



## Editorial Thinking – Surviving the Titanic - Solutions

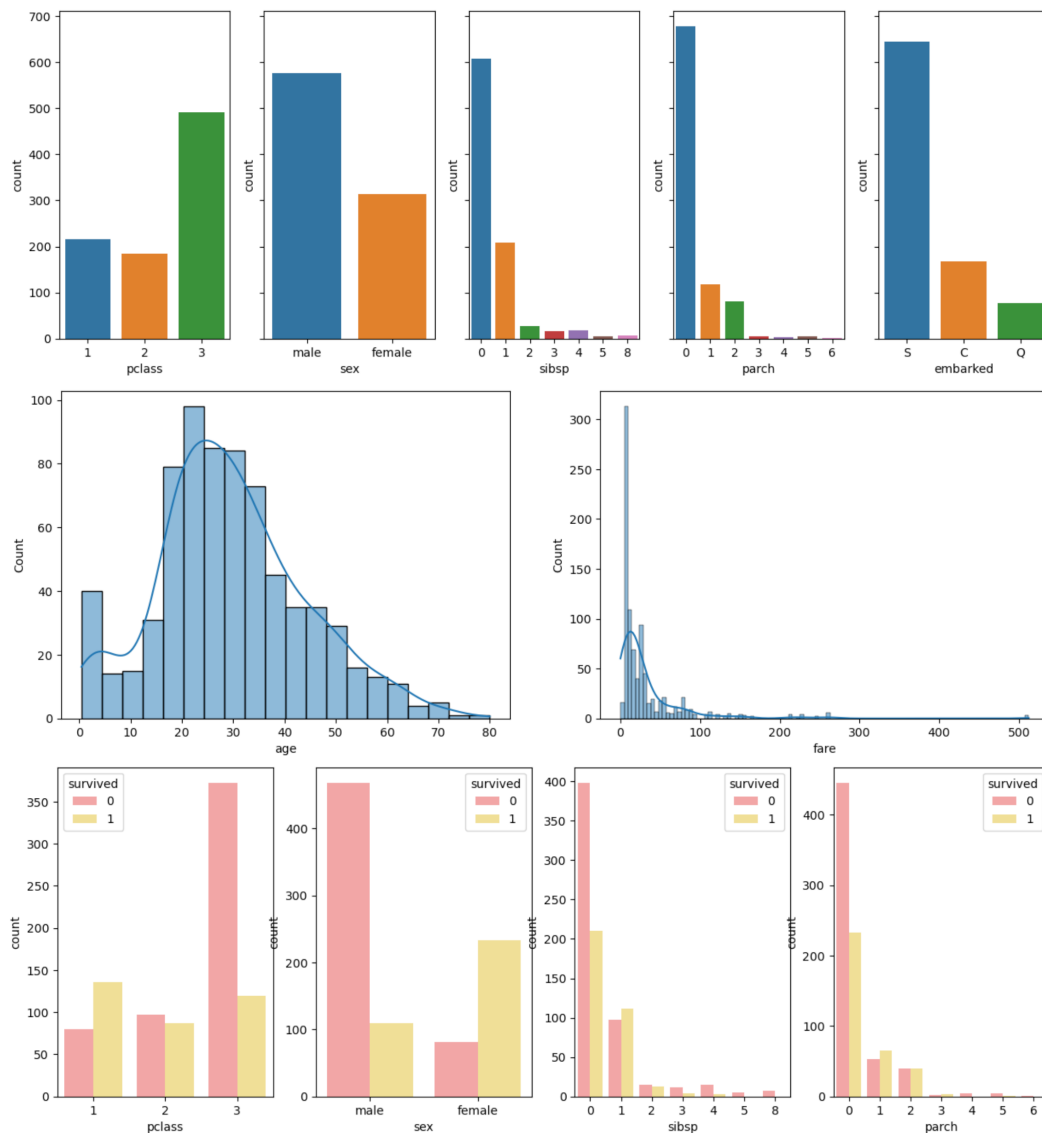
You are working on a self-initiated data visualization project. Here is what you are currently at:

- Motivating Curiosity: How to survive a shipwreck?
- Intended Effect: Give guidance on how to prepare best to survive a ship cruise in case of the ship sinking
- Function: Explain
- Audience: people who are about to book at cruise on a cruise ship.

Data: you have access to the well-known Titanic dataset. It contains the manifest of the passengers on the cruise ship Titanic, when it collided with an iceberg and sank. The dataset has the following attributes:

- **survived:** whether the passenger survived (1) or not (0)
- **pclass:** the class the passenger travelled in (1, 2, 3)
- **sex:** gender of the passenger (male, female)
- **age:** age of the passenger (float value if under 1 year)
- **sibsp:** number of siblings or spouse also on the ship
- **parch:** number of parents or children also on the ship
- **fare:** amount paid for the ticket (in Pre-1970 British Pounds)
- **embarked:** point of embarkment: C=Cherbourg, Q=Queenstown, S=Southampton

You did explore the data already, here are the most relevant graphs you generated:



**Exercise:** Define the **Tone**, **Angle**, **Framing** and **Focus** for this project (in teams of 2 to 4 students).

## **Possible Solutions**

### **Tone:**

As “dying” is a highly emotional aspect everyone life, a Feeling Tone (emotional) is a obvious choice. However, an analytical tone may be better suited, as we do not want to keep customers from participating in the cruise or have a bad feeling about going on board. So, let's pick the analytical tone.

### **Possible Angles (restrict yourself to one!):**

- How does passenger class influence survival rate?
- How does the group size (number of siblings, spouses, parents, children) influence the survival rate?
- How does gender influence survival rate? (may not be so great of an angle, as this probably has changed since the Titanic)

### **Framing:**

As the person booking the cruise will usually not be a child, we could filter out age<18.

### **Focus:**

- Focus on angles that can be influences (sibsp & parch, pclass), do not show gender/age.
- Highlight and discuss outliers (regardless of Angle, each of the angles above probably has outliers).