URBAN
INSTITUTE

THE RACIAL EQUITY IN DATA VISUALIZATION CHECKLIST

☐ Does the communicator understand the data they worked with, including how it was sourced, who was or was not represented in it, why it was collected, and who benefits or is harmed by having these data collected?

☐ Has the communicator carefully considered words, phrases, and labels that are used to describe people, groups, and communities?

☐ Has the communicator considered colors that are inclusive of different groups and that are accessible for people with different abilities?

☐ Has the communicator considered the order of numbers or estimates in tables, charts, and diagrams? Some options include sorting alphabetically or by magnitude of estimate/number, population size, and sample size (weighted or unweighted).

☐ Has the communicator considered alternative words or phrases for groups that may be classified as "other" in the original data? Some alternatives include another race; additional groups; all other self-descriptions; people identifying as other or multiple races; identity not listed; and identity not listed in the survey.

☐ Have all icons and images been reviewed with a racial equity lens?

☐ Would alternative graph types do a better job presenting the data? Do all groups need to be positioned within the same graph?

☐ Has the research team communicated with the people or communities that they are focusing on or wishing to communicate with? If not, what people, groups, or organizations can the team contact?

☐ Is the research team—and the organization more generally—diverse in its composition and work practices to be able to facilitate better understanding of different groups?

☐ Does the final communication product meet the needs of the audience or user?

Teams should consider these issues throughout the research and communication process. Use these checkboxes as a reminder:

☐ *Proposal development stage*

☐ *Strategic planning stage*

☐ *Data collection phase*

☐ *Analysis phase*

☐ *Data visualization phase*

☐ *Writing phase*

☐ *Editing phase*

☐ *Outreach and final publication stage*

The full report, *Do No Harm Guide, Applying Equity Awareness in Data Visualization*, is available at **http://urbn.is/donoharm.**