The final task of this class was to present a 3-minute story form the analytical work we have been working on all semester. For my 3-minute story I made the decision to create a brief PowerPoint Presentation. I began my story with a brief introduction to the problem of the negative media backlash the airline industry has been receiving. Next, I began to get into the analysis, and started with an overview of all modes of transportation with a line chart that shows all combined fatalities. For the next slide I wanted to dive in a little deeper and show the number of fatalities by each specific mode of transportation, specifically highlighting that highway transportation accounts for a large percentage of deaths from not only 2019, but for the last decade. At this point I had the viewers focusing in on highway transportation and airline transportation. I wanted to compare them both head-to-head, so I displayed the total number of fatalities of each form 2019. Highway transportation accounted for 36,096 deaths in 2019. I showed a picture of Alberton’s Stadium from Boise State (36,387 capacity) to give the viewer a real sense of how many people that is. I did the same approach for Airplane fatalities, which accounted for 287 fatalities. I used five greyhound buses to show the equivalent of the amount of people. Finally, after showing the reader that airline travel is not dangerous especially compared to highway transportation, I decided to show a line graph of fatalities going back to the 1950’s through today. These graphs show that there is a decreasing trend in airline accidents and fatalities. Both graphs are very close to hitting 0, which I am sure it will get there in the near future.

My presentation was approximately 3 minutes long, but although a very short amount of time, a lot of information was passed to the viewer. I tried to not so much tell the reader the information, but guide them through the visualizations so they can understand for themselves that the media has lied about their views on airline safety. From an ethical perspective, I made sure to not display anything misleading or skew any results. I also put citations at the end of my presentation so the viewers can look at the information for themselves.

Thank you for an awesome semester, this was a very enjoyable class. I look forward to my last class of the program next semester!