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Blogpost: https://airlinesnews-safety.blogspot.com/2021/10/why-airline-is-safest-mode-of.html

My reasoning for the type of blog post was to aware the readers on what is happening in the airline safety. I first began to describe how and why news media are barging the public perception of airlines and flight safety. Secondly, I gave the statistics to proof what the truth is and finally came to conclusion on why airline is safer than other means of transportation. I followed the plot-twist-ending to convey the story with power of repetition. I used the vertical logic whereby all the information is self-reinforcing.

Pie chart was about showing a difference between air and car passenger fatalities. It goes with the beginning of the story into our viewer's mind to provide the stark difference between auto fatalities and air flight fatalities from year 2000 till 2014. The reason for choosing pie chart was because it shows comparison between air and auto fatalities as a whole. With this chart in mind, audience are able to learn how the news outlet are showing current news vs what the real statistics is.

Data numbers is about pictures, numbers and data. This would be a proper way to attract and work on repetition from previous pie chart data. Pie chart showed the visuals and visual 2 will show the numbers and reiterate the difference between the auto and flight fatalities by showing the average of them in numbers from year 2000 till 2014. The reason to make it simple and brief. Because all others visuals are charts and graphs where audience would need to read x axis, y axis, read the title, frequency. With this visual all they will see are car image with numbers and plane image with numbers for quick grasp of the information.

Line chart is about showing the current situation of flight fatalities in United States. In the first 3 visuals we showcased air/auto fatalities with a chart and with data numbers. In this one, it was to show how what is happening in airline fatalities now compared to previous decades. How far has the technology. evolvement, safety protocol has resulted in lessening the impact of flight casualties. Line chart was apt in showing this trend. It shows the downward trend in fatalities numbers dropping from whopping 1,600 to around 500 in mid-2000's.

After showing the visuals, data numbers and trend of flight fatalities it lastly came to knowing what is the demand for flight by using revenue passenger miles. Revenue passenger-miles are a measure of the volume of air passenger transportation. A revenue passenger-mile is equal to one paying passenger carried one mile. With the data and graph created, there is rapid increase in revenue passenger-miles since 2009 with the highest being in 2019 with 101,794,185,000 in revenue passenger-miles. We are avoiding later data because of covid-19 pandemic.

Lastly aviation accidents holds our attention, creates fear and tends to twig in our minds, giving us the negative impression that these events are common incidences no matter how uncommonly they happen. It is how we humans are designed, what we see is what we believe. If we are bombarded with airplane accidents on news, social media or any popular avenue then we are more likely to get affected by it. The main reason about the media hype and public buzz on airline disaster is the risk sensitivity. The statistics tell an altered story than what is shown in news. Airline is still the safest choice when travelling based on what we have covered so far from research, chart, graphs and statistics.

References:

https://www.bts.gov/content/transportation-fatalities-mode

https://github.com/fivethirtyeight/data/tree/master/airline-safety

https://fred.stlouisfed.org/series/RPM