Term Project Milestone 4: Infographic

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With the completion of the previous blog post milestone, the transition from the professional audience to the general audience was well-noted regarding the delivery of the data. There were a few things that needed to change when catering to the audience meant to receive the blog post and the same can be said for the infographic required to capture the general audience, yet at a much quicker pace. Infographics are meant to grab the reader’s attention and present data in an extremely consolidated way, and the visualizations in every milestone completed up to this point did not fit within these parameters. This prompted me to reevaluate the data and output six brand-new visualizations (using Python and PowerBI) that presented as many profound statistics as possible in a consolidated and easy-to-read format with as little writing or labels as possible (the infographic text would provide context to the chart’s meaning). Since the general public most likely gleans meaning from simple charts that quickly outline things like item count, percentage of the whole, and movement over time, visualizations like bar charts, pie charts, and line charts were presented. The focus of these charts remained on statistics that showcased the immense progress of the airline industry regarding safety over time and the percent change of incidents, accidents, and fatalities.

Once the data was crafted into the consolidated visualizations, the color scheme was adjusted to mirror that of the previous visualizations, although slightly different as one of the stronger colors (red) was switched to orange as this might overtake the significance of the infographic as a whole. Yellow was added to the top of the infographic with the black font to emphasize the safety aspect of the document, while the background was made to mimic that of the blog post, and the data source logos were added to increase credibility for someone viewing the infographic in a hurry. Percentages were highlighted throughout the visualization descriptions and charts as they typically provide the most impact to the general audience with limited time to look at articles or other more complex statistics. Statistics such as decimal values were steered clear of for this infographic since they are much harder to fathom with limited time to view them, and their impact is not as significant to the general public since metrics like decimal values are hard for typical individuals to relate to more comprehendible terms. The prime statistic that fell under this category to avoid is the fatal accidents per 100,000 departures. Providing numbers like 0.018 is not very helpful when trying to deliver the most impact the data has on the issue at hand.

Looking at the infographic in its completed state, there are some ethical issues to consider. As the infographic is very short in length and very visualization-oriented, there is little room for explanation concerning how the data was gathered or summarized, which some viewers could see as misleading and potentially malicious. The way an infographic innately functions may also be an ethical issue for some viewers. Since infographics are designed to present data speedily, some could argue that there is not enough time or information listed to perform fact-checking, forcing readers to accept the statistics shown as true when they may not be. I have attempted to combat this argument by placing the logos of the businesses where the data originated, so if they do not have time to stop and peruse the References section at the bottom of the infographic, they can at least remember the company names and look them up on their phone or other mobile device at their leisure. One more ethical issue an infographic presents is that it is designed to generalize data, which does not allow the viewer to understand the full scope of the findings within the gathered information. While the statistics on the infographic paint a positive picture of airline safety, this type of visualization will never be able to display the entirety of a study’s findings. The infographic quickly passes on knowledge as it focuses highly on minimal text and multiple images, potentially leaving some charts lacking a detailed explanation. The addition of video and audio would be beneficial for increased informational gain, yet compromises data delivery speed. Discovering and weighing the options of data delivery speed and wholesomeness of explanation when catering to specific audiences is key to the storytelling of the data.

**References**

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