Term Project Milestone 3: Blog Post

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After accomplishing the dashboard and executive summary milestones and incorporating the feedback given, I assessed my work to choose the three visualizations from my dashboard to incorporate into my blog post. I chose the three charts I thought had the best chance of being understood by the largest amount of average individuals provided they receive an insightful explanation of the data the visualizations are displaying. As I needed to write a blog post that would potentially be seen by industry professionals and typical citizens alike, I made sure to relate the topic to both audiences while still effectively describing what the charts show. Establishing credibility within the post was important since many people who read blogs check to see if the figures being showcased are indeed true. This is due to the increased awareness of misinformation and the prevalence of fact-checkers on the web.

This particular milestone was different than the others so far because I truly felt the need to directly address the media’s take on the airline industry’s safety and I needed to disprove their erroneous allegations while boosting the credibility of the data. This was done all while keeping the two audiences in mind as the blog is designed to capture the most people possible. My overall findings were that to better vie for the data, I had to use a combination of the chosen visualizations, clever wordplay, and domain knowledge. While I believe that this was a good combination of storytelling and skillful communication, there are some ethical considerations to take note of. In the blog, I stated things that may or may not have had an effect on the airline industry (COVID-19 pandemic, 9/11, Malaysia Flight 17, etc.) without supplemental data confirming the effects of these events on the industry. Now while this is a project for educational purposes, should this have been a real public relations campaign backed by the airline industry, data solidifying the accuracy of these statements demands to be cited and expounded on. Should there be no data confirming such effects, I would be no better than the media news companies I am trying to disprove.

**References**

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3. Boice, J. (2022, December 16). Airline-safety.Csv. Fivethirtyeight. Retrieved June 15, 2024, from <https://github.com/fivethirtyeight/data/blob/master/airline-safety/airline-safety.csv>