COLLECT YOURSELF

Data Storage Centers as the Archive's Underbelly
DIGITAL ARCHIVE

practice

theory

impact
DIGITAL ARCHIVE

practice  theory  impact

social  environmental  political  personal
We've come to understand Facebook as a social network...
We've come to understand Facebook as...
Facebook accounts for 1 out of every 7 minutes spent online...

(Protalinski, 2011)
We collectively “like” things 2 million times a minute...
(Leber, 2012)
We upload 3000 photos to Facebook every second...

(Petapixel, 2012)
We ingest more than 500 terabytes of data every day...

(Chan, 2012)
It takes about 1 pound of coal to create, package, store and move 2 megabytes of data...

(Coal Facts, 2008: West Virginia Coal Association)
Facebook’s US-based data centers are each consuming the electricity of approximately 30,000 US homes

(Greepeace Report, How Dirty is your Data? 2011)
What kind of infrastructure and technologies are required to host such large amounts of ‘free’ information, offering up data so rapidly, across so many platforms?
How are Facebook’s servers powered?
How many servers does Facebook have?
Where are Facebook’s servers located?

Prineville, OR, USA

Forestville, NC, USA

Luleä, SWEDEN
Facebook in Lulea SWEDEN
What’s the relationship between these (dislocated) data centers and the archive?
What choices are we making about the way our lives are archived through Facebook?
What are our expectations of the always on always available archive?
Who benefits?
What are the costs?
How is the impact measured?
Why does this matter?
DIGITAL ARCHIVE

instant
always on
dis connect
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