



Animating Archives: Making New Media Matter
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“Public Records/Secret Publics: Information Architecture for New Political Subjects”

This paper/presentation will address the potential for making new media matter (suggested in the conference title) at sites of social injustice. Can information architecture expand the public sphere, reveal human rights abuses, represent marginalized communities, enable new political subjects and expose social injustice at critical “sites” of public interest and responsibility? Certainly, new media technologies allow us to rethink the strategies of processes of documentation, narration, historicization – even of the structuring of a political argument - in terms of participation and multi-vocality. Can new media effectively provide the public of the “first” world with an immersive experience of the “third” world within it – our “secret publics”?

The author will present the online audio archive project “Blood Sugar” as an example of a new media documentary that attempts to catalyze political action and influence the development of just and sustainable public policy.