

Google



"I WILL STAND
WITH THE MOST
VULNERABLE"
JOIN US @PROVEARMY.ORG

Google
how to impeach the Presid...
Google Search

EVERYONE
SOME

HEY RUFF
DONT BE
EVIL!

> 10 RESIST
> 20 GOTO 10
NO WALL

No Wall
No Ban
No Banns
WEL.COM

IMMIGRANTS
WELCOME

relentless
Kindness
- ♥ -

NE

AME
Th

WE ♥
INDIVISIBLE

“Three Years of Misery Inside Google, the Happiest Company in Tech”

NITASHA TIKU, WIRED

Sexual harassment. Hate speech. Employee walkouts.



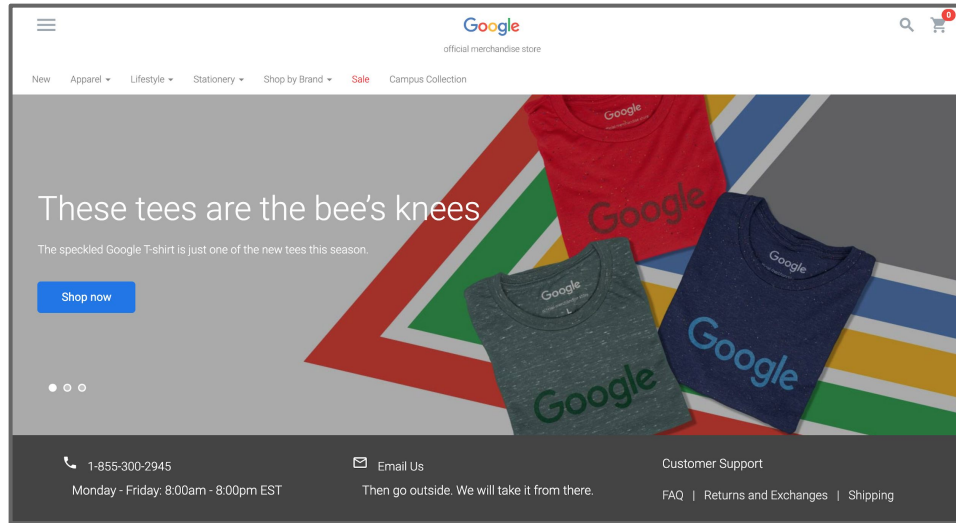


Question:

**Is the general Employee
Morale and Involvement in
Google decreasing as a Result
of these Incidents?**

Google Merchandise Store

- \$10m revenue since 2014



Online Google Merchandise Store

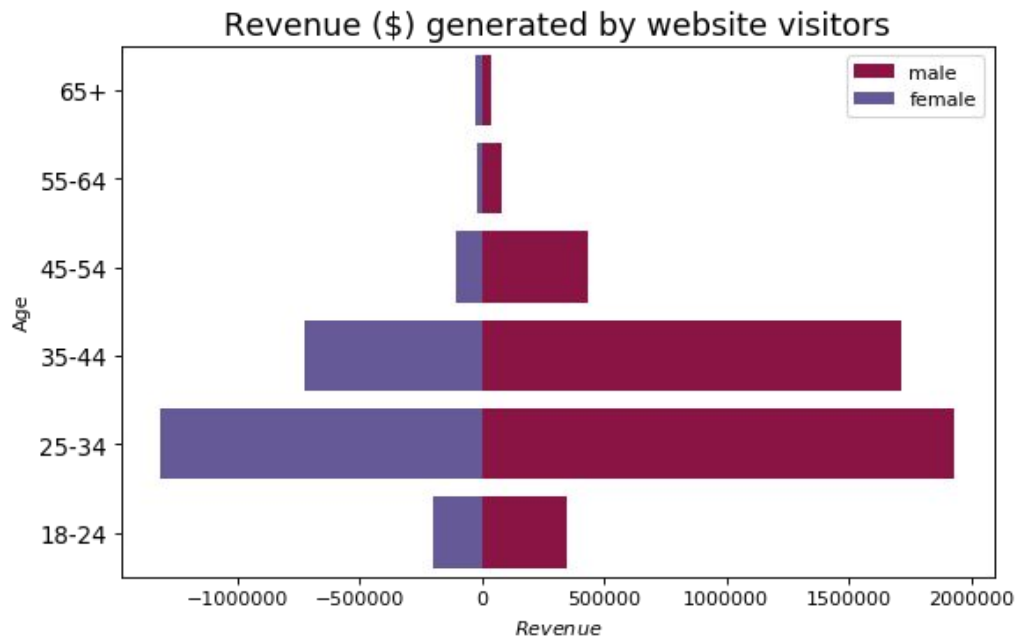


Google campus store in Mountain View, California

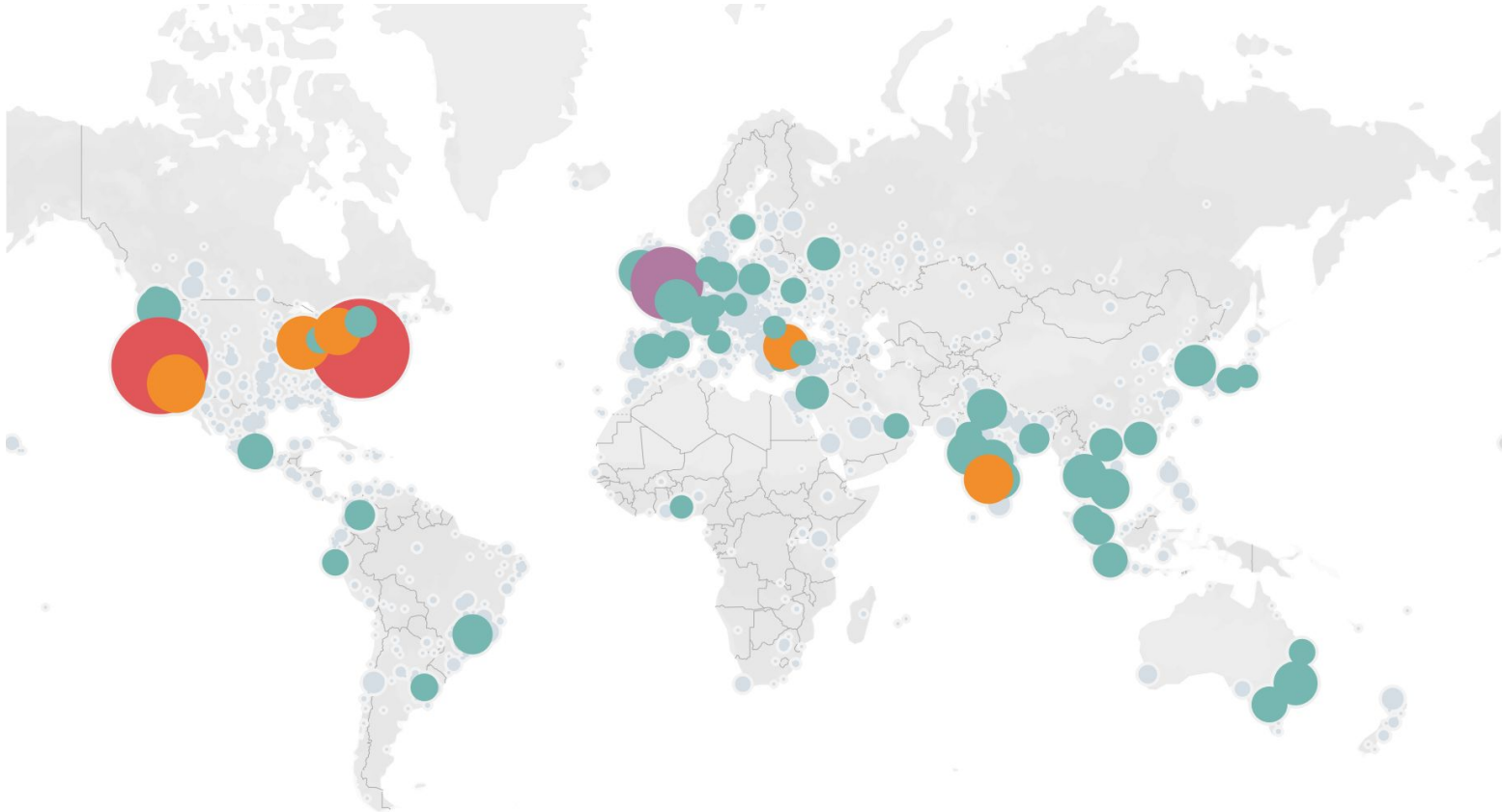
Who is the audience of the GMS?

Gender Split

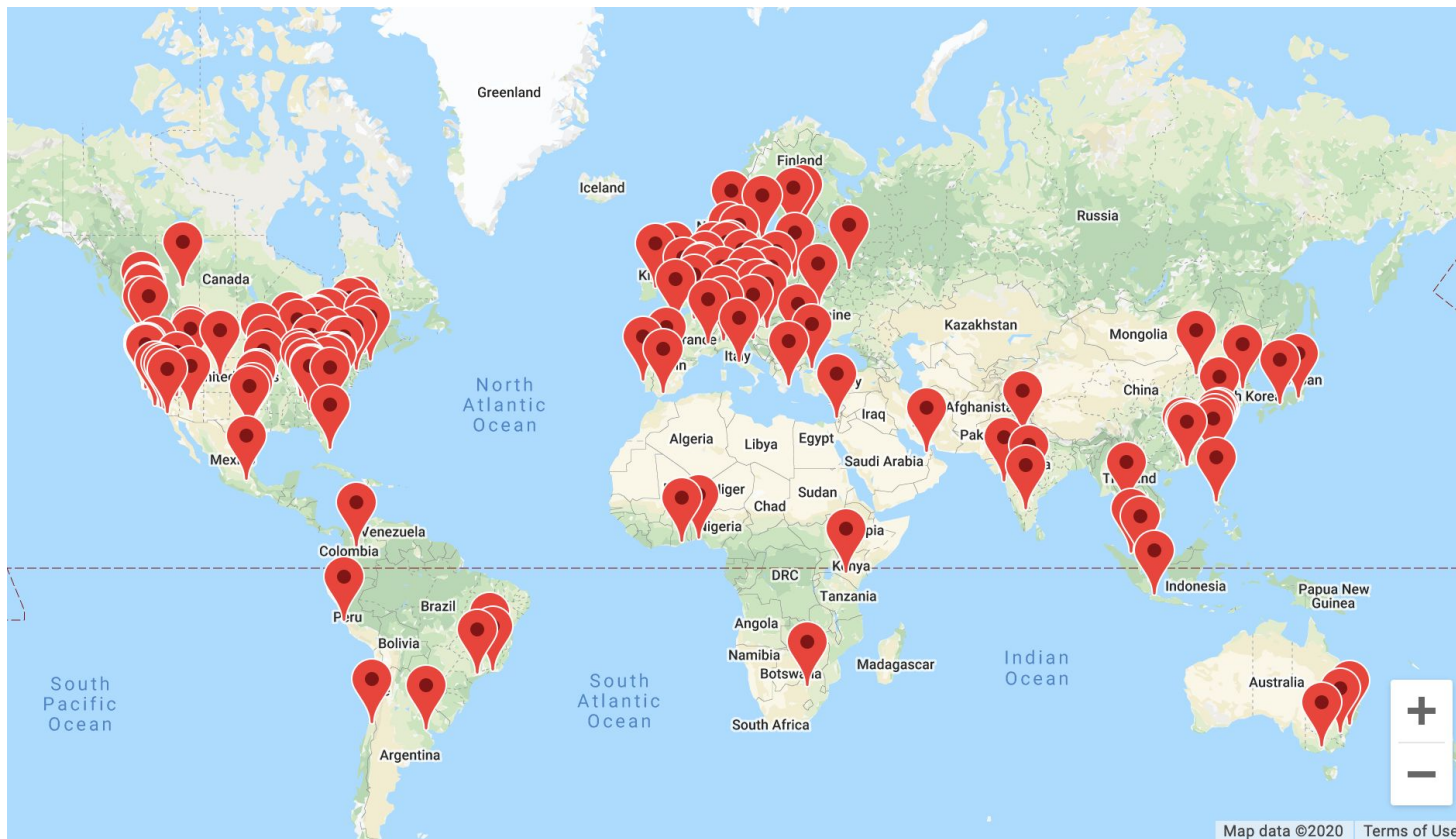
female	29,68%
male	70,32%



Where is the audience coming from?



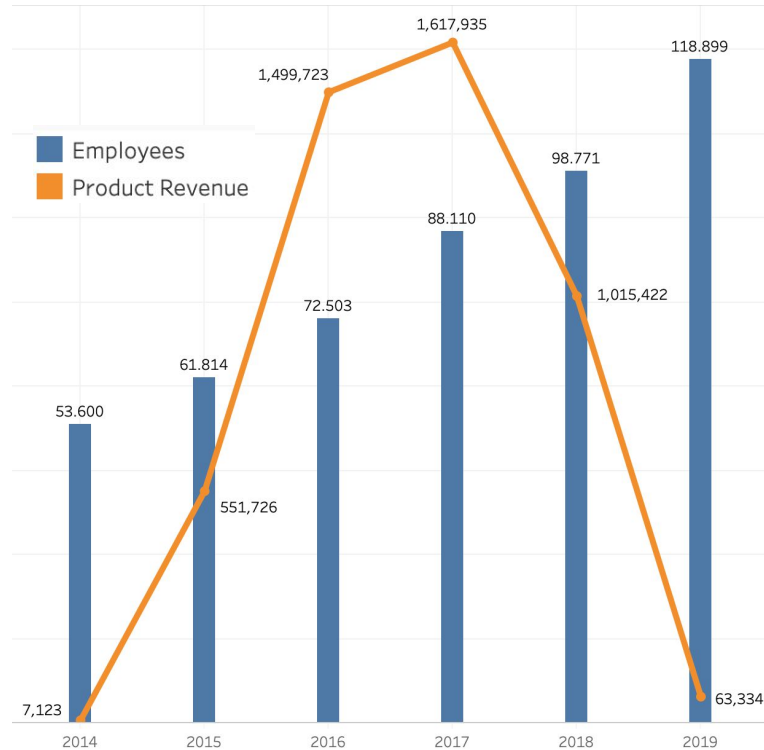
Where are Google's Office Locations?



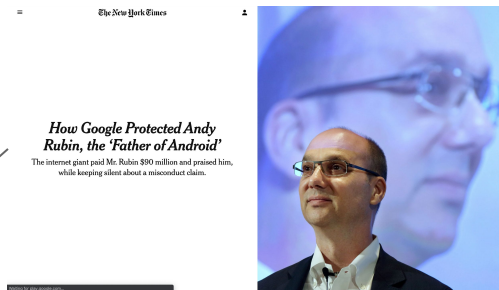
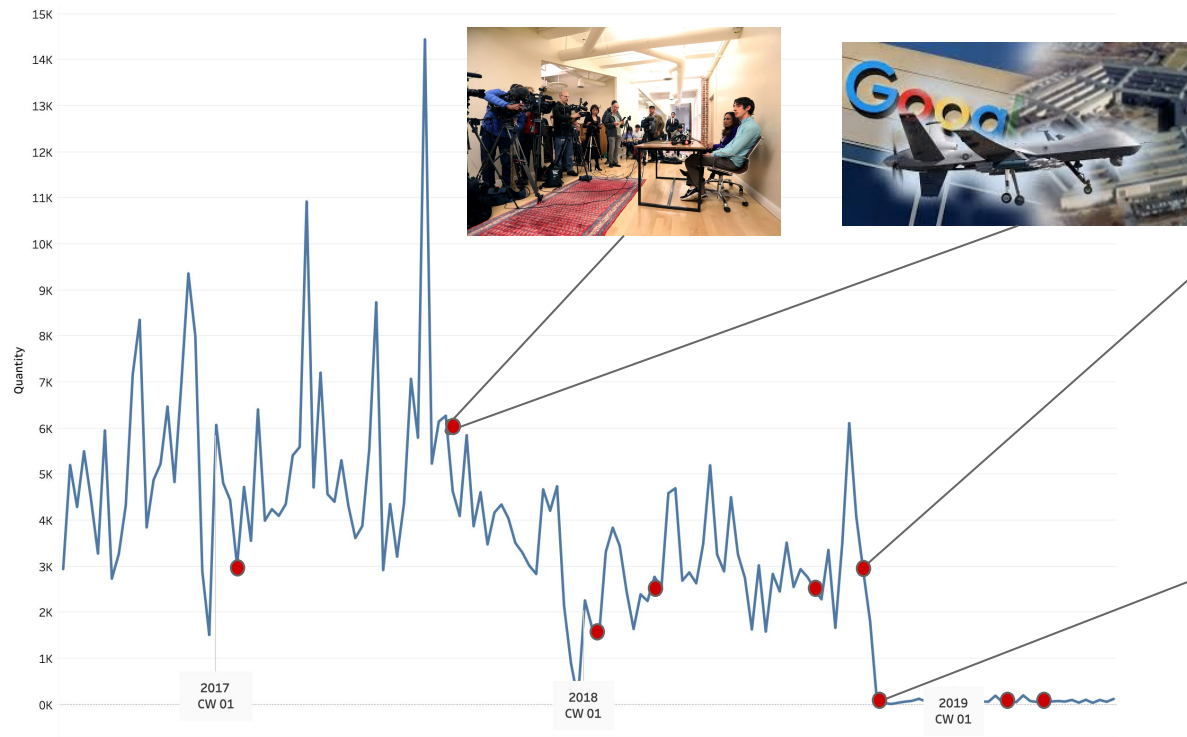
Question:

**Can we measure a decrease in
Employee Morale and
Involvement in Google using
the Google Merchandise
Store Data?**

GMS Revenue (\$) vs. Number of Full-Time Employees from 2014 to 2019



Timeline of “crises” in Google, influence on order quantity in GMS



Thank You!

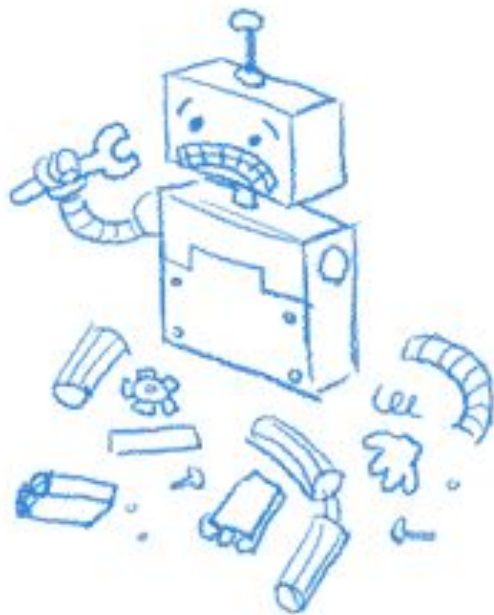


400. That's an error.

Your company tagline

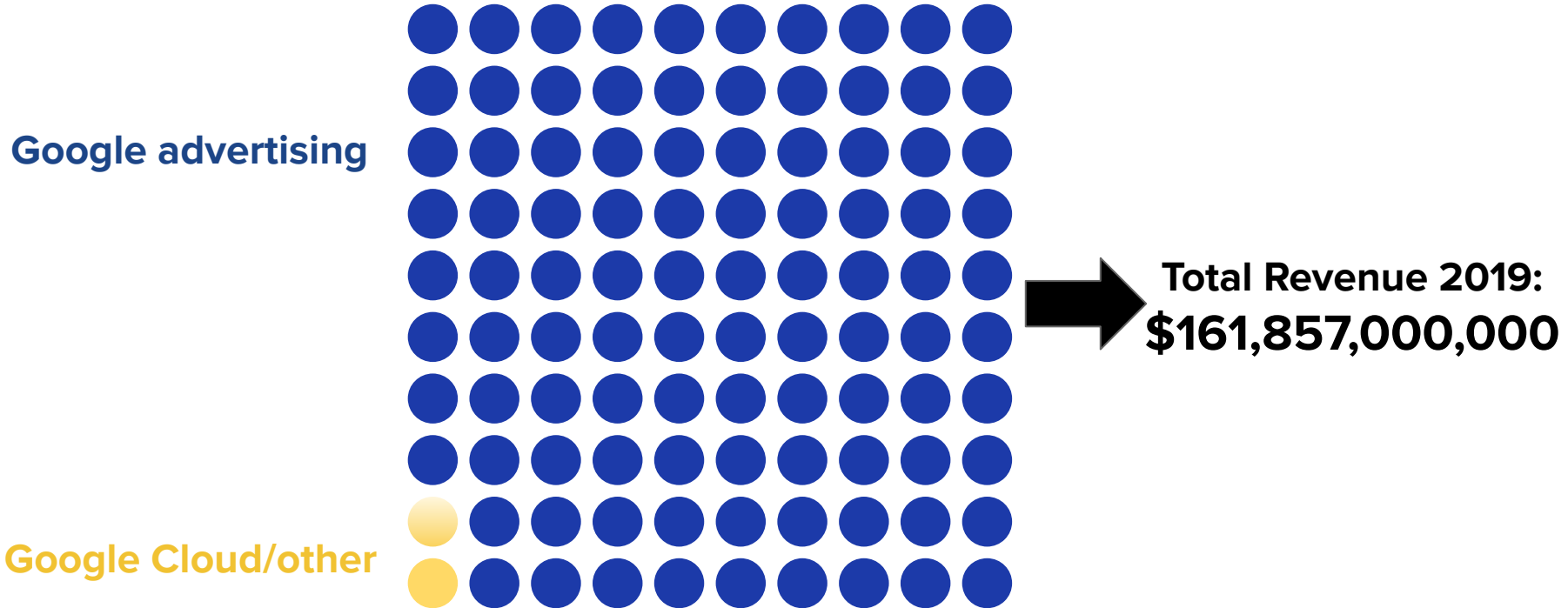
Your client has issued a malformed or illegal request.

That's all we know.



Backup

Revenue Sources of Google



Timeline of “crises” in Google

JANUARY 30, 2017 **POLITICS**

Googlers protest President Trump's executive order banning citizens from seven majority Muslim countries.

AUGUST 2-7, 2017 **FIRING**

Memo questioning Google's pro-diversity hiring practices goes viral, Google fires the memo's author Damore.

AUGUST 11, 2017 **POLITICS**

Secretary of defense James Mattis visits the Googleplex to discuss working closer with Pentagon — just as Google is bidding for an AI contract (Project Maven).

JANUARY 8, 2018 **FIRING**

Damore files a class-action lawsuit against Google.

MARCH 6, 2018 **POLITICS**

Gizmodo breaks the story about Maven.

AUGUST 1, 2018 **POLITICS**

The Intercept exposes plans for Project Dragonfly, Google's “exploratory” censored search engine in China.

OCTOBER 25, 2018 **SEX.. MISCONDUCT**

The New York Times publishes an investigation of Google's “permissive culture,” including the protection of three male executives accused of sexual misconduct.

NOVEMBER 1, 2018

**SEX. HARASSMENT
DISCRIMINATION
PAY INEQUITY**

More than 20,000 employees at Google offices around the world walk off the job to call attention to sexual harassment, discrimination, and pay inequity at the company.

MARCH 26, 2019 **FIRING**

Google forms an AI ethics advisory council that includes Heritage Foundation president Kay Coles James—which the company disbands nine days later.

APRIL 26, 2019 **DISCRIMINATION**

At a Google town hall, women discuss the alleged retaliation after participating in the November walkout.

