



MILESTONE 3

PROMOTING POSTIVE MEDIA REGARDING AIRLINE SAFETY

TERM PROJECT

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DSC 640 – DATA PRESENTATION & VISUALIZATION



Amelia Airmart's *FlyFine* Blog Post:

<https://flyfine.blogspot.com/2023/10/flight-fright-and-what-to-do-about-it.html>

In crafting my blog post titled "Flight Fright and What to Do About It," my objective was to address the anxiety associated with air travel, offer strategies for managing flight-related fears, and introduce factual information about safety. This assignment involved selecting appropriate visualizations, considering the unique approaches of this style of campaign, designing an engaging format, and emphasizing our airline's desired content clearly and concisely.

Blogging, like visual storytelling, hinges on compelling narratives. Readers are more likely to continue if captivated from the start. I chose a format designed to grab the reader's attention. A reader is more likely to continue down the page if they are intrigued at the top. I chose to write this blog in a format that would grab the reader's attention. When I am reading a blog, typically about food, I often find myself drawn into a story – something as unrelated as how the author *used to pick flowers with their grandmother and one time they pricked their finger on a rose*. It's not at all the reason I navigated to the page, but I remember the important information (the recipe) because it called on my other senses and transported me to a new place in my imagination. If I feel a kinship with the author, I am more likely to follow through with the recipe, select the links they shared, and return to their page when the opportunity arises next.

The visualization choices were guided by the goal of enhancing both reader engagement and comprehension. The @tsa video from Instagram not only captures a reader's attention and humor but also connects them to more helpful information. The graphical visualizations were selected to reinforce the key points and provide data-driven support for claims. Simple charts were favored to convey information clearly, as the audience is likely not expert in the subject.

In considering ethical implications, the responsibility centered on sharing honest information about flight safety. It was crucial to ensure that statistics were accurate, up-to-date, and conveyed without sensationalism. Sensitivity to the anxieties of readers was also essential, as the piece aimed to provide reassurance rather than induce panic, so it was important to include the link to more stress-management techniques.

The overall message underscored the increasing safety of air travel. The visualizations express that flying is statistically safer than ever, major airlines have impeccable safety records, and traveling by air ranks as one of the safest modes of transportation. These findings are aimed at alleviating travelers' fears by supplying them with concrete facts, empowering them to board flights with greater confidence.