



# Finding and including diverse sources

*Science reporting quick tips from [SciLine](#) and [The Open Notebook](#)*

**Including diverse sources in science stories can add important context, amplify the perspectives of historically marginalized communities, and improve public trust in science and journalism.**

Make source diversity a habit, not an afterthought.

- **There are many dimensions of diversity**, including race, ethnicity, gender identity, sexuality, disability status, institution type, career stage, and [geographical location](#).
- **Seek out diverse forms of expertise.** Including a social scientist or a [community member](#) may give you a better understanding of how your topic directly affects readers' lives.
- **Every person you quote** in a story should have expertise, experience, or perspective that adds something to the story.
- **Don't overuse the same few sources from underrepresented groups.** Set aside time to [build a database](#) of diverse sources relevant to your beat.
- **Go beyond your sources!** Think about what photos are accompanying a story and whether you're using [inclusive language](#) in the piece.

Leverage all available resources to broaden your expert pool.

- **Databases of [scientists](#) from [diverse backgrounds](#)** exist for a lot of scientific fields. Some are field-specific, and some are identity-specific. Make a habit of searching through these.
- **Check social media.** Scientists from diverse backgrounds may be less likely to be published in high profile journals or quoted in other news stories, so they may be harder to find by traditional means.
- **Ask university public information officers** to suggest diverse sources, or reach out to PIOs at [minority-serving institutions](#).
- **Ask your sources** for suggestions, but be careful not to inadvertently veer into tokenism, and don't expect people from historically marginalized groups to find sources for you.

Track source diversity to reflect the communities you cover.

- **Set [goals](#) for a minimum percentage of your sources** that you want to come from historically excluded groups.
- **Sources that reflect the demographic makeup** of your audience can help your audience relate to them.
- **Start by tracking diversity across just a few dimensions**, such as race, gender, and geography, then expand over time.
- **Don't infer a source's identity** based on appearance or name. You could be wrong, and, in some places, may violate privacy laws. Instead, ask sources to self-identify, or send an optional survey after the fact.
- **Be transparent** about why you want these data and what you plan to do with them.

➤ Further reading: [finding](#) and [including](#) diverse sources.