

Sources

Follow-up questions

Aim of the image and the target group			
What is your target group?			
Do you have a demographic research on the target group?			
Representation of the people and atmosphere in the aim of the picture			
Does the image represent a different reality of the situation trying to be portrayed?	(Low, S. M., Taplin, D., Scheld, S., & Fisher, T., 2002) (De Waard, I., & Zolfo, M., 2009) (Andalibi, N., 2021)		If yes: What is the desired message you want to convey in this reality?
Does the image look like it was staged?	(Low, S. M., Taplin, D., Scheld, S., & Fisher, T., 2002) (De Waard, I., & Zolfo, M., 2009) (Andalibi, N., 2021)		If yes: What could be the problem is it is staged?
Favoring a culture or people more than others			
Does the image favor a specific race, age, gender, ability, body type, economical status or other minority group?	(Treweek, S., Banister, K., Bower, P. et al, 2021)		If yes: Is there a specific reason why? Is your target group fully represented in this image? Are you including other images to fully represent the diversity of your target group?
Are you excluding anyone in your target group?	(Treweek, S., Banister, K., Bower, P. et al, 2021)		Does this align with your aim? From your target group, who is prone to be excluded? Who is excluded in this image?
Does this image perpetuate or promote stereotypes of people and/or culture?	(Hugh Klein, Kenneth S. Schiffman, 2009) (Coleman, R. R., & Yochim, E. A. C., 2008)		If yes: How does this affect the purpose of your image? What stereotypes? How does it affect the ones affiliated to this image and those who are not affiliated to this image?

The layout of the image

Does this image ridicule the reality you are trying to portray?	Gutsche, R. E., Cong, X., Pan, F., Sun, Y., & DeLoach, L. (2022).		Does the image make use of hashtags or humor to reduce the seriousness of an inclusivity topic?
Does this image portray a particular person or culture has more power than the rest?	(Craig, R.L., 1991)		If yes: How is the distribution of power displayed in this image?
Testing			
Were you able to test this image?	(Dickson, T.J. 2015)		With whom? How diverse was your testing group?
As result of the testing, does this image portray a different aim than you intended?	(Dickson, T.J. 2015)		

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