

The \$9 Billion Dollar Man

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Senior Division

Individual Website

Why I chose this topic:

I came about my topic because of a CNN article I stumbled upon about the “Jordan Effect.” When it was time to choose my topic, I remembered the article, and found it again. I soon realized that a project on just the Jordan Effect would be very narrow, so I expanded it to include his impact on the game of basketball and the city of Chicago.

How I conducted my research:

Much of my research was done on the internet. I conducted a lot on my local library’s Chicago Tribune digital archive, which was helpful for finding specific articles. I also used online publications such as Bleacher Report, Fortune Magazine, and CNN. I communicated with several professors, a sports journalist, a Chicago Housing Authority employee, a James R. Jordan Boys & Girls Club employee, a United Center employee, and an employee of the Leo Burnett Co., many of whom unfortunately never returned my e-mails. Those who did respond to my e-mails said they had nothing to add.

How I created and developed my project:

I chose the website category because I am familiar with technology, and find it easy to develop multimedia projects. I chose the documentary category my first year competing at NHD, but found it too tedious. Since website and documentary are the only multimedia categories, I narrowed it down to website. I found it much easier to develop than a documentary, and easier to express what I wanted.

Once I had developed a strong thesis, I began laying out my website with media. I soon realized that I needed a general outline of what I needed to cover, so I started writing my narrative. I created a rough draft, and then imported it into my website to see where I needed more detail, and where I already had enough. I then revised my narrative several times. Once I had my narrative where I wanted it, I imported it into my website, and began adding more media, such as videos, music, and pictures. At the same, I added quotations to my project to support my thesis.

How my project relates to the NHD theme:

My project relates to the NHD theme, “Turning Points in History,” in several ways. Michael Jordan’s basketball career completely changed the game of basketball, making it an easier game for smaller players. Jordan’s image in advertising and media created an estimated \$9,000,000,000 in revenue for the national economy. His athletic ability and showmanship led to increased attendance at Chicago Bulls games. The increase in revenue from attendance led to the construction of the United Center, which in turn contributed to a renewal of the surrounding Near West Side of Chicago, sparking the (re)construction of hundreds, if not thousands, of condominiums, apartments, and lofts. This renewal was a turning point for the Near West Side of Chicago, changing it from a decrepit area to a highly desirable, up-and-coming neighborhood.