Term Project Milestone 5: Final Presentation of the Data

David D Berberena

Bellevue University

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Catherine Williams

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To craft the final presentation deliverable that is directed toward viewers with next to no knowledge of the issue at hand, I decided that the previous milestone’s infographic deliverable would be the best way to convey as much meaning to an audience as close to the general public as possible in a brief amount of time. Since the infographic’s nature is to consolidate a large amount of information into a quickly digestible document, I wanted to do the same with the presentation of such information, which led to the concise outlining of the previously submitted infographic via an audio-recorded PowerPoint presentation.

My methodology was to explain each part of the infographic while weaving the overall topic of airline safety as presented by the media along with the truth behind their claims as shown by reputable data to create a short, yet informing story of the reality of the airline industry’s safety ratings. To capture the attention of my audience (the general public), I capitalized on the profound statistics highlighted by the infographic and focused on relaying the large percentage of decrease in overall airline incidents, fatal accidents, and fatalities over time. Doing so in such a short time window of three minutes felt like initiating guerilla warfare, as the presentation is designed to outline the issue swiftly, highlight data-backed information refuting the news companies’ assumed falsehoods just as quickly, and establish reputable sources for the viewer to confide when faced with a controversial issue like airline safety. A script was created so the presentation could flow better and make the best use of the time allotted without having any of the key facts fall flat. The final result was a brief overview of the media’s position on airline safety, the data’s story regarding the truth of the airline industry’s safety ratings, and the proverbial nail in the coffin for the media’s argument with the introduction of reputable airline safety databases and resources.

It is with great appreciation that this presentation involved both visual and audio components as narration alone could realize some ethical issues where the data is concerned. Without visualizations to illustrate the figures mentioned in the presentation, the impact of such statements would not have meant as much to the end viewer and could potentially be seen as nothing different than what the media has done in its approach to perpetuate negativity regarding airline safety. The goal of a presentation like this is to capture our audience’s attention and trust, and when it comes to data, seeing really is believing. Another point of data ethics related to audio-only tactics is the inability to reach a large portion of potential users due to language barriers and deaf individuals’ lack of hearing ability. The presence of visualizations and written words directly mitigate the potential loss of users due to strictly auditory data presentations. It is very easy to misrepresent and fudge the truth as it pertains to questionable claims made by visualizations or verbal communication, and news companies use this to their advantage. With credible data at our disposal, there is no need to compromise our values and ethics to publish and communicate sound, reputable information. The combination of audio and visual cues and information allows for a more robust and wholesome communication experience for the end viewer to maximize their understanding of the story the data has to tell.

**References**

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