ETHICAL VISUALIZATION

SCOPE THE VISUALIZATION

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

IDENTIFY 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.

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

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

PREPARE THE DATASET

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

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

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

VISUALIZE THE DATA

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

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

REFINE ARGUMENT
How will your visualization show the argument?
Choose the media, format, and functionality to best communicate your visualization's argument.

DESIGN VISUALIZATION
What design communicates the argument best?
Design a prototype visualization, test it with your audience, reflect on feedback, and improve it.