Airline Safety – Blog

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Hyperlink to Blog:

https://www.blogger.com/blog/post/edit/5277078052958802885/5774183416870886229

Explanation summary of visualizations used and blog content:

The tone of the blog is meant to feel very much like friendly advice. Something between a public service announcement and a tip from a friend. It should have a 'take it from me…' feel. Not too preachy and not too dry, however, some of the points made have to be backed up with some statistics and visualizations.

I used a variety of different graphs to holds the reader's attention. The first graphic (stacked bar chart) is a bit colorful and meant to highlight the miniscule risk that flying exposes us to. The y-axis has VERY small numbers, and the exposure is 100 million miles.

After the graph, I 'do the math' to show how much safer that stat is than driving.

The second visualization is simply very large and bold text delivering the bottom line of how many *times* flying is than driving. This should be easy to relate to and easy to remember.

The last info-graphic helps broaden the scope to the dangers of driving. Many people are horribly injured from car crashes, whereas (implicitly) survival on a plane is far more binary than car crashes; you usually make it or you don't.

So the graphic shows the relative additional exposure to serious injury that driving is associated with.

All of this is wrapped up in a cheery exhortation to plan *now* for your holiday travels by booking a flight so that you and your family will arrive safely.