

Project 1: Profile

"A single death is a tragedy; a million deaths is a statistic."

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Goal

The first project asks you to select and profile a single statistic of your choice. The word *profile* comes from Latin, meaning "to draw a line," and refers to a written genre that "outlines" or "sketches" a subject, normally a person. However, here you are tasked with profiling a single statistic. Some example statistics:

- Nearly 50% of American marriages end in divorce
- Target of 1.5-2°C increase in average global temperature to fight climate change
- The US has the highest incarceration rate in the world (639 prisoners per 100K population)

These statistics contain in them a multitude of stories waiting to be extracted. Approached from the right perspective, a single statistic can be transformed by a skilled writer into a fascinating and compelling exploration of a topic. It may help to think of your statistic like you would a person: like a person, the stat has a story to tell, a history, a context; it might represent good in the world, or maybe bad, or neither; the stat likely concerns a specific community, or industry, much like a person could. Does the statistical value conceal some deeper story? If so, what can your profile reveal about the statistic beyond what meets the eye?

Background

Good profiles are much more than a list of facts about a topic. Good profiles find a unique angle through which they explore their topic in unexpected ways. For example, a good celebrity profile doesn't simply describe the celebrity's wealth or accolades; it explores an unknown element of the celebrity's past, perhaps a prior hardship they endured. For a profile on a statistic, you similarly need to find a compelling, underexplored angle, one that's not immediately obvious.

You'll also want to provide the reader with some context or history--don't assume the reader already knows everything about the statistic, even if it's relatively straightforward. You should research debates surrounding the statistic--what is the standard narrative told about your statistic? Is it correct, or is there more to the story? Are there disagreements about the stat's exact number value, or how it is calculated? Why? Does the existence of your statistic motivate any kind of response from those in power, good or bad? What have others written about your stat? Furthermore, are there other issues relevant to your statistic? What are they? How does your stat interact with these other, related issues? Is your stat simply the tip of a much larger iceberg? These are only a few questions you might start to answer in your profile. Images and graphics, embedded in the written text, are encouraged to supplement your profile.

What You'll Turn In

- 1000-1200 words
- 12-point font, 1-inch margins, double spaced
- Submit on iLearn
- Due: 14 September 2021 by midnight

Criteria	Excellent	Satisfactory	Needs Work
Genre 5	The profile explores a statistic through a unique, compelling, and underexplored angle. The essay incorporates vivid details and descriptive examples.	The profile shows moments of analytical depth, but makes use of too much description or summary. Only a few details and examples are provided.	The profile fails to develop a compelling narrative angle. The essay sheds no new insight on the topic and little to no details or examples are used.
Structure & Organization 5	Essay content is clear and logically organized. The paragraph is the unit of the essay. Each paragraph explores a particular and singular topic. Transitions between paragraphs facilitate clear reading.	Essay content features some unclear organizational decisions that make the logic hard to follow. Some paragraphs are either too long or too short. Some ineffective transitions between paragraphs.	Essay content features little to no organizational structure. There are no transitions or topic sentences. There is no discernible logic to the sequence of paragraphs.
Depth, Class Concepts, Theme 4	Essay content is in-depth, original, and inventive, not a surface level report or summary description. The profile draws on class concepts: master tropes, examples, descriptive details, metaphor, discernable thesis/angle.	Essay content is adequately detailed and focused, incorporating some class concepts. But the profile fails to go beyond surface description or summary. The thesis or angle is underdeveloped.	No evidence of class concepts or in-depth and original analysis. The profile lacks any kind of unifying thesis or theme and there is no cohesion.
Style, Grammar 3	The essay uses complex sentences with minimal grammatical and punctuation errors. The essay wears a deliberate style for rhetorical effect.	The essay contains some recurring grammatical and usage errors that at times prevent the reader from understanding the writing.	The essay frequently features grammatical and mechanical issues that prevent the reader from understanding the writing.
Drafting, Revision 3	The writer completes and turns in on time a first draft. The writer significantly revises beyond the surface level.	Revision from first to final draft is minimal or surface level.	No revision or first draft complete.

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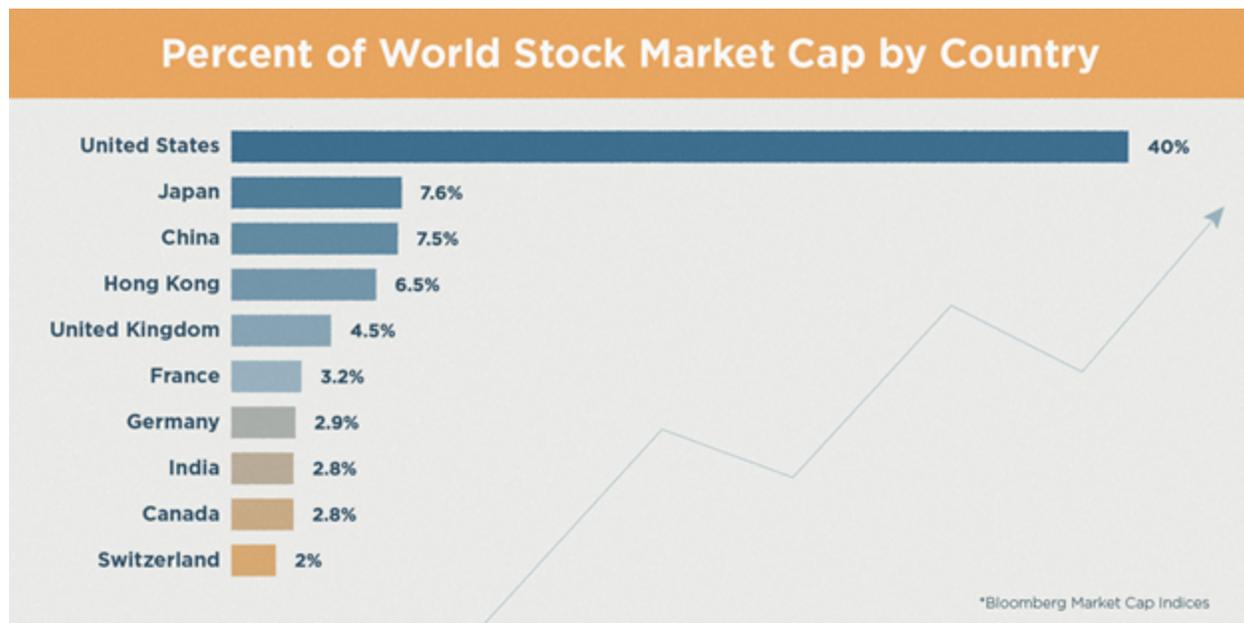
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Mr. Ernst

English 10600

The Disproportionate Power of the American Economy

If the United States sneezes, the world catches a cold. It is a well-known fact that the US operates with a substantial economy, but how powerful exactly? Well, in 2008, a worldwide recession occurred, and it started on Wall Street. The housing market crisis occurred in America, so how did that cause an international catastrophe? The United States maintains a GDP of an astounding \$21.5 trillion, over 150% of China's: \$14.2 trillion. Surprisingly enough, the United States also holds about 40% of the world's stock market cap. The American economy is the most powerful in the world due to its colossal market cap and GDP. With 1/4th of the world's GDP and being a hub of big business, when the United States sneezes, she sneezes.



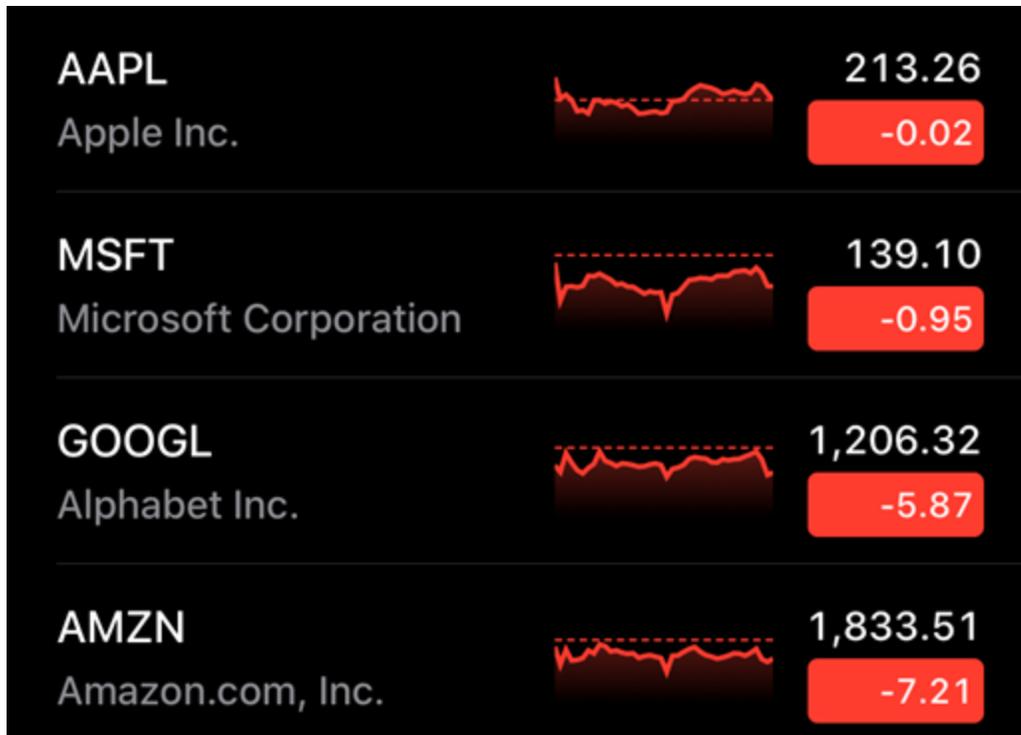
Rank	Country	GDP (in Trillions of USD)
1	United States	\$21.482
2	China	\$14.172
3	Japan	\$5.220
4	Germany	\$4.117
5	India	\$2.957
6	France	\$2.844
7	United Kingdom	\$2.809
8	Italy	\$2.112
9	Brazil	\$1.929
10	Canada	\$1.820

A nation's GDP and market cap both indicate the presence of the body in the global economy. The GDP treats a country as a business. The revenue made by all the goods and services sold would be the GDP. Therefore, the US had more than 20 trillion dollars' worth of business in 2018 alone, growing every year, but also more than any other country in the world, which illustrates the magnitude of power the United States has in the global economy.

Similarly, the United States holds a significantly higher market cap than any other country. A country's market cap includes the total value of its stocks. For instance, Amazon maintains 492,332,000 shares available priced at \$1833.51 each, valuing the company's market cap at roughly \$902,695,645,320. Headquartered in the United States, Amazon's market cap adds on to the United States' market cap. Out of the ten highest valued companies in the world, all except for Alibaba are based in the United States, which significantly boosts the United States' economy.

The top ten list includes Microsoft, based in New Mexico, and Apple, headquartered in California. Apple was the first company to reach a valuation of \$1 followed closely by Microsoft, which surpassed Apple a few weeks later. Each company, worth about a trillion dollars, makes up 1% of the world's GDP and 5% of America's GDP. These companies are mere examples of the powerhouse of an economy that America controls.

Rank	Company	Symbol	Market Cap (In Billions)	Country
1	Microsoft	MSFT	\$1062.1	USA
2	Apple	AAPL	\$963.8	USA
3	Amazon	AMZN	\$907	USA
4	Alphabet	GOOGL	\$836	USA
5	Facebook	FB	\$534.9	USA
6	Berkshire Hathaway	BRK.A	\$501.9	USA
7	Alibaba	BABA	\$460	China
8	Visa	V	\$403.6	USA
9	JP Morgan Chase	JPM	\$360.1	USA
10	Johnson & Johnson	JNJ	\$338.4	USA



The stock prices can indicate the health of the economy and the health of the company. Many technology companies, such as Apple, Microsoft, Alphabet (a conglomerate that includes Google), and Amazon follow similar trends for stock prices, yet vary on the actual price per stock. In the middle of the day, Microsoft, Google, and Amazon stocks each dipped then recovered within in an hour. Although these companies aren't directly connected, their prices differ similarly, which can illustrate the operation of the technology sector. However, stocks tend to vary slightly every day, and slowly rise or lose value over months and years.

How does the stock market work? Stock prices simply depend on supply and demand. If more investors seek to buy the stock rather than to sell it, the demand rises and the price rises too. Contrastingly, if more stocks are trying to be sold than bought, the demand decreases and the stock price decreases accordingly. Prices fluctuate based on how well a company or market is

performing, however, if a company's stock prices tank such as Blockbuster's did in 2005, it may never recover after falling. As a calculated risk, many investors leave money in companies for years and even decades to potentially reap the benefits of a small passive income that accumulates into thousands of dollars. For individuals to invest in stocks and leave tens of thousands of dollars alone for an extended period (i.e. for a 401k), they need to have a sustainable post-investment income. And similarly, the investor must be willing to lose some money and therefore most likely not be a part of the lower class. The United States' population of 325 million people makes on average 50 grand a year, contributing to the United States' massive GDP. Globally, the top 1 percent of individuals have an income of \$32,000, which is significantly lower than the average income in America. Thirty percent of the population, roughly 67.5 million people, rakes in over \$100,000 annually, allowing the relatively rich Americans to invest in the economy more than people of other countries due to financial restraints. Moreover, the top 10% of the wealthiest households control 84% of the stocks in the United States, which translates to about 33.6% of the world's stocks. This is how and why the United States is dictating the global financial status quo.

In general, however, America is the largest country in the world, not by land area, but by the presence of its economy as the US holds an astonishing 40% of the market cap of the global economy. The United States' achievements are possible due to the relatively high population and income of Americans, leading to more investment into the economy than in other countries.

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