Amy Nestingen

DSC 640

11/17/2020

Video Presentation

https://www.youtube.com/watch?v=OwclGb847gw&feature=youtu.be

We choose to present the information with audio and supporting slides. We believed this was the best way to explain the facts of safe travel. We started out by explaining that is common to fear flying but this is an irrational fear. We used a pie chart to show that 70% of passengers fear flying. By using a simple visual we believed our message would be clear. Next, we showed a bar chart to compare the chances of dying in a plane or car crash. We used a horizontal bar graph to show how unlikely it would be to perish in either form of transportation. Next, we used a vertical bar graph to compare fatalities by mode of transport per trillion miles. A bar graph was chosen so our viewers could easily compare the height of the car bar vs. the airplane bar.

The next half of our presentation pivoted to the increased safety measures that caused the decrease of fatalities per year. A step chart is used to show how fatalities have decreased over time. A step chart was used instead of a line chart because it is easier to see the changes year to year. Two complimentary gauges are used to compare the fatalities per trillion miles from 1985 to 1999 and 1999 to 2014. Gauges were chosen because the viewer could understand the downward trend over time with two data points. Finally, an area chart was chosen to show the Airlines with 0 fatalities but have at least on average one billion available seat kilometers per week for the last 15 years. This area chart is used so that viewers can easily spot the biggest, safest airlines.

We chose bright colors for the video slides. We wanted to grab and keep our audience's attention. Even though we are discussing fatalities we should be proud of the improvements that we have made. The bright colors reflect our optimism of the future of safety in the airplane industry.

The data was cleaned so that the presentation can be clear and relevant. Many data sets were used to compile the numbers. It was important for use to use relative numbers and compare apples to apples. That is why we normalized the data to 1 billion available seat kilometers or trillion miles flown. We had to take into account the number of miles traveled when comparing mode of transport or airline companies.

There is a large difference between presenting data to an internal audience versus to a general audience. An internal audience may be privy to more financial data. We need to make the most of the short amount of time we have with a general audience. We want to make sure both parties receive clean and concise visuals and the facts about airplane safety.

If we had to do it all from the beginning, I would want to keep the same color pallet through out each project. I changed the pallet from project to project depending on the audience. I would like to have kept a steadier pallet to make sure the message stayed consistent. I would also like to have talked with an expert in the field. It would be interesting to interview someone with real experience with regulating safety in the airline industry.

Sources

- https://www.airlines.org/dataset/annual-results-world-airlines/#
- http://www.baaa-acro.com/statistics
- https://github.com/fivethirtyeight/data/tree/master/airline-safety
- https://policyadvice.net/car-insurance/insights/how-much-do-americans-drive/
- https://www-statista-com.ezproxy.bellevue.edu/statistics/241488/population-of-the-us-by-sex-and-age/
- https://www.pbs.org/wgbh/nova/planecrash/risky.html
- https://www.nytimes.com/2019/01/14/us/opioids-car-crash-guns.html
- https://traveltips.usatoday.com/air-travel-safer-car-travel-1581.html
- https://www.faa.gov/air_traffic/by_the_numbers/

Github Link: https://github.com/nestingen/DSC-640-Project