Project Task 3: Blog Post

DSC640-T301 Data Presentation and Visualization

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**Blog Post Review**

With a blog post, the writing style can tend to be more relaxed to retain the attention of the users who read them. Therefore, less caution can be taken with grammatical syntax and addressing the reader directly. When writing this blog post, I kept those parameters in mind so that the material was more engaging and sensational. While sensational posts tend to be majorly disliked by most people, they are performed in that way because they are effective. This is the same reason that YouTube thumbnails are created in a way that expresses disbelief or titled in a way that grabs the user without providing too much context. Despite the lack of caution ignored for the writing, I still wrote in a style like a third person voice to remove the possible devaluing concern of bias for one airline over the others; this is the same reason that only the facts were discussed regarding the data.

The graphs chosen for this assignment were mainly for user-friendliness. For people to understand the data being discussed, they must be able to read and interpret the information that can be gleaned from it. The scatter plot used has clearly defined labels, and appropriate coloring, that the standard user would be able to read and understand. While pie charts could have been used, they typically don’t express yearly data in a way that looks very pretty or logical. The bar charts were chosen with data labels to ensure that the numbers were easier to find and determine, instead of relying on the axis which could make it difficult to discern that the numbers had significantly dropped from one decade to the next. Fortunately, there were no ethical considerations since the post carried no bias.