# The Data Cards Playbook

A toolkit for purposeful and people-centric dataset documentation for transparency in AI systems.

https://pair-code.github.io/datacardsplaybook/

#datacardsplaybook



THE DATA CARDS PLAYBOOK

# Introduction 01 Ask **02 Inspect 03 Answer** 04 Audit



THE DATA CARDS PLAYBOOK

## Heuristics Evaluation

IN THIS SECTION

Review your template against accepted usability principles.

### **INSTRUCTIONS**

As a group, evaluate your template using our heuristics worksheet. For each criteria, give a score between 0 to 10, and take note of where the questions, prompts, and the structure of the template can be improved.

OUTCOMES Card template.

ACTIVITY LEVEL Basic

Scores help introduce telemetry and stay on track, comments help capture context and action items. Use these to identify critical next steps in improving the usability of your Data

## Heuristics for Transparency Artifacts

### Intelligible

## Comprehensive

## Consistent

The design and content of the template is effective, relevant, and easy-to-understand for a majority of experts and non-experts who are documenting the dataset. The template is easy for producers to create and express their mental models of the dataset, how it came into being, and what is important to know before using it. The template follows platform and industry conventions, maintains consistency within itself and across other similar templates, especially for implementing at scale.

## Concise

The design and content of the template reduces vast and complex information into meaningful, digestible bits of relative importance that address the needs of both novices and experienced readers.

## Intelligible

The design and content of the template is effective, relevant, and easy-to- understand for a majority of experts and non-experts who are documenting the dataset.

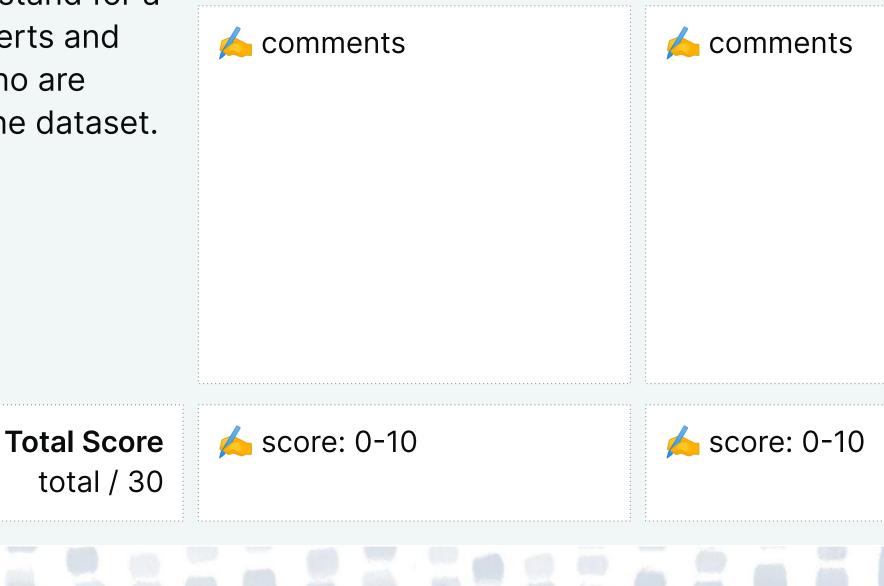
#### CRITERIA:

#### Understandable

Information required can be easily understood by expert and non-expert producers.

#### Relevant

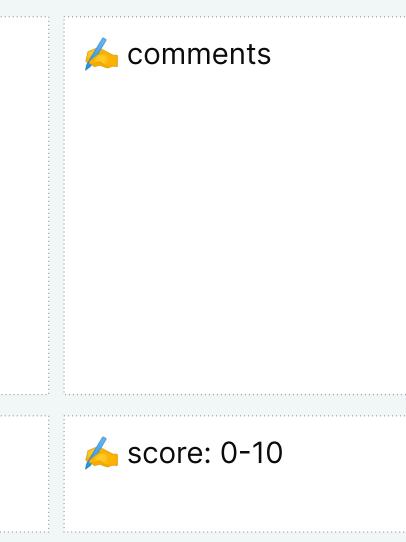
Prompts, guidelines, answer structures, and examples included in the template are relevant and actionable for a majority of producers.



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#### Effective

A variety of producers can produce appropriate answers to a majority of questions in the template with little confusion.



## Comprehensive

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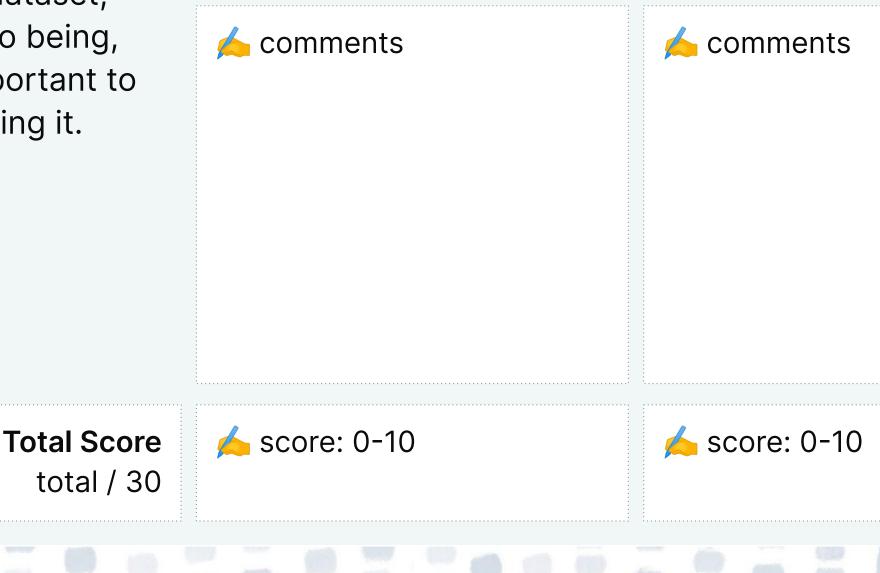
#### CRITERIA:

#### Purposeful

Template solicits information that establishes context for the dataset and related models, and is helpful to all stakeholders.

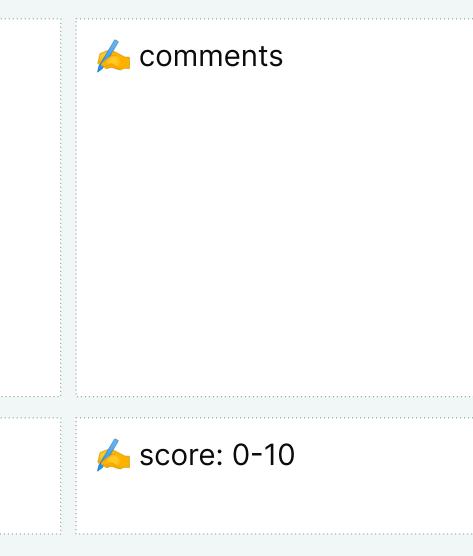
#### Complete

Questions are coherent and complete, appropriately describing all stages in a dataset (and related model's) lifecycle.



### Depth

Questions and prompts are human-readable, and clearly state the fidelity of information or specification.



## Consistent

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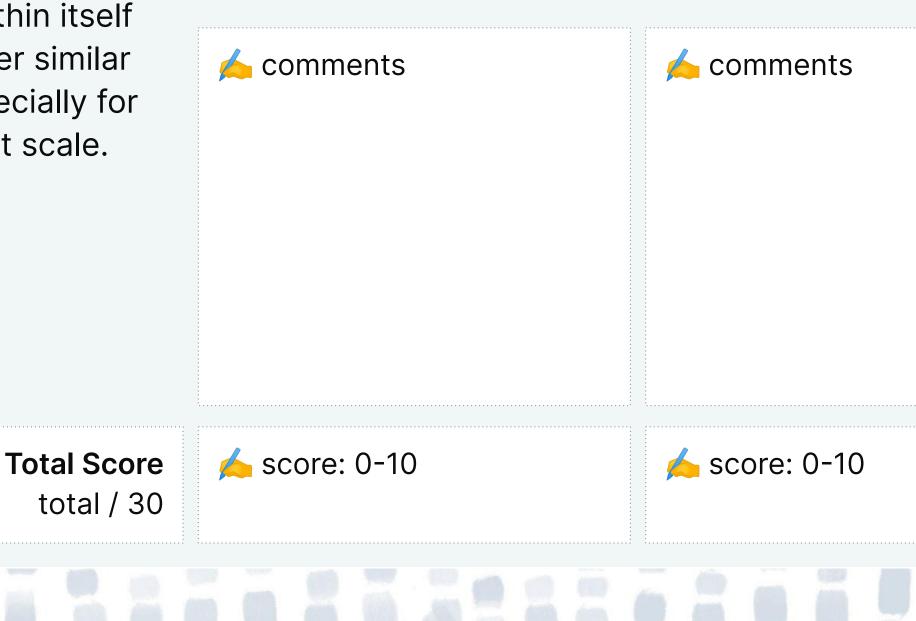
#### CRITERIA:

### Recognizable

Sections are organized in a logical order such that producers can recognize context and where to provide information.

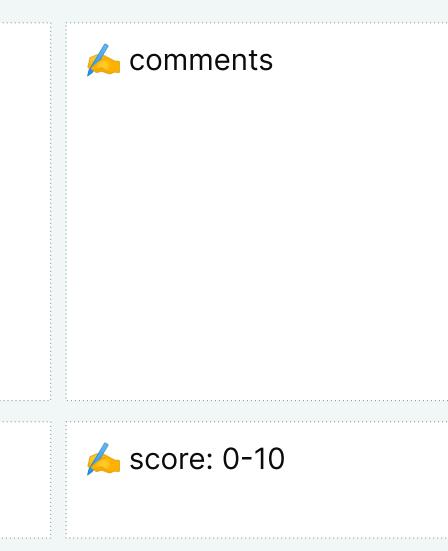
#### Standard

Uses industry-standard terms and describes deviations from standards or offers additional context where relevant.



#### Clear

The same term means the same concept, every time it's used.



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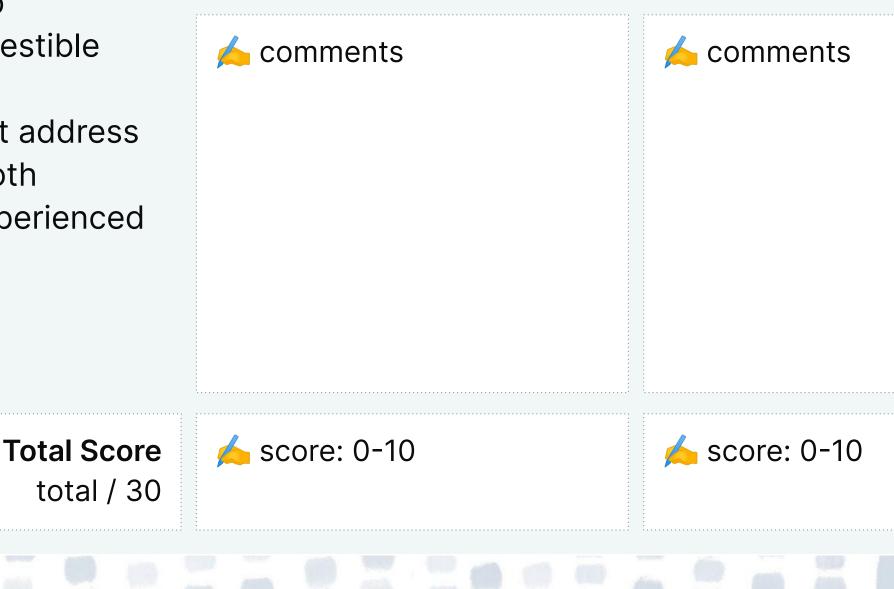
#### CRITERIA:

### Graspable

The relative meaning and importance of keywords, key value pairs, and visual summaries are easy to grasp and therefore communicate.

#### Glanceable

The goals of questions and expectations of responses are clear at a glance.



### Contextual

The template solicits background knowledge and context at abstractions designed for understanding, *and* without sacrificing the nature and nuance of the dataset.





## **Final checks**

YOU SHOULD NOW HAVE



Identified quick-fixes and longer-term opportunities to refine your template 

Arrived at considerations for implementing your Data Card template at scale



#### #datacardsplaybook



<u>The Data Cards Playbook</u> is an adaptable toolkit of participatory activities, conceptual frameworks, and guidance that support Responsible AI practices for transparency in dataset documentation.

If you've adapted, implemented, or have feedback for this guidance, we'd love to hear from you at <a href="https://github.com/pair-code/datacardsplaybook">https://github.com/pair-code/datacardsplaybook</a> .

Find the complete playbook at <u>https://pair-code.github.io/datacardsplaybook </u>7





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