

DSC 640-T301

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Blog Post

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Blog Post Summary

For my blog post, I attempted to use a blogging site. However, I found that it distorted the images of the figures and made them harder to read. I chose the figures I did because I felt as though they summarized the main findings the best. I also felt that they were easy to understand and not confusing to the general public. For the internal campaign, I focused on my findings and what I discovered through my analysis. For the blog post, I provided a short explanation and figures as well as information from outside sources that showed the accuracy of my findings. I felt as though too long of an explanation would cause readers to disengage and hide the main point. Through my analysis, I found that traveling by aircraft is safer than traveling by car.

The ethical concerns I had while I was creating my blog post were similar to the concerns I had throughout the project. One is that the car crash dataset only contains data from 2020 and not being able to fully compare it to the airplane crash dataset. Another concern was bias from misrepresented figures. I tried to avoid this by using the same scale for each bar graph to avoid confusion or misrepresentation. Another ethical concern is the source of supporting data and whether it is reliable. My main concern throughout the post was not to show bias one way or the other. Since I work for an airline, I wanted avoid bias toward air travel to not discredit my findings.