

Project Task 3: Blog Post Writeup

Air Travel Safety

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My blog post, perforce, must differ from my executive summary because the audiences demand specific, customized presentations. Readers of the blog are potential customers who are not subject matter experts. They must be convinced that, contrary to the media campaign that air travel is more dangerous than ever, flying is one of the safest modes of travel. A writeup which is sophomoric for an executive summary is appropriate for a blog, which must be easily digestible and understood.

I used a question-and-answer format to engage the reader and to emphasize him as an integral part of the post. I employed a horizontal bar chart which grabs the reader's eye as he scans from left to right. Motorcycle travel is clearly more dangerous than other forms of travel. I placed the real numbers on the bars and created a bold title enjoining the reader that we are discussing deaths per billion. I then explain how to read the graph for the reader to easily understand the data presented. I show horrific pictures to acknowledge and validate what the reader has been exposed to by the media.

I then employ a line chart which I cropped to show the trend of safer travel between the years 1980 and 2020. Such a trend over 40 years is a conclusive statement about how safe air travel has become over the recent years. I then presented another awful picture of disaster to further validate the viewer's concerns, and to explain that the media is presenting an inaccurate picture of the relative dangers of flying. I displayed a comic scene to convey how pervasive violence in the media is in our society.

I suggest that climate activists may be behind some of the media blitz of violence. I emphasize that it is no more than a suggestion because I have no supporting data. I do show, however, that the activists are willing to cause monetary damage, so it is not a far cry to question whether they are behind such a potentially damaging media campaign.

I transitioned to a visual showing a tense individual to sympathize with and validate the viewer who undoubtedly feels fear when embarking on a flight. I show that the actual fear of flying is only a small part of what a person experiences when flying. I bombard the reader with statistics which are overwhelming in expressing the safety of flying. I display the roll of the dice to impress on the viewer that it would not be a reasonable bet to bet against airline safety.

There are several facts and visualizations which I included in the Executive Summary and excluded from the blog post. I excluded the bar charts comparing incidents and fatal accidents for the 1985-1999 and 2000-2014 time periods, by airline. This data is too granular and not easily digestible to the common blog viewer. I omitted data about how and why accidents these days can cause mass casualties. This may unduly alarm the blog reader who might take this out of proportion. There are no ethical issues with excluding this data because the chances of a mass casualty event border on inconsequential. Blog readers will most likely never be involved or personally know anyone involved in an air travel mass casualty event. Data about profit margins and KPIs are likewise not pertinent to the blog reader whose interest is in knowing the safety level of air travel.





