

ETHICAL VISUALIZATION



SCOPING THE VISUALIZATION

IDENTIFYING GOAL

What will the goal of your visualization be?
Identify who the visualization is primarily for, and what attitude or action you want it to foster.

What's the best way to treat and share my data?

DEFINING ARGUMENT

Which argument best achieves this goal?
Define an argument on a specific subject that meets your goal, by resonating with the audience.

REVIEWING MATERIALS

What does the literature say on this argument?
Find and learn from recent academic and commercial publications on this subject.

COMBINING SOURCES

What sources will you draw from?
Combine reputable datasets and/or documents to create a preliminary, aggregated dataset.

IMPROVING VERACITY

Will the data hold up under scrutiny?
Clean, normalize, and refine the aggregated dataset, removing questionable data points.

DESCRIBING DATA

Is your dataset intelligible and navigable?
Create a working dataset by adding necessary structure, and descriptions in metadata.



PREPARING THE DATASET



VISUALIZING THE DATA

Remember:
Your design choices are just as important as the data for visualizing ethically.

REVIEWING ETHICS

What are the latest ethical recommendations?
Find and review the latest ethical visualization literature to learn about best practices.

REFINING ARGUMENT

How will your visualization show the argument?
Determine the media, format, and functionality to communicate your visualization's argument.

DESIGNING VISUALIZATION

What design communicates the argument best?
Design a prototype visualization, test it with your audience, improve it, and repeat as time allows.