



TALKING DATA EQUITY

Data Collection of Demographic/Social Identity Data

What categories should I use?

Two threads

Thread 1: What are the consequences of your categories

Thread 2: What do you want to get from your categories

Thread 1: What are the consequences of your categories

Thread 1: What are the consequences of your categories

What happens if you double down on these identities?

You exacerbate the problem by asking about it.

What if a kid doesn't understand race and then has to choose one?

What if a young person isn't out and has to select one box for sexual orientation?

What about a person who struggles with being mixed race and has to select a single race box?

What if you were experiencing a trauma and every few days someone you didn't know asked you to check a box describing that trauma?

Thread 1: What are the consequences of your categories

Differences between:

Are you Black?

Do you identify as Black?

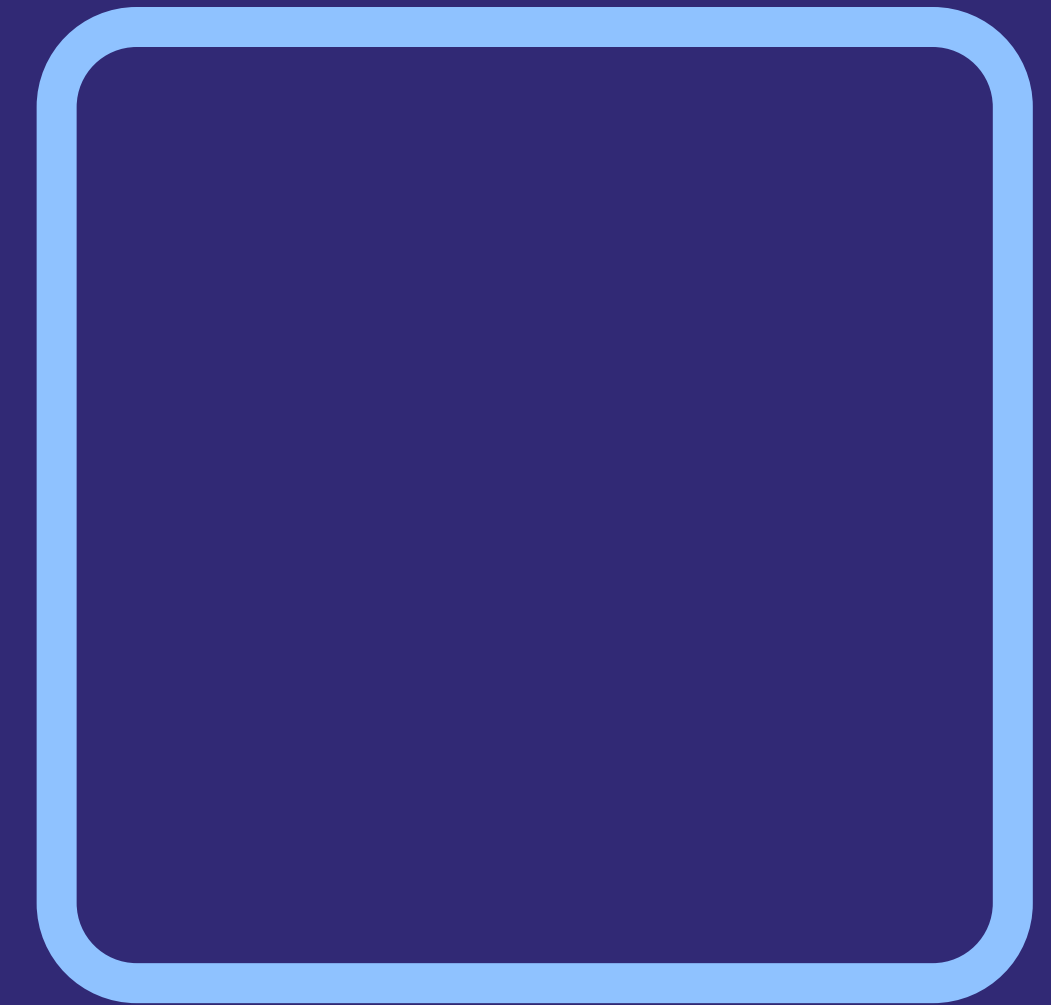
Does your employer see you as Black?

When we create or adopt categories of people, we are responsible for the human and mathematical effects.



Married

Not Married





- Vee**
- Triad**
- Quad**
- Hierarchical**
- Non-Hierarchical**
- Kitchen Table**
- Parallel**
- Single**

We want our categories to fit the people we care about.



**Those who
construct or
adopt categories
privilege those who
fit well inside them.**



Two threads

Thread 1: What are the consequences of your categories

Thread 2: What do you want to get from your categories

What are you trying to understand or measure?

Administrative categories

Lived Experience of....

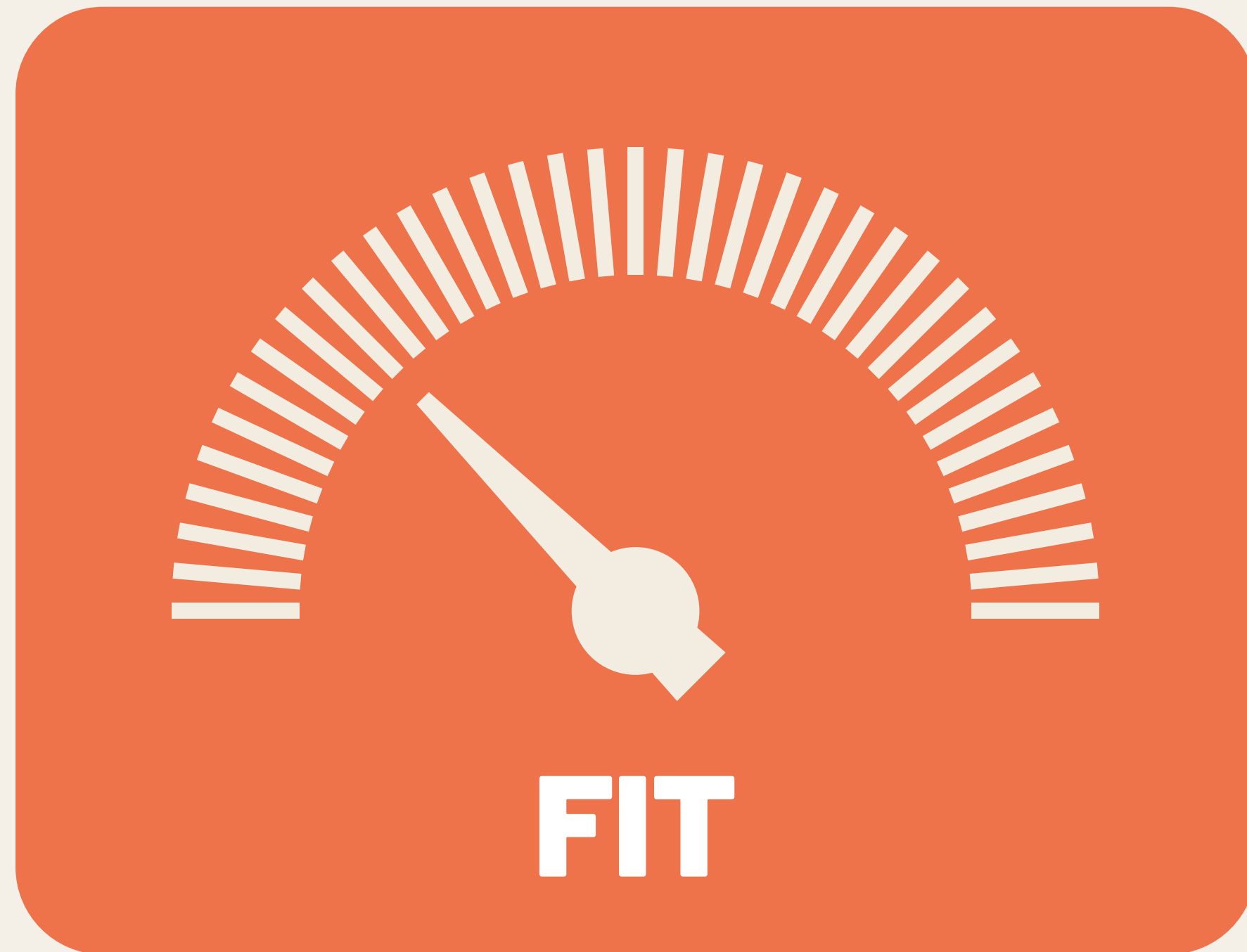
Cultural Affiliation

Self Identity

Very important to explicitly state where the categories and names came from

25% of students self-identified as Black from a list of “Black, Hispanic, White, Mixed Race, Asian, Indigenous, Other, Prefer Not To Say”, created by the University admissions department in consultation with a student advisory panel.

Introducing 2 of the Identity Sorting Dials:



We want to report on likely attitudes towards a new law broken out by disability categories.

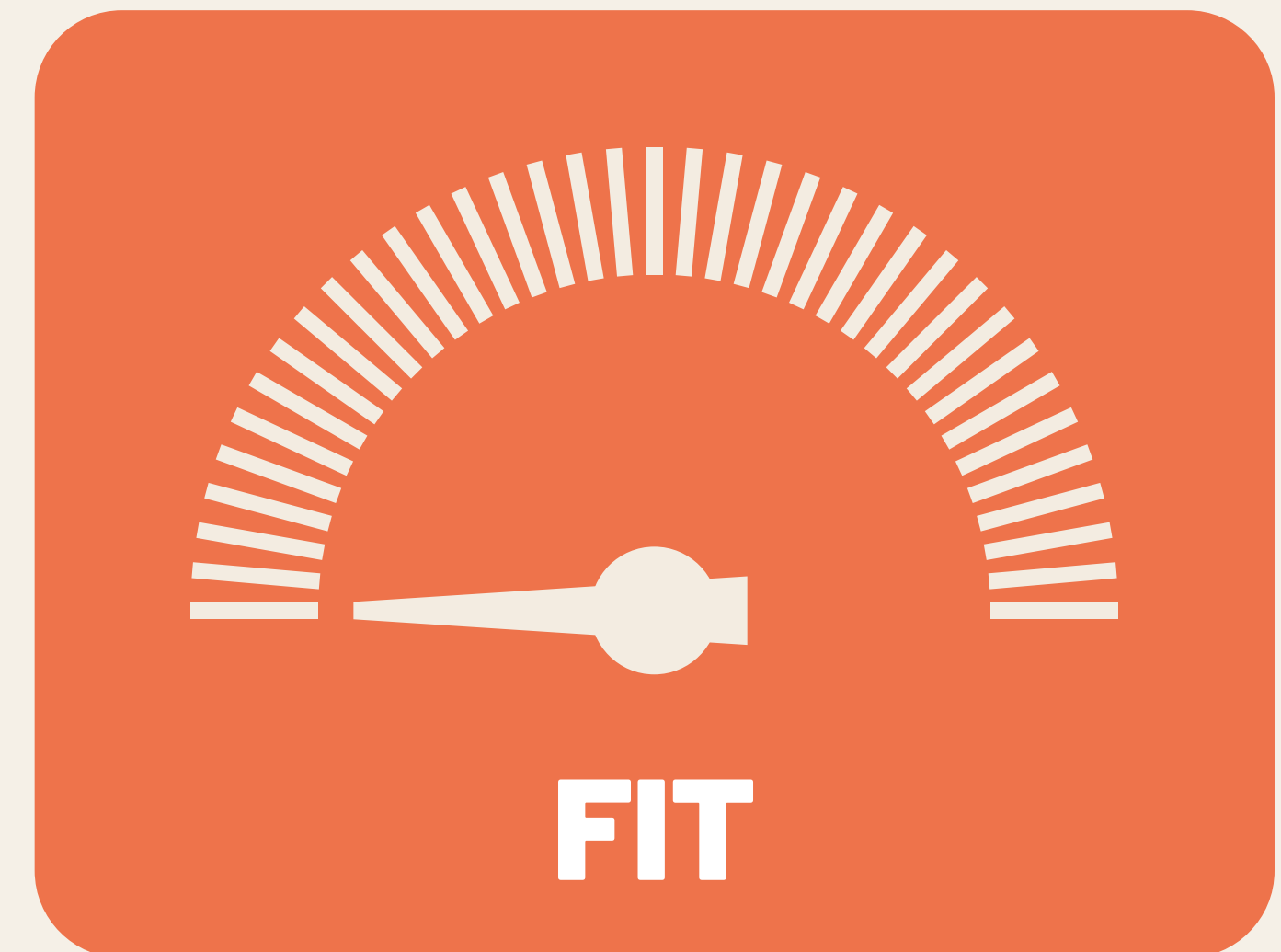
How many categories should we use?

Which of these best describes your sexual orientation?

- A) Straight
- B) LGBTQ

Likelihood to support the law by sexual orientation:

Straight	50% (+/- 1.2%)
LGBTQ	46% (+/- 3.4%)



Which of these best describes your sexual orientation?

- A) Straight**
- B) Gay**
- C) Lesbian**
- D) Bisexual**
- E) 2-Spirit**
- F) Queer**
- G) Asexual**
- H) Do not know**
- I) Other**



What happens if your certainty is too low for comfort?



Likelihood to support the law by sexual orientation:

Straight	50% (+/- 1.2%)
Gay	46% (+/- 3.4%)
Lesbian	33% (+/- 4.3%)
Bisexual	45% (+/- 9.9%)
2-Spirit	65% (+/- 12.8%)
Queer	32% (+/- 9.0%)
Asexual	32% (+/- 17.3%)
Do not know	36% (+/- 19.9%)
Other	51% (+/- 21.2%)

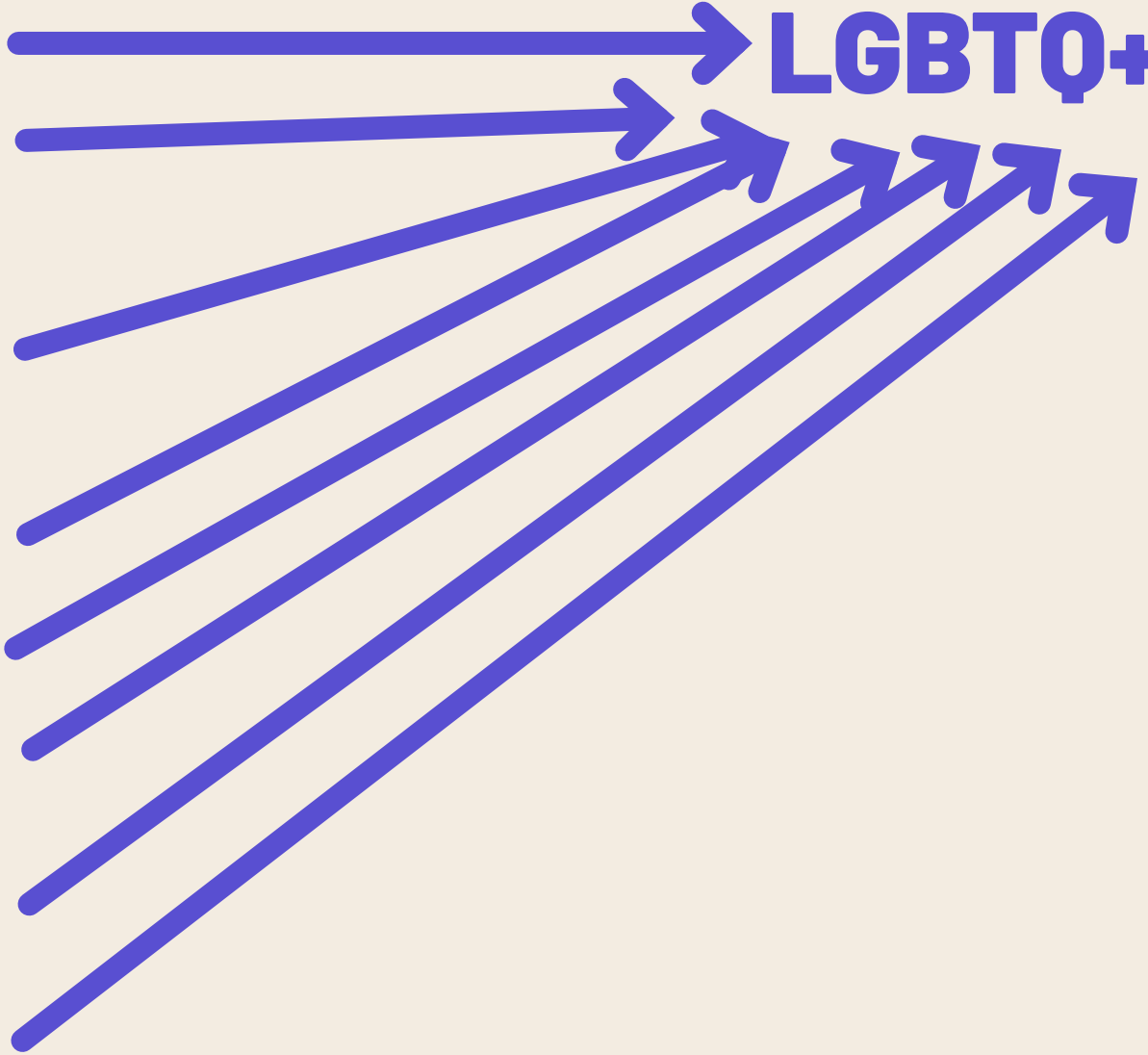
We could amalgamate some categories...

Likelihood to vote by sexual orientation:

Heterosexual	50% (+/- 1.2%)
Gay	46% (+/- 3.4%)
Lesbian	33% (+/- 4.3%)
Bisexual	45% (+/- 9.9%)
2-Spirit	65% (+/- 12.8%)
Queer	32% (+/- 9.0%)
Asexual	32% (+/- 17.3%)
Do not know	36% (+/- 19.9%)
Other	51% (+/- 21.2%)

Likelihood to vote by sexual orientation:

Straight	50% (+/- 1.2%)
LGBTQ+	46% (+/- 7.9%)



“What is your sexual orientation?”

Note: Please select the **letter option** you feel best represents your sexual orientation. Results will be reported in the **numbered categories** to ensure a robust sample size.

1) Non-LGBTQ+

a) Heterosexual

b) Other

2) LGBTQ+

c) Gay

d) Lesbian

e) Bisexual

f) 2-Spirit

g) Queer

h) Asexual

j) Other

3) Other

k) Other

Situation: We want to understand a company's pay equity under legally protected classes.

“What administrative sexual orientation category would you like to be sorted into?”

1) Non-LGBTQ+

2) LGBTQ+

Situation: We want to understand a school's rate of homophobic bullying

“Regardless of your sexual orientation, have you ever experienced homophobic bullying?”

- 1) Yes**
- 2) No**
- 3) Unsure**

Situation: We want to understand a community's need for educational materials and health practitioners who can provide PRep.

“Have you ever or do you think you might ever have sex with a man?”

- 1) Yes**
- 2) No**
- 3) Unsure**

Situation: We want to understand the nuanced diversity of self-identities of people who are attending our health clinic.

Which of these best describes your sexual orientation?

A) Straight

B) Gay

C) Lesbian

D) Bisexual

E) 2-Spirit

F) Queer

G) Asexual

H) Do not know

I) Other

Q&A time!



Thank you!

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