

Blog Write Up

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Data Presentation and Visualization

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My overall strategy was to show the audience that airplane travel is safe. First, I needed to challenge the media assumption that flying in an airplane is dangerous by showing facts. The first graph is to show the reader that airplanes are the safest form of transportation. A person is more likely to die if they drive a car versus getting on a plane. I make the traveling by airplane category to focus on how small of a chance it is to die by air travel. In this case, one percent is low.

My next strategy is to show that airline fatalities have stayed consistently low. If the media is reporting that air travel is becoming more dangerous, then this graph is designed to tackle that assumption. Airline fatalities have gone down and have stayed consistently low after 2003. I used a line to symbolize the end of air travel being fatal. I used the red on the right side to focus on the good instead of focusing on the bad. Blue is a neutral color with slight significance.

Lastly, I want to show how facts could be skewed by feelings. If the general audience doesn't like air travel, this could lead them to believe it's dangerous. A bar graph was used to show the percentage of the people that took the survey and how many of them weren't comfortable flying in an airplane. In other words, I am trying to establish doubt about airplanes being factually dangerous versus it being just negative feelings about flying. I used a natural dark blue on all graphs. The graphs combined show the same information, but the natural color is easy on the eyes.