Much has been said about the power of new communication technologies, particularly the Internet, to reshape politics – from its impact on vital democratic processes, such as political participation and deliberation, to its mobilizing function in large-scale social movements. Considerably less attention has been paid to the role of the Internet in changing the very fabric of the political organizations that can foster such outcomes. It is this organizational layer of American politics that David Karpf sets out to explore in *The MoveOn Effect: The Unexpected Transformation of American Political Advocacy*. In particular, the author seeks to understand how political organizations emerging in the early 2000s have harnessed technological affordances for political mobilization.

The book is conceptually divided into three parts. The opening chapter introduces broad assumptions about Internet effects on politics, and briefly describes the emerging online ecology of American political organizations. The next three chapters offer detailed insights into three distinct models of Internet-mediated political organizations, or “netroots”, and their use of technology via representative case studies. The last three chapters are devoted to exploring “netroots infrastructure organizations,” or the organizations that provide netroots with infrastructure support, as well as the perceived gap between liberals and conservatives in organizational infrastructure. Concluding thoughts concerning the problematic aspects as well as the hopeful prospects of the Internet’s role in politics are presented in the end.

In order to clearly position the main thesis of *The MoveOn Effect*, Karpf starts out by debunking two of the most prevalent myths about...
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