

Global Shark Attacks

Module 3 Presentation Script

Slide.1 - Greeting: Good morning/afternoon and welcome to today's presentation on information relating to Global Shark Attacks.

Slide.2 - There is a lot of fear and fascination with regards to sharks. The media capitalizes on this and even possibly adds to the misrepresentation of these magnificent creatures.

The movie JAWS came out in 1975, over 40 years ago. As one movie critic stated, "This film remains a classic horror movie that transcends the genre and the time in which it was released. Even with a shark that doesn't look terribly realistic by today's standards, JAWS still delivers the suspense and the terror, and is a textbook study on how to escalate tension for maximum payoff."

(listen to those words... 'suspense, terror, escalate tension for maximum payoff.' This is great for the movie theater, but not for the relaxing beach vacation that you saved all year for.)

"At the time of its release, it was the highest-grossing box office movie of all time, and continues to remain a staple in American pop culture." (Movie review by [Scott G. Mignola](#), Common Sense Media.) JAWS is also the 7th highest grossing film of all time in both Canada & the US.

Regardless of age, very few people aren't familiar with the infamous 'two-note' shark attack music from that movie. I am guessing that it is probably playing in your head right now!

The popular TV show 'Shark Week' had its first episode on July 17, 1988 and is television's longest running must-see summer TV event.

Slide.3 - Misinformation about sharks can greatly hinder businesses and the local economies of coastal areas that depend on the tourism industry. As a result, it is important to have a proper perspective on sharks and their behavior.

Slide.4 - The information for this presentation was taken from documentation of actual attacks and was compiled by an organization called the Global Shark Attacks File.

from their website, they state:

It is the goal of the Global Shark Attack File to demonstrate and emphasize, through forensic analysis, the significance of shark/human interactions in comparison to the myriad dangers that we face in our daily lives. With a better understanding of these interactions we can minimize the risk of being injured by a shark and concentrate on the conservation of all shark species worldwide.

Slide.5 - In order to make predictions we have to build models based on the data that is currently available. Of the models that I used, the logistical regression and the AdaBoost models performed the best with a 96% accuracy of classifying the data correctly.

Slide.6 - As you can see, there have been an increasing number of documented attacks through the years. This is probably due to a couple of factors

- more and better reporting and documentation available due to computers
- An increase in the the number of water sport activities available

Slide.7 - If you look at a world map and the countries listed, you can easily see that this makes sense due to the large coastline areas that these countries have.

Slide.8 - With regards to the US, the southern states have higher attacks. This could be attributed to their longer warmer climates and warmer waters. Beaches - the top 4 out of 5 are on the eastern Florida coast. this is a little alarming as my kids are currently living in the middle of these beaches south of Daytona and north of the others.

Slide.9 - The most common activity involving shark attacks is surfing. This sport puts people out in deeper water. Swimming is the next activity and attacks have even occurred in relatively shallow water. Fishing puts people at risk due to the bait involved and just the nature of the sport.

Slide.10 - If you recall from the year slide, this data ranges from 1850 to 2017. From documentation, we know that the majority of attacks were unprovoked and non-fatal. Non-Fatal totaled 1737, while fatal were 267, and 150 cases are unknown.

There were 2,846 males involved, while only 387 females. Unknown were 264

Slide.11 - We want to continue to learn from these attacks and relate them to other dangers that we may face during our lives. We also want to be aware of our surroundings when in the water and exercise sound judgement. Even having some basic information can help in a potentially dangerous situation. It is advised to move slowly, not splash around, and if attacked, fight back.

Slide.12 - We can draw on the example of Bethany Hamilton. Bethany started competitive surfing at the age of 8 and in 2003, at the age of 13, was attacked by a 14ft tiger shark. Bethany returned to surfing one month later and won a national title in 2005. In 2016 she beat a six time world champion and in 2017 was inducted into the Surfer's Hall of Fame. Bethany is not afraid of being attacked again because of the extremely low risk and she does not promote the killing of sharks. She is currently 29 years old, married and has 2 young boys.

Slide.13 - just for fun

slide.14 - thank you