

Who reads the political blogs and why? Some evidence

LSE blogs.lse.ac.uk/polis/2008/09/24/who-reads-the-political-blogs-erhacks-of-all-sorts/

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Britain's highest profile political blog [Guido Fawkes](#) has just published the list of who reads its daily diet of right-wing comment, reporting and satire. The answer is hacks. Journalistic, political and academic hacks.

Top of the [list](#) of who has clicked from which servers is the Houses of Parliament followed by the BBC, the Conservative Party and Oxbridge with The Guardian and News International close behind. Lehman brothers are at number 32.

It is a quality advertiser's dream of a pool of influential people interested in current affairs. Which is probably why Paul Staines bothered to get the information. But it also shows how my idea of [Networked Journalism](#) works.

Guido is connecting the Establishment together in an interactive way that allows them a relatively open and accessible platform. It also allows the rest of us to see what they are thinking and join in.

Read the full list [here](#).

As for 'why' people read blogs, here's a Networked Journalism answer from one of the commentators on Guido's article:

*"...apart from the therapeutic effects of a good old moan, JUST MAYBE ideas, rants, criticisms, suggestions, moods, etc. will be picked up by those who CAN do something and have more power than we here to do so. Or what would you have us do? Stand outside Parliament with a f**king automatic rifle taking potshots at Labour MPs. Nice idea, probably, but for most of us, somewhat impractical and not recommended."*

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