Blackfive	87,741	http://www.blackfive.net/
Scrapple Face	86,883	http://www.scrappleface.com/
Ace of Spades HQ	84,512	http://www.ace.mu.nu/
The Jawa Report	82,369	http://mypetjawa.mu.nu/
Right Wing News	81,570	http://www.rightwingnews.com/

The Truth Laid Bear	79,057	http://www.truthlaidbear.com/
The Politburo Diktat	78,332	http://acepilots.com/mt/
Tacitus	76,023	http://www.tacitus.org/
Brian Maloney	73,754	http://radioequalizer.blogspot.com/
Outside the Beltway	72,188	http://outsidethebeltway.com/
Balloon Juice	70,285	http://www.balloon-juice.com/
Vodka Pundit	69,432	http://www.vodkapundit.com/
Liberty News Forum	68,453	http://www.libertynewsforum.com/
protein wisdom	68,279	http://www.libertynewsforum.com/
Althouse	64,028	http://althouse.blogspot.com/
Winds of Change	61,597	http://www.windsofchange.net/
a small victory	59,459	http://asmallvictory.net/
Mudville Gazette	58,700	http://www.mudvillegazette.com/
Rantburg	58,544	http://www.rantburg.com/
Just One Minute	56,816	http://justoneminute.typepad.com/
How Appealing	52,678	http://appellateblog.blogspot.com/
Michael J. Totten	50,959	http://michaeltotten.com/
Citizen SMASH	50,793	http://www.lt-smash.us/
IMAO	47,799	http://imao.us/
Digger's Realm	47,196	http://www.diggersrealm.com/mt/
Chrenkoff	47,121	http://chrenkoff.blogspot.com/
Anti-Idiotarian Rottweiler	45,038	http://www.nicedoggie.net/
The anchoress	43,475	http://www.theanchoressonline.com/
Sound Politics	41,827	http://www.soundpolitics.com/
Stryker Brigade News	41,223	http://www.strykernews.com/
Austin Bay Blog	40,007	http://austinbay.net/blog/
The Daily Ablution	38,754	http://dailyablution.blogs.com/
Betsy's Page	33,928	http://betsyspage.blogspot.com/
Gateway Pundit	33,764	http://gatewaypundit.blogspot.com/
Iraq the Model	33,646	http://iraqthemodel.blogspot.com/
Le Shawn Barber's Corner	33,079	http://www.lashawnbarber.com/
The Agitator	32,863	http://www.theagitator.com/

Daily Pundit	32,437	http://www.dailypundit.com/
Dean's World	31,981	http://www.deanesmay.com/
Private Papers	31,681	http://www.victorhanson.com/
Aaarrggh!!	31,537	http://www.thedonovan.com/
Townhall Blog	30,000	http://soapbox.townhall.com/
Professor Bainbridge	29,883	http://www.professorbainbridge.com/
Patrick Ruffini	29,370	http://www.patrickruffini.com/
Blogs of War	29,195	http://blogsofwar.com/
small dead animals	28,865	http://www.smalldeanimals.com/
The Remedy	28,000	http://www.claremont.org/weblog/
Conservative Life	26,859	http://www.conservativelife.com/blog/
Daniel Drezner	26,618	http://www.danieldrezner.com/blog
Hog on Ice	26,266	http://www.hogonice.com/
The Fourth Rail	26,234	http://billroggio.com/
The Sawn Patrol	25,500	http://dawneden.com/blogger.html
Patterico's Pntifications	25,434	http://patterico.com/
Hyscience	24,201	http://www.hyscience.com/
Stop the Bleating	22,500	http://stopthebleating.typepad.com/stop_the_bleating/
Right Thinking from the Left Coast	22,171	http://www.right-thinking.com/
Right Thoughts	21,723	http://right-thoughts.us/
Radio Blogger	21,410	http://www.radioblogger.com/
Tom McMahon	21,444	http://www.tomcmahon.net/
Publius Pundit	21,323	http://www.publiuspundit.com/
INDC Journal	20,314	http://www.indcjournal.com/
One Hand Clapping	19,689	http://www.donaldsensing.com/
The Hedgehog Report	19,322	http://www.davidwissing.com/
Angry in the Great White North	19,161	http://angrygwn.mu.nu/
Museum of Left-Wing Lunacy	18,856	http://www.museumofleftwinglunacy.com/
Cathy's World	18,645	http://cathyseipp.journalspace.com/
Daly Thoughts	18,450	http://dalythoughts.com/
Grouchy Old Cripple	17,963	http://www.grouchyoldcripple.com/

Vox Populi	17,888	http://voxday.blogspot.com/
Qando	17,708	http://www.qando.net/
Iowahawk	16,371	http://iowahawk.typepad.com/
Boi from Troy	16,369	http://boifromtroy.com/
Pardon My English	16,326	http://www.pardonmyenglish.com/
Shot in the Dark	16,278	http://www.shotinthedark.info/
Silent Running	16,000	http://silentrunning.tv/
Asymmetrical Information	15,439	http://www.janegalt.net/
Tim Worstall	15,323	http://timworstall.typepad.com/timworstall/
Kathleen Keating	14,793	http://www.kathleenkeating.com/site/modules/weblog/
Stop the ACLU	14,749	http://www.stoptheaclu.com/
In the Bullpen	14,700	http://www.inthebullpen.com/
Babalu Blog	14,591	http://www.babalublog.com/
Pejmanesque	14,560	http://www.pejmanesque.com/
Moorewatch	14,486	http://www.moorewatch.com/
Murdoc Online	14,082	http://www.murdoconline.net/
GrassrootsPA	14,059	http://www.grassrootspa.com/
The Curt Jester	13,909	http://www.splendoroftruth.com/curtjester/
Barking Moonbat	13,844	http://www.barking-moonbat.com/
Midwest Conservative Journal	13,713	http://mcj.bloghorn.com/
Beautiful Atrocities	13,500	http://www.beautifulatrocities.com/
Rathergate	13,151	http://www.rathergate.com/
the evangelical outpost	12,713	http://www.evangelicaloutpost.com/
Tiger Hawk	12,241	http://www.tigerhawk.blogspot.com/
Galley Slaves	11,593	http://galley slaves.blogspot.com/
The Daily Brief	11,565	http://www.sgtstryker.com/
Intel Dump	11,500	http://www.intel-dump.com/
Southern Appeal	11,483	http://southernappeal.blogspot.com/
Alarming News	11,440	http://www.alarmingnews.com/
GOP Bloggers	11,380	http://www.gopbloggers.org/
Conservative Grapevine	11,205	http://www.conservativegrapevine.com/
Chicago Boyz	10,917	http://www.chicagoboyz.net/

Mountaineer Musings	10,320	http://mountaineermusings.com/
Damnation!	10,047	http://www.damianpenny.com/
Fraters Libertas	10,042	http://www.fraterslibertas.com/
Boots and Sabres	9,986	http://www.bootsandsabers.com/
Classical Values	9,725	http://classicalvalues.com/
Bill Hobbs	9,705	http://billhobbs.com/
Baldilocks	9,672	http://baldilocks.typepad.com/