Lincoln Brown

Assignment 3.3

DSC640-T302

Professor Williams

Blog Post Summary

I had a little trouble getting started on this project. I’m not a blogger, so it was new territory for me, and it was kind of difficult for me to achieve the right conversational tone I wanted for the blog. I also struggled getting an alternate dataset for the post, since I wanted to exclude the vehicle fatalities data. I ended up using airline sentiments from Twitter that I found on Kaggle. I didn’t want to include the vehicle data since this was public facing and as we discussed in Teams, there just isn’t a truly direct comparison between the two. I’m feeling repetitive in this class, because I can’t seem to find new data that is supportive of better graphs.

Overall, I’m happy with how this turned out and think that it does a good job of portraying the downward trend of accidents and fatalities in the airline industry. It feels redundant to keep making graphics of the same data over and over. I keep looking for a new angle but can’t seem to find one. Ultimately, I ended up using a modified version of the two graphs that have been a staple for getting my point across. The declining number of accidents and the declining number of fatalities. I included a new graph that had the number of departures, which as a whole tend to be increasing. However, there is a significant drop off from the pandemic in 2020, which had immense impacts on all forms of travel, but specifically airlines. I don’t think that there is a much more convincing graph for showing the safety of airline travel than the number of fatal accidents and fatalities decreasing over time, even with more departures.

I also included some information about the recent Boeing scandals that have been making headlines. This is the kind of media coverage that can really shape a person’s opinion on a topic, and it is important to point out that despite these events, the data seem to support the notion that airlines are getting safer as time progresses. I included the Twitter sentiments, because there was a lot of negative tweets (who doesn’t love to complain on the internet?). Seeing media coverage and social media posts can be very persuasive to a person’s thinking, even if they aren’t representative of what is happening on a macro scale. Sure, some people have bad experiences and it is clear that Boeing has had failures with their 737 Max’s. However, these events can become magnified and alter our perception. It is important to understand the effects that these types of interactions have, especially when they can be contradictory to what the data suggests.

Overall, I’m satisfied with this blog post, but I hope it is not too repetitive or similar to my previous submissions. If you have any guidance for how to change it up or where I could possibly find new data to incorporate into my project, I would greatly appreciate it.