
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



Question to Answer (Q2A) Blueprint

IN THIS SECTION

Create a structure that producers can use to write answers for questions in your data card template.

INSTRUCTIONS

Identify questions that producers may find challenging to answer or may be too open-ended. Using our blueprint, create a response structure that producers can follow when crafting answers.

OUTCOMES


Guidelines or structures of answers to individual questions for producers to rely on when filling out your Data Card template.

ACTIVITY LEVEL

Advanced

 Question from template

Customizations


 Does this question need to ask about customizations? If so, what kind? What human factors contribute to this?

 Write guidelines, for e.g.

- Describe the customization used
- Describe and link to the industry standard(s)
- Justify the differences between the customization and industry standard
- Describe the impact of the customization on the dataset

Shows deviations from industry standards and rationalizes any customizations.

Processes


 Does this question need to ask about processes? If so, what kind? What human factors contribute to this?

 Write guidelines, for e.g.

- Summarize the process used
- Describe any exceptions used in the process
- Describe the impact of this process on the dataset
- Provide a link to more details

Provides procedural information such as policy summaries and methods undertaken.

Performance


 Does this question need to ask about performance and limitations? If so, what kind? What human factors contribute to this?

 Write guidelines, for e.g.

- Provide a description of the performance metric used
- Describe the methodology of the analysis that was conducted
- What were the analysis results?
- How should the results of the analysis be interpreted?
- Provide a link to more details

Provides performance results, set-up, and limitations from application of the dataset to different problems.

Additional Considerations

 Does this question need to ask about additional considerations that were made? If so, what kind? What human factors contribute to this?

 Write guidelines, for e.g.

- List the approaches that were considered
- Describe why these were rejected
- List the approach used, and reasons for using it
- Describe how this approach benefits the dataset or analysis
- What risks or limitations are introduced from this approach?

Shows deviations from industry standards and rationalizes any customizations.

 Question from template


Value or success dimension

 Assessment criteria for question

Value or success dimension

 Assessment criteria for question

Value or success dimension


 Assessment criteria for question

Value or success dimension

 Assessment criteria for question

 Your guideline example

 Your guideline example

 Your guideline example

 Your guideline example

Definition of your value or success dimension

Definition of your value or success dimension

Definition of your value or success dimension

Definition of your value or success dimension



Final checks

YOU SHOULD NOW HAVE

—

- ✔ Identified any open-ended or challenging questions
- ✔ Deconstructed expected answers to these questions using values or success dimensions
- ✔ Written guidelines or structures for answers to these questions

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[The Data Cards Playbook](#) 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 <https://github.com/pair-code/datacardsplaybook>.

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



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