# Blog Post Summary

The goal of this campaign is to provide the information needed to combat any negative results of the way the media covers air traffic fatalities. Although there has been little evidence to suggest that the industry is negatively affected by higher numbers of accidents, it can’t hurt to be proactive to combat negative media coverage. This blog post is intended to reinforce that air travel continues to be a safe option despite recent high-profile cases.

Although the project focuses on JetBlue as a company, the focus is on the overall safety of the service provided. An effort is made not to focus on the negative of other companies as this may hurt the over all argument of the safety of air travel. Furthermore, little to no proof was brought in this project to be able to claim that JetBlue is safer than other airlines. It would not be ethical to make any such claim based on the data provided.

The introduction reestablishes the popularity of air travel, challenging the reader if there should be reason to change from what has been accepted till now. The graph included shows the rise in miles flown every year. The color of choice throughout the post is in the blue family matching the company’s colors. As explained in the caption of the picture the year 2020 has been removed. Anytime data is removed ethical concerns are raised. In this instance it seems acceptable to remove the data as the drop is obvious and inconsistent with the overall trend.

The body of the post uses two arguments. The first argument is to prove the continued safety of flying. The two graphs selected are designed to bolster the argument. Both show the decrease in fatalities over the years. While the line graph of deaths per 100 miles appears more dramatic the bar graph may be easier to understand. The two together seem to provide a strong combination in proving the point.

The second point is more focused on the company’s service. The argument is made that the company is a safe company operating in a safe zone. The map included shows the low number of deaths in the area serviced by the company. It is an easy and effective way to show the information.

Most of the data provided is straight forward and there is not much concern regarding the ethic of the data provided. Of concern is the data chosen to be withheld. Anytime data is used to forward a position there will be some data that does not align with the message. One example in this study was the original comparison of air traffic deaths to ground travel. Although the full calculation was not completed the numbers did not seem to indicate that air travel was safer. Care must be given regarding the ethics of not including data contrary to one’s interest.

Data retrieved from:

<http://web.mit.edu/airlinedata/www/2020%2012%20Month%20Documents/Traffic%20and%20Capacity/System%20Total/Total%20System%20Revenue%20Passenger%20Miles.htm>

<http://www.airsafe.com/airline.htm>

<https://aviation-safety.net/>

<https://aviation-safety.net/statistics/period/stats.php?cat=A1>

<https://en.wikipedia.org/wiki/List_of_JetBlue_destinations>

<https://www.macrotrends.net/stocks/charts/JBLU/jetblue-airways/revenue>