

# ANALYZING THE SINKING OF SEWOL-HO THROUGH DATA VISUALIZATIONS

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# PURPOSE

**Find patterns/  
relations relative  
to the death  
based on  
passenger's  
categorical  
variables**

**Look into the  
repercussions  
of the incident  
and amount of  
influence made**

**Remember and  
spread  
information of  
this incident to  
those unfamiliar  
with it**

A guide to understanding the relation of death vs. survival from the incident with further precision

# QUESTIONS

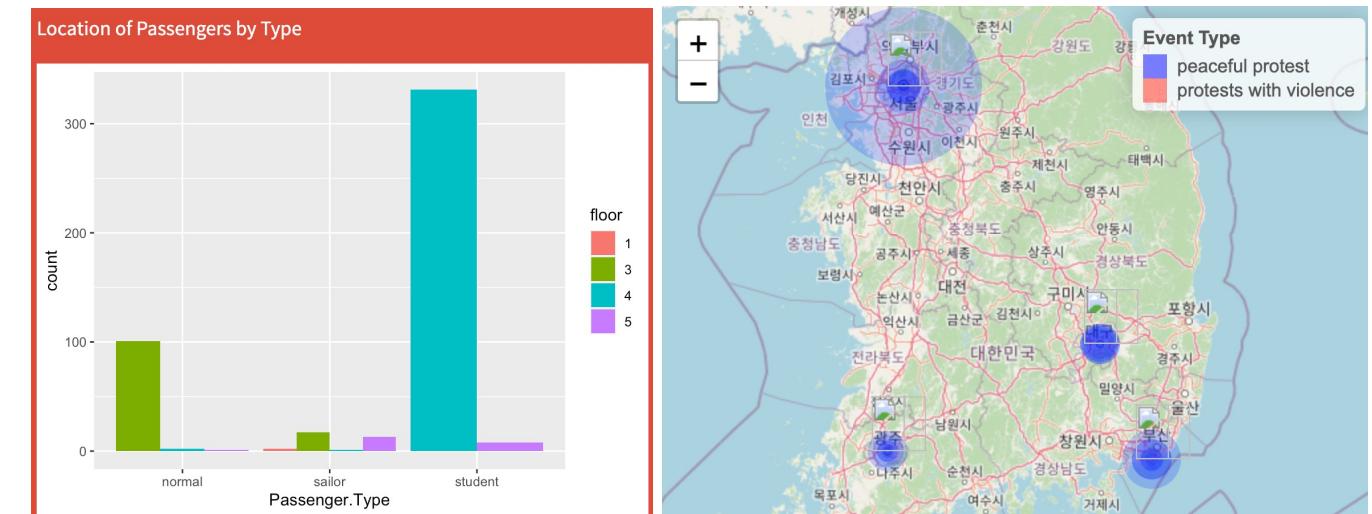
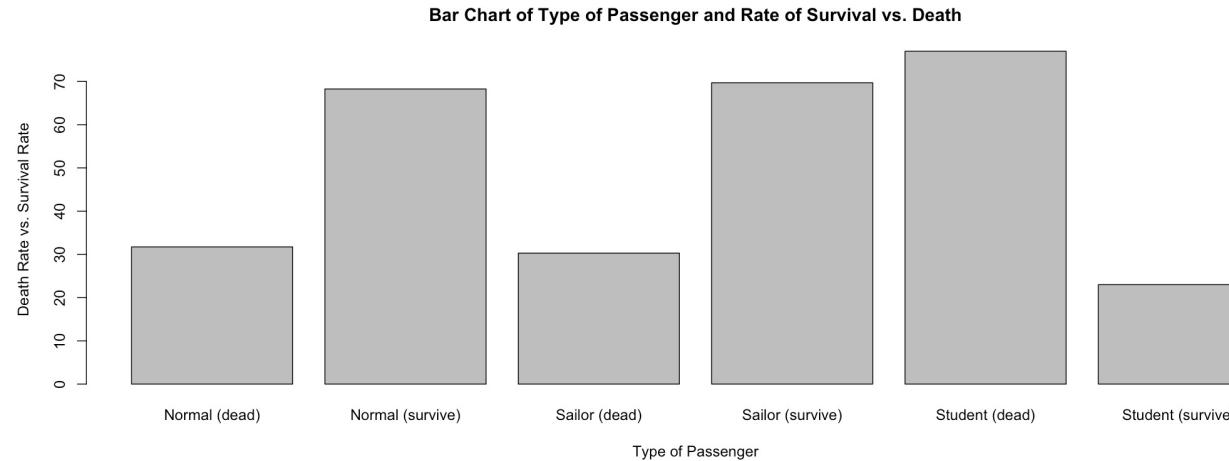
- Q1. What patterns/relationships are there between certain attributes (i.e. type of passenger, gender, location) and death or survival?**
- Q2. Why was this incident so much more problematic than any other accidents over the decades?**
- Q3. To what degree did the incident influence the country?**

# INSIGHTS

Although the incident is known mostly as one that killed students, it was notable that there were also "normal" passengers (as in those who were traveling to Jeju—the destination of the ferry) for their personal reasons. Through the survival vs. death rate chart, however, it is recognizable that more student passengers died compared to normal passengers (% vs. % death rate). What clearly upset citizens more however, was the fact that most sailors/staffs of the ferry survived. The staffs were irresponsible for the lives of all other passengers and got out of the ferry by themselves.

Investigating what possibilities led to the drastic death rate of students, there were a few relations that were significant. Firstly, checking the first interactive bar chart lets us know most students were located on the fourth floor of the ferry. This contradicts most people's initial intuition that, since the fourth floor is the higher floors on the ship, they would have more time to survive or get out of the ship. This showcases the first point of anger in citizens: they had time and potential to all survive as long as the adults had taken the responsible actions for their lives.

The second interactive bar chart clearly demonstrates to users that the number of students that could not survive are drastically higher compared to any other categories of passengers. To look into this in more depth and accuracy, the bar chart on the third sidebar (named "Survival Rate") shows the comparison of survival vs. death rate of normal, sailor, and student passengers. The subject of indignation is the fact that the survival rate is higher than death rate for staffs of ship, whereas the survival rate of students is nowhere near the survival rate of the staffs.



Thank you.  
Q&A