Project Task 5: Video Presentation

DSC640-T301 Data Presentation and Visualization

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**Video Presentation Overview**

For this final presentation, I approached it in a more friendly yet informed manner. I wrote my speaker notes to guide myself throughout the video so that I could easily cover the main points that I intended to discuss; nevertheless, it was hard to focus on the script and the camera to point my attention to the audience as I spoke. I also added a few pieces into the notes that attempted to be relatable, but when watching the video, they appeared scripted and off-putting. My objective was to cover the information by discussing the previous generations’ data, bringing the user back to our current era, and introducing them to the progress we have made so far. I especially highlighted some key points that people around my age and older would recall. Part of that was for a focus on the demographic, and part was to enhance the viability of the presentation.

The main difference between this audience and the other audiences we have written for in the past was that it was incredibly personable. Almost as if I was covering the daily news instead of plane incidents and fatalities. I believe that a portion of my impression is based on my tone and pace that was used to convey the information. I closed the presentation with a call to action so that users can review the data themselves and confirm the results. Moreover, I encouraged users to review the current information related to air travel incidents to keep themselves apprised of how often airline accidents occur. By encouraging users to review the data themselves, the possibility of ethical concerns is avoided since users can verify the details of what I have presented as fact.