

Companies often face difficult decisions that affect people's lives in a meaningful way, the method by which a company decides and executes is largely based in the company's *decision making culture*. Dave Girouard, CEO of personal finance startup Upstart had this to say about decisions in corporate environments in an interview [here](#), "All business activity really comes down to two simple things: making decisions and executing on decisions."

Case Study: Google

In a case study [here](#), this is shared about google's culture: "Google's culture is reflected in their decision making as well. Decisions at Google are made in teams.", continuing "In other words, this is not a company where decisions are made by the senior person in charge and then implemented top down". Contrasting this with the stereotypical approach corporate environments implement, we see a stark difference. Of course there should be a leader who gets to have the final word and is responsible, but applying a divide and conquer strategy may best suit companies who would operate on many fronts. This way effectively extracts all possible decision making value of every employee.

- Does this system rely on data collection to make these decisions?

Yes, subjective opinions and biases should have no place in such discussions (And for that matter, in 304's weekly assignments)

- Where does this information come from?

In our case study, the information comes directly from every click and every search a user of google makes

- What's the consent model?

Some data is extracted without consent of the user, such as anonymously compiled search data. Others have an optional *allow information sharing* button, which disables data gathering and disables some Google features

- What questions related to individual privacy does it raise?

A lot of questions, actually. Should google offer free services in exchange for a consent model like this? The line is a little bit foggy and unclear.

