Assignment 5.3, Project Task 4: Infographic

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After a successful blog post, our company (United Airlines) has decided that a shareable infographic will be the next step to get our message out to the general public that flying is a safe way to travel. My infographic is simple yet shows interesting facts that should help to comfort and ease the concerns of hesitant flyers. I also used the United Airlines color scheme (different shades of blue) along with some read to catch attention.

In the first section, to connect with worried flyers I wanted to portray that fear of flying is not uncommon and that they are not alone. There is also some subtle imagery showing 1 in 3 Americans is either anxious or afraid to fly along with some common reasons why people are afraid. In the second section, I have compared deaths in air travel with other modes of travel such as motorcycles, cars and even trains. This contrast clearly shows low risk of dying in a plane crash, emphasizing other more common modes to travel are higher risk. Finally in section 3, I continue to show the rareness of getting into a fatal accident via air travel and concluding how air travel is safe and the industry continues to get safer over time.

One design issue I ran into was with the bar graph showing Odds of Death by various modes of travel. Air travel has such a small number that in comparison with other modes it does not show anything giving a feel that data might be missing for air travel. To take care of that I had a separate picture comparing air travel with trains and wrote the number of deaths per 100 million miles.

There was an ethical consideration being around some data that I left out. I had rates of fatality risk for US region only. While this would make sense for US, individuals should not generalize it for rest of the world. It might also lead to another question/fear that "When it comes to air travel, is rest of the world not as safe as US?"

Sources:

Over all stats: https://flyfright.com/statistics/

Motorcycle Fatalities: https://www.salvilaw.com/motorcycle-accidents/facts-figures/

Planes Fatalities: https://www.airlines.org/dataset/safety-record-of-u-s-air-carriers/

Cars Fatalities: https://injuryfacts.nsc.org/motor-vehicle/historical-fatality-trends/deaths-and-rates/#:~:text=The%20current%20rate%20is%2012.9,10%2C000%20vehicles%20on%20the%20road

Train vs Aircraft Fatalities: https://www.psbr.law/aviation_accident_statistics.html