

Moshe Burnstein

DSC640 Professor Alsaleem

Internal Dashboard Report

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I plan to open the meeting by asserting that the data shows that air travel is a very safe method of transportation. I will present the dashboard: the numbers speak for themselves: U.S. commercial jet airline travel is one of the safest things to do. The odds of dying by cardiovascular disease are 1 in 2. The odds of dying in a coast-to-coast car trip are 1 in 14,000. The odds of dying by lightning strike are 1 in 1.9 million. The odds of dying in a commercial airliner are 1 in 7 million. No air passenger needs to fear flying. We must formulate a plan to combat media coverage's obsession with violence. Violence which permeates the media suggests that airline travel can end violently. The violence and carnage portrayed in the media is disproportionate to reality. Viewers of the media are not interested in seeing serene, peaceful scenes and we must convey to them the reality that air travel is peaceful and reliable.

I display bar graphs from left to right because viewers tend to scan this way. I set my bar graphs horizontally to clearly represent the comparative magnitudes. The first bar graphs display how miniscule is the rate of death per billion hours travel and per billion journeys for air travel, as well as for travel by rail, van, private car, and water. I omitted travel by space shuttle from these two graphs because leaving space shuttle in would paint all other forms of travel as no risk, and it would not be evident how motorcycle travel is so much more dangerous than other methods of travel. Additionally, it is ethically permitted to omit space shuttle because such travel is not utilized by the public at large. Astronauts are a highly skilled and trained cadre of professional individuals who knowingly risk their lives in the furtherment of science.

The actual minimal danger in flying has diminished over the years. All metrics one uses portray this downward trend. Singular airlines have had more fatalities in the period 2000-2014 than 1985-1999, but one airline's experience is statistically insignificant. I used contrasting colors on horizontal bar charts to display the numbers and comparisons. It is also noteworthy that as the passenger volumes on airplanes have increased, the few horrific incidents have caused higher numbers of casualties. We must consider how to deal with the fact that singular accidents which do occur may kill a higher number of people than accidents years ago because of the growth of plane capacity.

The net profits from 1980 to 2022 show how the airline business is not a great investment. I used a step chart to better visualize the dips and gains. From times of minimal profit to times of great losses, airlines have enjoyed rare net gains. I used a bright pink line on a black background with grid lines to catch the eye after seeing so many graphs on the dashboard and to clearly display the trends. Throughout, the only thing that has decreased air travel has been catastrophe, like war, financial collapse, and pandemic, which in many cases suspended air travel entirely. While fear of dying in an airline accident has not stopped people from traveling by air, much potential profit exists in convincing the public that we are living in times when airlines are experiencing the least number of crashes. This would give a big boost to air travel numbers by garnering customers who have previously demurred to fly out of irrational fear.

The ethical implications to consider include the omission of space shuttle safety, and it is accounted for, as explained. We must acknowledge that it is likely that in the event of an air crash, there may be a high number of casualties, even as we qualify how one need not expect or even consider a crash. I know anecdotally how many parents will not travel together for fear of leaving their children orphans of both parents. Do we combat this feeling? We must use great caution in our presentation to the public by using the overwhelming evidence from the data to truthfully present it, and not suggest anything which is not true.

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