

## Data Ethics Decision Aid for Media (D4M) Instructions

D4M is a tool that helps to identify ethical issues in data and AI projects (i.e. projects involving digital technology, data, and/or AI) in a structured way.

### **When should I organize a workshop?**

A D4M session can be useful at the start of a data and/or AI project, especially when there are potential ethical pitfalls or when team members express doubts or concerns.

The project owner plans a three-hour D4M workshop *before* the data or AI project is implemented. This way, the insights from the workshop can still inform a redesign of the project or even lead to a decision not to proceed further.

When updating *existing* projects, it's usually unnecessary to go through the entire process again. In such cases, you can focus on the relevant parts of the poster only.

### **Who participates?**

D4M sessions are most effective with 5-6 participants with different areas of expertise who are involved in or affected by the project. These include technical experts, legal advisors, and end users (e.g. journalists).

It is also important to appoint a moderator. Ideally, the moderator is someone who is not involved in the project. This enables them to assess whether questions are being answered clearly and whether all voices are heard. It is essential that the moderator has sufficient support among the participants, keeps track of time, is a good listener, and asks follow-up questions where necessary.

### **Components of DEDA for Media**

D4M consists of four components, available at [media.dataschool.nl](https://media.dataschool.nl):

1. **Fact sheet** (A4, physical or digital): This sheet gets filled in prior to the session.
2. **D4M poster** (A0, physical): Participants walk through the poster during the session.
3. **Values sheet** (A4, physical): This enables reflective moments during the session.
4. **Action sheet** (A4, physical or digital): Participants jointly fill this at the end.

### **What to bring to the workshop?**

- Poster, completed fact sheet, values sheet, and action sheet
- 50+ post-it notes
- Pens
- A pawn
- A laptop (if parts are to be completed digitally)

## **Preparation**

Invite all participants in a timely manner. Explain the purpose of the workshop. Distribute the completed fact sheet to all workshop participants at least 48 hours *before* the session so that they can prepare properly.

Obtain a physical version of the D4M poster. Take printing time into account.

On the day itself: Place the poster in the middle of a table and put the values sheet in the designated box. Place the printed fact sheet near the poster, along with the post-its and pens. Also prepare the blank action sheet, either on a screen for everyone to see or on paper.

## **The session itself**

The moderator plays a facilitating role and ensures that the participants understand the questions properly, stay on schedule, do not take shortcuts, and record the session takeaways.

Start at Start and tackle steps I through III. For each subsequent part, place the **pawn** in the relevant place.

In **step I**, the product owner briefly explains the project to the participants in light of the fact sheet. In **step II**, the participants decide together which values to record on the values sheet. These will come up in two value assignments later in the process. **Step III** contains instructions for going through the rest of the poster.

The participants will now begin answering the questions. They should summarize the answers and discussions for each question concisely on a post-it. If any **action points** arise during the process, the participants should note these in the table provided on the action sheet, either digitally or physically. (The table is on the second page of the action sheet.)

Once all the questions have been answered and the values reflection has been conducted twice, participants reach the final phase of the process: **operationalization**.

During this stage, participants collaboratively fill in the **action sheet**. This entails returning to the points of friction identified during the values reflections and to the action points already listed on the action sheet. The action sheet serves to facilitate clear and accountable documentation of the agreed-upon follow-up steps. At this point, concrete assignees get added to the action points as well.

**After the session:** send the action sheet to the person ultimately responsible for the project.