What is it a potential proxy for?

What was it before becoming encoded as data?

What is the experience/subjectivity of those within it?

What does it not show?

What are ways to situate the data in or out of context? What are the interesting aspects of its content, creation, or form?

Where does it live?

Who is its intended audience?

What models can manifestations of it create?

How was it collected?

Is it public? private? in between? who has access?

How long will it live?

Dataset*

Who wanted it? For what purpose? Who wouldn't want it?

What algorithms, programs, services, ideas can it be used for?

Who cares about it? who should?

What is it? What does it show?

How is it structured? stored? why?

Who is not included in it? who benefits from inclusion/exclusion?

What is important for the public to know about it (and who constitutes the relevant "public")?

■ issues around collection
■ issues around dataset itself
■ issues around effects/use

* Applicable to most — not ALL data sets