

## Use the Digital by Jonny Berliner and Mark Graham

**Intro – C C/B Am G D C**

**G C G**

If you're looking at a map, whether paper or an app,

**D**

It'll tell you where to go from where you be,

**G B7 Em C**

The world is physical but it's also digital,

**G D C**

Let's look at internet cartography,

All maps will tell a lie, and here's the reason why,

They select the information that you see,

So, the folks who make the map, control our interactions,

**G D G**

With each other and our own locality.

What to think and what to do, where you should be going to,

We often ask the internet's advice,

The first advice on which you click is the one you often pick,

When search results are in do you think twice?

But internet geography, is allowing us to see,

Advice we get is always kinda skewed,

Breeding inequality, less opportunity,

And less voice for the folks who aren't as viewed.

### **Chorus**

**C G**

If you want to see more equality,

**B7 Em**

Recognise the internet's physicality,

**C C/B Am G**

Question all the data, be a content generator,

**C C/B D C**

Use the digital to make the world, the world you want to see.

A web geographer will get themselves a code that scrapes the net,

And gives them data 'bout the digital terrain,

For instance, Wikipedia has less on all of Africa,

Combined than can be found on the Ukraine,

Only 1 in 5 of edits on the Middle East are credited,

To the locals who are really in the know,

Do you want Google to determine, from the language used to search in,

The sort of place it thinks you want to go.

### **Chorus**

#### **Instrumental**

So, remember you should question, every digital suggestion,

And the algorithm that gave it to you,

If you're too reliant, on a few internet giants,

Your data gives them power to abuse,

Don't be under-represented, and never be contented,

With a story someone else has made for you,

Making your own contributions keeps the data distribution,

More inclusive of your truth and point of view.

**Chorus x 2**