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Data Presentation & visualization

DSC640 (SPRING)

Final Project Task 5: Airline Safety Video

**Video Choices**

The video follows the key story conveyed across all mediums and audiences thus far. I knew I wanted the video to be focused on data and have a clear professional, yet casual tone. Since this was my objective, I decided to use Prezi, a dynamic presentation tool. Prezi allows for deck / presentation style content to be created with motion and video transition like elements. Choosing Prezi as the primary visual content of the video keeps the professional feeling of a presentation while adding dynamic transitions more commonly seen in video.

**Adaption to a video public Audience**

Although the main story remains the same, the delivery of the message was adapted for an unfamiliar audience. This means that I had to recount the story from beginning to end and do so in a timely manner. The video is structured into three main parts, beginning, middle, and end. The beginning introduces the topic and begins to dive into the data. The middle tries to explain why the problem is occurring; the problem being the declining safety trend narrative. Lastly the end wraps up the story and leverages data insights to debunk airline safety misconceptions.

**Deciding what to present / script**

Deciding what to present was easy since it is mainly the core story I have been telling thus far. The tricky part was presenting the content in under three minutes. In order to stay within the time limit, I had to write a script and speak quickly and clearly. I believe the end product tells the entire story and provides data insights to back up my claim in a clear and quick fashion.

**Ethical Considerations**

Again, with presenting to the public one must ensure that the data is correctly cited. I provided a verbal citation by mentioning where the data is sourced.If this video were published on a website or video sharing site like YouTube, then proper citation could be placed in the video description. I decided to name the big three airlines in this video. Since the data is sourced form a third party, I believe reporting on facts observed within the data keeps my statements unbiased and backed by data collected from a third party.