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Course: DSC640 Data Presentation & Visualizations

Assignment: Project Task 3 – Supporting Documentation for Blog Post

GitHub Link: <https://github.com/madelinebauer/DSC640DataVisualization/tree/master/Project>

Blog Link: <https://bauerdsc640.blogspot.com/2021/05/air-travel-truths.html>

The blog I wrote is intended for a very general audience – anyone from the public. I used short sentences and easy words in order to communicate as effectively as possible to my audience. I also used short paragraphs to keep the flow easy to follow as well. Each paragraph has a title in order to summarize the main point in the paragraph.

The title of the blog post itself – Air Travel Truths – is meant to grab the reader’s attention right off the bat. The title is meant to have the reader wonder what they don’t know about air travel already and get them interested in the topic. The post opens with a picture of an airplane taking off with a beautiful setting sun in the background. This was meant to start the reader off on a positive note.

The beginning paragraph jumps right into the main topic – is air travel safe? The purpose of this paragraph is to connect with the reader – maybe they are scared to travel by air, maybe they have personally been affected by the crashes mentioned, maybe they have come across the views of others online, etc. I purposely kept the opinion and facts vague in the first paragraph to help readers continue onto the rest of the article.

The second through fourth paragraphs are intended to provide facts for the audience. I start by comparing air travel safety to vehicle safety. I remind the audience that we all rely heavily on cars, trucks and buses on a regular basis and illustrate how much more of a risk that is compared to air travel. I then address the trend of deaths by air travel. It is clear that the trend is decreasing through the visualization provided. Two years are pointed out specifically on the graph to have real numbers to compare. Finally, I share that many of the air fatalities that were discussed come from international airlines compared to U.S. airlines. This is meant to reassure the reader that we’re “safer at home.”

The conclusion paragraph is just that, a summary of the facts mentioned above and a reassurance that air travel is in fact safe. I added bullet points to highlight the three main topics discussed in case a reader jumps directly to the end of the blog post. I then leave the reader with a single image that hopefully sticks with them. The image illustrates that there is 1 death for every 50 billion miles traveled in the air. This is meant to help solidify that air travel is safe and they can feel comfortable traveling by air moving forward.