

Prevalence of **violent** advertisements in New York City subways

PROBLEM

METHOD

TARGET

GRAPHICS

RESULT

DATA SET & TOOLS

CONCLUSION

Media
advertisements
displaying
aggression and
violence in public
transportation
settings are a public
health concern.



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Select the busiest
stations based on
the number of
entries.



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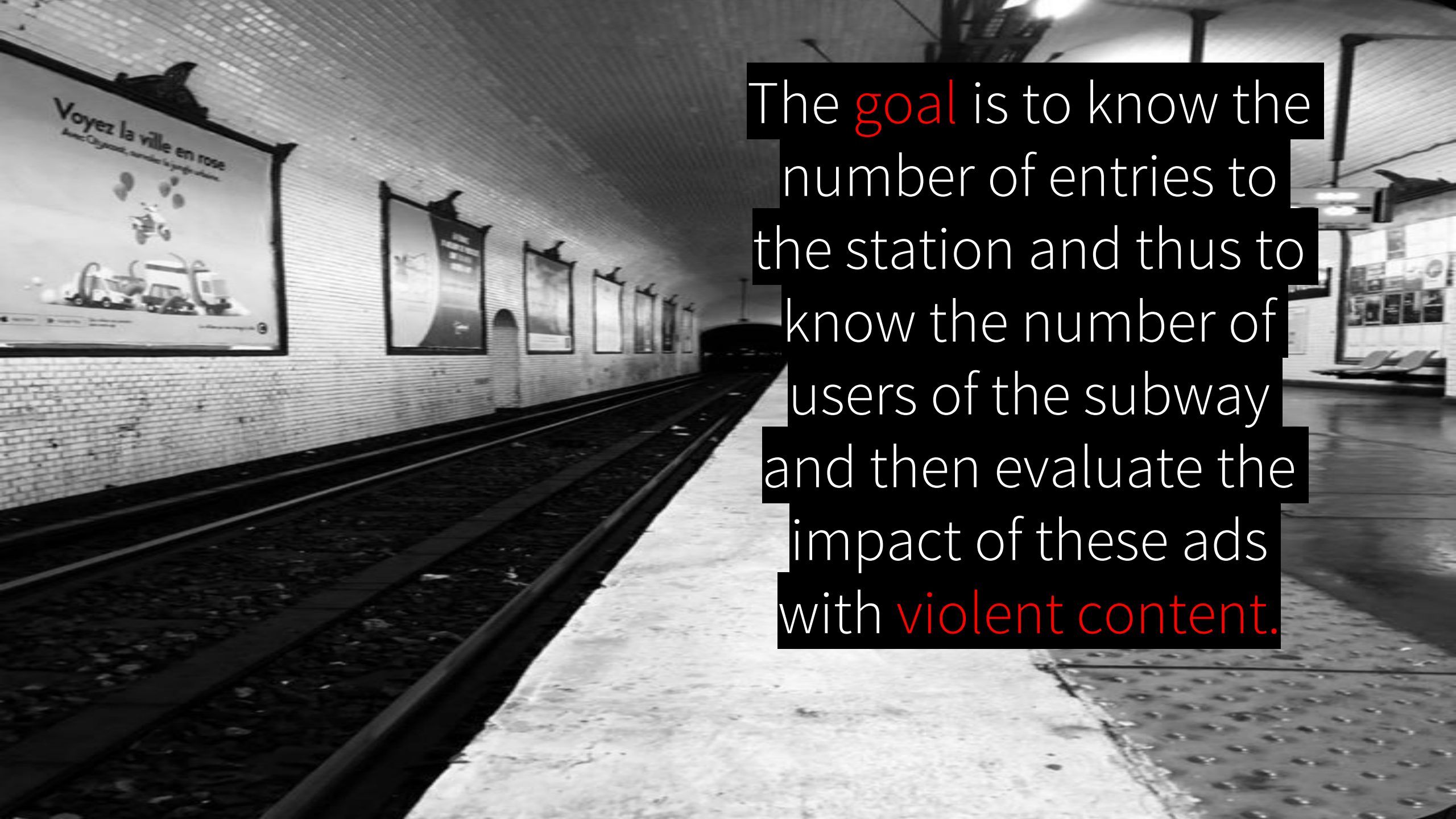
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The **goal** is to know the number of entries to the station and thus to know the number of users of the subway and then evaluate the impact of these ads with **violent content**.

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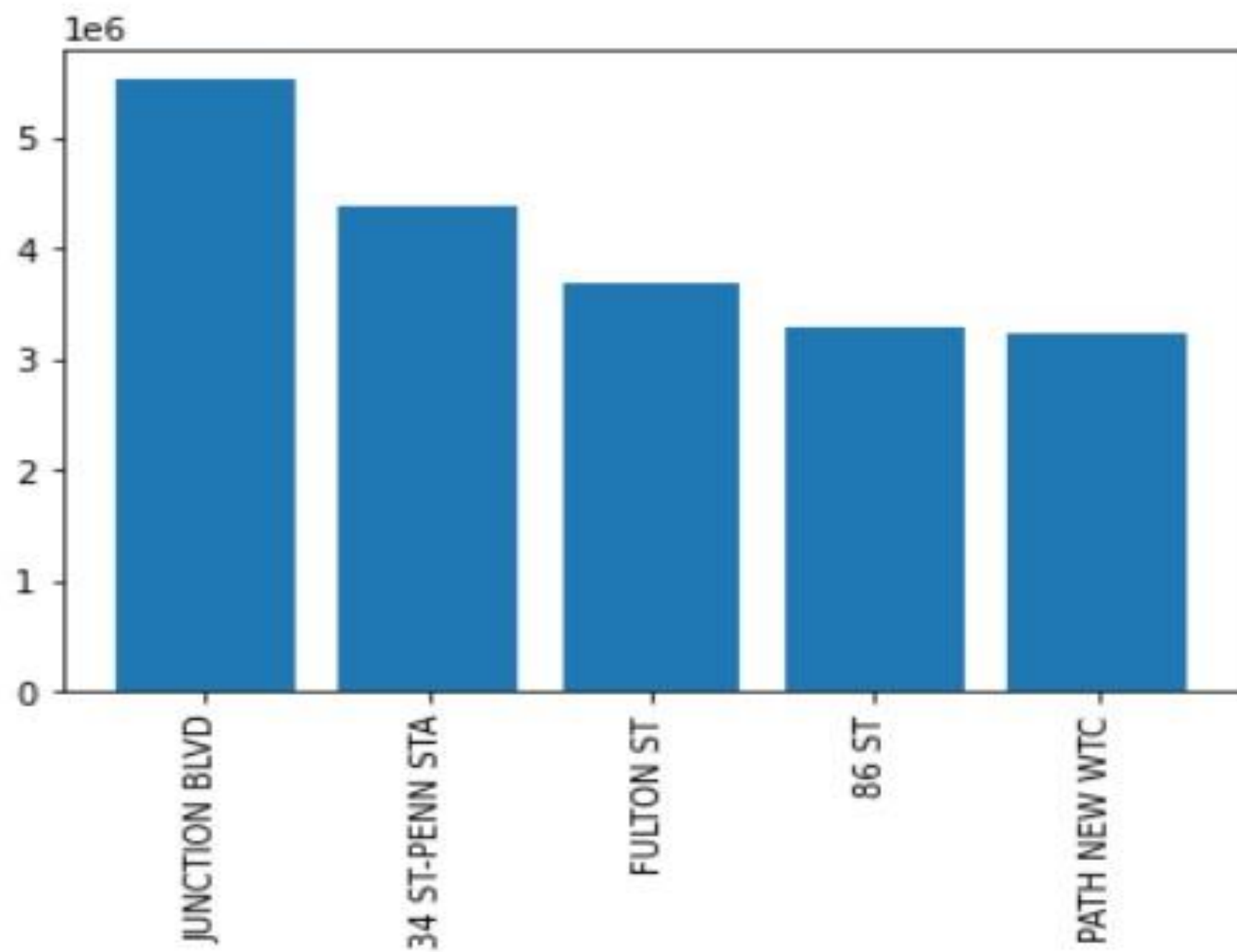
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There is a large segment of people using the subway and therefore the impact of **violent advertising** displayed by the subway platforms is very large.



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- ❖ I did cleaning and importing data from <http://web.mta.info/developers/turnstile.html>
- ❖ The tools I used:



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Public transit spaces provide unregulated visual and verbal messages without citizen participation. Subway stations in NYC and across the country prohibition stance could be a model for **violent** content reduction. Given the pervasive and tragic effects of **aggression** and **violence** on youth and adults, transit agencies could inundate passengers with positive advertising content. Dialogue between citizens and transit agencies to remove noxious messages from public transit spaces warrants the same discussion given to banning alcohol advertising.

