

## Stock Market Assignment

### 1. What did you learn from this assignment?

I learned from this stock market assignment that stocks are actually really complex. I initially thought that stocks couldn't be that hard to understand because it was all simply numbers, but as I did this assignment, my perspective on stocks has changed a lot. The way in which companies' stocks would be influenced by the news and the psychology associated with the investor's mind after perceiving of the negative or positive news was something that I found to be really interesting. Learning about how the supply and demand of the business also had a large impact on the stock price was something that I found to be interesting because of how the economy behaves. Consumer choices and business sales having a large impact on stock price was something that I initially overlooked and after having done this assignment, it shows that it is actually a large determining factor on the stock price. Social, political and economic issues all have an influence in the direction in which the stock price would fluctuate depending on if its a positive or negative issue and how the investors perceive it.

#### a. How would you describe the experience?

The initial thought of buying stocks to me was confusing and I had a feeling of nervousness because I was not familiar at all with purchasing stocks and it was difficult to begin with. After purchasing stocks for the first week, I gotten a better hang of it and it felt a lot more enjoyable. I found the stock market experience to be a good learning experience because before having done this assignment, I had no idea how to read or even look at a stock chart and did not realize that there was so much that I could learn from the stock market. I felt glad that I had an opportunity to participate in this stock market assignment because it was something that I found to be beneficial to my life and something that I can take away from this class. I would say that after having completed the stock market assignment, I realized the significance that the news has on a business. Before doing this assignment, I would not pay much attention to the news because it was not something that I would often pay attention to and care to remember the details about, but after having done this assignment, I would say that the news is something that I would pay attention to in the future in order to understand the health of a business.

#### b. What type of emotions, if any, did you feel during the assignment?

Some emotions that I felt during the assignment was feelings of nervousness and sadness when I saw my stock prices for the stocks of companies that I have brought beginning to fall. I would start panicking even though the money that I have invested was personal money because it felt like I made a wrong decision and I would start to check upon the stock market a lot more frequently once the stock prices have start dropping. During the course of the assignment, there were times when the stock prices have increased for a few hours to a day and when I notice the increase, I would feel joy and happiness because it gave off a feeling that I was winning. Most of the time tho, during the stock market assignment I would be seeing my stock prices falling and having a red color on the website. During the assignment, I would be frequently looking at the stock market website a lot more and discussing with others about stock events and very recent news events. I never really thought much about stocks until I got involved through this assignment and I think being able to read stocks actually caused me to feel a bit more anxious and nervous about buying stocks in real life because of how much money I can lose in a short amount of time.

### 2. 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.

#### a. Why you purchased stock A

I decided to purchase stocks of Apple because I own an iphone and this made me a bit interested as to how a large tech company such as Apple is able to manage their finances and it was a company that I was interested in tracking to learn more about their sales and performance. I wanted to learn about how Apple was performing compared to

other smartphone competitors like Samsung and Windows. I had assumed Apple was performing well and was a dominant force in the smartphone industry when I purchased Apple, but the actual stock of Apple was not reflective of that. I initially thought that with the large amount of iPhone sales that Apple has year round, Apple's stocks would be a strong buy and that it would increase because of the large amounts of their sales that they usually make. Most of Apple's consumers are loyal to the brand and wouldn't buy any other phone besides an Apple.

b. Why you purchased stock B

I decided to purchase stocks of Netflix because I am a daily user of Netflix to stream movies online. I initially thought Netflix was a strong buy because the company is a dominant force in its market. Netflix replaces a lot of other smaller streaming services online and it also replaces traditional ways to watch movies physically through a movie theater. I would say that a big factor in purchasing Netflix stocks was the fact that I was trying to gain in the short amount of time that I was purchasing the stocks for, even though it was difficult. Netflix was also something that was interesting to me because I wanted to see how much Netflix stocks would fluctuate and see the ways in which movies could impact the market. I really enjoy watching movies and Netflix would be a place that I go to stream movies other than YouTube because I enjoy watching movies from home or with friends without having to go to a theater and purchase a movie ticket. Netflix provides an easy and accessible way to view movies online without the hassle of having to go outside for a much cheaper price compared to movie tickets which can cost a lot depending on the time that you watch it.

c. Why you purchased stock C

I decided to purchase stocks of Amazon because I was an Amazon Prime member and it was also a large company with plenty of news to write about. I shop frequently at Amazon and the online shopping industry was an industry I was really interested in. The online shopping industry is changing vastly in many different ways and most of the changes have been pioneered by Amazon. I also purchased Amazon because I was buying stocks that I had an idea that I was going to gain money in. Amazon was also my most frequently used online shopping platform for merchandise and textbooks and such compared to other online platforms like eBay. I find that Amazon had a lot more higher quality products compared to eBay and the delivery service for Amazon was a lot better than eBay. Amazon's delivery service is a lot more reliable because of their two-day delivery service which they offer for free to Prime members and their sales during holiday seasons like Thanksgiving and Black Friday would spike and increase by a large margin.

d. Why you purchased stock D

I decided to purchase stocks of Tesla because electric cars were something that I was really interested in learning more about. Tesla was also a company that I did not know too much about, but I would always hear people talking about Tesla and their electric cars. I initially decided to purchase Tesla stocks without knowing too much information about Tesla, but I just wanted to see how their stocks performed and in reading the weekly news events about Tesla, I came to gain more knowledge about Tesla and what it is that sets it apart from other electric car companies like Volkswagen. I would often see some Teslas around in the Bay Area and I would wonder why it was such an expensive car compared to other standard car companies like Toyota or Honda. Tesla stocks were a way for me to engage more with the company by reading up on its developments and new events and how Tesla has such a large impact on the environment and community.

e. Why you purchased stock E

I decided to purchase stocks of Activision because I am a player of their games such as Hearthstone. I wanted to learn more about how Activision's stocks would fare and what sets Activision Blizzard apart from many other large gaming companies in the industry. One of the main reasons why I chose to purchase Activision stocks was because it was a stock that I felt I could learn more about because even though I am a consumer of their products, I do not know anything about the company and I felt that purchasing their stocks and tracking their news would allow me to have a chance to learn more about the performance of their company. Activision stocks were a type of gaming stock that I had a strong association with because I have played their games before and the company was something I

could relate to. Activision would provide updates from time to time for their games and this was something that I felt caused me to have a stronger association with the company because they are a gaming company that cares about their community's feedback and does so through implementing new contents for players to enjoy.

f. Why you purchased stock F

I decided to purchase stocks of Facebook because Facebook was a social media that I had and also one that I use fairly often as a means of connecting with people. Facebook was a company that I was interested in because I always wondered how they gain money profits if creating a Facebook account was free. Facebook stocks was a way for me to learn about how Facebook functions compared to other large social media platforms like Wechat, Twitter, Skype or Snapchat. I had a stronger association with Facebook because it was my first social media platform that I used compared to the other social media platforms that I do not have or use that often. Facebook is also a company that a large amount of consumers and other companies use as a primary way of communicating and connecting with one another.

3. What was the overall result (gain or loss) of each of your six stocks from the beginning of the assignment (10/22) until the end of the assignment (approximately 11/30)?

The overall result of each of my six stocks from the beginning until the end was for the most part a loss on all of my stocks. Tesla had an increase for a few weeks in the 2nd and 3rd week of the stock market assignment, but then the stock dropped along with the other tech stocks towards the later weeks of the stock market assignment. Most of the news for these companies were negative and a few of them were largely affected by president Trump's tariff on China which includes Tesla and Apple. A large portion of both Tesla and Apple's sales come from the global market in China and this tariff hurts these two companies a lot. Other companies such as Facebook was plagued with a lot of scandals and data breach issues that they were having which resulted in a overall loss for the stock. Netflix was gaining a lot more competitors from other online streaming sites like Hulu and youtube. Activision's sales were not going well and they have received a lot of negative reviews for their diablo mobile app and Call of Duty campaign mode being removed. The end result for all of these stocks were an overall loss while some had small gains here and there, it didn't have enough of an impact to have caused an overall gain in the stock price.

a. What was your expectation?

I initially expected all my stocks to have increased because of how most the stocks that I have purchased were stocks of large companies that were popular and also was a dominant force in their respective industries. It was surprising to see that almost all of the companies stocks that I bought actually devalued rather than gained value. It was a little depressing though because it was not initially what I expected would happen, coming into the assignment with high hopes for a gain. Nevertheless, it was something that I can take away from this assignment to expand upon my knowledge of stocks.

b. What would you do differently?

Something that I would do differently is that I would probably have purchased different stocks and have focused more on consumer stocks like Walmart, Costco, Target because I feel that those stocks are a lot less riskier compared to tech stocks. I believe consumer stocks would show more promise compared to tech stocks because of the amount of sales that they can make especially during holiday seasons and also because of how the price to pay for the stock is not that high, so it is a lot easier to enter into the market.

c. What type of investor do you think you are?

I think that I am a careless investor because I don't think I have evaluated all my options perfectly before I decided which stocks to buy and invest in, even though this was a virtual stock market. In the future if I were to ever

participate in the stock market again, I think I would perform a lot more research and read up on all of my companies before purchasing stocks.

d. What type of investor do you aspire to be?

I would aspire to be a more cautious and careful investor and would do extensive research on all my stocks before making a purchase if this was a real stock market. I also would not invest that much money into the stock market because it will be a lot less riskier and even if I were to lose the money that I put in into the stocks, it would not hurt me that much. I would also discuss it with others about which stocks to buy in order to receive more opinions before making a hasty decision.

4. Next, over the course of the six weeks (from 10/22/2018 to 11/30/2018), you will research news articles about each of the six companies you chose. Google has a “news” option whereby recent news events of a search are listed.

a. For each of the six 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.

5. 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?

a. Did any of the news events have an impact on the price performance of each of your six stocks?

b. 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.*

Week 1					
Symbol	Company Stock	Purchase Price	Week Start	Week End	Price Difference
AAPL	Apple Inc.	\$218.15	\$219.79	\$216.30	-\$3.49
NFLX	Netflix Inc.	\$361.00	\$333.10	\$299.83	-\$33.27
AMZN	Amazon.com	\$1822.00	\$1,784.00	\$1,642.81	-\$141.19
TSLA	Tesla Inc.	\$269.00	\$260.68	\$330.90	\$70.22
ATVI	Activision Blizzard, Inc	\$74.42	\$70.10	\$68.84	-\$1.26
FB	Facebook Inc.	\$158.50	\$154.76	\$145.37	-\$9.39

Week of Oct 22, 2018

Stock/ Price	News Event	Impact of News
Apple \$219.79	Apple releases their new iphone XR around the world and the phone was known for having the most advanced LCD in a smartphone so far in all of apple’s products along with many	I believe that Apple’s stock price might increase with the release of their new iphone and ipad. This is the time of the year when apple releases their new products and a lot of people would be

	<p>different upgrades to their design and materials. Apple intends to release an updated iPad Pro model that has no home button and integrates the style of the iPhone XS designs into its iPad. The iPad would feature Face ID and a USB-C port which would allow for more rapid charging of battery. The iPhone XR released by Apple shows a lot of similarities to the iPhone XS and XS Max, but the screen between the phones are different. The iPhone XR uses a Liquid Retina HD LCD screen while the iPhone XS and XS Max use a OLED screen. The performance capability of the iPhone XR was not too different from the other 2 iPhones. The iPhone XR is a lot cheaper compared to the other 2 iPhones that were released earlier this year.</p>	<p>eager to purchase them. The cheaper price of the iPhone XR and the similar performance capability with minimal differences between the 2 iPhones might increase confidence in the Apple stock for the investing public as sales continues to increase for the holiday season. The holiday season might spark a large increase in sales for Apple's new product as people buy them for the Thanksgiving and Christmas seasons as gifts to others. The iPad might also see increased sales because the demands for Apple's products is increasing and some people might prefer to buy the latest Apple products because they are an avid Apple user.</p>
<p>Netflix \$333.10</p>	<p>Netflix will be introducing a new title for October called Chilling Adventures Of Sabrina, in time for the holiday season. Netflix had gained more than 6 million new subscribers around the world throughout September with a total of now more than 130 million. Netflix has been increasing their borrowing in order to expand quickly and they are spending more than they are taking. Netflix analysts predict that in a few years, the cost will start to grow slowly compared to revenues that Netflix generates. Netflix announced that it would be borrowing more money by selling their \$2 million bonds that they have. A professor of finance at New York University; Professor Damodaran is skeptical about Netflix's cost growing more slowly when they would need to continue borrowing if it were to continue growing.</p>	<p>I think that Netflix's stock price would increase with the release of the new October title Chilling Adventures Of Sabrina because people and families who would like to celebrate the holiday season might prefer staying at home with kids and friends and watch Netflix at a lower cost rather than go to the theater for a more expensive option. However, I believe the overall price for Netflix's stock after the holiday season might start to go down though because of the amount of spending that Netflix would need to do in order to accommodate new TV series and movies that they plan to release. The amount of subscribers and the amount of revenue that they bring in might not be enough to cover Netflix's overall costs without borrowing.</p>
<p>Amazon \$1784.00</p>	<p>CEO Jeff Bezos' net worth has fallen \$15 billion from \$161 billion to \$140 billion from the beginning of October to October 11th. The decline of Amazon's stock by 8% caused Jeff Bezos' personal wealth to decrease by an estimated amount of 14 billion. Amazon's advertising revenue has generated \$2.5 billion in sales. Analysts estimate that the profit margin of Amazon would be 75%, with the highest profit in the third quarter. The large amount of ads found in Amazon's app and web page are likely to cause customers to leave. Amazon teams up with a health consulting company called Arcadia group to create a brand called Choice, which would provide new medical devices to consumers such as blood pressure cuffs and monitors. Amazon is trying</p>	<p>I think Amazon's stock price would increase with the high amount of profit that it is making from its third quarter revenues generated from its advertising. Amazon's new partnership with Arcadia to create Choice could lead to a major increase in the stock if it successful. There would be more medical devices available for people to have quick and easy access to and would provide a way to improve people's satisfaction. The market is looking good for Amazon right now, and I am eager to see by how much Amazon's stock price would change if the partnership between Amazon and Arcadia began and how much of an impact that would have on our ease of access to health devices. I think the decline in stock by 8% that Amazon has faced would be offset by the Choice brand</p>

	<p>to expand its diversity of products including health and wellness. SunTrust Robinson Humphrey, an investment firm, predicts that Amazon would generate \$25 billion in sales by 2022 compared to its \$7.5 billion in 2018 if it continues to increase the amount of brands they currently have.</p>	<p>that it would bring to the markets. The amount of revenue generated from the new brand would allow Amazon's stock to rise back up in the coming week.</p>
<p>Tesla \$260.68</p>	<p>Tesla was recently reviewed by the FBI for their model 3 production numbers, which was known to have misled investors with false info. Tesla CEO Elon Musk's tweet has caused Tesla to repay \$40 million in fees for settlement. Former Tesla employees were reviewed and requested for a testimony and they stated that Elon Musk wanted to increase model 3 productions, but it led to having unfit working conditions and a lot of factory issues have occurred as a result. The conditions set forth by Elon Musk was seen as poor, but he insisted on preserving them. Elon Musk stated that Tesla could increase the production of its cars from 5,000 to 7,000 per week without increasing a significant portion of their fixed costs and he also stated that Tesla's batteries have the lowest cost-kilowatt hour.</p>	<p>I think Tesla's stock price might take a large hit because of the investigation that was conducted by the FBI for its misleading information towards its stockholders. The investing public might feel worried about Tesla's misleading information and therefore might lose confidence in purchasing Tesla's stock. The poor working conditions and factory issues that have risen during the increased production of the new model 3 might have lasting implications on how the investing public sees Elon Musk's image. I believe that Tesla's goal to increase the production of their model 3 might impact the stock price positively if they are able to increase the demand for their new models and also restore people's confidence in the Tesla stock by increasing sales of their new model cars.</p>
<p>Activision \$70.10</p>	<p>Activision Blizzard releases their Call Of Duty Black Ops 4 game and this sold more than \$500 million within just three days. Additional content was added to the Black Ops 4 game such as a new zombie mode playlists and a lot of general fixes made on the game to improve its performance. The recent success of video game created by Epic Games company called Fortnite was able to attract millions of players to play their products during its initial release in 2017; this affected the playerbase of people playing Activision Blizzard's Call Of Duty game and caused Blizzard to lose billions of dollars in their stock value. The Black Ops title removes the campaign mode from their gameplay and this caused a large amount of people to be upset because they enjoyed the campaign from previous versions, but instead they have added a new Battle Royale mode. The presence of lag problems in the new Black Ops title was an issue during the gameplay when it would affect player's ability to perform at a high quality.</p>	<p>I think Activision's stock might decrease with the recent success of rival game company Epic Game's Fortnite that was released earlier this year because of the cost of having to purchase Activision's Call Of Duty Black Ops 4 just to enjoy the battle royale mode, when they can enjoy a similar experience through Fortnite, which is a free to play game. The recent devaluation of Activision's stock might dissuade investors from purchasing the stock, which would lead to their stock taking a major hit. The presence of lag problems affecting playerbase gameplay might play a part in people's confidence in sticking with Black Ops 4 or opting for a new game; Fortnite. The removal of the campaign mode for their first time in the Black Ops titles might have a lasting impact on people's perspectives towards Activision and their overall stock investment. Blizzard might need to come up with a new way to attract new players or keep their current ones if they want to increase their stock price within the next few weeks.</p>
<p>Facebook \$154.76</p>	<p>The new charges made in the lawsuit against Facebook back in 2016 has caused Facebook's stock to go down last week. Advertisers of facebook investigated facebook's documents</p>	<p>I think that facebook's stock might decrease with how people are perceiving the impact that the lawsuit made against facebook has caused. The harmed relationship between facebook's</p>

	<p>and found that they were exaggerating the amount of time that people spend watching videos by 150-900% and it came to light that facebook knew of this and did not disclose it to the public. This harmed facebook's relationship to its advertising partners which facebook's stock depends upon. There has been speculation that if Mark Zuckerberg resigns from Facebook as CEO, there will be a boost to the Facebook stock.</p>	<p>advertising partners and facebook would have caused revenue to decrease and it would impact their stock price negatively. The inflated time that facebook reported of users watching videos would have cause the investing public to lose their confidence in facebook because the general public was never notified about any of the issues happening. If Mark Zuckerberg resigns as CEO of facebook, it might restore the investing public's confidence in facebook stock as the large amount of issues present in facebook happened during Zuckerberg's time as CEO. The impact of a new CEO might allow facebook to recover from the current negative views by the investors.</p>
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Week 2				
Symbol	Company Stock	Week Start	Week End	Price Difference
AAPL	Apple Inc.	\$219.19	\$207.48	-\$11.71
NFLX	Netflix Inc.	\$305.26	\$309.10	\$3.84
AMZN	Amazon.com	\$1,660.00	\$1665.53	\$5.53
TSLA	Tesla Inc.	\$337.47	\$346.41	\$8.94
ATVI	Activision Blizzard, Inc	\$70.34	\$68.99	-\$1.35
FB	Facebook Inc.	\$148.50	\$150.35	\$1.85

Week of Oct 29

Stock/ Price	News Event	Impact of News
Apple \$219.19	<p>Apple announces that ios 12.1 will be released soon and it would include a group facetime feature. This new facetime feature allows up to 32 people to video chat at once with added benefits of of stickers and emojis. There has been added dual-sim support for the new iphone XS and the XR with the new software update. The new software update would fix an issue with the camera that consumers were facing which causes pictures that were taken to be skin</p>	<p>I think the stock price of apple would increase with the release of ios 12.1 and the numerous new features that it brings. The new facetime feature and performance enhancements might increase consumer confidence towards apple and thereby increase the stock of apple because people would be buying more stock. The stock price might also decrease in the future because of report that was released to apple about their manufacturing partner Quanta's illegal use of</p>

	<p>smoothed. The release of the new software would come with over 70 new emojis and performance enhancements for the phone. Apple is investigating a report that the Apple watch was reported to be assembled by high school students under illegal conditions by its manufacturing partner Quanta. The students who were working in the factories creating the apple watches were sent to the factories as an internship, but they were often working overtime and night-shifts which was considered illegal for student interns in China. Students were working at night from 8pm to 8am with only one day off per week.</p>	<p>student labor. People might see apple products as the results of illegal labor and they might have considerable doubt towards apple. This might cause the stock price to fluctuate and go down because of how our society views legal issues. People who uses apple products might feel guilty that they are using the product of student interns illegal labor hours and therefore reduce investor's confidence towards apple.</p>
<p>Netflix \$305.26</p>	<p>Netflix CEO Reed Hasting plans to target India's market for subscribers because India has a large population of about 1.4 billion and they plan to get 100 million subscribers from there. The majority of Netflix subscribers come from international countries such as Asia. Netflix's latest quarter had 5.9 million new subscribers internationally compared to its 1.1 million domestically and the company has begun to include more local language content within 17 different countries. Netflix's growth has been steady in India and with the release of new movies such as Sacred Games and Ghoul, the impact on it's growth in india has been increasing. Netflix would have to compete with other large companies such as Amazon and India Hotstar for their subscribers, but they believe that they will be able to get 100 million subscribers. Netflix does not have competitive pricing in India with a monthly plan of \$7.80 to \$12.30 based upon the subscription plan as compared to Amazon or Hotstar. Netflix plans to adjust their pricing and allow more of india's customer base to have access to their products with a new premium pricing model.</p>	<p>I think netflix's stock might see an increase really soon because they are expanding upon their international market by targeting the subscribers in India because of their country's large population. The large population of India would draw in a large consumer base for Netflix and a large amount of revenue if they are able to reduce the prices for their subscription plans and fit the needs of the less wealthy in India. Based upon Netflix's previous success in India, they might have continued success if they adjust their pricing and this would lead to more subscribers and increase investors' confidence in Netflix stock. The impact of Netflix's new movies Sacred Games and Ghoul would contribute to their increasing expansion opportunities in India, but if they were to dominate or lead the streaming market there, they would have to be able to compete against other large streaming companies such as Amazon and India Hotstar with lower prices and better offers.</p>
<p>Amazon \$1,660.00</p>	<p>Amazon announced that they have donated more than \$100 million to charity organizations throughout the world through their charity program AmazonSmile. People are able to donate to their favorite charities through the AmazonSmile program; where a percentage of the purchase price that customers pay for their products will be donated to their charity that they select through AmazonSmile. Throughout this week, AmazonSmile will donate 5%- 10% of their usual donation rate for products eligible for the program. Amazon have been receiving positive feedback from their AmazonSmile program with many consumers enjoy having a</p>	<p>I think Amazon's stock would increase with the recent success of their AmazonSmile program, as it was able to reach a large portion of Amazon's consumer base and provide them with a easy way to donate to the charities that they want. This initiative towards charity would increase consumer views on Amazon's company values. Consumer and investor confidence towards Amazon's stocks would increase and this would cause investors to invest a bit more in Amazon and consumers to purchase more of Amazon's goods because their values are aligned with Amazon's company values. The increased donation rate</p>

	<p>easy and simple way to donate to their favorite charities. Through the program, customers were able to deliver clean water to a large majority of people all around the world and increase the lives of many people.</p>	<p>during the week would prompt consumers who are philanthropists to increase their purchasing of consumer goods from Amazon in order to give to their favorite charities and thereby increasing Amazon's sales and also have an impact on their stock price.</p>
<p>Tesla \$337.47</p>	<p>Tesla's 3rd largest shareholder Baillie Gifford announced that he was willing to invest more money into Tesla and he's doing this because he supports Elon Musk's long term goals for the company. The lasting effect of the twitter case with Elon Musk where he called a british scuba diver a pedo and was sued caused Elon Musk to pay out \$20 million in fines and Tesla to pay \$20 million to the SEC. As a result of these fines, Elon Musk will step down as company chairman of Tesla. Tesla updated their pricing for their Model 3 performance to include in it performance upgrade packages that were now free and this caused a lot of uproar with consumers who have previously bought the performance upgrade packages for \$5000. Consumers felt frustration towards Tesla and thinks that Tesla released this free package for \$5000 because there is a high demand for it at it's initial launch. Consumers start to compare Tesla to tech companies, where tech companies would release a product at a price and then later discount it or make it free after consumers have purchased the product.</p>	<p>I think that Tesla's stock might take a hit and decrease this week because of the fine paid by Elon Musk and Tesla and the lasting effect that this had on Tesla's outlook. Tesla's new model 3 performance upgrade package being free now caused a lot of frustration and uproar in consumers who purchased Tesla's upgrade package for the full price of \$5000 and I feel that this might influence consumer behavior and views toward Tesla and their stocks. I think that the frustration of Tesla's consumers who purchased the package before it was free would no longer support Tesla's stocks and their stocks would take decrease. The consumer's views that Tesla released this for \$5000 at it's initial launch was to lure consumers in with the high demand present and then making it free would make many consumers lose confidence in their stock and the public would have a negative view on Tesla.</p>
<p>Activision \$70.34</p>	<p>Activision has its annual blizzcon this year in Anaheim, California where the company would release it's new products and announcements for gamers locally and also virtually. They would have news and events for the upcoming diablo 3 mobile app and other plans for their games such as world of warcraft, overwatch, hearthstone and starcraft 2. They present their visions for the future goals of their company in the next year. The virtual blizzcon would be available to consumers through the blizzcon virtual ticket, where you would be able to watch the blizzcon convention online. Activision blizzard is celebrating the release of the Destiny 2 pc game</p>	<p>I think that Activision's stock might increase with their annual blizzcon because they would be able to present to consumers their goals for the future and also keep them updated with news and events about their gaming products Gaming consumers who attend the blizzcon might feel satisfied to know that the company that they are supporting are keeping them updated with their plans and goals. The new diablo 3 game being released on the mobile platform would cause a lot of consumers who are a fan of the diablo series to purchase it on their phones and I believe that this would cause activision's stock prices to increase again in the</p>

	and they are offering it for free for a limited time until November 8th. The free version of the game would also include with it free gifts for players which includes an 8 hour campaign, but does not include the most recent expansion, in which players would have to pay \$40 to gain access to.	coming week. The free release of the destiny 2 pc game for a limited time would attract a lot of new players to blizzard and this might increase the consumer's views on activision and also increase investor's confidence in the stock.
Facebook \$148.50	<p>Facebook and other large tech companies such as Google, Microsoft, Amazon and Apple opposed president Trump's possible recall of transgender people's rights. The companies stated that they would oppose any legislative efforts to destroy transgender rights or any rights that violates the privacy of transgender people. Many tech companies say that removing the protection of transgender people would cause businesses to incur large productivity costs. Companies say that this potential policy revision is not consistent with science and also isn't ethical practices and human rights.</p> <p>Facebook recently requires advertisers to verify their identities and when advertisers post their ads, they can often lie because they are able to type in anything they would like to in the field. It was recently discovered that there were a lot of misrepresentations in the ads, where people were sneaking ads into political candidates on Facebook. Facebook sees this issue as not part of their duties and that it should be the government who regulate political advertising.</p>	<p>I think that facebook's stock would decrease in the following week because of the large amount of misrepresentation on their ads. Consumers might feel less inclined on using facebook's products if they see that facebook is not taking responsibility for their product's service causing misrepresentation and believe that it is the government who should regulate it. Consumers and investors might lose confidence in facebook and their stock and this would cause facebook's stock to go down. I think that facebook's stock would increase in the future with their support of transgender people's right and opposing president Trump's recall. I feel that consumer confidence would be increased because they see that facebook is standing up for people of all sexuality and they are supporting them, which might be a cause that some consumers stand for. This would increase facebook's stock because this would increase the investing public's confidence in facebook and their views towards transgender people.</p>

Week of Nov 5

Week 3				
Symbol	Company Stock	Week Start	Week End	Price Difference
AAPL	Apple Inc.	\$203.59	\$204.47	\$0.88
NFLX	Netflix Inc.	\$311.10	\$303.47	-\$7.63
AMZN	Amazon.com	\$1657.57	\$1712.43	\$54.86
TSLA	Tesla Inc.	\$340.50	\$350.51	\$10.01
ATVI	Activision Blizzard, Inc	\$68.00	\$55.01	-\$12.99

FB	Facebook Inc.	\$150.10	\$144.96	-\$5.14
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Stock/ Price	News Event	Impact of News
Apple \$203.59	<p>Spotify is planning on releasing their app on the apple watch and is testing it out this week. The Spotify app has basic features and there is no offline support for playing songs away from the iphone and neither can you stream songs to the apple watch over data. The Spotify app acts as a intermediary controller to control music settings on the iphone or any device that is playing spotify music and linked to your apple account. This marks the first time that you are able to control music and playlists on spotify on the iphone through your apple watch. Apple recently told their phone manufacturers in China to reduce production lines for their new iphone XR that was being released in order to adjust the company's smartphone global shipments in the third quarter because the quantity of their shipments barely changed at all. Apple's strategy is to raise prices while maintaining their revenue growth despite shipment growth expenses. Apple reduces their 60 assembly lines in Foxconn to around 45 assembly lines which leads to them producing 100,000 fewer units on a daily basis with a decrease of 20-25% from its original target. Apple will have to compete against Chinese brands like Huawei, who have been successful in the past, in the international markets if they want to maintain a global presence in markets like China.</p>	<p>I think that the stock price for apple might increase with the new spotify app on the apple watch that is coming soon in the future because of the convenience that it would bring to iphone users. iPhone users would now have the option to customize their songs and playlists on their apple watch without having to turn on their iphones and I think this is a great additional feature to have for apple consumers. I think that apple consumers would have an overall positive outlook with this addition to the apple watch and their confidence in apple's stock would be restored. I think that with Apple reducing their productions for the new iphone XR, it might cause shock and confusion in the investing public because of how consumers will feel about Apple's iphone XR sales. Consumers might think that Apple iphone XR sales was bad, so in response Apple would have to decrease their productions for the phone, and I think this will negatively impact Apple's stock price in the future.</p>
Netflix \$311.10	<p>Netflix announces this Tuesday of their four-year plan for their animated series to make them more similar to traditional animation companies like Disney, Pixar and Dreamworks. Netflix is following in the footsteps of these companies in releasing their plans on animated projects years in advance. The target of the animations are intended to meet the needs of every family member so that they are able to find something that fits them based on the statistics that about 60% of people who use netflix watch family themed content monthly. Netflix also plans to debut some of their content in movie theaters ahead of their online release dates in order to allow their releases to be considered for industry awards. Netflix is adopting the animated series in order to remain a competitive force in the</p>	<p>I think that the stock price for Netflix will increase because of their plans to tap into the animated series market in order to appeal to a larger variety of consumers. I feel that consumer families would prefer to stay home and watch Netflix at home with their kids as compared to going to movie theaters to enjoy the animations. I think the consumer's confidence in Netflix might increase because of Netflix's plans to follow in the footsteps of animation companies like Disney and Pixar in tapping into the animation market. I feel that the large consumer base of of 60% in Netflix who watches family themed content is a successful market for Netflix to target and this might influence the public's views on Netflix's stock and therefore increase their stock price.</p>

	<p>entertainment market. The Great British Baking Show is returning to Netflix after its period of being dry and in 2017 they moved from BBC to channel 4. They also went from movie provider PBS to Netflix. Netflix has gotten three of the baking show seasons and they announced that they would reduce the amount of time that passes between the shows airings in the UK and the US.</p>	<p>Netflix's announcement of their plans to the general public to keep them informed would cause consumers to regain confidence in Netflix because they are kept up to date with the latest developments of the company and this might cause them to have a more positive view of Netflix.</p>
<p>Amazon \$1657.57</p>	<p>Amazon plans to create a second headquarters in cities that it has narrowed down to which are Crystal City (Virginia), Dallas and New York City. Amazon has also planned to create their second headquarters in Philadelphia, but ultimately decided not to because of a major construction tax bill however, Philadelphia was put on Amazon's list of potential spots for their next \$5 billion headquarters. The City council members added an addition to the city tax bill that states that the zones that Amazon builds on in Philadelphia would be exempt from the tax bill. Amazon is removing the minimum purchase price requirements to qualify for the free delivery of items purchased from Amazon for non-Amazon prime members. Previously, you would have to purchase a minimum of \$25 to qualify for the free standard shipping, but now Amazon removed that requirement for the holiday season. This offer from Amazon would only last for the duration of the holiday season and it was created in order to counter Target's free two-day shipping that it introduced last month to provide incentive to more consumers. Amazon's promotion would still allow them to be competitive compared to other large retail stores like Target and Walmart which have similar shipping promotions.</p>	<p>I think that Amazon's stock price would increase because of their plans for expansion and their improved shipping promotion for their holiday season. Amazon's expansion into their second headquarters might serve as a signal to their consumers and their investors that they are doing fairly well in the market and this would improve the public's confidence in Amazon stock. I think that Amazon's second headquarters serves as a way to show to people that they are still able to compete in the market against other large retail companies. The new improved shipping promotion that Amazon has given out would encourage more consumers to spend online rather than in stores during the coming Thanksgiving holiday and black friday and this would increase Amazon's sales and earnings and therefore increase Amazon's stock. Their improved shipping promotion would also serve to attract more of their consumer base away from other large retail stores and remain a dominant force in the retail market.</p>
<p>Tesla \$340.50</p>	<p>Tesla introduced their new self-driving navigate on autopilot into their Model 3 in a beta version. The navigate on autopilot would allow for automatic lane changing, but wasn't customized to merge back into the original lane after changing lanes. Elon Musk has been reported to be testing out the self-driving system himself and identifying any possible bugs or errors in the system. The autopilot feature consists of cameras and sensors that detects the vehicle's speed and steering patterns. The autopilot feature that Tesla creates will set itself apart from other competitors in the market. The autopilot feature of Tesla that was created has evolved from a passive tool that was designed to control the highway traffic to a more active tool</p>	<p>I think the stock price for Tesla would increase with the introduction of the new navigate on autopilot for their model 3 because of the consumer demand for automatic driving cars. The autopilot feature created by Tesla would also serve to set them apart from other competitors and this would increase the consumer's confidence towards Tesla and their stocks. The accident statistics released by Tesla could provide incentive for people to purchase the product because of the more safety measures and less prone to engaging in accidents. The increased safety would prompt consumers to purchase more cars from Tesla and therefore increase the consumer demand for Teslas and their sales would increase. The</p>

	<p>in the driving experience. This newer version of the autopilot has layers of mapping data put into it by Tesla. Tesla's autopilot does not make the car drive by itself automatically, but rather it performs actions based upon the user's inputs. The new autopilot would occasionally suggest lane changes when another vehicle was coming from behind and also cancel suggested lane changes sometimes and this could be dangerous for some drivers who aren't paying attention. Tesla says that autopilot is supposed to make driving safer and the reports that it released states that people who were using the autopilot feature experienced a crash once every 3.34 million miles compared to people who were not using the feature would experience a crash once every 1.92 million miles. Tesla was still missing an important safety feature which was active driver monitoring unlike other cars like the Cadillac.</p>	<p>increase in sales provided by Tesla would cause their stocks to rise because investors would see that they are having good performance in their sales and anticipate future growth. I think that investors would be willing to invest more in Tesla with them coming up with new ways to improve upon their autopilot technology in the future and provide for a large variety of drivers.</p>
<p>Activision \$68.00</p>	<p>Activision announced that their Call of Duty: WWII sales are going good and that they sold twice the amount of units compared to infinite warfare at their launch date. They stated that WWII set a record for the best selling digital game based on units sold during its initial release date on the ps4. Thomas Tippl, chief operating officer of Activision says that infinite warfare was a disappointment for most consumers because of the space setting that was in the game. During the game's initial trailer, it received 400,000 dislikes on youtube and became one of the most disliked videos. Activision's recently announced Diablo mobile app called Diablo Immortal received negative reactions from consumers. Consumers were worried about the partnership between Activision and Chinese based developer NetEase because of how NetEase is known for pushing consumers to purchase digital items with money. The Diablo trailer received 430,000 downvotes with only 16,000 upvotes and this caused Activision's stock to drop 6.7% to \$64.34 on monday.</p>	<p>I think the stock price for Activision would continue falling this week because of the large amount of negative reviews made by consumers for their upcoming Diablo Immortal mobile app. There has been a lot of negative reactions from Activision partnering up with NetEase to create their new mobile gaming app and I think this would greatly affect their sales of the mobile app when it goes live. The consumer's doubt of the future growth and direction that Activision is heading might affect their choice of purchasing Activision's products and affect their sales. Investors would no longer feel confident in Activision's sales performance and this would cause them to stop investing in their stock and cause the stock price to decrease in the future. Despite the recent success in sales of their Call of Duty: WWII game, I think that they would still be largely affected by their diablo mobile app because of the large amount of dislikes shown by consumers during the release of the trailer.</p>
<p>Facebook \$150.10</p>	<p>Facebook releases the conclusions of an independent assessment conducted on them due to their role in the genocide in Myanmar. Facebook admits that they weren't doing enough to prevent their network software from being used to create violence and that they are taking steps to prevent this from reoccurring in the future. Facebook received large criticism for their handling of the myanmar incident from</p>	<p>I think that facebook's stock would be negatively affected by their handling of the genocide in Myanmar because of the large criticism that they have received from many countries about their transparency and equal standards enforcements in different parts of the world. Even though facebook has taken steps to prevent violence from happening again through their updated policies on violence, their</p>

	<p>activists coalitions in countries like Myanmar and Syria, where they demand that Facebook have sustained transparency, a worldwide public audit and equal standards enforcement in every place that Facebook is currently active in. Facebook removed Myanmar's Zawgyi text and forces them to use Unicode by removing Zawgyi as an option for new users of facebook in Myanmar. Facebook takes action against 64,000 content in Myanmar for violating their speech policies on offending speech and they have identified 63% of the posts before it was reported manually by Facebook users. Facebook have changed their policy on credible violence after this incident and it now covers posts that contain misinformation that could lead to violence or physical harm and plans to create a policy for handling human rights abuse.</p>	<p>handling of the incident might have caused a lot of consumers and investors to have negative views on how facebook handles their global issues. Investors and consumers might be doubtful of facebook's views and their direction in the future because of the large criticism that they have received. Investors might reconsider not investing in facebook's stock if they do not find a way to restore their Investor's confidence in how they will handle similar global issues like these.</p>
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Week of Nov 12

Week 4				
Symbol	Company Stock	Week Start	Week End	Price Difference
AAPL	Apple Inc.	199.00	193.53	-\$5.47
NFLX	Netflix Inc.	300.00	286.21	-\$13.79
AMZN	Amazon.com	1698.24	1593.41	-\$104.83
TSLA	Tesla Inc.	348.37	354.31	\$5.94
ATVI	Activision Blizzard, Inc	55.00	50.94	-\$4.06
FB	Facebook Inc.	144.48	139.53	-\$4.95

Stock/ Price	News Event	Impact of News
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<p>Apple \$199.00</p>	<p>Apple beats out other similar Chinese smartphone companies Huawei and Xiaomi in China and placed first in sales after the Chinese search engine company Alibaba started their “Double 11” sales event to provide discounts for online consumers which was similar to Amazon’s prime day sales. Apple’s products have become more profitable in China compared to their rival smartphone companies and beats them out by a large margin. Apple placed 1st in Alibaba’s sales event compared to Huawei and Xiaomi which both placed 2nd and 3rd in terms of sales generated. Samsung was unable to generate as large of a sale in China compared to Apple and was only reported to have achieved 8th place in sales during Alibaba’s event. Apple’s earnings of 62% in their quarter 2 sales this year vastly outnumbered the sales that Huawei and Xiaomi made which were 8% and 3% even though both of those companies were popular Chinese smartphone companies in China.</p> <p>Apple hires Nokia Executive Ashley Chowdhary to be the head of their executive team in India. Apple is trying to rebuild their India team after losing three valued executives and this caused Apple’s sales in India to be declining consecutively year from year. Tim Cook retains a positive outlook for Apple’s development in India and intends to open new stores.</p>	<p>I feel that Apple’s stock would increase because of the large amount of sales that they have gained in China, beating out their competitors and securing first place in a sales event. I think this would serve to increase consumer confidence in Apple’s stock as the global demand for their products starts to increase and more consumers purchase their products. The increasing demand would continue to lead Apple to having stronger sales during their sales quarters as they have done so far and restore both the consumer and the public’s confidence in Apple’s stock. I feel that Apple would continue to dominate the smartphone market and that a large portion of the consumer base would be purchasing Apple’s smartphones compared to other alternative smartphones like Samsung, Nokia or Google because of their ability to attract new consumers and develop a strong brand loyalty with them.</p>
<p>Netflix \$300.00</p>	<p>Netflix decides to test their new cheap streaming service in Asia because of their initial plans to expand into the Chinese market despite not being as popular or cheap compared to other streaming services in Asia which offers free and paid streaming services. Netflix plans to develop 100 new projects in Asia to target the new market and their new cheap streaming service would be a new subscription plan that offers different features rather than lowering the prices of their current subscription plans.</p> <p>Netflix releases their mobile-only subscription plan in Malaysia and the plan only costs \$4 each month; much cheaper than their other existing subscription plans. Netflix’s prices for their existing plans are seen as being more expensive compared to their counterparts in Asia. Other domestic streaming companies such as Hotstar in India and iFlix offers their</p>	<p>I feel that Netflix’s stock would be negatively impacted by this news event and would decrease because their subscription pricing is being outpriced by other domestic streaming services provided in Asia and other global markets. Despite their new mobile plan to attract more consumers and their low pricing, I feel that it wouldn’t be enough to sway consumers into choosing Netflix over other cheaper alternatives that provide similar services just like Netflix. Netflix would need to target a larger consumer base perhaps with new highly rated movies for the holiday season in order to keep up with their global competitors. Unless Netflix comes up with a new way to attract their consumers with promotions or other offers that differentiate them from their rival competitors, Netflix might have a hard time increasing their sales and their stock price.</p>

	<p>subscription services for only \$3 per month, much less than Netflix's prices and are stealing customers away from them. Netflix tries to compete against their rivals pricing with their new mobile subscription in order to target primarily mobile users.</p>	
<p>Amazon \$1698.24</p>	<p>Amazon's echo smart speaker system was suspected to be involved in a double murder case in New Hampshire, Farmington and the company was ordered by the judge to present the speaker system as evidence for the case. This caused Amazon's consumers to start contemplating about how the company deals with their privacy and the amount of information collected by the company through their products. Amazon's consumers have reported that Amazon's echo speaker would sometimes inaccurately record conversations that it hears and sends it to random contacts. Amazon has claimed that the speaker would sometimes misinterpret sounds and records them as if it was activated with the words "echo" or "alexa". Consumers are starting to be more worried about Amazon's products recording a lot more private information than the company claims because of how the smart speaker would record a few seconds before a command was given to activate its recording feature.</p> <p>Amazon is partnering with Tesla in order to create a energy storage capacity in their facilities and started adding Tesla powerpacks to their UK facilities. Amazon wanted to add energy storage features to their facilities in order to reduce their energy costs. They are planning to add another Tesla powerpack to their facility in Leicestershire in order to reduce their costs with these new energy efficient options. Throughout the next few months, Amazon plans to put many of these powerpacks in their different facilities.</p>	<p>I feel that Amazon's stock price would decrease because of the large consumer doubt towards Amazon's handling of their private information through their products. Consumer's privacy was starting to be invaded and collected through Amazon's products and this would cause consumers to feel unease towards Amazon and reluctant to purchase any more of Amazon's products if they feel that their privacy was no longer correctly upheld. Unless Amazon finds a way to reassure consumers that their privacy is protected and fix the recording issue on their products, they might lose a lot of their consumers. This would negatively affect Amazon's stock price despite their efforts with Tesla to reduce energy costs in their facilities. Amazon's partnering with Tesla would allow them to reduce their energy costs because of their reliance on high energy costs in their business operations and it could help Amazon to earn more profit by cutting costs if they are able to retain their consumers.</p>
<p>Tesla \$348.37</p>	<p>Tesla is expanding their presence in Northern California and is creating a new building in Lathrop in addition to its Fremont factory. Most of their locations in Lathrop are being used as warehouses and it is speculated that this new building could be something similar like a distribution center. Tesla's factory in Fremont was producing 360,000 vehicles annually and they believe that they can increase the amount produced up to 500,000</p>	<p>I feel that Tesla's stock would increase because of them expanding their presence and their goals to increase the unit productions of their electric vehicles with the help of the new building. Despite Volkswagen claiming that they would be able to produce cheaper cars compared to Tesla, I feel that consumers might not give up on Tesla immediately until Volkswagen actually releases their new electric cars to the market because of how Tesla has a predominantly strong presence in the electric vehicle market and continually</p>

	<p>through the use of their new building that they are planning on creating.</p> <p>Tesla's rival Volkswagen recently claimed that they would be able to produce 50 million electric cars that would have much lower prices compared to Tesla cars. Volkswagen issued contracts with a worth of \$48 billion with other battery manufacturers such as Samsung and LG in South Korea in order to produce a more efficient battery that will lower cost production for their electric cars. Volkswagen plans to release new electric cars in the coming years to the US such as the all-electric microbus and the I.D.</p>	<p>comes up with new and efficient ways to produce their new vehicles. Tesla's expansion can be seen as a positive sign of their growth and investors might be more willing to invest into Tesla because of how they will be increasing the annual production as a result of their expansion. Tesla's expansion might restore the public's confidence in their security in the electric vehicle market.</p>
<p>Activision \$55.00</p>	<p>Activision had a decline in its player base for its gaming products during its third quarter earnings. Analysts say that Activision's fourth quarter profits might be increased from Activision's Call of Duty Black Ops 4 sales and also from their latest released World of Warcraft expansion Battle of Azeroth. Call of Duty Black Ops 4 was able to collect \$500 million in global sales during the initial 3 days after it have launched worldwide. The player base in Black Ops 4 has increased compared to previous releases of their games. World of Warcraft's new expansion sold over 3 million units during its initial release and analysts predict that the player base for those 2 games would grow and help Activision's fourth quarter earnings even though the third quarter earnings player base for Activision was only 37 million players.</p> <p>Activision's Call of Duty endowment helped create jobs for 50,000 veterans back since 2009 and they have created a goal to recruit up to 100,000 veterans for the year of 2024. Activision has donated up to \$31 million to support the endowment and the endowment provides grants and aids to veterans in seeking high quality jobs in the market after they return. The average starting salary for high quality jobs given to veterans was \$57,850 compared to the national median of \$30,240.</p>	<p>I think that the stock for Activision might increase because of their player base increasing in the new World of Warcraft expansion and their Call of Duty game. The amount of sales made during its initial release shows that Activision has a lot of loyal consumers and subscribers who are willing to purchase their products. I think the increase in sales of their latest products might serve as a signal to the public to invest in Activision even though their third quarter earnings wasn't that great, they might be able to make it up in their fourth quarter because of the amount of players who are playing the new Black Ops 4. The aid that Activision provides for veterans would also serve to attract the attentions of the investing public and might get a cause for them to invest into Activision if the investor's ideals resonate with Activision's for helping out veterans and giving back to their community.</p>
<p>Facebook \$144.48</p>	<p>Facebook was dealing with Russian trolls whom have created Instagram and Facebook accounts during the midterm elections happening in the U.S. Facebook responded by blocking and deleting the accounts during the eve of the midterm elections which it removed</p>	<p>I feel that Facebook's stocks would decrease because of the many issues that Facebook is dealing with recently which includes scandals and other breach of user information. Facebook would recover from the problem, but instead of having to repeatedly recover from the problem</p>

	<p>99 Instagram accounts, 36 Facebook accounts and 6 Facebook pages. There was \$4,500 worth of ads that were spent by those accounts, but none of the ads were ran in the U.S. Facebook says that the accounts might be related to the Internet Research Agency in Russia which was known to have interfered in the 2016 presidential election. Facebook has been dealing with scandals and issues with their user data security and they have also been deleting accounts that were sharing propaganda and misleading people. Facebook says that they would invest greatly to improve their security and also work with other technology companies and the government to prevent election interferences from happening again.</p>	<p>only to encounter another one, I think Facebook should have tried to prevent the problem from occurring in the first place. I feel that the public would see that Facebook has not made an effort to upgrade their security despite the many data and information breaches that they have occurring. The many online events happening during the midterm elections would harm Facebook's stock and also the public's view of their steps taken to address the issue. I feel that Facebook could have done better to resolve the problem and provide better security to prevent spam and troll accounts from being created.</p>
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Week of Nov 19

Week 5				
Symbol	Company Stock	Week Start	Week End	Price Difference
AAPL	Apple Inc.	190.00	172.29	-\$17.71
NFLX	Netflix Inc.	283.79	258.82	-\$24.97
AMZN	Amazon.com	1577.01	1502.06	-\$74.95
TSLA	Tesla Inc.	356.34	325.83	-\$30.51
ATVI	Activision Blizzard, Inc	50.81	50.05	-\$0.76
FB	Facebook Inc.	137.61	131.73	-\$5.88

Stock/Price	News Event	Impact of News
Apple \$190.00	Apple's stocks were affected and fell after there was news that their new line of iphones was not selling as well as expected and Apple has cut orders for their iphone XR, XS and XS Max in response. The new iphones released in	I feel that Apple's stocks might continue to fall because of how the demand for their new customer anticipated iphones ended up looking. The demand for their newly released iphones has gotten lower compared to their other previously

	<p>September by Apple was having a much higher cost compared to their previous versions and the new iPhone XS which had an expensive price of \$1,440 did not come with much features to go along with the price and a lot of consumers were delaying upgrading their phone. Apple's iPhone chip suppliers were having slower profits as a result of this.</p> <p>Apple states that their new iPad Pro can be essentially a new computer and in their new advertisement claims that it has more power compared to most of the computers today. Apple's ads for the iPad Pro has been changing from showing how tablets are different from computers in the past to how tablets are a better computer today. Apple's new iPad Pro has been able to stream videos, play music and also use Photoshop, but however reviewers says that it is only limited to the USB-C port compared to a computer and you cannot open multiple windows with the iPad Pro.</p> <p>Tumblr was removed from Apple's iOS app store because of child sexual abuse content that was found on the platform. Apple's apps requires certain content to be filtered such as child pornography and they immediately took action against Tumblr's leaked sexual abuse contents. Tumblr is known for having a non strong viewpoint towards adult content.</p>	<p>released iPhones like the iPhone 8. Their new iPhone XR Max that was released was a lot more expensive, but it did not provide much additional features, which might lead consumers to not purchasing their new iPhone and lead to them keeping their current phone for a longer period of time. Apple would lose out on sales because of how consumers would be keeping their old phones for longer and also feel hesitant towards Apple's products. The investors might not be as reluctant to invest large amounts in Apple because of how the demand for their iPhones are going down. Apple's new iPad Pro might not be as competitive or a strong replacement for computers because of the significant features that it lacks which sets the tablets apart from a computer despite the convenience that a tablet brings.</p>
<p>Netflix \$238.79</p>	<p>YouTube is competing with Netflix by streaming a lot of free movies included with ads to take consumers away from paid streaming services such as Netflix and Hulu. YouTube's free movies includes The Terminator, Legally Blonde, Rocky, Monsters and other films.</p> <p>Netflix almost cancelled their show called Glow after their first season being released and it received a lot of negative reviews. Executives at Netflix wanted to keep the show alive in order to maintain a good relationship with the executive producer and the show went on to be renewed for a second and third season.</p> <p>Netflix is putting out the Avengers: Infinity Wars movie on their streaming platform on December 25th in time for the holiday season. Netflix's partnership with Disney allows them to stream Disney's movies until 2020 which is</p>	<p>I feel that Netflix's stocks would decrease because of the increased competition in the future that is coming from both YouTube and Disney. YouTube is creating free movies for people in order to take consumers away from Netflix and Disney is ending their contract with Netflix in order to create their own streaming service and no longer allow Netflix to stream Disney content. This could be a disappointment for Netflix consumers who would now have to purchase Disney's new streaming service in order to watch Disney exclusive content such as Pixar movies or Marvel. This could lead to a huge loss of consumers for Netflix's services and also cause them to lose out on their profits. The investing public might not be willing to invest as much in Netflix because of the huge loss of consumers and profits.</p>

	<p>when Disney would create their own streaming service called Disney+ to compete against Netflix. The Avengers: Infinity Wars movie made over \$2 billion during its initial release in April and was known as the fourth highest gross movie.</p>	
<p>Amazon \$1577.01</p>	<p>Amazon differentiates itself from other related companies through its resource allocation strategy. Amazon is only one of few companies that chooses to retain its profits and reinvest compared to other companies which would cut payroll and distribute money back shareholders as dividends. Most of Amazon's revenue has been coming from their cheap products bought by consumers, but their profits come from their cloud computing technology and also their web services. Amazon is a world leader in cloud technology and was able to generate \$4.3 billion in revenue. Amazon heavily reinvests its earnings into businesses and research and development.</p> <p>Amazon's employees who are working through thanksgiving and black friday are taking a huge toll in their resources because of Amazon's aggressive push to offer free shipping to consumers without any minimum purchase amount. A lot of Amazon employees are saying that working in Amazon warehouses is a tough work. Bernie Sanders spoke to Amazon and they raised the minimum wage of their employees up to \$15, but they cut back on their stock grants and bonuses. Employees report that the black friday shift is painful and long hours that they had to work under where employee morale would drop.</p>	<p>I feel that Amazon's stocks might drop despite their growth and the rate at which they are making sales and expanding because of how their employees are reacting to their sales and growth. Amazon's employees are losing morale and also working under terribly long working conditions during the holidays and shopping offers such as Thanksgiving and black friday. Amazon's success comes at the cost of their employees health and also their time spent with their family. Amazon's strategy might be successful and lead to large profits and growth, but I think Amazon would need to pay attention more to the state of their employees and provide more for them. Their employees are the backbone of their growth and profit and I think that they should devote more time and resources for their wellbeing. This worker's issue with Amazon might bring about awareness and investors and consumers might be reluctant to invest into Amazon if they find that their ideals do not match up with how Amazon conducts their business.</p>
<p>Tesla \$356.34</p>	<p>Tesla's CEO Elon Musk says that Tesla is working to integrate its service into a mobile app called Tesla Ranger. The mobile app would allow features like locking and unlocking cars, controlling the weather inside the car and other basic functions. Tesla is trying to add new updates to their app which would include updates and a message inbox to the vehicle, but most importantly it would add a feature that allows consumers to call for a Tesla technician to come fix their car on site. The function only works with car issues that doesn't require a tow. Tesla has been known to</p>	<p>I feel that Tesla's stocks would increase because of the many new innovations that Tesla is coming up with. The new mobile Tesla Ranger app would spark a lot of interest in Tesla's vehicles and also because of how they are tapping into the used cars business and selling them for a cheaper price. For those consumers who cannot afford the highly priced cars of Tesla, they can go for the used cars alternative and still maintain Tesla's quality through their refurbishing. Consumers would still be able to purchase Teslas at a much lower cost. I feel that this would consumer's views towards Tesla and</p>

	<p>provide follow-up towards owners of their vehicles who got into an accident and also provide loaned cars to them.</p> <p>Tesla is partnering up with car auction firms in order to sell more used cars to the public. Tesla is receiving an increasing number of used cars from their leases ending and they plan to grow from their used car business in the market. Tesla used to take the car and refurbish it and then sell it back again after the lease ends on cars that Tesla has, but now however Tesla would no longer fix cosmetic issues with the cars and puts a tag saying “Not Refurbished”, but they claim that the vehicles are kept up to standards.</p>	<p>cause Tesla to gain a lot more sales from their consumers. Investors might be willing to invest in Tesla because of their recent successes and the new ways in which they are trying to improve their services to the consumer market.</p>
<p>Activision \$50.81</p>	<p>Activision’s online card game called Hearthstone has surpassed 100 million online registered players compared to their last time report in May 2017 when their player base was reported at 70 million. A large contributing factor to Hearthstone’s success in their player base was due to the fact that the Hearthstone game launched as a mobile app on the phone. Hearthstone could have potential to make it to the esports scene there would be a tournament for players to compete for the blizzard cup. Overwatch is still the largest game in esports that Activision currently has and they have plans to advance the esports genre to the Call of Duty game and their other titles. Compared to their other titles, Hearthstone does not generate as much revenue because of its free to play nature and only generates revenue from players who purchase card packs to gain an advantage in the game, but the marginal profits for Hearthstone is high because of the low costs in providing card packs as compared to creating a new game.</p>	<p>I feel that Activision’s stock might increase with the success of their Hearthstone game slowly gaining potential to be an esports game in the future. Hearthstone is a free to play game and with the large amount of players that it currently has, would likely bring in more revenue and profits for Activision if it decides to put Hearthstone on the esports scene. Hearthstone’s popularity compared to other mainstream titles like Call of Duty might be a bit lower, but it is slowly gaining popularity because of its easy accessibility through a mobile app and would continue to grow given enough time.</p>
<p>Facebook \$137.61</p>	<p>Mark Zuckerberg blames Sheryl Sandberg who is COO of Facebook of the criticism that Facebook received because of the Cambridge Analytica Scandals and other disclosure of public user information. Sheryl Sandberg represented Facebook to meet with Congress after the Cambridge Analytica incident. The Cambridge Analytica incident involved a British research firm that was found to have illegally gained access to millions of facebook user’s sensitive informations. Consumers were worried and it brought forth concerns about Facebook’s deals with third party developers and their company’s transparency. Zuckerberg</p>	<p>I feel that Facebook’s stocks would decrease because of how their CEO Mark Zuckerberg is blaming the incident on Sheryl Sandberg. I feel that Zuckerberg should have taken responsibility for the issue and apologized to the public rather than putting the blames on others. Facebook’s issue with the Cambridge scandal would leave a lot of consumers questioning the motives and security of Facebook and they might feel that Facebook is no longer as secure as it used to be. The way Zuckerberg is acting might not resonate with consumers and other investors who are reading about Facebook’s news and they might choose to not invest in Facebook anymore</p>

	<p>blames Sandberg for not taking care of the public fear and not effectively allocating resources to monitoring their content on the site.</p> <p>Facebook launches a \$6 million fund to train 80 local journalists in the UK as part of their new Community News project. Facebook wants to encourage news reporting in towns that have lost access to newspapers and reporters. This Community News funding would be Facebook's first one and it is part of their Facebook Journalism project which launched back in 2017. Facebook hopes to promote their quality of journalism and also to deal with fake news.</p>	<p>despite the attempts that Facebook is taking to have a worldwide presence and to provide for the public.</p>
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Week of Nov 26

Week 6				
Symbol	Company Stock	Week Start	Week End	Price Difference
AAPL	Apple Inc.	174.24	178.58	\$4.34
NFLX	Netflix Inc.	260.55	286.13	\$25.58
AMZN	Amazon.com	1539.00	1690.17	\$151.17
TSLA	Tesla Inc.	325.00	350.48	\$25.48
ATVI	Activision Blizzard, Inc	50.69	49.88	-\$0.81
FB	Facebook Inc.	133.00	140.61	\$7.61

Stock/Price	News Event	Impact of News
<p data-bbox="217 338 324 407">Apple \$174.24</p>	<p data-bbox="360 338 873 793">Microsoft has beat Apple in market cap value for the first time in eight years by a very small margin. Microsoft's market cap value was at \$812.93 billion compared to Apple's market cap value of \$812.60 billion and caused Microsoft to become the world's most valuable company. Forecasts of Apple's iPhone sales after Apple warned Wall Street that it might not meet their estimates caused Apple's stocks to fall. Apple continues to resume their iPhone X productions, but they will no longer report how much units that it sells of iPhones, iPads, MacBooks in order to make it more difficult for analysts to predict Apple's iPhone sales performance.</p> <p data-bbox="360 831 873 1100">Apple's stock was recently affected when President Trump made an announcement in his interview with the Wall Street Journal and said that he might put a 10% tariff on iPhones and laptops from China. Trump might make the tariff either 10% or 25% depending on how their trade talks with China goes. The president might spend \$267 billion on the tariff if the trade war doesn't get resolved.</p>	<p data-bbox="896 338 1422 1037">I feel that Apple's stock would continue to decline because of how badly the tariff imposed on China is affecting them. Most of Apple's iPhones and a large majority of their products are produced in China and if the tariff raises or continues, it could hurt Apple's sales and production line. Apple might have to cut production for the iPhone and this would greatly affect their sales and their revenues. Microsoft is also providing a large competition against Apple for market cap and because of how Apple's forecast fell short of Wall Street analysts' expectations, investors might not be willing to invest into a large share of Apple given their past declining performance. Apple would need to find a way to boost their iPhone sales or find a different method of production if they want to maintain their stock price. Consumers might not want to pay the higher price for iPhones provided by Apple due to the increase on the tariff and might decide to purchase smartphones elsewhere from their other competitors such as Samsung.</p>
<p data-bbox="217 1136 324 1205">Netflix \$260.55</p>	<p data-bbox="360 1136 873 1318">Netflix is streaming a new anime called Neon Genesis Evangelion along with its sequels and would release them to its consumers in the springtime. Netflix is trying to tap into the anime market and the acquiring of this anime might help Netflix to get there.</p> <p data-bbox="360 1356 873 1598">Netflix has purchased the rights to stream movies from Roald Dahl in an updated version such as Charlie and the Chocolate Factory and other movies such as Matilda, The BFG and The Twits. Netflix plans to expand upon the stories in the movies and they state that their goal is to allow children around the world to experience Roald Dahl's stories.</p> <p data-bbox="360 1635 873 1877">Netflix is planning to increase the number of European titles that it streams by a third. Erik Barmack, Netflix's VP of international streams stated that Netflix will have 221 new projects in the next year. Reed Hastings said that this plan was to meet European Commission's quotas which state that 30% of the streams must be of European origin.</p>	<p data-bbox="896 1136 1422 1587">I feel that Netflix's stock might increase because of how they are trying to tap into the new anime market with their upcoming release of Neon Genesis Evangelion. Many young consumers who are into anime might subscribe to Netflix in order to watch the new animes that Netflix is streaming. I also think that Netflix consumers might have a more positive view on Netflix after their attempts to expand their market and also because of their constant effort to acquire and bring new movies and shows to consumers. The investors might invest into Netflix if they succeed to attract more consumers with their new titles and other offers that they might come up with.</p>

<p>Amazon \$1539.00</p>	<p>On Cyber Monday, Amazon released its machine learning courses that it uses to train it's engineers for free to the public. Some features of the machine learning courses includes predicting gift wrapping eligibility, optimizing delivery routes, and predicting entertainment award nominations using data from IMDB. Amazon is also releasing their own machine learning certification for consumers to take for half price. Amazon's plans might be to recruit more people and also accelerate their growth.</p> <p>Amazon is putting the Echo Dot for half off for Cyber Monday, which is Amazon's own smart home device.</p> <p>Amazon launches their cloud-based service called AWS Robomaker which utilizes a robot operating system in order to provide for developers a place to test their applications. Robomaker is a platform used to help speed up the robotic applications development process. The Robomaker offers Amazon's machine learning technology and also helps to create simulations for robotic development.</p> <p>Amazon launches a project to project to mine data from electronic medical records in order to continue to progress into the health market. Their service is called Amazon Comprehend Medical which allows developers to perform a diagnosis on patients, detect symptoms and also find treatments. Amazon also stated that it will partner up with Fred Hutchinson Cancer Research Center in order to use machine learning in data sets and look for ways to combat cancer.</p>	<p>I feel that Amazon's stocks would increase because of their recent Cyber Monday sales and also because of the many new innovations that the company is coming up with. Amazon is providing free training software for consumers who would want to become a coder or programmer to work for Amazon and it would allow the company to increase the quality of their worker's skills. Amazon's entry into the health market in order to provide technology in order to assess health data could prove to be a large source of revenue and profit if Amazon succeeds. I feel that consumers and investors would invest into Amazon's stock because of the many new technology that Amazon is utilizing and coming up with in order to do things more efficiently and effectively. Amazon's revenue from their thanksgiving and black friday deals would also serve as an incentive for investors to invest into Amazon in anticipation of Christmas because of their large successes each year during the holiday season.</p>
<p>Tesla \$325.00</p>	<p>Tesla's prices has dropped in China due to the ongoing trade war between China and the US. The amount of sales that Tesla has in China has dropped to a few hundred. Tesla was only able to deliver 211 cars to China as compared to their previous year and this showed a 70% decrease. The Tariff has caused the Tesla vehicles being imported to China to be raised up by 40% and as a result of this, Tesla had to raise the prices of their cars by over \$20,000.</p> <p>Elon Musk has said that Tesla and SpaceX workers should work 80 to 100 hours a week in order to change the world and was met with a lot of criticism. Tesla had been accused of</p>	<p>I feel that Tesla's stock price would drop because of how the trade war between U.S and China is heavily affecting Tesla's sales in China and also Tesla's treatment of their worker's working conditions. Tesla's working conditions are poor and the employees whom are working under Tesla have to suffer long shifts and have to meet large quotas under a lot of rush. The prices of Tesla's vehicles in the global market in China has increased by a lot and I think this would affect investor's views on Tesla because of how their sales are declining and how the tariff affected them greatly. Consumers might be reluctant on purchasing Tesla because of the company's behaviors towards it's workers.</p>

	<p>overworking workers in order to meet production goals in the past such as for the Model 3 production goals. Workers would be working 12 to 16 hour shifts and meet a weekly quota of 5,000 cars. Tesla denied that the production rush created unsafe working conditions and said that they have been targeted by unfair claims. .</p>	<p>Consumer who do not agree with Tesla’s views might not purchase Teslas and this would affect their sales.</p>
<p>Activision \$50.69</p>	<p>Activision has hired a former black panther writer Joe Robert Cole in order to write the sequel of their first Call of Duty movie. Activision has planned to create a sequel to their movie for their Call of Duty video game, but there is no release date yet confirmed by Activision.</p> <p>Activision and Chinese developer Elex partnered up to release a new mobile Call of Duty game called Call Of Duty: Global Operations. The game is only available in Australia and philippines on the Android os only, but would expand to other regions later on. Activision has been expanding their mobile genre in order to tap into the mobile market with their new Call of Duty titles.</p>	<p>I feel that Activision’s stock might increase because of their hiring of Joe Robert Cole to write the sequel of their first Call of Duty movie despite the first movie hasn’t been released to the public yet. Consumers might see that Activision is preparing ahead for the future and they might see it as a positive sign because once it releases the first Call of Duty movie, it could be a quality product. I feel that investors might invest into Activision because of how they are tapping into the mobile market for popular gaming titles such a Call of Duty and it might help them generate more revenue from the active player base.</p>
<p>Facebook \$133.00</p>	<p>Sheryl Sandberg’s reputation and image in Facebook is being tarnished because of the many issue Facebook is facing this year. Many of the staff members in Facebook have blamed Sheryl Sandberg for Facebook’s issues. Sandberg is changing the way Facebook reacts to problems by creating a strategic response team in order to speed Facebook’s reactions towards problems.</p> <p>WhatsApp Chief Business Officer leaves the company and is a part of the large amount of Facebook executives to leave the company. WhatsApp is facing a large international problem where users are spreading misinformation to large groups of people through the website. WhatsApp has created campaigns in India and Brazil to help educate users in order to help reduce the spread of misinformation.</p> <p>Former Facebook employee Mark Luckie says that Facebook is racially discriminating against black people because of the lack of representation of black people in Facebook. Complaints made by African Americans have increased after being unfairly targeted for</p>	<p>I feel that Facebook’s stocks would continue to decrease because of the large amount of issues affecting Facebook. The large amount of top Facebook executives leaving Facebook might cause investors to be skeptical of Facebook and not invest in Facebook’s stocks. The discrimination against African Americans brought about by Mark Luckie could put Facebook in a negative spotlight and Consumers and investors might have a negative view towards Facebook because of how they are treating their employees and the under representation of them. I feel that it might be extremely difficult for Facebook to recover from all the negative criticism that it has been receiving and how the stock has been falling as a result of all of the negative news.</p>

	<p>fighting against racism after being falsely accused of using hate speech. African Americans working at Facebook complains that their content is more likely to be removed compared to others.</p>	
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