Term Project Milestone #3: Blog Post

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Blog Post

People primarily focus on price, availability, and travel time when traveling by air. No one thinks about airline safety until there is an accident. Then, people are bombarded with news stories, Xs (formally tweets), and even your favorite blogger has something to contribute, conveying that moment rather than the complete state of air travel safety.

My blog starts with an event that affected every passenger at one time or another, traveling through turbulence. These situations remind passengers that an airplane is a big metal bus that defies gravity, and a stranger controls your fate.

Instead of taking a negative opinion on airline safety, I focus on questions that travelers have at one time or another, "Is Airline Travel Safe? Do They Know What They're Doing?". Using information for United States-based and worldwide air travel, I selected three visualizations to answer these questions and bolster the view that flying is the safest way to get from point A to point B. My first graph focuses on accidents within the United States due to the massive demand for domestic flights. United States-based airlines are familiar to the readers, and they have most likely been passengers on one of them. Next, I compared the United States driving deaths to worldwide flying fatalities over 22 years but then focused on one year's statistics to emphasize the extreme differences. Finally, I displayed the worldwide passenger accidents since 2000 to show the annual decrease in average fatal accidents between the first and second half of this century. I attributed this decline to advances in technology. Also, I included information on pilots, air traffic controllers, and support staff training and highlighted Southwest Airlines where appropriate.

Ethical considerations always center around misinformation. Using data from non-mainstream sources can lead to invalid conclusions. Blogs are based on a point of view, and

even data from reliable sources can be manipulated or excluded to justify that opinion. Aside from downsizing the data by limiting the number of years and using pivot tables for better readability, the original data was left intact. I used mainstream media and government sources for additional facts, commentary, and the information supplied for this project.

My blog points out the positive aspects of air travel and safety by looking at the bigger picture instead of the one event that dominates the headlines for a time. Knowing that an accident is not an everyday occurrence gives people a sense of security.

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