

DSC640 Term Project

Milestone 5

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Supporting Documentation

- **Why did you choose to present the data story the way you presented it?**

The slide show may be overdone, but it is conventional for a reason. It is versatile and, with modern cloud storage options, highly portable. Each slide offers the opportunity to present a discrete chunk of information. If done correctly, this presentation will complement the verbal presentation, rather than either overwhelming the other, or the combination overwhelming the audience.

I chose to narrate over slides because, given my format choices with electronic submission, I think it is my best chance to construct a presentation which is simultaneously informative and, within aesthetic guidelines, sufficiently sparse.

The Three Minute Story challenges us to organize our thoughts carefully, and present them logically and simply. I sought to make a single logical point or emotional impact with each slide. I open with the question that I expect to be on the viewer's mind (and if it is not, I have no job to do). To continue establishing rapport and trust, I give legitimacy and voice to the concerns with which I expect the viewer may identify. By normalizing the inquiry, I am seeking to bring them "into the fold" of my way of thinking, and especially to identify with a graphical approach to the problem. The 650-to-1 graphic is meant to shock; to break the viewer from opinions which may be solidified, I must provide some impulse, and this visual is my attempt to do so with a vivid image. The next slide seeks to do with pure magnitude what the previous does with visuals; when searching for a reference to make sense of 18,000 years, people are likely to think of pyramids, human history, or ice ages. I then seek to put concerns about airline safety in its proper place by ranking it with other risks of similar magnitude. In the last slide, I am asking the viewer to explicitly decide that s/he has agreed with my presentation.

- **What did you do to prepare the data for the way you chose to present it?**

For the search data: I downloaded the data, then put it into a graph in Google Sheets. To present the graph of search by season, I grouped the data by month, and graphed again.

The preparation of the car deaths per mile over time was similar.

I created the 650x graphic in GIMP. I found an image of a person and copied it. I calculated the dimensions of the rectangle based on the person image dimensions in order to make the grid aesthetically pleasing. I found a nice color palette, then chose the blue and red color accordingly.

The 18,000 year figure has a lot of computation behind it, but not much work in visual

preparation. This is not to say it was not a thoughtful aesthetic choice. Whereas the 650x graphic seeks to impress by the quantity of bodies, the 18,000 year figure seeks to impress with its bluntness.

For the "exotic causes of death" graphic, I graphed the bar chart in Google Sheets, exported the graphic to GIMP, and pasted the "1 in N" labels near the top of the bars.

- **What are the difference(s) between presenting the data story to a general audience as opposed to an internal audience?**

It's a question of tact. We do not lie, but the specific ways in which facts are presented can affect their impact. Internal presentations, especially to executives, should be clear, complete, and undecorated. When presenting to a general audience, the "spin" placed on the presentation depends on the interests of the company. Every company has an interest (and, if publicly traded, a fiduciary duty) to protect its financial interests.

- **What you would do differently if you had to do it all again from the beginning?**

I always worry when selecting a topic for a term project whether I will get painted into a corner, so to speak, and need to start over. This is why, given a suggestion for a term project topic, I took it: I figured that the airline safety project must offer appropriate scope for the term's milestones. In hindsight, understanding the parameters of all milestones, I would choose a project in an area which is more in line with my interests. I think a fun project idea would be convincing the public that self-driving cars are a reasonable thing to try (but I suspect this safety data is closely protected and would be harder to come by).

Data Sources

<https://www.bts.gov/content/transportation-fatalities-mode>

https://en.wikipedia.org/wiki/Motor_vehicle_fatality_rate_in_U.S._by_year

<https://www.fhwa.dot.gov/policyinformation/statistics/2015/fi200.cfm>

<https://www.worldometers.info/world-population/us-population/>

<https://www.airlines.org/dataset/safety-record-of-u-s-air-carriers/#>

<https://www.floridamuseum.ufl.edu/shark-attacks/odds/compare-risk/death/>

<https://trends.google.com/trends/?geo=US>