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# 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

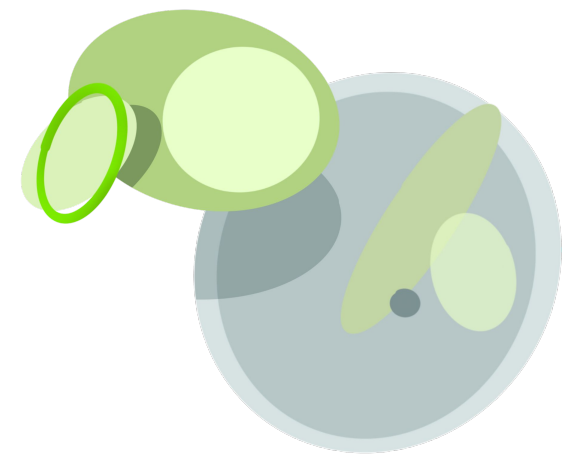
# Introduction

01 Ask

02 Inspect

03 Answer

**04 Audit**



THE DATA CARDS PLAYBOOK

# Value Additions

IN THIS SECTION

Articulate and reflect on the unique value additions that your Data Card brings to existing paradigms of dataset documentation.

## INSTRUCTIONS

As a group, use the five information types in this activity to articulate the specific value that your Data Card adds by comparing a completed Data Card to existing documentation and the Data Card template.

## OUTCOMES

At the end of this activity, you will be able to identify patterns in transparency that you want to encourage or repeat. Use the value statements that you have identified in studies that test the efficacy of your Data Card with its readers.

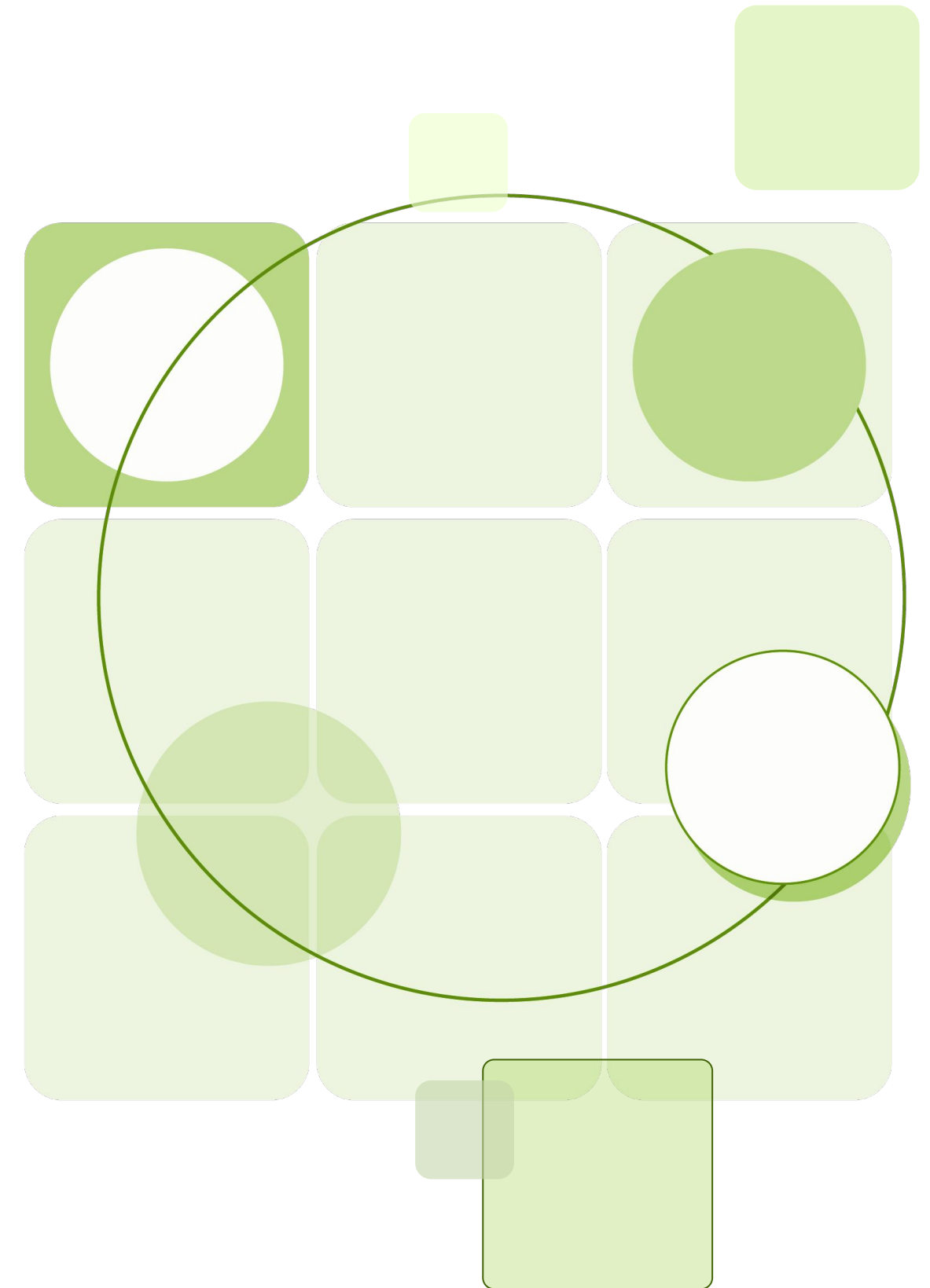
## ACTIVITY LEVEL

Moderate

# Deviations from templates and additions to a Data Card can be indicative of the unique value proposition of your dataset and its Data Card.

There are five broad categories of information surfaced by Data Cards that agents (or readers) typically find useful – customizations, processes & procedures, performance, rationale & thought, and additional considerations.

**Consider:** How does deviating from a template, or additions to documentation align with the goals and tasks of your intended audience groups?



# Information Types

## CUSTOMIZATION

Shows deviations from industry standards in how data was processed or metrics were computed, and rationalizes any customizations.

For example, provides context for why components in a dataset or its evaluation might have been modified, and what the impact of those modifications are.

## PROCESS AND PROCEDURES

Describes processes and procedures that were used in the creation of the dataset, or are necessary for the appropriate use of the dataset.

For example, summarizes instructions to raters or labellers, policies on adjudication, IRB approvals, best practices for using the dataset in conjunction with other datasets, libraries and methods used to clean or transform the dataset.

## PERFORMANCE

Provides performance information from applying the dataset to the different problems that it was intended to address, setting expectations for dataset users.

For example, in addition to reporting results, summarizes the implementation of an ML model and the tasks on which the dataset was evaluated, addressing any tack-on effects of the model.

## RATIONALE AND THOUGHT

Describes the rationale behind decisions, assumptions made, and other explanations that can help readers make informed decisions about how the dataset is used.

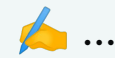
For example, summarizes the rationale behind why sensitive data was inferred and not self-reported, criteria used to define expertise in annotators, choices made when anonymizing the data.

## ADDITIONAL CONSIDERATIONS

Describes any additional factors and alternatives that were considered but rejected, which cannot be inferred from the data, but are critical to agent's goals.

For example, alternative metrics that a reader with advanced data fluency or domain expertise would expect to see but were meaningfully not used given the context of the dataset or its evaluation.

**Baseline** Describe the expectation set out in the Data Card template, or pertinent information in the existing documentation of the dataset.



**Value Additions** Describe aspects of the Data Card or the information in it which are over and above what was asked for.



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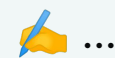
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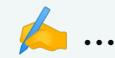


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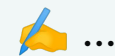


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# Final checks

YOU SHOULD NOW HAVE

—

- ✔ Articulated the unique value of a Data Card that is over and above what was asked for
- ✔ Identified statements that can be used in reader-facing studies of the Data Card
- ✔ Identified content and patterns in documentation that you want to see more of! Celebrate!



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[The Data Cards Playbook](#) <sup>↗</sup> 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> <sup>↗</sup>.

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



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