1. (10 points)
   1. What did you learn from this assignment?

**ANSWER**: This experience following the stock market has been very interesting an somewhat mentally and emotionally draining. Personally I don’t follow the new unless it somehow hits close to home or has somewhat to do with me for example like health benefits, being a veteran things of that nature. In general I looked forward to this assignment before the whole COVID-19 pandemic broke out and altered all our daily lives. What I learned over these past 5 weeks is that there is some hope that our deepest enemies or people that we disagree with that there are ways to come together and live and excel as a human race. Despite political views, religions race or whatever the reason may be to no like one another that has gone out the window. This Health crisis has built a foundation to create relationships whether its business partners, building stronger communities and as a human race in general. Things have been chaotic in the United States, politically viewed and scrutinized by other countries all over the world, I feel like the world was laughing at us before the pandemic due to our President. People can argue with me on that opinion but I feel as a country we have never been so together since 9/11. People are realizing the hidden struggles people and our economy goes through. Health care workers have been highlighted and credited for their hard efforts. Cashiers at grocery stores and corner stores have been highlighted than ever how they support their communities etc. Overall, I am concerned with the health crisis that our world is in but the one thing I learned mostly from this assignment is when reading the new how our country and our home based economy is working together to bring back our normal lives regardless of all the depressing news I had to read each week.

* 1. How would you describe the experience?

**ANSWER:**  I would describe this experience cut short of what I had initially expected. I went into this assignment choosing my stock by self interest and maybe even pursue stocks as a lifestyle. I have tapped into social media platforms and seen the lifestyles of stock trader’s but not enough to actually put my heart in soul in. I think this experience compared to other students experience last semester would have a total different view of experience during this project than I did. This experience was just mentally draining. I am a calm and positive person, reading negative news for probably 6 hours a week was something I haven’t felt in a long time. I am not saying that I will have PTSD from this project but I am looking forward to resting my eyes and deafening all that negative news. I didn’t feel that I got the experience I wanted, all the news related to the COVID-19 pandemic so all my stocks and their usual works of life was set aside and attentions shifted on how we can combat the virus and get the world back to normal order and daily living. I had an ok experience, I just feel it would have felt more rewarding under different circumstances than a health crisis.

* 1. What type of emotions, if any, did you feel during the assignment?

**ANSWER:** The type of emotions that I felt were draining, stir crazy and a little bit of encouragement. Reading the news these past 5 weeks have been emotionally draining. This health crisis has affected all of us in some sort of matter. I am a out of state student, being from Seattle my family wanted me to come home right away before things got worse. I made a difficult decision staying here and waiting this whole health crisis out. The news I read everyday didn’t hep with my homesickness. I’m nt blaming the project for how I feel but it was an emotion brought up. The project started as the health crisis was developing but I didn’t imagine it would get to the point where stay at home orders were extended for so long. I haven’t experienced anything like this in my lifetime so overall it was just a new adjustment. This assignment did keep me busy as I sit in my place for days knowing I could fly home and do it at the home of my mom’s home cooking but it’s been bittersweet. I felt a sense of encouragement to do and help more than I can lately. Helping my family with bills, picking up groceries for my elderly neighbors, so some what I have felt good through this process because the news gave me a little look on the small tedious struggles that people have to go through that I can help with. That made me feel good and I have continued to do that lately. I have kept closer contact with my family closer than ever in about 2 years and that because I am reading the news in somewhat fear and concern that things will affect my family. I hope everyone that is coming together through this process will remain together,

1. (10 points) For each of the six stocks you chose to purchase, discuss in detail the basis of your decision i.e., why you decided to purchase each stock. Elaborate in lots of detail. Carefully research each company and formulate a well-planned and thought out answer. The more you know about a company, the more you can also decide why the purchase made sense (or not)….
   1. Why you purchased FACEBOOK

**ANSWER:** I purchased Facebook because I use it daily to connect with friends and families. I think social media platforms are a great way to keep people connected at least my history has been using Facebook. I thought Facebook would be a great stock to follow because it is one of the most popular forms of social media platform and that the news about Facebook would be easily to follow and to relate. With the virus breakout social media has been my main source of information. Before this assignment I have read, seen and heard Facebook in headlines in all forms making my decision to choose this stock a lot easier. Facebook has been a major source of information for me. I liked the fact the owner was young and became successful in the community he has built on Facebook and became very financially successful as well. Facebook was a personal choice because I figured I would follow something and look into more thoroughly on something I use in my everyday life and to see if I agree with what they do so I can continue being a user on their platform or change my mindset and not support Facebook anymore. I would like to also mention that before moving to San Francisco 2 years ago I didn’t know that Facebook was in my backyard so it made it more intriguing to choose this stock to follow.

* 1. Why you purchased GOOGLE

**ANSWER:** I purchased google because I use Google everyday. I feel most investors invest into companies they think will be successful, has a high demand or support socially. I support Google because I feel it’s a giant in the tech world. Everyone knows google. People use google for countless things and their features that they have to offer. I use google for many things other than GPS. Whether to see if a restaraunt is busy, or questions to anything I have about anything everything really. I have no specific reasoning in choosing google but for the fact I know its super popular and people use it everyday. When I saw the google stock price that just assured me that I knew Google was a giant in the stock market and that it would be easy to write about because there is always something google is either doing from making new phone, their GPS and the support they will provide going into this health crisis. I also didn’t know google was located so close to San Francisco, so it helped with a home field decision as the choice factor. Google is everything and everywhere how can you not choose google for this assignment?

* 1. Why you purchased NETFLIX

**ANSWER:** The reason I had purchased Netflix was because I use the streaming service everyday for years now. I figured after years of subscriptions I would support and purchase the stock mimicking maybe a real life decision as well. I didn’t purchase the stock with real money but if I I did purchase a stock with my own money in the near future I would look into Netflix. Netflix has flooded into everyone’s platforms that are compatible for streaming shows and movies. Netflix is a major streaming service provider that has provided millions with at home entertainment and I have seen personally growth within the company. Netflix has been providing better content and looks better overall as an organization for streaming movies. With recent raises on their monthly subscriptions , I was hesitant whether or not to continue with Netflix or move on to other streaming platforms. Netflix has delivered a better experience for me in regard to their upgrades and attracting other popular actors to display on their productions. Netflix is everywhere I go whether my friends house, a bar my families house or even on flights. Netflix is a huge influencer in the stock market and I figured with he streaming giant they are it would be say to follow and read bout their news for this stock market project,

* 1. Why you purchased stock APPLE

**ANSWER:** The reason I purchased Apple is because I am from Washington state making it from my original backyard and also easier to follow along for this stock market assignment. Apple seems to me as on of the top notch selling products in the world. Apple’s reputation and highly demanded products made purchasing this stock easy for me because Apple seems to be on many news head lines. Overall I want the company to do good and continue in providing services for those who believe in their product but give back to the world as well. Apple has been under heavy scrutiny and many allegations held against them with their production process but I still have hope for the company. With the COVID-19 outbreak I hope Apple plays a huge factor as people use their phones for sources of news and I Hope Apple plays a part in providing that during this whole health crisis. Apple should be in the headlines over the next few weeks and I don’t doubt it.

* 1. Why you purchased stock NIKE

**ANSWER:** The reason I purchased Nike because I am a heavy supporter of the brand. I don’t wear too much Nike now compared to what I did before due to priorities but if I do purchase sports apparel Nike is most likely the brand I purchase and take home besides my running shoes. I am a huge sports fan and you cant watch sports without seeing the iconic emblem of Nike or also know as the swoosh or check mark. Nike play a huge role in the sports world. The NBA is sponsored by Nike and March Madness. Nike supports its local communities and other sport communities all over the world. They sponsor athletes that have more to contribute than their personal skills to their sport but highlight their efforts in giving back to society. Nike has gotten scrutiny lately but I feel everyone goes through opinions and ups and downs. I grew up on Nike as a household, so I guess it was kind of just grown on me. Nike will loose money because of shift of priorities to buy due to stay at home order and the outbreak of the virus but I feel that the stock will have more to say during this outbreak and should be interesting how this virus affects Nike.

* 1. Why you purchased DISNEY

**ANSWER:** The reason why I purchased Disney was because their newly release of their streaming service Disney+. Their was so much anticipation and hype for the service. I thought it was very out of pocket for them to come up with this type of service but made sense with all their resources that they have. Disney has the worlds most popular theme parks visited by millions around the world. My little sister and my dad go every year and I know that not cheap so I feel like they make a ton of money in other revues besides their new service Disney+. I support Disney and all they offer. Growing up on Disney and the impacts movies have on our youth is very important. Disney owns a lot of televised companies being ESPN is one of them. I am a huge sports fan so anything that involves sports I tend to lean toward too and support just a little more. I figured with all the hype of Disney+ maybe it would be fun and interesting to follow their success through this project or even watch a disaster of an idea pan out. I was excited to purchase this stock but am figuring that with the stay at home order in affect Disney+ will get the attention Disney is looking for in subscribers. I figured there will be a lot of attention on streaming services during stay at home orders.

1. (10 points)
   1. What was the overall result (gain or loss) of each of your six stocks from the beginning of the assignment for each of the five weeks of the assignment? Simply record the gain and/or loss for each of your six stocks from 3/9 until 4/10.

**ANSWER: NIKE-** 175 shares, (LOSS)- $474.25

**DISNEY-** 186 shares, (LOSS)- $ 2,486.82

**GOOGLE-** 11 shares, (LOSS)- $1448.04

**FACEBOOK-** 77 shares, (LOSS)- $1,278.02

**NETFLIX-** 41 shares, (LOSS)- $88.97

**APPLE-** 63 shares, (LOSS)- 770.49

* 1. What was your expectation? On an ongoing basis, spend a lot of time thinking about this one.

**ANSWER:** My expectations going into this project were high. I had somewhat of a strategy. When choosing Nike because of all the sporting events that were coming up. The COVID-10 health crisis has altered all my strategies and everything went against me due to global shutdowns. Disney+ was paurchase because of all the hype and anticipation of the streaming service, me being a huge Star Wars fan and Marvel I figure this would be a huge hit for people like me that would enjoy that entertainment, unfortunately Disney makes more money to its theme parks and cruise lines and the Disney stock took a heavy hit.

* 1. What would you do differently?

**ANSWER:** The one thing I would probably have done differently was just the choice of my stock through a health crisis pandemic. My stocks were all based on popularity and stock reputation that have done well over the years. Unfortunately, with shutdowns across the world productions and businesses came to a halt and this wasn’t the outcome I anticipated. With very few knowledge at the time of choosing stocks while a health crisis was developing I should’ve taken consideration into pharmaceuticals. Purchasing stocks in the medical field probably would have more of a positive gain and easier to read and relate to the stock and news.

* 1. What type of investor do you think you are? (Research different types of investors and see which one might match the type that you are).

**ANSWER:** I think I would be a long term investor because after this project long term investment in big name companies seem to only increase. If I was looking for a short and fast gain I would have to be paying attention to the news 24/7 and watching stock prices non-stop, I am not willing to do that whether I like reading about that company or not. There is a lot of reading when doing stocks, I feel if you invest long term it will be easier to follow in what is to come into the future rather than trying to find that diamond in the rough penny stock that cured COVID-19, I assume that would take a lot of research and resources. While doing this project I always look what the stock price was when it first became open to the public and compare to what it is to date. Big tech companies and successful one’s seem to progress over years time and not a short period of time, sure there might be huge spikes in between years but to me personally I feel I would have better success in Long term and gain slowly rather than short and quick which is more of a gamble. I do not like gambling.

* 1. What type of investor do you aspire to be? Again, do research about different types of investment strategies and types of investors (active, passive, bargain hunter, retirement, etc). There is no right or wrong answer.

**ANSWER:** I inspire to be a long term and successful investor. I plan to invest extra money I have into companies I feel that will be successful within 5-10 years. I wouldn’t be a serious investor relying all on stocks, I will use it as a resources to build a bigger savings over a period of time. I think investing is a great source of making more money, I wouldn’t rely on it 100%. I picture me investing a large sum of money and after my kids turn 18 and do whatever they want to do I have something to give them to build a foundation. When doing research, I see all these success stories of short term and swinging stocks. I am not about that life. I do not like to gamble and taking chances of losing hard earned money. I will take a educated gamble on what I think is right but will never put money into a stock only on a hunch that it might do good. Long term investment would be the route to go for me, slow and progressing rather than fast and gambling.

1. (35 points – each week is worth 7 points) Next, WEEKLY over the course of the five weeks (from March 9 to April 10) you will research news articles about each of the six companies you chose. Google has a “news” option whereby recent news events of a company search are listed. See www.buildequity.weebly.com for business news sites.   
   1. For each of the five weeks (using the table/outline below), discuss all news events which occurred. **Please do not copy and paste news story titles.** Summarize **(in your own words)** the important news events of the week. I realize some weeks will have less news than other weeks. Don’t worry, but do try to choose a company that is “in the news!.” Do not stress. It’s not perfect. Nothing is.
2. (35 points – each week is worth 7 points) In your own words, please discuss the impact, if any, of each week’s news events on the price of each of your six stock picks. This part of the assignment is important. What are your thoughts?
   1. Did any of the news events have an impact on the price performance of each of your six stocks?
   2. Discuss (in detail) why or why not. *There is no right or wrong answer here – and what I am looking for is your own interpretation and thoughts.*

IMPORTANT: USE THIS TEMPLATE FOR THE WRITE-UP. PLEASE FORMAT ACCORDINGLY. FILL IT IN WITH 8 to 10 point FONT. IT WILL END UP BEING MANY PAGES. ***Please don’t use your own format. This format just makes it easier for me to read these. Thank you SO MUCH!***

**Week 1 -- 3/9/2020 – 3/13/2020:** *(These are sample stocks) Fill this in with your own stocks.  
Question 4*

|  |  |
| --- | --- |
| Stock Price | *In your own words, summarize the news events of the week* |
| FACEBOOK  Week Begin: $169.60  Week End: $170.28  Differentiation: +$0.68 | **3/13-** With the Corona virus taking over the news and headlines on about every source to get some type of information, you see how the big name companies and organizations like Facebook are going to take the initiative and do a part in fighting the virus as it spreads and the effects it’s having on our daily living and economy. Facebook has Donated 20 million to the United States to help aid and fight against the virus also Facebook is matching donations. COO of Facebook announced that she would kickstart a fundraiser in the silicon valley area helping and aiding those in need of food with a foodbank. |
| GOOGLE  Week Begin: $1205.30  Week End: $1219.73  Differentiation: +$14.43 | **3/13-** President Trump announced today that Google is helping to fight the coronavirus by making a coronavirus information site. Google and the parent company Alphabet are doing they’re part fighting against the coronavirus by building a website that answers any questions about the coronavirus or any news regarding the virus such as what to look for symptoms and the risk factors of the virus. The test kits for the coronavirus seem to be the issue and Google is planning to build this website specifically for the public health as a pathway and a guidance to help and aid in the health pandemic. |
| NETFLIX  Week Begin: $343.86  Week End: $336.30  Differentiation: -$7.56 | **3/13-** The coronavirus has been announced by President Trump today as a national emergency and advising people to keep gatherings minimal as possible and also advising people to work from home. Big Production industries like Netflix are complying by pausing all it’s TV scripted shows like Stranger Things season 4 and other popular series that are NETFLIX Originals that are anticipated to come out. Netflix employees in the Los Angeles area have been advised to work from home. |
| APPLE  Week Begin: $263.75  Week End: $277.97  Differentiation: +$14.22 | **3/13-** Apple’s Tim Cook put out a statement today in response to the COVID-19. Tim states his remorse and nothing but good health to the public in his statement. Apple has announced they have re-opened their stores that are in Greater China as the coronavirus numbers have declined. Apple has Donated $15 Million and matches any employee donation 2 to 1 to help aid and fight against the virus. Apple developed an Apple news feed specifically for the coronavirus to help customers have access to questions or risk factors in regard to this pandemic. Apple have announced the security of it’s own employees with full benefits if an employee gets sick, a family member gets sick and even help providing child care. |
| NIKE  Week Begin: $81.89  Week End: $75.58  Differentiation: -$6.31 | **3/12-** Nike is the main partner of the NBA. That being said the NBA has announced today that they will be suspending the league due to the coronavirus. Cody Gorbet of the Utah Jazz tested positive today for the coronavirus leading up to the NBA’s decision of suspending the league. This takes a major hit to Nike’s advertisements. The NBA is not the only sporting organization to cancel leagues and events other sports or following the same steps. Golf, College sports, baseball etc. The CEO does plan to create a new business model in disturbing and a greater vision to keeping the Nike brand differentiate from others. |
| DISNEY  Week Begin: $108.69  Week End: $102.52  Differentiation:  -$6.17 | **3/12-** The Governor announced today that gatherings of more than 250 should be postponed or cancelled to help prevent from spreading the coronavirus. Disney Shut down both locations in Florida and California. Disney have over 75,000 employees but will continue to pay them through this health pandemic. Disney is giving ticket refunds and keeping as of right now their hotels at both locations remain open. Disney also has 4 cruise line ships and has cancelled all trips due to the coronavirus. |

*Question 5*

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| --- | --- |
| Stock Price | *In your opinion, the impact, if any, of the news event(s) on stock price* |
| Facebook  Week Begin: $169.60  Week End: $170.28  Differentiation:  +$0.68 | **IMPACT**: The Corona Virus has taken over all headline news and social media’s like Facebook. This big tech company has had many faults this past year and hasn’t really had a good reputation as of lately. Facebook is doing a good deed and a noble one in my opinion to help fight this virus that’s altered everyone’s lives lately. With this positive news the Facebook’s stock by the end of the week showed a gain of $0.68 as it ends this week on a positive note. |
| GOOGLE  Week Begin: $1205.30  Week End: $1219.73  Differentiation: +$14.43 | **IMPACT**: Google being the big tech company that it is, with the announcement from the president directly what Google is doing to help fight against the coronavirus by building a website that helps guide and aid those who have questions. Questions and answers are the biggest demand right now in regards on how to prevent from getting the virus or what symptoms to look for or even where to get tested. Google is playing a huge part in this health crisis as the tech company provides a helping hand to the world for a reliable source to get help. The Stock ended the week with a $14.43 gain. With this positive news that was nationally announced by President Trump no wonder there was a positive gain as the market closed for the weekend. |
| NETFLIX  Week Begin: $343.86  Week End: $336.30  Differentiation: -$7.56 | **IMPACT:** Initially I would assume that Netflix would have a positive effect from the coronavirus hence being the fact that President Trump advised people to stay home. With the schools that are being shut down and people advised to work from home, people are going to want some type of entertainment and Netflix is one of those top-notch services in the entertainment industry. Unfortunately, with news of new shows and movies all put on a halt for production I would see why it would attract less costumers when it comes to decisions. With negative news the Netflix stock ended the week with a loss of $7.56. With anticipated and popular shows that Netflix has gained a reputation from I think costumers would second think of subscribing to Netflix During this health crisis. |
| APPLE  Week Begin: $263.75  Week End: $277.97  Differentiation: +$14.22 | **IMPACT:** The statement that was put out by Apple’s Tim Cook provided answers with clarity and a true sign of remorse and care for their employees and the public. Tim stated that it re-opened their stores that are in the greater China area as the numbers of the coronavirus have declined. With positive news in hence going forward Apple donated $15million and is matching their employees’ donations as well 2 to 1. Investors and customers can do noting but be happy with the helping aid this tech company is doing to help fight the virus. The security of its employees was a big factor for me personally. Apple is willing to continue paying their employees and provide childcare as well. Apple’s stock ended the week with a positive gain of $14.22 reflecting on Tim Cook’s response to the coronavirus. |
| NIKE  Week Begin: $81.89  Week End: $75.58  Differentiation: -$6.31 | **IMPACT:** Nike takes a huge hit being the main partner of the NBA. This hurts directly not only to sells that support events but advertisement sales as well. With top sporting tournaments and events being cancelled due to the coronavirus. Nike will see a potential fall in sells distinctively. Being a sports fan, this hurts. I feel sorry for the senior college athletes that won’t be able to play maybe their last games. I believe sports is one of those things that bring people together. It will hit economically and it will hurt communities. Nike ended the week with a loss of $6.31 reflecting on the news of mainstream sports being shut down. |
| DISNEY  Week Begin: $108.69  Week End: $102.52  Differentiation:  -$6.17 | **IMPACT:** Disney announced today that both it’s theme park locations in Florida and California will be shut down to help prevent spreading of the coronavirus in large crowds. Disney will take a huge hit in sells shutting down one of the most visited locations in the world. Disney is giving back ticket refunds which is good on the customer end. Disney gets over 20 million visitors a year having broken a visitor record last year at its Florida location. Expectations to a start of a new year will be affected due to the shutdown. I do believe the service provider Disney+ might have a positive outcome from all this due to people advised to stay home. |

**Week 2 -- 3/16/2020 – 3/20/2020:**

*Question 4*

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| Stock Price | *In your own words, summarize the weekly news events of the week* |
| FACEBOOK  Week Begin: $152.32  Week End: $149.73  Differentiation:  -$2.59 | **3/18-** With the coronavirus outbreak CEO of Facebook said its pushing the social media platform to its service limits. The CEO Mark Z announced that there is a significant surge in users due to people being told to stay at home. Mark state that the overwhelming users in the US and Europe have been working the servers at Facebook to its limits that Facebook employees are doing a good job maintain and making sure the social media platform can work at its top performance. Facebook is having issues and tracking and shutting down any misleading information on the coronavirus. Fake news being spread is an issue especially with a health crisis like this the Mark Z says its priority to provide the right and appropriate information on how to help fight the coronavirus. The CEO is worried that minimal risk of information that would usually be contained and caught might leak due to priority shifts that usually wouldn’t take priority. Mark states that Facebook is adapting to this just as the rest of our nation and world are doing the same. |
| GOOGLE  Week Begin: $1096.00  Week End: $1072.32  Differentiation: -$24.32 | **3/16-** Last week president Trump announced that Google will have a website built in regards to any questions and how to prevent the coronavirus from spreading, today google announced there will be delays to that plan. The sister company Verily is responsible for providing a website for the coronavirus but great confusion came with it as it was only for providers that are in the San Francisco Bay Area. When people used the questionnaire in regard to see if they had the virus and if they needed to be quarantined people would get denied to go in and get tested. Users would answer yes to feeling they would have the coronavirus but the system turned them down replying that there is no need to get seen for the virus. Google announce they would provide a link on their search website directly towards the health organization as Verily is preparing to have the website up and ready. |
| NETFLIX  Week begin: $306.63  Week End: $332.83  Differentiation: +$26.20 | **3/19-** The United States and many other countries around the world have been shut down to slow down the coronavirus. Millions have been advised to stay home and Netflix has seen so much activity amongst users that it is a main reason why the internet is slowing down. Due to people forced to work from home the internet has seen more activity beyond more than ever anticipated at this time. Netflix plans to limit definition usage to help keep the internet running “smoothly”. Netflix isn’t the only streaming giant that is limiting its streaming capabilities but YouTube is following as well. The internet has never been so demanded and used all at once that streaming providers are limiting their streaming services to standard definition. Netflix CEO says this will help the internet run about 25% “smoother”. Netflix and google have surfaced their Netflix watchparty a service where you are able to watch tv shows and movies together since people are to “social distance” you are able to watch movies with your friends at different locations at the same time. Like facetime but with a movie. |
| APPLE  Week Begin: $241.95  Week End: $229.24  Differentiation: -$12.71 | **3/17-** Apple has surfaced 2 problems due to the coronavirus pandemic Assembly and Retail. Wuhan, China is the location of where the virus outbreak location many areas surrounding that area shutting down production in China. China is a main location where Apple products are made and with the coronavirus outbreak it has been put on halt and numbers going to fall performance wise for the tech company giant. Retail stores closed until further notice have also been shutdown to help prevent spread the virus. Sells are going to drop and with the quarter performance coming up sells numbers are going to show that it hurts. Apple still plans on to launch newer devices and upgraded versions as scheduled. Apple also announced repairs and refunds are still manageable just adjusted to difference procedures due to shut downs. |
| NIKE  Week Begin: $65.28  Week End: $67.45  Differentiation: -$2.17 | **3/16-** Nike amongst all other leading retail giants have announced that hey will be shutting down all of their stores. With the shut downs Nike says that you are still able to shop from their online store and receive products. With the suspension of the NBA and other sporting events that are cancelled Nike plans to follow que and do their part in prevent spread of the coronavirus. Nike still has stores open in all parts of Asia, New Zealand and Japan. The retail performance will for sure be affected from closure of stores global wide. |
| DISNEY  Week Begin: $91.80  Week End: $85.98  Differentiation: -$5.82 | **3/17-** With the chaos the coronavirus has created Disney’s main attraction theme parks are shut down. Not only are the magical theme parks shut down but delays in launching Disney+ globally has taken a hit as well. India was to be on the list of Disney launch debut’s in other countries where other people are advised to stay home as well and in comforts countries like England, UK, France, Italy those countries will have access to Disney+ March 24th. Disney+ lures their subscriber-based service with brand names like Star Wars and Marvel. |

*Question 5*

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| --- | --- |
| Stock Price | *In your opinion, the impact, if any, of the weekly news event(s) on stock price* |
| FACEBOOK  Week Begin: $152.32  Week End: $149.73  Differentiation:  -$2.59 | **IMPACT:** When the CEO of Facebook Mark Z announced that the popular social media platform is seeing double numbers when it comes to user usage. Mark z state that the servers of Facebook are being overwhelmed by the number of users using Facebook more than usual due to the directions of many state governors to stay at home. With many state across the nation being shut down you naturally think social media platforms will be getting more attention as people are holed up in their homes to prevent spreading and getting the corona virus. Mark Z states that he does have some worry for Facebook as priorities have shifted in this organization he thinks security of personal information might pass breach security when attentions are shifted towards helping provide reliable and helpful information on the coronavirus. With this negative news the Facebook stock ended the week on a loss of $2.59 reflecting on the negative news of more possible breaches on sensitive information. Facebook has had a reputation of leaking personal information this doesn’t attract investors and will drive away users from using this social media platform. |
| GOOGLE  Week Begin: $1096.00  Week End: $1072.32  Differentiation: -$24.32 | **IMPACT:** With the news that Google’s sibling company Verily has delayed the launch of the coronavirus website confusion was created amongst the search engine giant. With the expectation of a website created to help answer any questions to the coronavirus. The expectation was cut short when President trump announced last week that the website would be built and ready. It seems that Verily was unprepared to having all the right answers to questions and even the questionnaire process the website provided worried some users. With negative news that users were getting denied access even though they answered they felt like having the coronavirus the system denied medical attention. This is a big worry as more information tends to develop everyday. The Google stock had a loss ending the week in a loss of $24.32. I think this negative news of uncertainty that is overwhelming everybody that our search engine giant isn’t even prepared to help right now. This just shows that everyone is being affected and everyone is adapting to the changes that have come. |
| NETFLIX  Week begin: $306.63  Week End: $332.83  Differentiation: +$26.20 | **IMPACT:** The news has been never been watched so close and so demanded like this in awhile. I think with people confined to their homes, you have no choice but to have some sort of entertainment. Netflix I’m sure has seen a positive outcome when most people are at home and working. Netflix and Google have surfaced and advertised their watch party feature where you are able to watch movies and TV shows together in real time at different locations. This is a neat little feature to have in a time like this. With positive news on helping the internet run smoother and that is a big plus for everyone. And a feature to keep you connected with friends is a good change of pace with the frantic new of the coronavirus. Me personally I have thought about doing this with my girlfriend. The Netflix stock ended the week with a gain of $26.20. With positive news with how Netflix is doing their part to help the bigger picture and a perfect scenario to get more subscribers I can only imagine the stock is worth more now. |
| APPLE  Week Begin: $241.95  Week End: $229.24  Differentiation: -$12.71 | **IMPACT:** Apple announced today that they will be shutting down all retail and repair stores to help prevent spreading the virus. This takes a huge hit on Apple’s sales performance restricting them from selling products and to continue a profit as being a popular item today. China being the location of the virus outbreak has shut down production including Apple assembly productions. This means producing new products to sell has stopped and apple will have a smaller supply of items keeping them from selling more as well. Apple does put out some good news stating that they will continue as scheduled to launch new products in the soon future. The shut downs that prevent Apple from selling and producing hit the Apple stock ending the week on a $12.71 loss. News of the effects from the coronavirus at Apple is taking a loss but the good news of new products might kick the stock in a positive direction. |
| NIKE  Week Begin: $65.28  Week End: $67.45  Differentiation: -$2.17 | **IMPACT:** Nike takes a negative hit as it announces that they will be shutting down all their stores starting today. This will affect the sales Nike is going to make in the soon future. Nike being restricted from making sales due to shutdowns will bring in small performance numbers with the second quarter performance coming up. Nike is like all other retail giants here in the United States that are being affected in the same way. I think priorities have shifted groceries and essential items are in high demand and Nike products might move to the bottom or not even on their priority list. |
| DISNEY  Week Begin: $91.80  Week End: $85.98  Differentiation: -$5.82 | **IMPACT:** With Disney’s theme parks and cruise lines shut down due to the coronavirus pandemic Disney also has arising problems when it come to service and keeping up their performance with Disney+. Disney plus is scheduled to start streaming globally March 24th. With shut downs some countries have been delayed longer than others when the recent popular streaming platform won’t be providing services as scheduled. This will drive away new subscribers to competitors of Disney+ like Netflix, Hulu and Amazon Prime. The Disney stock ended the week in a $5.82 loss. I think the stock had a loss this week due to the delays as the coronavirus seems to cause havoc and alter scheduled datelines. |

**Week 3 -- 3/23/2020 – 3/27/2020:**

*Question 4*

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| Stock Price | *In your own words, summarize the news events of the week* |
| FACEBOOK  Week Begin: $149.66  Week End: $156.79  Differentiation: +$7.13 | **3/25**- State attorney generals are coming together and asking huge tech companies like Facebook to help prevent price gouging on COVID-19 related products. According to state generals they have seen a huge number spike in the selling platform “marketplace” Facebook provides. There was a an 8oz bottle of hand sanitizer going for $40.00. Facebook has seen a surge of Covid-19 related products flood into it’s marketplace platform and prices are 50% higher than World Health Organization prices. When State attorney generals have asked tech companies that have a selling platform Facebook’s acknowledgment stated that they have already took the steps into shutting down sellers and advertisement, they have already banned any mask selling of any sort. |
| GOOGLE  Week Begin: $1,061.32  Week End: $1,110.71  Differentiation: +49.39 | **3/27-** Google announced Friday evening that they are going to donate $800 million dollars to help aid the COVID-19 crisis. Google states that most of it will be donated directly to small businesses, organizations and healthcare workers. Google has offered donations to small businesses in forms of free advertisement. Google recently donated 25 million a few weeks ago and is lending a bigger hand now since the health crisis has developed rapidly here in the United States, leading the world in most cases now. Goggle is donating $250 million to the World Health Organization in ad-grants. $200 million will go to small businesses so they can have access to capital. $20 million is going to academics and researchers that are related to COVID-19. Goggle will also be getting together with other partners to donate 3 million mask to the CDC. |
| NETFLIX  Week Begin: $347.89  Week End: $357.12  Differentiation: +$9.23 | **3/21-** Saturday the weekend before the market opened up, Netflix announced they have donated $100 million to the “creative community”. Netflix has specifically spotlighted the entertainment industry down to the carpenters, electricians and drivers that partake in creating content in this industry. T.V and fil production industries have stated that they are most likely going to experience about a 80% loss of employees due to Production halts leaving thousands without jobs. Netflix is doing what they can in helping those who are close to them in the entertainment field and trying to help the best way they can by sending relief with financial aid. |
| APPLE  Week Begin: $228.08  Week End: $252.75  Differentiation: +$24.67 | **3/27-** Apple announced Friday that they have partnered up with the CDC and opened up a screening app a tactic to help provide news in regard to COVID-19. This is a just the response needed from tech giants like Apple, that our country needed. Everyone is doing their part in takin the necessary step to slow down and prevent the spread of the virus. Apple’s CEO Tim Cook also announced they will be donating 10 million masks in ordinance with their own resources and governments all around the world. The apple product is available to non-apple user’s, making it useful for everyone. Apple has provided the necessary tool for spreading information, meanwhile Google has been slacking on their website they were supposed to have up and ready last week as of words from the president. |
| NIKE  Week Begin: $65.00  Week End: $83.23  Differentiation: +$24.67 | With the closure of retail stores due to COVID-19, Nike still notices the demand for their products. With people staying at home Nike notices a huge spike in usage of their service platforms, whether it’s their phone applications or online store. Nike says they are seeing number in activity that are similar to holiday number’s. Nike also mentioned that their scheduled released products that are coming out online still maneuvering away from the virus hasn’t harmed their sales. Products are being sold out within 2 days of release dates as consumer spending is still aware and at large even though other can argue that Nike products wouldn’t be an essential to them. |
| DISNEY  Week Begin: $84.49  Week End: $96.40  Differentiation: +$11.91 | News came out from Disney stating that they will remain “closed indefinitely” until further notice. Disney announced last week that their theme parks are to remain close making it longer than the initial end date that was put out by the end of the month. Disney identifies the coronavirus to being a “complex” situation and is doing the safe thing and keeping their parks closed to prevent the spread of the virus. Disney is losing $13 million a day with their American location closures. Meanwhile, with theme park locations closed nationally Disney+ has seen huge numbers spiked in their streaming platform. Disney+ debuted across Europe and the U.K. this week snagging up more subscribers as people are confined to their homes and need some sort of entertainment. Disney+ is ranked among the top 10 in the world in the non-game platform after providing services to Europe and the U.K. |

*Question 5*

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| Stock Price | *In your opinion, the impact, if any, of the weekly news event(s) on stock price* |
| FACEBOOK  Week Begin: $149.66  Week End: $156.79  Differentiation: +$7.13 | **IMPACT-** Attorney Generals from across the country have come together to ask giant tech companies like Facebook to step in and help prevent price gouging on COVID-19 related products. Facebook’s selling platform “marketplace” has seen a huge spike in sells and activity in the marketplace. COVID-19 related products have flooded the platform and prices have surged nearly 50% compared to World health Organization’s prices. Facebook has told the public and Attorney generals that they have already identified this problem and have taken the necessary action to help stop seller and ads of any sort of mask or COVID-19 related products. With the news only relating to this health crisis it has a way to effect every and little thing. With news of people taking unfortunately(advantage of other people) Facebook ended the week on a positive gain of $7.13. I think Facebook ended positive because Facebook is doing there part in doing whats right! |
| GOOGLE  Week Begin: $1,061.32  Week End: $1,110.71  Differentiation: +49.39 | **IMPACT-** Google made a huge announcement Friday evening saying that they are donating $800 million dollars to hel aid with the COVID-19 crisis! Huge news comes out from google making headlines that the huge tech company with their big financial and tech resources are doing their part to help aid this Health crisis. Google will be donating to small business, helping them with capital or an financial aid. $250 million has been donated to the World Health Organization in add credits to help get out important news on the developing health crisis. With this huge news from google you can only assume that the stock price would definitely go up! Google ended the week with a gain of $49.39, this is a reflection on the announcement Google made Friday in regards to a huge lending hand in battling the COVID-19 crisis. |
| NETFLIX  Week Begin: $347.89  Week End: $357.12  Differentiation: +$9.23 | **IMPACT-** Netflix announced Saturday the weekend before the market opened up, that they will be donating $100 million to the “creative community”. Netflix is doing their part in helping those who are close to them and help with making Netflix the monster streaming service platform they provide. Netflix has specifically targeted all the way down the infrastructure of the organization to their carpenters, electricians, and driers with donations of financial aid. Netflix employees are extremely affected by the COVID-19 health crisis. Netflix and others among the entertainment industry have experienced a loss of 80% of their employees and that by lending a $100 million will help those in need of financial aid. Netflix is taking care of those around them like family and the streaming giant is showing their consideration in regards like a family and doing what they can with their huge financial resources. With positive news heading into this weeks market Netflix ended the week with a gain of $9.23 reflecting on the positive news of financial aid to its entertainment industry. |
| APPLE  Week Begin: $228.08  Week End: $252.75  Differentiation: +$24.67 | **IMPACT-** Apple announced Friday that they have released a screening ap providing information in regards to the COVID-19 pandemic. Apple has partnered up with the CDC to help provide and answer any questions people have about the virus. Apple also provided a questionnaire you can ask, Apple has said they will not be collecting user data information but will be collecting tools and usage of the application. The CEO of Apple also said they will be donating 10 million masks around the world to those in need. With positive news coming from tech giants like Apple, doing their part in combating this virus they ended the week with a gain of $24.67. The gain on Apple’s stock is reflection of the good news provided Friday, I think Apple has shown better initiative to provide information than Google and what the president announced about 2 weeks ago, keeping Google on their toe’s providing a service that didn’t make a deadline. I’m from Seattle so I feel I have to support hometown Apple. |
| NIKE  Week Begin: $65.00  Week End: $83.23  Differentiation: +$24.67 | **IMPACT-** Nike says they have seen sales soar past expert analysis numbers after ending last terms on a negative note. With expectations of sales taking a hit at Nike due to shutdown’s they have maintained attention from consumers to still buy their products. Nike has made all sales available on their online platforms and phone application making accessible to still buy their products without going to a retail store or like a mall. Nike is dodging the virus as consumers are sitting at home with time to surf the web or be on their phones with more temptations of buying personal essentials like Nike products. Nike also notices numbers that resemble holidays season activity across their online and phone service platforms. With number so high in users sales numbers reflect activity selling out releases online and depleting inventory within 2 days. Nike still see’s a huge demand with online sales being high, ending the week on a gain of $24.67. |
| DISNEY  Week Begin: $84.49  Week End: $96.40  Differentiation: +$11.91 | **IMPACT-** With the closures of Disney’s theme parks to remain closed till further notice and big numbers like $13million a day that they are losing from their American locations. Disney seems to maneuver their sales and revenues on their stream service provider Disney+. Disney released their streaming service to countries across Europe and the U.K on Tuesday catching many consumer spending attention as people confined to inside their homes due to COVID-19. Disney+ number continue to rise as they snagged nearly 5 million downloads of the app on Tuesday making Disney+ ranked among the top 10 non-game application in the world. With more people staying home and looking for some sort of entertainment especially in areas where the virus is really bad in Europe, Disney+ has provided another option competing with Hulu and Netflix among streaming entertainment. With numbers continuing to rise for Disney+ subscriptions a Disney ended the stock market week on a gain of $11.91. This gain is a reflection of the Disney+ numbers, sales and subscriber increasing showing nothing but profit during a health crisis. |

**Week 4 -- 3/30/2020 – 4/3/2020:**

*Question 4*

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| Stock Price | *In your own words, summarize the news events of the week* |
| FACEBOOK  Week Begin: $159.18  Week End: $154.18  Differentiation: -$7.00 | **4/1-** The weekend before the stock market opened up,Facebook is connected to a lawsuit against newly popular online conference calling provider Zoom. Zoom has been accused of selling data information to Facebook. Information like your location, what your online status is and even phone carrier service you have. This information is used as a tool for advertisements but Zoom is getting attention from other superiors. Zoom is getting a reputation of users hacking their platforms and getting into video calls. With security breaches like this happening on the daily and Zoom getting attention from even the FBI, Facebook is linked with this madness regardless. User information is at stake and angry New York and California residents are asking to review Zoom’s privacy and security practice’s. |
| GOOGLE  Week Begin: $1,125.04  Week End: $1,097.88  Differentiation: -$27.16 | **4/3-**  Google announced today that they will be assisting expert personnel by providing location data to help prevent spread of the coronavirus. Google officials states that the same software and data procedure they use to see how busy a grocery store or restaurant is the same data they will be in providing to see results and practices of social distancing. Google expected rebuttal’s to the method, with possibility of privacy and human civil rights might be at risk. Google officials emphasized when they follow through with the procedure there is no room for error. The method and data used will help provide the CDC to see if people are following the stay at home order and whether practicing social distancing in preventing the disease or not. |
| NETFLIX  Week Begin: $363.89  Week End: $361.76  Differentiation: +$2.13 | **3/31-** Netflix’s original and true crime documentary “Tiger King” takes throne as the countries most watched tv show and making it number 1 on Netflix’s daily top 10 for 9 days in a row now. Netflix’s Tiger King documentary series is taking all the number 1 spots, catching major critic and public attention with the documentary of big cat breeding. Tiger King is soaring with performance numbers and data expert analysis expects its on to get higher. Tiger is out performing all but “making a murderer” Netflix crime series released in 2018 but is crushing everything down from that list by huge numbers. With the coronavirus taking headlines everyday. Tiger King seems to shift people mindsets and attention with a little crime drama. |
| APPLE  Week Begin: $250.74  Week End: $241.41  Differentiation: -$9.33 | **4/3-** Apple announced today they have come to agreement with Amazon with purchasing amazon products through Apple’s App store. Apple will not be taking a commission which is 30% of in application purchases. Amazon has maneuvered away from Apple’s huge 30% commission cut by agreeing to terms that users have trouble with when using their applications. Apple’s app store will have an effect on growth numbers expected to fall in sales. Netflix and many other in app subscribers have not come to agreement but this could be a step in the right direction if other application platforms want to change their minds about teaming up with apple and making their services available in the big tech giants app store. |
| NIKE  Week Begin: $84.00  Week End: $78.86  Differentiation: -$5.14 | 3/30- With Nike retail store locations shutdown across all of the United States Nike is expecting sales and numbers to be down in the stock market. Expert Investment analyst suggest that Nike is doing the cautionary and right steps to bounce back from sale loss. Nike CEO mentioned that with retail stores shutdown the main focus has shifted to their online platforms on other retail partners that Nike have. Nordstrom and popular footwear store Footlocker both have agreement terms with Nike with their sale’s deals. Foot Locker makes about $80 billion in revenue in a year, Nike’s sport apparel makes up 80% of that revenue, nearly 2 thirds. Nike CEO has acknowledged the performances and help that their partners are showing and they have been focusing on their digital platform services with partner across the world. Nike has partners with Alibaba in china, Dick Sporting Good’s in the United States and Zalando in Europe. Nike has been taking a hit in their stock price as expected due to the COVID-19 pandemic but has been carefully preventing even more severe losses the CEO mentions. |
| DISNEY  Week Begin: $96.00  Week End: $93.88  Differentiation: -$2.12 | **4/2-** Disney announced that hey have decided to “furlough” their non-union park employees. Disney officials have said that it was difficult choice to make but it was the right one in regard to the COVDI-19 pandemic and restricting large gatherings. With The COVID-19 pandemic and the closures of large gatherings Disney has extended their park closures in the United States till further notice. Disney has over 177,000 employees that help maintain these parks but Disney has not commented on how many will be affected by this decision. Employee’s will still receive full health coverage as well as education benefits and premiums but will no londer disperse checks after April 19. |

*Question 5*

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| Stock Price | *In your opinion, the impact, if any, of the weekly news event(s) on stock price* |
| FACEBOOK  Week Begin: $159.18  Week End: $154.18  Differentiation: -$7.00 | **IMPACT-** Weekend news released before this weeks market opened with Zoom getting hit with a security and privacy lawsuit against them. Facebook is linked with this investigation because Zoom is accused of “seeling” data information to Facebook, even if you do not have a Facebook account. CEO of zoom says that they have never “sold” anything to Facebook but sources say that means they are most likely “renting” out information for advertisement purposes. Zoom is also getting a reputation lately of having weak security defenses from hackers and information is risked being leaked. Facebook again is related to security and releasing information issues that a reflection of a loss of $7.00 ending the stock week. Negative news in regards to security and data breaches linger amongst Giant social platform Facebook, this is not a good look for Facebook. |
| GOOGLE  Week Begin: $1,125.04  Week End: $1,097.88  Differentiation: -$27.16 | **IMPACT-** Google announced today that they will be teaming up with CDC experts in providing data location to see what locations and the effects of social distancing is really having on the virus. Google officials have raised an eyebrow by proving their service to the CDC in providing user data location, the same data collect method that lets you see if a location like a bar or restaurants is busy or how crowded it is on a rating level. Google officials have turned heads with questions of possibly risking civil human rights and privacy laws. Investors may not agree with this decision or method decided by Google. Google is doing what they can to help combat the virus but so many questions are left on a loose end and it sounds sloppy. Google ended this weeks market with a loss of -$27.16. This may not interest new investors or even existing investors and if this procedure isn’t done right Google could head into a handful of allegations and lawsuits. |
| NETFLIX  Week Begin: $363.89  Week End: $361.76  Differentiation: +$2.13 | **IMPACT- Netflix’s** original documentary series TIGER KING takes headlines as being the most popular Tv show in the united states and holds the number 1 spot on Netflix’s daily top 10 for 9 day now. With the coronavirus sweeping and taking over headlines, this authentic crime gritty show Netflix has provided sems to shifts people’s attention from all the havoc news that going on around the world and raise some eyebrows on big cat breeding. Personally, I haven’t seen the show for myself but it has personally flooded all my social media platforms. I feel a little out of the loop with all the mems going on. In regard to the stock week goes Netflix ended the week with a gain of $2.13 providing audiences and viewers to a story and definitely leaves people to believe somebody was involved in a murder? I’m not quite sure what all the hype is about but maybe ill check it out for myself (: |
| APPLE  Week Begin: $250.74  Week End: $241.41  Differentiation: -$9.33 | **IMPACT-** Apple has come to agreements with big name Amazon in terms that Amazon will not be charged with Apples 30% commission fee while users in the Apple app store can now make in app purchases through amazon. Amazon prime and App store are generally competitors amongst one another. Apple made it so you can’t buy or rent movies through amazon through their app store. This has changed, amongst many other subscriber based platforms Amazon dodged and have come to agreement terms swerving away from Apples 30% commission cut. Investor analyst expect numbers to fall but could change dramatically in easy use of in app purchases amongst competitors like amazon and apple. Spotify and Netflix might be next on that agreement list. With news’s of big name companies coming together on agreement terms and working to make things easier for everyone I see a loss In the stock. Apple’s stock ended the week on a loss of $9.33, not taking a huge hit but maybe turned investors away because Apple might not make as much now from the consumers Amazon brought in. |
| NIKE  Week Begin: $84.00  Week End: $78.86  Differentiation: -$5.14 | **IMPACT-** Investment experts suggest that Nike is prepared and doing well after expected sales loss due to the COVID-19 pandemic. Nike’s stock has plunged nearly 40% of its losses dating back to last year and investors have been keeping a worried eye on it. Nike CEO mentions that they have focus most of their customer service and sale’s attention towards their digital selling platforms. Nike also mentions that agreements amongst their partners will help with the los of revenue and that consumer spending still head towards the sport apparel giant. Foot Locker, Dicks Sporting Good’s and Nordstrom’s are among partners with Nike that help them bring in revenue, while consumers are stuck inside people have a need for sports wear rather for at home work outs and no need for work attire. Nike’s stock ended the week with a $5.14 loss. With a little loss to stock price Nike CEO states that they have re-opened 80% of their stores in China which makes nearly 40% of Nike’s profits. |
| DISNEY  Week Begin: $96.00  Week End: $93.88  Differentiation: -$2.12 | **IMPACT-** Disney announced they will be laying off their nonunion park employees. This announcement was a difficult decision and Disney realizes how many people this will affect but has yet mention to the public of how many of the 177,000 that help maintain and keep theme parks running within the United States. The COVID-19 pandemic has closed down Disney’s main source of revenue, which is their theme parks, Disney officials say they have done what they think is right due to this time of a health crisis. Disney expects losses in profits and tells the public that they are sorry and have provided these laid of employees with what they think is fair. Disney’s stock price ended the week with a $2.12 loss. The shutdown of theme parks reflects the loss on Disney’s stock price but I think Disney+ is a great source a revenue that Disney still have to bring up number(noting compared to it’s them parks though). |

**Week 5 -- 4/6/2020 – 4/10/2020: (You may want to begin the write-up questions this week).**

*Question 4*

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| Stock Price | *In your own words, summarize the news events of the week* |
| FACEBOOK  Week Begin: $160.15  Week End: $175.19  Differentiation: +$15.14 | **4/4-** Weekend game before the market opened up,Facebook and Washington(assuming the white house) have displayed a better relationship despite all the past allegations and political views the two have on each other. COO of Facebook mentions that this is a time that people should work together and to not focus on profits and partnerships. Facebook has been a huge factor and is involved in providing the public with reliable answers and questions on their social media platform. The Whitehouse and Facebook seem to be compatible at the moment. Which is a good sign for everyone during this time of a health crisis. |
| GOOGLE  Week Begin: $1,133.00  Week End: $1,206.57  Differentiation: +$73.57 | **4/10-** Google and Apple announced today that they have created a partnership ,this will be providing users on their platforms to track and trace spread of the coronavirus. Dealing with user privacy is always a risk deal especially for Google who last year was collecting data from medical patients and creating a cloud that users were not informed that their information would be taken. Location data will not be used instead a low powered Bluetooth signal instead. Apple and Google seem to be making the right steps with the resources and financial options that they have and is providing another helpful tool to the public. |
| NETFLIX  Week Begin: $365.22  Week End: $370.72  Differentiation: +$5.50 | **4/9-**  Netflix announced today that they will be releasing one more episode of their T.V hit *TIGER KING.* Sources say that the Netflix Original show got more than 35 million views within its first 9 days, shattering other record that were held before. The show is an after show special with a T.V host following up on the characters and how since the release of the show how it has impacted their lives. Tiger King has been taking over social media feed from memes and to other comedic pieces. |
| APPLE  Week Begin: $250.90  Week End: $267.99  Differentiation: -$9.33 | **4/10-** Apple announced today they have come to agreements with Google and partnered up to do their part in combating the health crisis the world has today with COVID-19. Apple and Google are working together to provide an app based tool that will allow user to e aware of infectious areas of the virus and where it has been. Apple and Google are using Bluetooth technology and not Location data for this process. Apple and Google’s researchers have also mentioned that their studies will be open to the public and the status of the application. |
| NIKE  Week Begin: $81.91  Week End: $86.79  Differentiation: +$4.88 | **4/7-** Nike announced today that why will be providing frontline healthcare workers with their very own design of PPE(proper protection equipment) which is a face shield. Nike has shift attention and priorities adapting to our world health crisis and the world leading sports apparel leader wants to make an impact with their production. Nike has designed a face shield using their very own resources. Materials once used for shoes or shirts are now being converted to PPE for our health care workers. Nike sent out its first shipment this week to Oregon Health and Science University. The masks were properly tested and are hoping to prolong the use of the surgical mask and the n95 masks. |
| DISNEY  Week Begin: $97.26  Week End: $104.50  Differentiation: +7.24 | **4/6-** Disney’s stock is hurting everyday due to their shut down of their parks in California and Florida. They have shutdown parks globally as well like Japan and Paris. Cruise line’s and theme parks are to remain closed until further notice due to the COVID-19 outbreak. Disney is down nearly 40% from last years numbers on this date. Disney+ has gained much attention due to stay at home order and nations shutdown across the world. With better light Disney+ has announced they will be releasing exclusive titles only available on Disney+ assuming it will attract more subscribers. Disney+ is keeping Netflix and Hulu and other streaming platform competitors on their toes during this stay at home order. |

*Question 5*

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| Stock Price | *In your opinion, the impact, if any, of the weekly news event(s) on stock price* |
| FACEBOOK  Week Begin: $160.15  Week End: $175.19  Differentiation: +$15.14 | **IMPACT-**  Facebook has seen many lawsuits and allegations coming from Washington over the past few years, now the social media platform giant Facebook and the White House are committed alliances in helping combat this health crisis dealing with COVID-19. COO of Facebook mentioned some good words to the public commenting on working with the White House “ this is not a time for partnering, set political views aside and that everyone needs to work together in a time like this”. Facebook’s stock ended the week with a $15.14 gain. I think with everyone working together and Facebook being the popular social media platform in today’s day and age that a gain ending the week is a reflection on new investors considering investing into Facebook. |
| GOOGLE  Week Begin: $1,133.00  Week End: $1,206.57  Differentiation: +$73.57 | **IMPACT-** Google announced today that they have partnered up with Apple providing user with an app that will help track and trace the spread of the coronavirus. Google was suppose to have a online website ready for users to have access to for questions regarding COVID-19 but fell short. With the help of Apple and the work they have done already to combat COVID-19 I think is the right move. Swallowing a bit of pride and doing wha right and helpful for everyone. With pride put aside Google’s stock had a gain of $73.57, this is a reflection on the positive news put out from Google despite failures in providing a helpful website before. |
| NETFLIX  Week Begin: $365.22  Week End: $370.72  Differentiation: +$5.50 | **IMPACT-** Tiger King is still getting plenty of publicity and attention from viewers at home who are confined to their houses due to this health crisis. Tiger King a show on owners of exotic cats has a real attention grabber with its crime that it develops. I personally only have seen 2 episodes and I have to say it is quite interesting but overall entertaining. My social medica feed is all related to tiger king and even my friends are referencing it or going crazy that I haven’t seen it yet. I’m sure with its release of its new episode it will get the attention Netflix is assuming due to stay at home orders. Netflix ended the stock week with a $5.50 gain reflecting on the good news of the highly popular and controversial show Netflix has provided, |
| APPLE  Week Begin: $250.90  Week End: $267.99  Differentiation: +$17.99 | **IMPACT-** Apple and Google have created an alliance and are working on developing a application that tracks and trace the spread of the coronavirus. This Bluetooth powered application will allow users to see if an area is heavily infected or traces of the virus in areas of the users. Google and Apple has emphasized that they know privacy issues are at risk here so they will not be using location data. Apple’s press release ends their message that this is a time of working together and getting back to our regular ways and that hopefully the technology that surrounds us will help us get there. Apple’s stock ended the week with a gain of $17.99, this is a reflection on the good news that Apple and Google released to the public. With google and Apple doing everything they can to help slow down the virus this is a good sign that competition and political views don’t matter at a time of a world health crisis and that priority is that everyone is safe and healthy. |
| NIKE  Week Begin: $81.91  Week End: $86.79  Differentiation: +$4.88 | **IMPACT-** Nike announced today they have provided and designed our frontline health care workers with proper protection equipment. Nike has gathered its own resources and developed a what look like a face shield, kind of like a welder’s mask without the head cover. Nike is showing what they can do wither their production resources and the materials that they have developing this face shield. Nike’s goal is everyone’s safety especially our health care workers who are at the most risk and that they can extend the lifetime on regular surgical masks and the n90 masks. Nike ended the week with a $4.88 gain. Nike still has other revenue options with their online stores but lending a hand is more important right now in a world health crisis. |
| DISNEY  Week Begin: $97.26  Week End: $104.50  Differentiation: +7.24 | **IMPACT-** Disney is taking a beating on their stock with their shut downs of thme parks and cruise lines across the world. The stock is coming up on a 50% drop from last years number on this date. This is problem for long term investors and is a deep concern within Disney. Disney+ couldlighten up the beating a bit thought. With everyone confined and practicing social distancing numbers have jumped drastically in a positive motion in regards to their streaming platform. With all show and movie production shutdown Disney+ will releasing exclusive titles on Disney+ exclusively along with movies that were suppoe to come out in theatres now will be available on Disney+ exclusively. Diney stock ended the week with a $7.24 gain. Disney’s positive gain after this week does not show a reflection but shows how much their theme parks and cruis lines means for the company. Disney also has partners who are hurting like ESPN. Maybe this is a good time to buy stocks while they are low? |