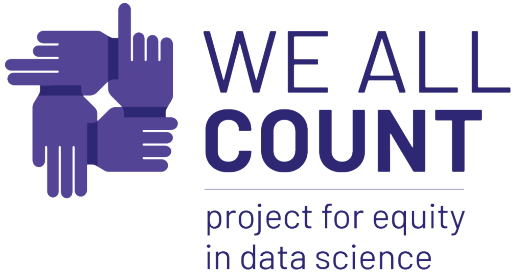


The First 99 Data Equity Choices



There are many, many choices to be made in any data process, but here's a list of fundamental, nearly universal choices that we think lead to some of the biggest equity impacts.

Remember, level 1: intentionality and level 2 transparency are crucial stepping stones to level 3. We can't align our decisions with our equity priorities if we can't identify and talk about our choices.

CHOICES		Did we make this choice...			
		Lvl 1: Intentionally?	Lvl 2: Transparently?	Lvl 3: In alignment with our equity goals?	
Funding	1	Who are the people and groups involved in our project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	2	Who else could we get involved?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3	Why are we working on this project, not something else? Who chooses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	4	Who will we give decision making power?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	5	Who will we give meaningful input into decisions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	6	Who will we say owns the data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	7	Who will we say owns the data products?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	8	What is the power structure of our project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	9	What is the data-sharing structure of our project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	10	Where and how does money flow in our project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	11	What is the value of the data in our project? To whom?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	12	What is the price of the data in our project? Who sets it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	13	What should ownership look like?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	14	Who will profit from the data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motivation	15	Why are we doing this project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	16	Who are we trying to prioritize?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	17	What is our specific motivation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	18	What are the definitions of key terms in our motivation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	19	What are our non-negotiable goals?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	20	What are our nice-to-have goals?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	21	How much time do we have?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	22	How much money do we have?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	23	How many resources do we have?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	24	How much expertise do we have?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	25	What additional restrictions do we have in our project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	26	Should we attempt to change to rewards/restrictions of our project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	27	Who gets to set these parameters?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	28	Who should set our goals and triage them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		29	How many different directions for this project have we considered?	<input type="checkbox"/>	<input type="checkbox"/>

Project Design	30	Why are we inclined towards this particular project design?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	31	Does our project design prioritize us, our equity priorities, or someone else?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	32	What should we count as evidence?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	33	Where should we look for data? According to who?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	34	What data should we look for? According to who?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	35	Who picks what questions are relevant?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	36	What hunches/hypotheses are driving our project design? Whose are they?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	37	Who is crafting research questions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	38	Where does our research question place expectation, onus or assumptions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	39	How is our definition of success embedded into our research question?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	40	What type of question(s) are we setting out to answer?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	41	What methodology is the best aligned with our questions and our priorities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	42	Who gets to pick the methodology?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	43	Why are we picking one methodology over another?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	44	Who will we collect our data from?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	45	Who should collect the data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	46	What identity-based data are we interested in and why?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	47	What are the consequences of the categories we create/accept?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Data Collection & Sourcing	48	What proxies will we use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	49	What proxies must we avoid?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	50	How do we want to collect identity data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	51	How do we plan to use/analyse identity data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	52	What is our sweetspot for ease, certainty, specificity, and representativeness around identity data?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	53	How will we sample?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	54	What will our sample sizes be?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	55	What is our plan for small sample sizes?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	56	Do we know enough context about the data we are sourcing to use it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	57	What are the assumptions baked into the dataset we are sourcing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	58	What are the definitions embedded into the dataset we are sourcing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	59	What were the parameters (rewards & restrictions) of a dataset we are sourcing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	60	What was the project structure/power dynamics of a data set we are sourcing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
		61	What type of analysis do we need? (descriptive, causal, predictive?)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		62	What will we choose as our key denominators?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
63		How will we we treat identity categories?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
64		How will we weight averages?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
65		What are the consequences of our resolution of analysis?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Analysis	66	Who should our predictive algorithm be optimized for?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	67	What measure of predictive fairness should we adopt?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	68	What should be our benchmarks for fairness in a model?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	69	What conceptual model (worldview) will we base our mathematical model on?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	70	What variables should be included?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	71	How should we include those variables in our model?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	72	How will we control variables?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	73	What should be our threshold/target for level of certainty?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	74	Who should be making analysis decisions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	75	Is the way we analysed our data congruent with the goals and choices made in the rest of our process?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interpretation	76	Can we separate our results from our interpretation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	77	How should we reach our initial interpretation of the results?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	78	Does our interpretation maintain our original intended definitions of key terms and categories?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	79	Is our interpretation supported by the methodology chosen?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	80	Is our interpretation supported by the data we ended up with?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	81	Is our interpretation supported by the type of question we asked?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	82	Is our interpretation a valid output of the analysis we conducted?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	83	Does our interpretation apply to the context we are framing it in?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	84	What level of certainty should we attach to our interpretation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	85	Whose point of view should be centered in our narrative?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	86	Who will decide on the key takeaway of our narrative?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	87	What context should we use for our narrative?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	88	Where should we place the onus to change or suggested cause in our narrative?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	89	What values should we apply to our narrative?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication & Distribution	90	Who is it most important to communicate this information to?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	91	Who else might we want to communicate this to?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	92	How should we design the content to work best for our priority audience(s)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	93	Who should we optimize our data visualization for?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	94	Whose preferred icons, symbols, and aesthetic should we use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	95	Whose preferred language, narrative, and structure should we use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	96	What medium should we use to distribute it?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	97	Who are we privileging with access to the information?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	98	Who decides on design, communication, and distribution decisions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	99	What avenues should we create for responses to our work?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>