Infographics Summary

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Data Presentation and Visualization

11/02/2022

I used a similar approach to this project as my blog. This time I took the advice given to me and made it more conversational for the general audience. Even if the people in the audience are not experts, when it comes to reading graphs, the annotation will point them in the right direction. My idea was to create infographics and make it into a story. The title tells the reader that I am going to disprove the statement that airlines are dangerous. First, I touch on the problem that the media has painted airline travel as dangerous. First, I show that air travel only makes up one percent of transportation deaths. The information is highlighted so the audience can see it. Next, I show a graph of a car which makes the reader think about what they drive every day. If I can show the reader a distinction of their chances of dying in a car versus a plane, then I can start pointing a narrative. After that, I show a lighting bolt. We know that getting struck by lightning isn’t a regular occurrence. I show the lightning bolt to highlight the little percentage of dying by an airplane. Then, I show the graph and point out to the audience that there is a decline in airline fatalities. This removes the narrative that airplanes are getting more dangerous. This is the last graph I use to convince them airflight is not dangerous. I attempt to ease the audience by indicting that there is a rise in travel. With the rise in travel, nothing has changed as far as perception. After COVID, there is an increase in flying. This was my idea of making them feel safer. After all, don’t we like following the trends? Lastly, I show a survey bored with faces where it indicates a person’s perception. This was my idea of finding a reason to why media act on the fears of flying. If a person’s perception of flying is negative, aren’t they likely to believe the news that air travel is dangerous? After all, the media is comprised of people. They know the consumer will react to bad news of airplanes.

The ethical complications could be that the audience takes my story the wrong way. Maybe the structure is not the best. I am not an expert in infographic design. This type of work should probably be taken by someone more creative. Not only that, but the limits of the tools didn’t allow me to add vectors that would have made the story better. This goes back to the workplace adding limitation to work applications. With the limitation, it can cause limitations in what I produce. Overall those limitation could lead to a misinterpretation of the story.