Do No Harm with Data Viz

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As an Indian woman, I can confirm that too much of my time is spent hiding behind a rock praying the terrifying gang of international giant ladies and their Latvian general don't find me.
“If I were one of the data points on this data visualization, would I feel offended?”

-Kim Bui
Using Language with an Equity Awareness
Using language with an equity awareness

Does my title, annotations, notes, etc. explicitly mention forces of oppression and historical context?

Do my labels use **people-first language**?

Do my labels reflect the terms the community I’m visualizing **prefer**?
Example taken from *Data Feminism* by Catherine D'Ignazio and Lauren Klein
Ordering Data Purposefully
9. What is Person 1’s race?
Mark [x] one or more boxes AND print origins.

- [ ] White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

- [ ] Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

- [ ] American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

- [ ] Chinese
- [ ] Filipino
- [ ] Asian Indian
- [ ] Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.

- [ ] Vietnamese
- [ ] Korean
- [ ] Japanese
- [ ] Native Hawaiian
- [ ] Samoan
- [ ] Chamorro
- [ ] Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc.

- [ ] Some other race – Print race or origin.
IN PERSON VERSION:
(SHOW CARD 20)
Please look at this card. Which of these categories do you feel best describe you: (white, black or African-American, Hispanic or Latino, Asian, American Indian or Alaska Native, Hawaiian Native or other Pacific Islander, or another race?)

TELEPHONE VERSION:
Which of these categories do you feel best describe you: white, black or African-American, Hispanic or Latino, Asian, American Indian or Alaska Native, Hawaiian Native or other Pacific Islander, or another race?

CODE ALL THAT APPLY: CODE RESPONSES IN THE ORDER THEY ARE GIVEN

1. *WHITE (INCLUDE MIDDLE EASTERN/ARAB WITH WHITE);
   Caucasian
2. *BLACK/AFRICAN-AMERICAN
3. *HISPANIC/LATINO
4. *ASIAN
5. *AMERICAN INDIAN/ALASKA NATIVE
6. *NATIVE HAWAIIAN/PACIFIC ISLANDER
-7. *OTHER
0. Inap. (/no further responses)

*********************************************************************************
FOR THE PUBLIC DATA SET:
ONLY X6809 AND X6810 ARE INCLUDED.
FOR X6809, CODES 4, 5, AND 6 ARE COMBINED WITH CODE -7.
IF AN ADDITIONAL RESPONSE WAS GIVEN IN X6810–X6814, X6810 IS SET TO 1; OTHERWISE X6810 IS SET TO 5.
*********************************************************************************
L7. What is your race? Are you white, black, American Indian, Alaska Native, Asian, Native Hawaiian or Other Pacific Islander?

- ENTER all that apply
- PROBE: Any others?
- If R says something not listed in response options, record under [7. Other] and list response verbatim at "specify screen"

<table>
<thead>
<tr>
<th>1. White</th>
<th>2. Black, African-American, or Negro</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. American Indian or Alaska Native</td>
<td>4. Asian</td>
</tr>
<tr>
<td>5. Native Hawaiian or Pacific Islander</td>
<td>7. Some other race-specify</td>
</tr>
</tbody>
</table>
RACE

I am going to read you a list of five race categories. You may choose one or more races. For this survey, Hispanic origin is not a race. (Are/Is) (NAME/you) White; Black or African American; American Indian or Alaska Native; Asian; OR Native Hawaiian or Other Pacific Islander?

♦ Do not probe unless response is Hispanic or a Hispanic origin
Enter all that apply, separate with commas

1 White
2 Black or African American
3 American Indian or Alaska Native
4 Asian
5 Native Hawaiian or Other Pacific Islander
6 Other - DO NOT READ
Ordering data purposefully

Which group am I presenting first? Why?

Can my results be **ordered differently**?

- Does my study focus on a specific community?
- Is there a particular story or argument I am trying to tell?
- Is there a quantitative relationship (i.e., population size, effect size, etc) between groups? Can they be ordered alphabetically?
Considering the Missing Groups
“That which we ignore reveals more than what we give our attention do… Spots that we’ve left blank reveal our hidden social biases and indifferences.”

-Mimi Onuoha
Considering the missing groups

**Who** is missing from my data visualization?

Does my data visualization **acknowledge** groups or communities that are missing?
Choosing colors and icons with sensitivity and inclusiveness
Choosing colors and icons with a racial equity awareness

Do my colors and icons avoid reinforcing stereotypes and power hierarchies?

Do my icons and images show people as **empowered and dignified** rather than as helpless victims?
Data viz is just one part of a larger data ecosystem
Engaging lived experiences

Did my project **seek out and engage with community partners** to help me better understand the topic I am studying?

Is the community **seeing benefits** from the work I am doing? Do my goals align with theirs?

Were community members given an **opportunity to weigh in** on the design of the project?

Were final results **shared with the community first** before publication so they could provide feedback?
Examining the data behind the viz critically

How were these data generated?

Are these data representative?

Who is included and who is excluded from these data? Whose voices, lives, and experiences are missing?

Why were these data collected? Who stands to benefit?

Who might be harmed by the collection or publication of these data?
Embodying diversity and inclusivity in data teams and organizations

What is my identity as an individual?

What are the identities held in my team?

What is the identity of my organization?
Do no harm with data viz summary

Use language to provide framing and context
Order data purposefully
Consider who is missing and how to acknowledge that
Choose colors and icons that don’t reinforce stereotypes
Engage lived experiences
Critically examine your data
Embody diversity and inclusivity in your teams and organizations