



WebMap of Most INFLUENTIAL Sites for Search Term "David Cameron Tory Conservative Policy" on 1.12.06

Ranking	URL	Share of Influence
1	http://iaindale.blogspot.com	42%
2	http://conservativehome.blogspot.com	26%
3	http://www.ukiphome.com	6%
4	http://en.wikipedia.org/wiki/David_Cameron	5%
5	http://devilskitchen.blogspot.com	4%
6	http://timesonline.typepad.com	3%
7	http://blamerbellbriefs.blogspot.com	3%
8	http://www.ukpollingreport.co.uk	3%
9	http://abercf.blogspot.com	2%
10	http://theappallingstrangeness.blogspot.com	2%

Commentary : when we re-work the map, this time using a measure of how "central" the sites are to this particular community, we discover that it is the bloggers who dominate, with the official Conservative sites and the main stream media being on the sidelines of the conversation. Notably, two "power blogger" sites emerge - the Big Spiders with the best on-line networks. What this suggests is that while they may not be the most famous or popular (in a general visibility sense) these two power bloggers are the most "influential" in the on-line debate about Tory issues. Thus the rise of the political blogger is not "business as usual" and all politicians do need to engage with powerful "citizen journalists".