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DSC 640
Infographic Explanation

Why did you choose the visualizations you did?

- I chose the crashes per year since that is an easy-to-read graph that really tells the story of the decline in crashes in air travel.
- The 1985-99 vs 2000-14 graphs help illustrate the fact that air travel is getting safer in an easy to consume manner.
- The incidents and fatalities by flight distance help illustrate that overall crashes are happening less and the relationship between flight distance with the crashes.

How was this audience different than the internal teams?

- This audience was different because they are less likely to want to know all the numbers. A few quick glances at charts will help them understand better than detailed statistics.

What did you choose not to share with the external audience?

- I chose not to share the names of airlines with the external audience. I approached this as an indicator of airline safety rather than trying to get people to fly on my airline. By sharing the name of the airlines, I felt it could be interpreted incorrectly. I also chose to keep the complex visualizations internal because most likely readers at the airport won't stop for long to read.

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

- The biggest ethical considerations are the value of the data you are providing. It doesn't make sense to show a complex image without supporting text to ease the readers understanding. But you don't want to be misleading with your data as well. The sweet spot of supplying enough information and text without confusing the user is the most important thing.