

**Kimberly Cable**  
**DSC 640: Airline Crashes Blog**  
**Term: Fall, 2022**

**Blog:** <https://kimsdatascienceblog.blogspot.com/2022/10/how-safe-is-it-to-fly.html>

I wanted to make this blog about convincing someone that flying was safe that was trying to see if they wanted to drive or fly on their next trip. I also wanted to depict how flying is the safest mode of transportation and driving is well a gamble.

I chose a brown neutral theme for the blog hoping it wouldn't detract from the blog posts. I tried to emphasize relevant items by putting them in bold and a font size up. I display the vehicle statistics in red because they are worse than the airline statistics which I display in blue. This allows the reader to scan the blog and see the good and bad points between flying being safe and driving being hazardous.

I start off in general with an overall number of accidents in the past 75 years showing a map of the world's airline accident rate per continent.

Next, I compare the World to the United States in airline accidents and show a graph of how both are declining.

Then, I compare how vehicle crashes are must higher than airline crashes in the United States and show a graphic of the 0% airline fatalities in words to emphasize the 0% fatality rate.

I then get more specific about airline accidents and fatalities showing a graph of both total accidents and fatal accidents in the United States declining from 2000 to 2020. I emphasize the percentage from 2000 and the percentage in 2020 showing this decline in wording.

I end by saying airline pilots have more training behind the wheel than drivers.

This blog differs from the dashboard and executive summary as they are more geared to those in the know versus a blog was written for the public who only hear the bad stories about flying. The dashboard was also all graphs and the executive summary was very high level and was specific to American Airlines. I tried to write the blog in a way that was much more like a discussion stating the facts about flying and driving and not about any airline in particular.

The ethical considerations are the fact that I'm showing data that is in a 20-year time frame and the statistics of the continents are 75 years but I tried to state that in the writeup. Most people want to

know what's happening now and with their particular situation so I tried to make it specific without making it too specific.