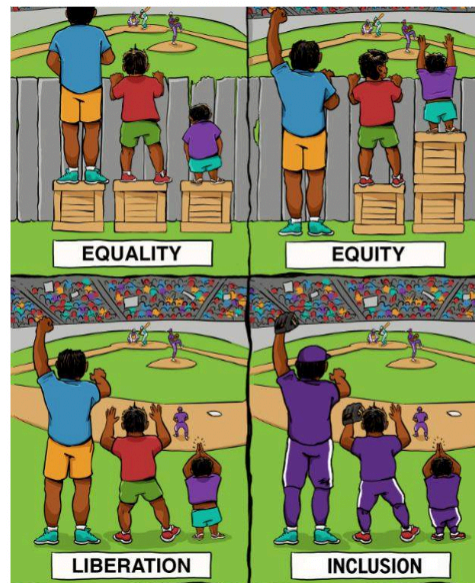


Diversity, Equity & Inclusion in Data Visualization

1. DEI

- a. Diversity, equity, and inclusion refers to organizational frameworks which seek to promote “the fair treatment and full participation of all people”, particularly groups “who have historically been underrepresented or subject to discrimination” on the basis of identity or disability



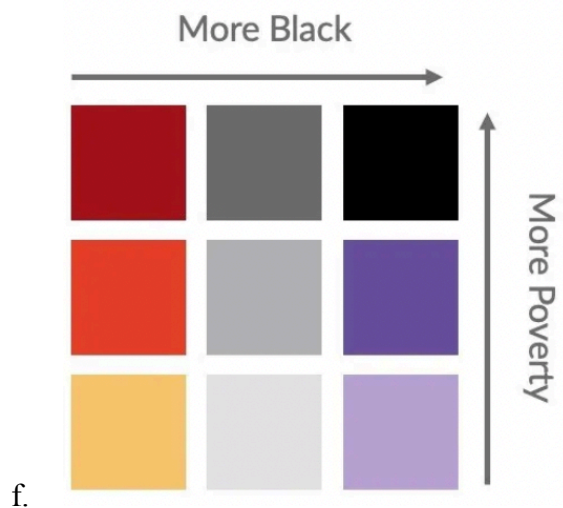
- b.
2. Types of Identity and Disability
 - a. Race
 - b. Nationality
 - c. Gender
 - d. Religion
 - e. Language
 - f. Age
 - g. Politics
 - h. Visually Impaired
 - i. Hearing Impaired
 - j. Mobility Impaired
 - k. Physical Handicap
 - l. Mental Handicap
3. Who Needs to be Considered?
 - a. Your audience
 - b. The subjects of the study

4. Areas of Inclusivity

- a. Equity aware language
- b. Purposeful label ordering
- c. Consideration of missing groups
- d. Equity aware colors
- e. Equity aware icons and shapes
- f. Demonstrating empathy
- g. Questioning default chart types
- h. Engaging lived experience

5. Equity Aware Language

- a. Text often noticed first
- b. Refer to people not their characteristics or circumstances (people first)
- c. Terminology changes and evolves
- d. Footnote why language choices were made
- e. Ask subjects what terms are preferred



6. Purposeful Label Ordering

- a. Avoid gender and race “hierarchies” or “baselines”
- b. Consider purpose of study
- c. Order by relative frequency if shown and relevant
- d. Order alphabetically if logical order is not available

7. Consideration of Missing Groups

- a. Collect more data
- b. Recognize data limitations
- c. Adjust collection instruments
- d. Ensure logical “other” grouping
- e. Detailed “other” labels (and avoid the word “other”)
- f. Footnote populations represented in “other” grouping

8. Equity Aware Colors

- Avoid colors that match skin tone or gender or stereotypes
- Remember accessibility!
- Avoid colors that highlight a specific group and cluster all others

9. Equity Aware Icons and Shapes

- Mix of genders, races, ages, disabilities, and ethnicities
- Avoid stereotypes
- Be empathetic
- Be aware of built in bias of web searches



e.

10. Demonstrating Empathy

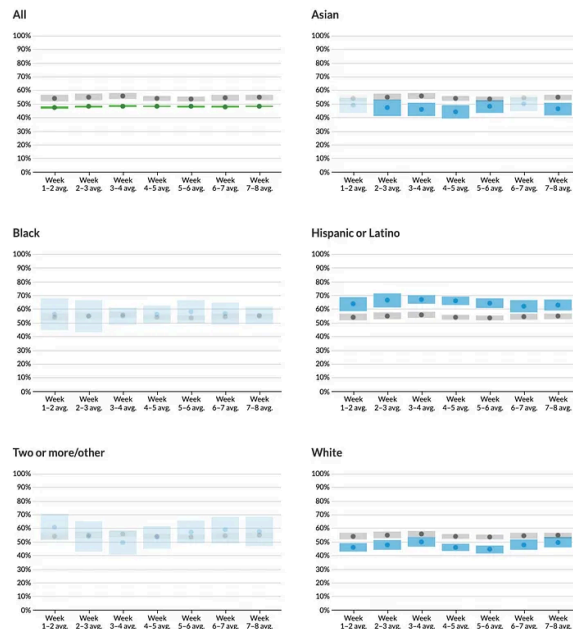
- Take on another's perspective
- Avoid abstracting away the people behind the data
- Consider the needs of your audience
- Pair summary metrics with data about the individuals
- People first

11. Questioning Default Chart Types

Share of adults in households where at least one person has lost employment income since March 13

● National average ● State or metro area average ● Race/ethnicity average

■ Statistically significant difference ■ No statistically significant difference



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- Avoid plotting groups on same chart if comparison is not intended
- Use local rather than global benchmarks
- Calculate population metrics
- Make comparisons not related to race, gender, etc. (i.e. geography)

12. Engaging Lived Experiences

- Ask audience and study subjects for their perspective
- How would they present the data?
- Reference DEI frameworks
- Data are a reflection of people's lives