



# **Cameron's Conservatives and the Internet: Change, Culture and Cyber Toryism**

*Anthony Ridge-Newman*

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The internet is changing the way many of us interact and communicate. But how is it impacting on more historically traditional institutions like the British Conservative Party?

As more web-applications spring up as part of our everyday lives, how are political parties responding to these wider changes in the ways in which we interface with technology and one another?

Using David Cameron's Conservative Party as a case study, the book examines the role of specific internet technologies like blogs, email, ConservativeHome, Facebook, MyConservatives, Twitter and WebCameron in the organizational culture of the Tory Party. Benefitting from both academic and party insider perspectives, the book presents the case for the emergence of a new technological subculture within the party, namely 'Cyber Toryism'.

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