IS THIS THE RIGHT WORD?

What does it describe?

A person

- Did you ask the person in question?
  - NO
    - Ask them!
  - YES
    - Is it a term your audience is familiar with?
      - NO
        - Great, explain it!
      - YES
        - Can you default to person-first language?
          - NO
            - Great, use it!
          - YES
            - Describe states & experiences, not traits or labels.

A community

- Can you determine the community's preference?
  - NO
    - N/A
  - YES
    - Is it a term your audience is familiar with?
      - NO
        - Great, explain it!
      - YES
        - Can you default to person-first language?
          - NO
            - Great, use it!
          - YES
            - Describe states & experiences, not traits or labels.

A place

- Does it use a single trait to generalize about this place?
  - NO
    - Get more specific. Clunky is better than misleading.
  - YES
    - Flip the sentence to focus on assets & solutions.

Something else

- Does the term's rely on shared assumptions to be understood?
  - NO
    - Does it use passive voice?
      - NO
        - Restructure to focus on causation & agency.
      - YES
        - Use terms that align with your audience mission.
  - YES
    - Restructure to focus on causation & agency.
Defining the problem

- Does it focus on a single instance at the expense of thematic context?
- Does it focus on a downstream problem without explaining its cause?
- Does it privilege the issues of those with power over those without?

Diagnosing the cause

- Does it obscure systemic causes and focus on personal responsibility?
- Does it give equal treatment to opposing viewpoints regardless of proportionality?
- Does it fail to mention the cause and thus obscure who is accountable?

Making moral judgements

- Does it apply standards unevenly or perpetuate stereotypes?
- Does it discount one's credibility or knowledge due to stigma or prejudice?
- Does it unjustly support or discount the acts of some groups over others?

Suggesting remedies

- Does it present problems without addressing potential or available solutions?
- Does it focus on what a community lacks over its goals or aspirations?
- Does it emphasize individual feel-good stories over systemic solutions?