



3 TOPICS FROM  
CONDUCTING  
RESEARCH THROUGH  
AN ANTI-RACISM LENS

[HTTPS://LIBGUIDES.UMN.EDU/ANTIRACISMLENS](https://libguides.umn.edu/antiracism/len)

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ENGL-502-001 FALL 2024

WEEK 4 - TECHNICAL COMMUNICATION RESEARCH

# TECHNICAL COMMUNICATION AND RESEARCH



- This week I learned about the **importance of research** when creating **technical communication**. Stated in 1.5, one reason research is important, is that it appeals to logos (logic) through data and ethos (credibility) through use of credible sources.
- We've also learned that **primary and secondary resources** are important for creating well-rounded, credible, and informative TC that meets the needs of various audiences.



## Examples:

### Primary Research Sources

- Surveys
- Interviews
- Case studies
- Ethnographies
- Rhetorical analysis
- **Involves developing questions, methods, collecting data, and analysis.**

### Secondary Research Sources

- Library databases
- Literature reviews
- Government or organizational websites
- Reading books on current practices
- **Compiled by others.**

# SUMMARY OF CONDUCTING RESEARCH THROUGH AN ANTI-RACISM LENS



After reading through the anti-racism article, it brings to light many **ethical issues** such as **historical biases** and why it's **important to represent various voices**.



This article explores **decentering whiteness in primary research**, highlights the lack of diversity in past studies, and introduces the **WWEIRD** acronym (White, Western, Educated, Industrialized, Rich, and Democratic) to show how research often reflects these societies.

## 3 TOPICS

The 3 Topics I Chose to Summarize for Better Representing Diverse Voices in Technical Communication

- How the use of the **term "minorities"** is still considered white centering.
- **Data equity** with regards to data visualizations.
- and what **white supremacy culture** is.



# TOPIC 1: THE USE OF THE TERM MINORITY IS STILL WHITE CENTERING



## Decenter whiteness in primary research

There is a long history in the U.S. of research atrocities committed against racialized people (e.g., [UMN land grab](#), [U.S. Public Health Service Study of Untreated Syphilis in the Negro Male: 1931-1972](#), [forced sterilization](#), [intellectual property claims](#)). [Medical Apartheid](#) is a book detailing how Black people have been non-consensually used at a disproportionate rate compared to their white peers for painful and dangerous medical experiments, but the Black population benefits minimally from the medical gains. Equally important is to acknowledge current medical racism (e.g., [pharmacy deserts](#), [Dr. Susan Moore's death due to COVID](#), [prison experimentation](#)). This has led to an understandable and justified distrust between racialized people and researchers/institutions. Additionally, research studies tend to [emphasize the perceptions, thoughts, and interests of white people](#), widening disparities in research outcomes and impacts. The strategies below are designed to decenter whiteness, think inclusively, and build trust between researcher and communities of color when conducting primary research.

### Recruit racialized people and communities for inclusion in studies

Funding agencies are implementing policies that require diversity in study recruitment (e.g., [National Institutes of Health Inclusion of Women and Minorities as Participants in Research Involving Human Subjects](#)), particularly for clinical trials. [Demand Diversity](#) is an organization dedicated to moving these efforts forward through their blog, podcast, and resources such as a national examination of why racialized people refuse participation in studies (US and UK reports available).

The following studies highlight strategies for decentering whiteness in clinical trial recruitment (note that the use of the term "minorities" is still white centering):

- [Ethnic minorities, youth, and the underinsured in cancer research](#)
- [African Americans in cancer research](#)
- [Older minority adults in heart disease research](#)
- [Black individuals in cardiovascular disease research](#)
- [Racial and ethnic minorities in clinical trials](#)
- [Underrepresented populations in chronic obstructive pulmonary disease research](#)



CT Numbers RSS

## I Am Not A Minority: Why News Media Must Stop Using Inaccurate, Prejudiced Term

August 09, 2020

by Hugo Balta

Birthdays are a big deal in my family, as I am sure it is for many Hispanic-Latino families. One of my fondest memories growing up in Paterson, New Jersey was celebrating my cumpleaños. The celebrations were filled with the usual fanfare of decorations, food, music, and people...many people. At a minimum, the number of guests surpassed twenty, and that was just my family. There wasn't anything minor about birthdays, holidays, or weekend family get-togethers.

Looking at all births in the U.S. in 2018 - both to U.S.-born and foreign-born women - just over half (53%) were to white women, down from 59% in 2000. The share of births to Hispanic women ticked up to 24% from 20%, according to a [report](#) by the Pew Research Center.

My parents are immigrants from Peru, and settled in Paterson because it was (and still is) a destination place for Peruvians looking for jobs and a better life in the United States.

According to the U.S. Census, about 10,000 Peruvian-Americans, Peruvians lived in Paterson in 2018. New Jersey is the state with the third largest Peruvian population at nearly 76,000. Connecticut is ranked 8th with just under 16,500 members of that community.

I wanted to start by defining **white centering**. This is when white people's experiences and perspectives are seen as the norm or default, while others are treated as exceptions. It can create **cultural bias, underrepresentation, and systemic inequity**.

Hugo Balta a Peruvian-American publisher and executive editor of CT Latino News informs us that **"Minority"** is not only **inaccurate** in describing Hispanics-Latinos, but it is also **offensive**; a racist term used as propaganda to demean and control a rich and diverse community.

"According to the Pew Research Center, by 2055 the United States" will have no racial or ethnic majority group." The Census Bureau expects the country will soon have more people of color than white people, and as communities continue to grow and diversify the country, **newsrooms need to shift language appropriately**, so coverage remains **accurate and fair**."

## Key Takeaways:

- **Demographic Shifts** - Growing Hispanic-Latino population.
- **Fair Representation** - Replace outdated and offensive terms with more accurate language.
- **Media Influence** - Shows the impact of media stereotypes on public perception.
- **Personal Experience** - Provides insight into challenges within media and society.
- **Call for Change** - Urges newsrooms to adopt more inclusive language.



# TOPIC 2: TABLEAU'S RACIAL EQUITY DATA HUB



## Present data visualizations to make data accessible

Data visualizations summarize the important and interesting research findings - identifying patterns, enhancing comprehension, and broadening communication for big takeaways. They can be presented via infographics, executive summaries, pamphlets, etc. and are easily made accessible to not only policymakers and the public, but also the people and communities being studied. [How not to visualize like a racist](#) is an interactive website that demonstrates how to improve problematic visualizations through strategies such as "comparing apples to apples" and broadening the temporal view. [Applying racial equity awareness in data visualization](#) provides several steps to create inclusive visualizations. And this YouTube video titled [Equity in data and data visualization practices](#) (47:05) offers thought provoking examples.

For more data equity resources, see:

- [Antiracist reading list from Purdue Department of Mathematics](#)
- [Data Genocide of American Indians and Alaska Natives in COVID-19 Data](#)
- [Developing and advancing anti-racist scholarly practice](#) (Dr. Amanda Sullivan at 4:52:00)
- [Tableau's Racial Equity Data Hub](#) (repository of "small data" datasets)

Tableau is a powerful data visualization tool used to transform raw data into interactive and easily understandable visual formats, such as charts, graphs, and dashboards.

## VIDEO SUMMARY

### Picture This: Doing Good Data Means Doing No Harm

This video provides a quick overview of the 10 recommendations from the Guide to help you understand how to present data through a more diverse, equitable, and inclusive lens.



## In the fight for justice and equity, data is a critical tool


Ending inequalities, biases, violence, and disenfranchisement; requires seeing where they are present.



**Tableau's Data Advocacy Explorer**  
An enablement tool assisting organizations to effectively utilize data and visualizations in their advocacy efforts.  
START EXPLORING →




**Democratizing Data Access**  
Just because data is publicly available doesn't mean it's easy to use. We're working to fix that.  
DOWNLOAD TABLEAU READY ASSETS ON AWS →

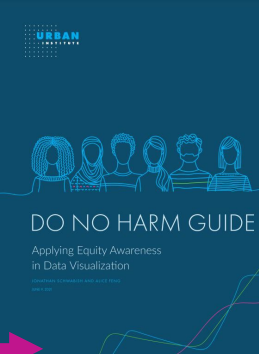


**Doing good data means doing no harm**  
As data storytellers, we must have sensitivity for our subject matter and our audience while always approaching work through a lens of diversity, equity, and inclusion.  
EXPLORE THE GUIDE →

**Data Equity Stories**  
Get a better understanding of the human stories behind the data.  
VIEW DATA STORIES →

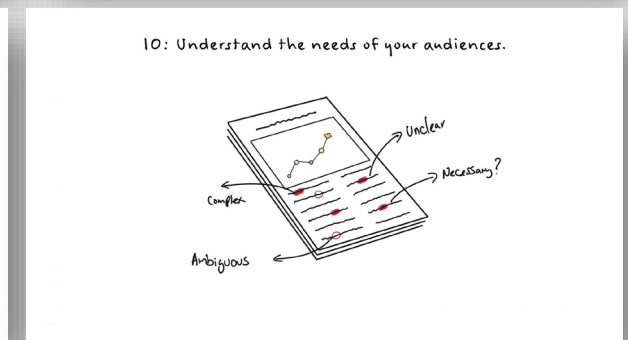
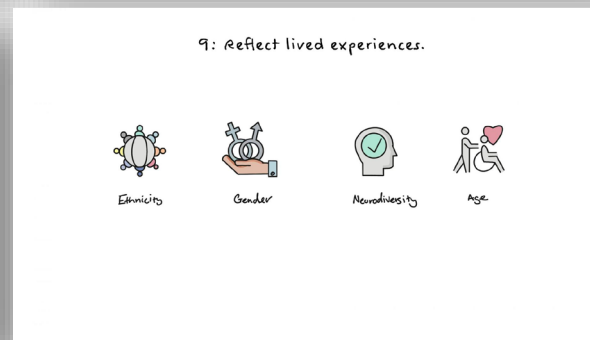
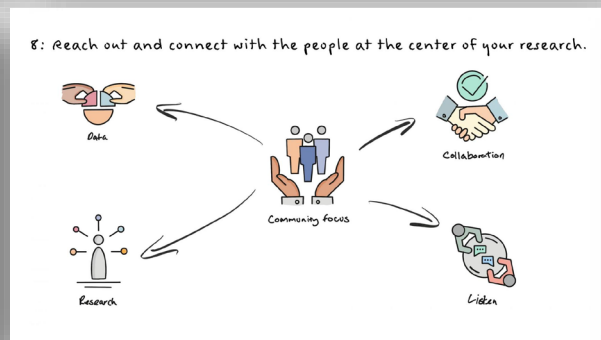
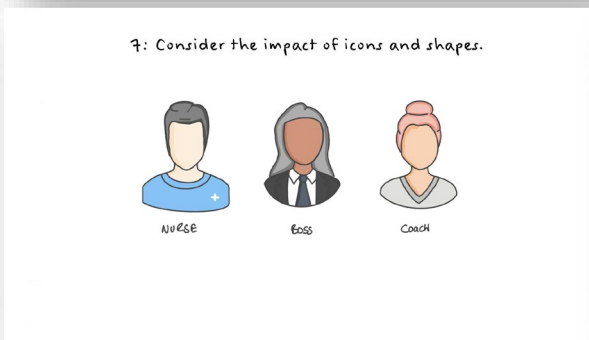
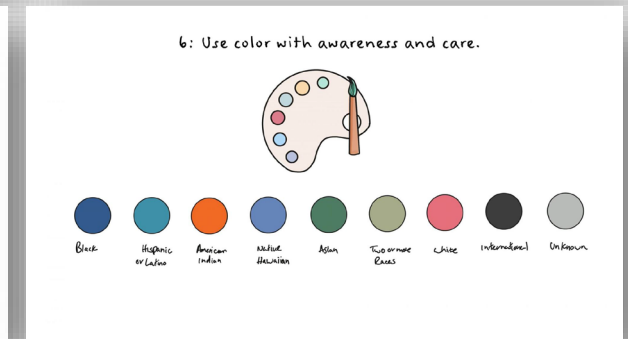
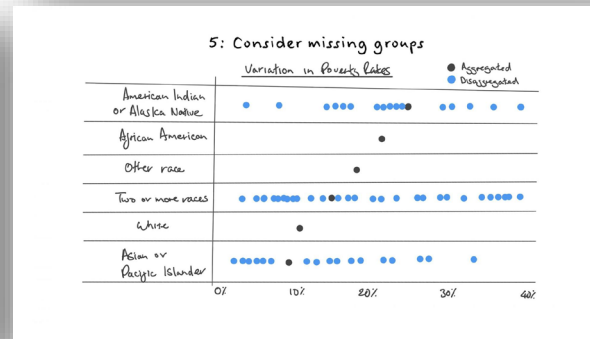
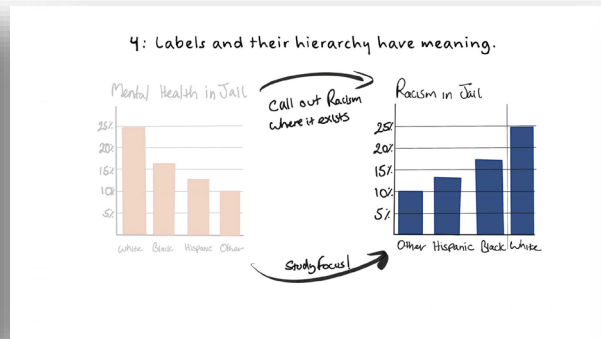
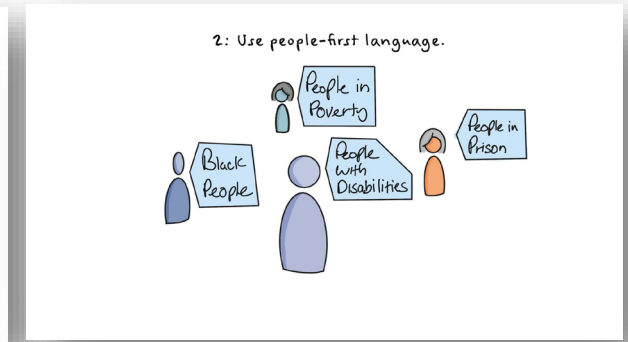
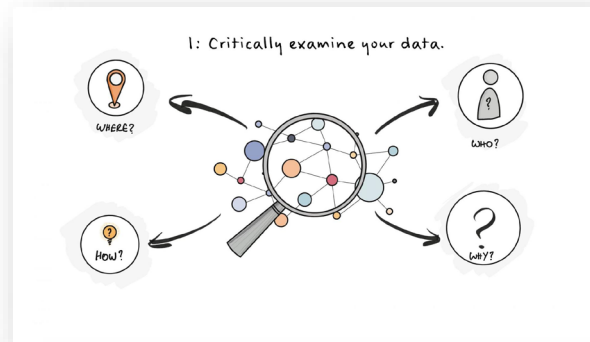


**Do No Harm Guide**  
READ THE GUIDE NOW →



# TOPIC 2: TABLEAU DO NO HARM

10 recommendations from the guide to help you understand how to present data through a more diverse, equitable, and inclusive lens.



# TOPIC 3: WHITE SUPREMACY CULTURE

## Positionality statement

This guide was developed by two librarians, [Shanda Hunt](#) and [Amy Riegelman](#), and Soph Myers-Kelley, a library intern, from the University of Minnesota. Hunt and Riegelman identify as cis white women. Myers-Kelley identifies as a white transmasculine person. All are immersed in academic research institutions. The first iteration of this guide was developed quickly in response to high demand for the content, an action that we now realize is characteristic of [white supremacy culture](#). We are deeply grateful for the thoughtful additions and feedback we have received from our peers and patrons, both privately and as open calls to do better. As we shift, learn, and reflect, so will the content of this living guide. Akin to what adrienne maree brown writes in [Emergent Strategy: Shaping Change](#), we are conduits for this information, not proprietors or owners. We encourage others to build on, lovingly critique, and evolve the ideas in this guide (Email addresses in the left pane).

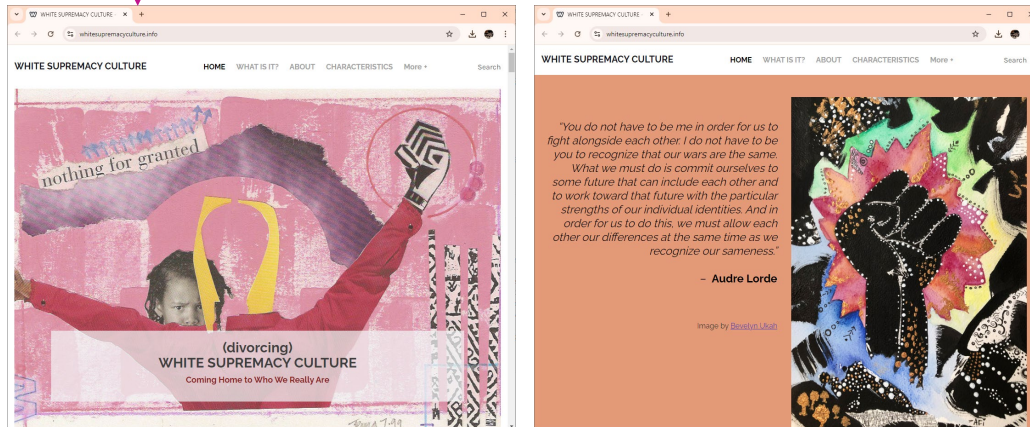
This website explores the historical origins and lasting effects of **white supremacy in the U.S.** It describes how early European settlers, who initially identified with their ethnic and religious backgrounds, unified **under the concept of whiteness** to establish and maintain dominance over Indigenous peoples and enslaved Africans.

This concept of whiteness was used to **consolidate power and create racial hierarchies** that continue to shape societal structures and ideologies.

White supremacy intersects with and reinforces other forms of oppression, **such as capitalism, sexism, and ableism.** The website argues that white supremacy is deeply embedded in cultural norms and institutions, impacting everyone but particularly **harming BIPOC communities.** It calls for decolonization and resistance to white supremacy, emphasizing the **need to challenge and dismantle** these constructs.

## Key Takeaways:

- **Historical Context** – Early European settlers created the concept of whiteness.
- **Intersectionality** – White supremacy intersects with other forms of oppression.
- **Cultural Impact** – White supremacy is embedded in cultural norms & institutions.
- **Colonization** – White supremacy reinforces racial hierarchies.
- **Resistance** – Individuals to challenge & dismantle these oppressive structures.





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