**Project Task 3 – Blog Post**

Surena Nokham

Department of Science & Technology, Bellevue University

DSC 640-T302: Data Presentation & Visualization

Catherine Williams

May 5, 2024

In creating the blog post "Flying Safer Than Ever – Let's Clear the Air!" for SafeSkies, my primary goal was to demystify airline safety with engaging and easily understandable visualizations. Recognizing that our audience often has a short attention span and prefers quick, impactful data, I chose visuals that could be quickly scanned and comprehended, ensuring that even a glance could convey the core message about the safety and reliability of air travel.

**Summary of Decisions and Findings:**

1. **Choice of Visualizations:** I selected three distinct types of charts: a trend graph showing the decline in airline accidents from 1985 to 2014, a comparative graph between media attention and actual crashes, and a comparison of transportation fatalities by mode. These were designed to be intuitive and straightforward, enabling readers to quickly grasp significant trends without needing detailed explanations.
2. **Tone and Content Adaptation:** Unlike previous internal reports aimed at a highly analytical audience like executives or fellow data scientists, this blog post adopted a more casual and relatable tone. This approach was strategic, intended to appeal to everyday travelers planning their summer vacations. By contextualizing the safety of air travel in terms of summer travel, the content became more relevant and engaging for the general public.
3. **Engagement and Impact:** To capture and retain reader interest, I incorporated quick, striking statistics that could easily catch the eye and linger in the memory. For example, highlighting that one would need to fly every day for over 103,239 years to experience a fatal accident underscores the improbability of such events in a relatable way.
4. **Color Scheme:** The choice of colors—black, white, light blue, and pastel yellow—was deliberate. Blue was used to highlight and emphasize critical facts and data, drawing the reader’s attention to key information. Pastel yellow highlight was utilized to break up the content visually, making the blog more readable and engaging, and helping to guide the reader’s eye through the narrative.

In presenting this data, ethical considerations were crucial. It was essential to balance informative content with sensitivity, especially given the subject matter involving safety and accidents. The information had to be accurate, sourced reliably, and presented in a manner that informs without sensationalizing—respecting both the data’s integrity and the audience’s need for truthful information.

In summary, the blog aimed to provide clear, concise, and engaging content that educates the public on the realities of air travel safety, countering pervasive media narratives with hard facts and encouraging a more informed perspective on air travel.