

Executive Summary

Media is promoting statistics stating air is no longer a safe way to travel which led me to research about airline industry, its fatalities over the years, customer satisfaction, passenger miles, operating profit and took advantage of charts and graphs for my findings.

One reason I found interesting was that media needs to increase their viewership in the world of 24-hour news channels which ultimately needs sensational news; news which can stick public eyeball to their television. There was plane tragedy 6 years ago about the missing Malaysian airlines. CNN was covering the news over long hours continuing for consecutive days. Due to this CNN saw the largest increases, jumping from 96 percent to a total of 699,000 total viewers. 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

Compared to 926 million aviation passengers (only in and out of USA in 2019), airlines could be considered one of the safest travel mode. Based on statistics alone driving on the highway is the most dangerous way to travel. Drivers have a 1 in 114 chance of dying in a motor vehicle crash, and a 1 in 654 chance of dying as a car occupant. Out of the 36,096 highway fatalities in 2019, 12,239 were occupants in car, 9,976 were occupants in small trucks, and 5,014 were motorcyclists.

Based on operating revenues, there have been exponential increase from 2017 to 2019. There seems have decline in revenue from 2014 to 2016 though. 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.

References:

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