

The Department of American Studies, the American Corner Innsbruck and the Center for Inter-American Studies at the University of Innsbruck cordially invite you to a talk by

Professor Mark NUNES

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**The Crowdsourced Archive:
Mobile Media, Appalachian Photography, and the Local(ized) Frame**

Tuesday, November 21, 2017, 6.00pm (18.00 Uhr)
HS 7, Lecture Hall 7, Humanities Building

As mobile devices have proliferated, so too have the number of images that attempt to document a sense of place. These images are contributing to a growing visual database of how individuals see a region or a location. In this presentation, I will discuss how mobile devices are transforming our relationship to the archival image. As a case study, I will explore images of Appalachia circulated through social media. The visual encoding of Appalachia has tended to reinforce and recirculate images of a rugged, yet pristine landscape, and a people who are portrayed in equal mixtures of pride and deprivation, perseverance and lack. I will discuss Roger May's *Looking at Appalachia*, a "crowdsourced image archive" of over four hundred photographs taken by some one hundred professional and amateur photographers that forces its viewers to question what we see when we look at images of the region. I will argue that social media photography, as a highly situated everyday media art practice, provides an opportunity for a range of digital humanities projects that seek to collect, preserve, query, and re-use visual representations of regional culture, local histories, and a sense of place.

Mark Nunes teaches courses in Social Media & Community Engagement, Internet Studies, Documentary Studies, and Story & Medium at the Appalachian State University. He is author of *Cyberspaces of Everyday Life* (Minnesota UP, 2006) and editor of the collection of essays entitled *Error: Glitch, Noise, and Jam in New Media Cultures* (Bloomsbury, 2010). Other recent publications include: "Ways of Unseeing: Crowdsourcing the Frame in Roger May's *Looking at Appalachia*" in *Southern Spaces* (forthcoming); and "Selfies, Self-Witnessing, and the 'Out of Place' Digital Citizen" in *Selfie Citizenship* (Palgrave McMillan, 2017.)

Univ.-Prof. Dr. Gudrun Grabher
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Ass.-Prof. Dr. Margaret Davidson
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