DSC 640 – Data Presentation & Visualization

Professor: Catherine Williams

Week 7&8 Project Task

July 27, 2023

**Week 7&8 Project Task Agenda**

You’ve successfully got your blog post out, which has started to be shared with local news outlets and you have seen it shared on various platforms. While somewhat controversial in the data visualization world, you have been diligently working on an infographic that has nice clear, creative visuals that help articulate the message and inform the public what the real story is! This audience is likely standing in line and would see this infographic on a wall or is scrolling on their phone quickly – so grabbing their attention is key and making sure the visualizations make sense is the only way you can change their opinion or inform them of what is really going on.

Why did you choose the visualizations you did? How was this audience different than the internal teams? What did you choose not to share with the external audience? What are some ethical considerations you need to make sure to think through when presenting to the public and with images vs text/audio?

**AIRLINE ACCIDENTS FACTS VERSUS PROPAGANDA ?**

It's important to distinguish between the actual facts and propaganda while talking about airlines accidents. In order to comprehend the safety of air travel and recognize any possible threats, accurate knowledge and statistics are essential. In reality the air travel is statistically the safest option for transportation. The aviation industry continuously improves safety measures, and using all the cutting-edge technologies for passengers and crew member safety plus better use of avionics has declined the airlines accident rates over the years, every accident is thoroughly investigated by aviation authorities and independent bodies to determine the cause and possible retrospection. These investigations focus on identifying contributing factors and implementing safety recommendations to prevent similar incidents in the future. We might have noticed some sources including section media and news agency may have exaggerated and or misrepresented to create propaganda on the airline accident rates in the aviation industry to create fear or sensationalize incidents to get more attention and increase their publicity. In addition to that, there are few conspiracy theories in the aftermath of accidents, attributing the cause of the crash to deliberate actions or hidden agendas without credible evidence. Certain entities may use accidents as a way to create fear and mistrust towards the aviation industry for personal or ideological reasons. Most of the time we the common people do not apply cross-reference information from multiple credible sources to ensure accuracy and find out actual facts. Always seeking information from reputable aviation authorities, accident investigation reports, and established news outlets with a history of responsible reporting is useful to avoid falling victims to propaganda and misinformation.

In general, as compared to road transportation, aviation authorities and airlines are transparent in reporting accidents and safety-related incidents. This transparency also allows the public and industry stakeholders to stay informed about safety issues and improvements.

In summary, despite of the tragedy of airline accidents, there are many safe flights that take place every day all over the world. The aviation industry's dedication to safety and ongoing development continues to be a pillar of the traveling experience. Airplanes operate within a controlled environment with designated flight paths and air traffic control towers, reducing the risk of collisions and providing timely guidance to pilots.

**Why did you choose the visualizations you did? How was this audience different than the internal teams?**

The type of data being shown, the precise insights or comparisons needed, the intended audience, and the context of the information being delivered are all important considerations when talking about data visualizations. To successfully convey information to certain audiences, various representations, such as charts, graphs, maps, or infographics, are employed. When talking about internal teams they are educated and aware of applying cross-reference information from multiple credible sources to ensure accuracy to get the actual facts and they understand well how important it is to seek information from reputable aviation authorities, accident investigation reports to draw any conclusion. Infographics are valuable tools for presenting information in a visually compelling and easily understandable way. They have broad applications in marketing, education, data analysis, reporting, and communication across various fields.

**How was this audience different than the internal teams? What did you choose not to share with the external audience?**

Infographics have a storytelling element, allowing information to be presented in a narrative format. This can successfully transmit messages and build an emotional connection with the audience. Additionally, infographics are very easy to publish on websites and social media channels. Visually appealing content is more likely to be shared, which increases exposure to and interest in the information being provided. They are valuable tools for presenting information in a visually compelling and easily understandable way and not designed to share the information within the teams.

**What are some ethical considerations you need to make sure to think through when presenting to the public and with images vs text/audio?**

Infographics simplify complex information and data, presenting it in a concise and organized format. Several ethical concerns must be made when communicating with the public, especially when using visuals as opposed to text or speech, to guarantee responsible and courteous communication.

**Data Accuracy and Truthfulness**: We have to make sure the data is accurate, factually true,

and backed up by reputable sources whether it is given through graphics, text, or audio. False or misleading information might undermine the audience's understanding and confidence.

**Privacy and Consent** : When utilizing pictures of people, we have to make sure you get their permission, especially if the pictures are private or delicate. Here we also have to respect people's right to privacy and avoid disclosing personal information without their permission.

Infographic Link : <https://my.visme.co/view/w49j0rwk-airline-accidents-facts-versus-propaganda>

**REFERENCES**

Which is safer [Airlines or Cars] : https://fortune.com/2017/07/20/are-airplanes-safer-than-cars/

Airline Travel accidents : https://www.baaa-acro.com/crash-graph?created[min]=2020-01-01&created[max]=2029-12-31