Project Task 3 Supporting Documentation

For this task, I wanted to tell a casual story in my blog as if I was speaking to a friend to discuss Air and Land Travel Safety. I chose an island beach image with vibrant colors as the topmost item to get the audience’s attention, and I begin the conversation by asking a question to get the readers to have an idea of traveling and imagining their travel destinations. I also state the problem that recent airline crashes have negatively impacted the perception of the airline industry, and I wanted to present data to support that airline travel is safe. My end goal is to encourage people to continue to travel in airplanes just like they do in cars. For doing so, I use the following graphs and charts:

* Average Annual Person Trips per Household - Shows the purposes of the trips that people take. This will have people reflect on their movement and will motivate travel.
* Transportation Expenditures 2010-2018 – Shows where people are spending money for their transportation costs. Indicates that so much more is spent on automobiles.
* Transportation Modes – Again shows how much more automobiles are being used for traveling.
* Airline Fatalities - Shows the number of total fatalities for the top U.S. Airlines from 2000-2014
* U.S. Airline Fatalities from 2000-2014 – Similar to the previous graph but breaks down totals for the industry for every year.
* U.S. Vehicle Fatalities from 2000-2014 – Shows vehicle fatalities data which is so much more than airlines.

I was to able use some of the same data from project task 1 and project task 2 but modified them to include information pertinent to the story being told and limiting the information as readers will likely place more importance on recent data. The new data sources that I used were data for the purposes and expenses for travel. For my graphs, I made sure to add titles and labels for the axis where it made sense. I also added a legend wherever it was needed. I used colors to accommodate audience members that may be colorblind. I consistently used the same colors for my graphs to match the data. I wanted to make sure that the text and graphs worked well together to maintain a consistent flow in the story telling. The “ah ha” moment should have occurred after describing how so much more car accidents occur, yet we spend so many trips and spend so much money for our automobiles. We should not think twice or fear traveling by plane if we so readily travel by car. I added a conclusion and my call to action was for the audience to go ahead and book a flight for their next travel.

References:

https://catalog.data.gov/dataset/accidents-and-accident-rates-by-ntsb-classification-1995-through-2014-for-u-s-air-carriers

https://catalog.data.gov/dataset/accidents-fatalities-and-rates-1995-through-2014-for-u-s-air-carriers-operating-under-14-c-2e5ec

https://cdan.nhtsa.gov/tsftables/tsfar.htm#

https://www.bts.gov/content/average-annual-pmt-vmt-person-trips-and-trip-length-trip-purpose

https://www.bts.gov/content/personal-consumption-expenditures-transportation-subcategory

https://nhts.ornl.gov/

Silver, Nate. "Should Travelers Avoid Flying Airlines That Have Had Crashes in the Past?" <https://fivethirtyeight.com/features/should-travelers-avoid-flying-airlines-that-have-had-crashes-in-the-past/>

Difference Engine: Up, up and away. Retrieved from <https://www.economist.com/babbage/2013/01/07/difference-engine-up-up-and-away>

Github Repository: https://github.com/cvibanez/DSC640\_Project