

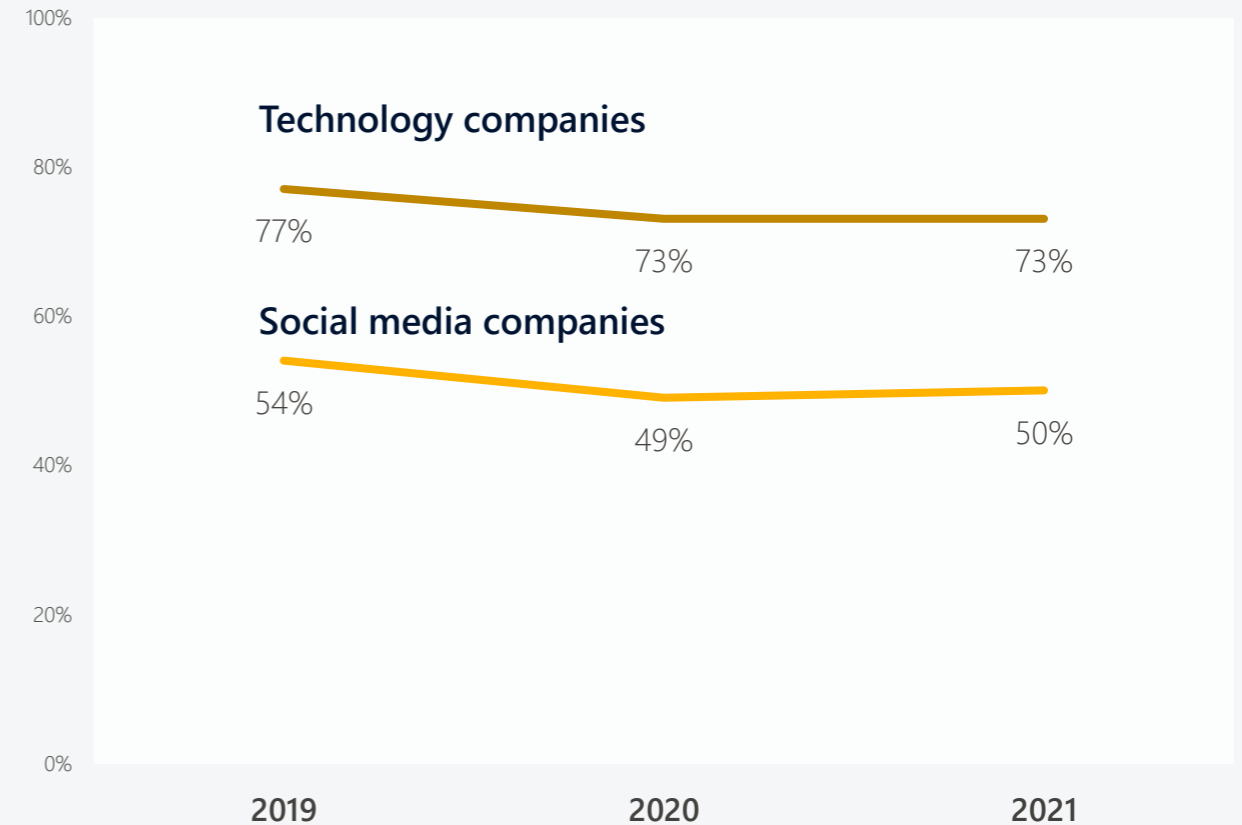
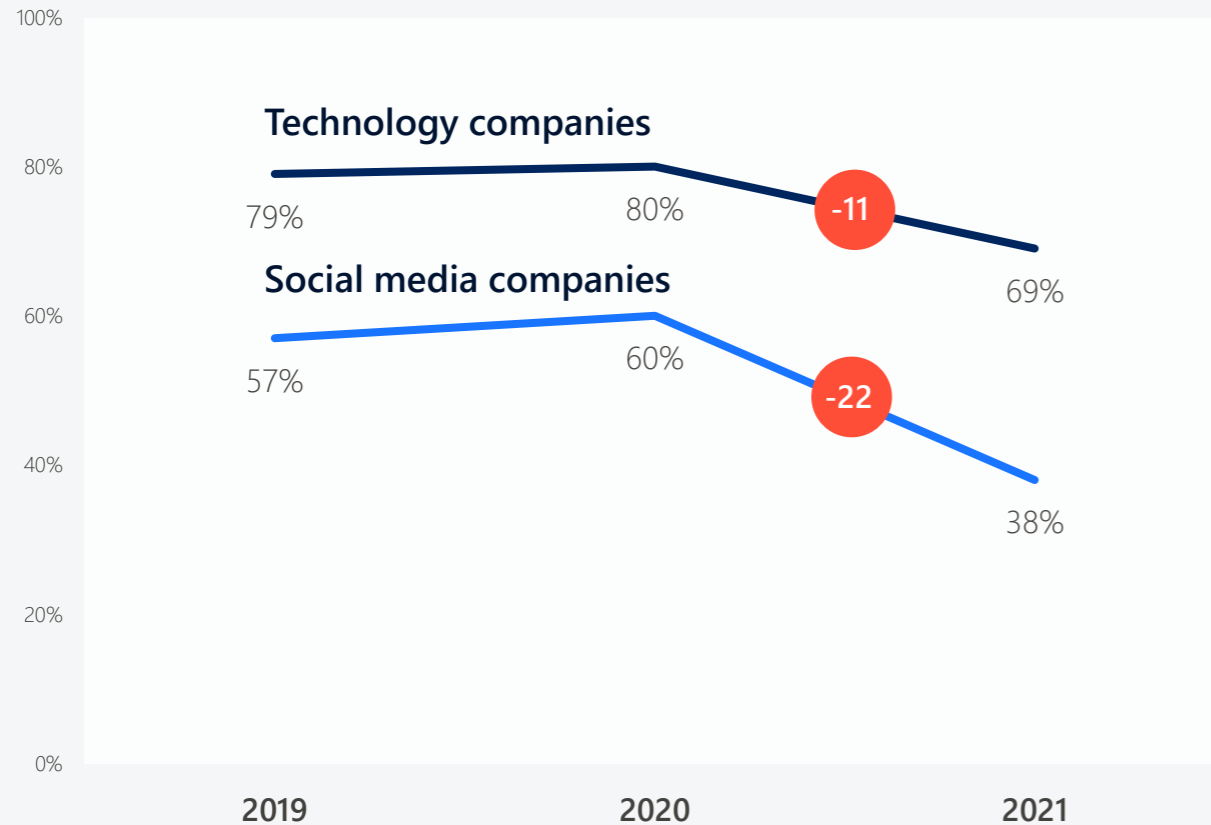
# Techlash

## The Ethics Edition

BRUNSWICK

# The Techlash continues to grow as opinions of social media plummet

Net positive opinion for technology and social media companies

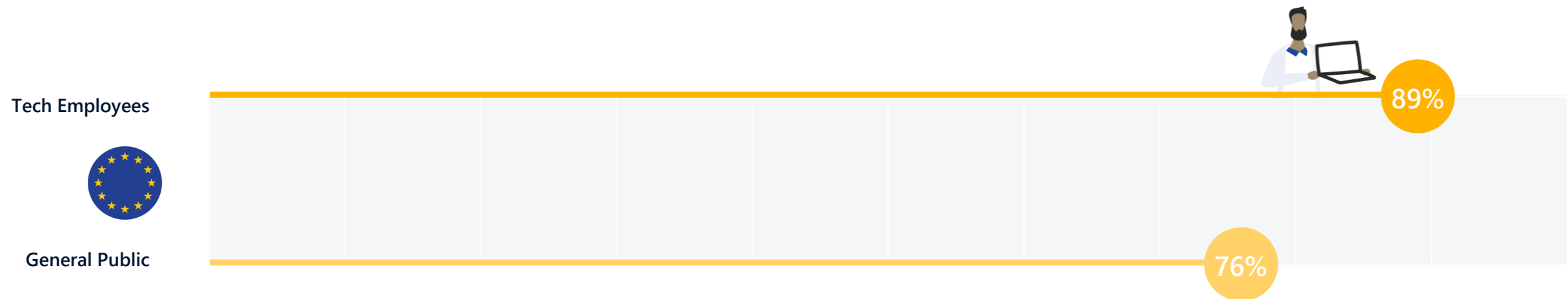
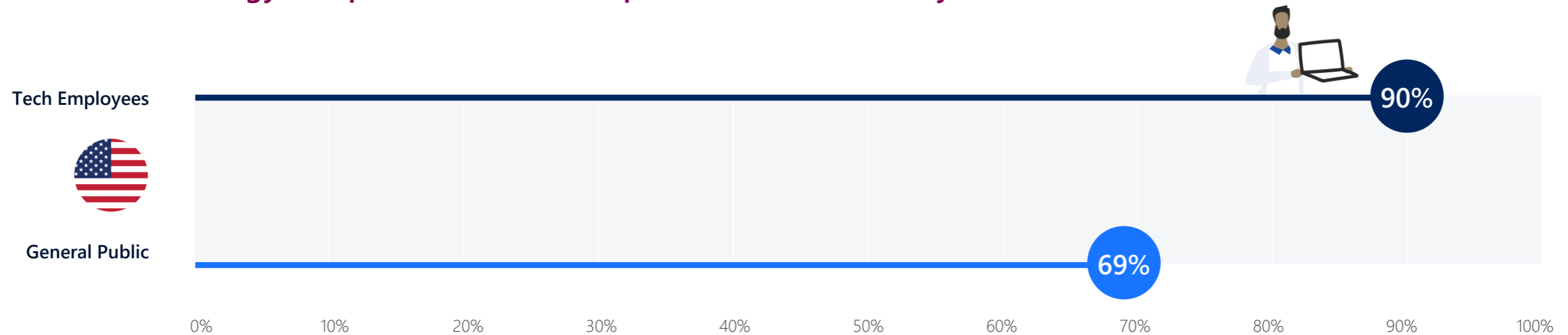


But, tech employees  
have a **positive outlook**  
and care about the  
ethics of their work

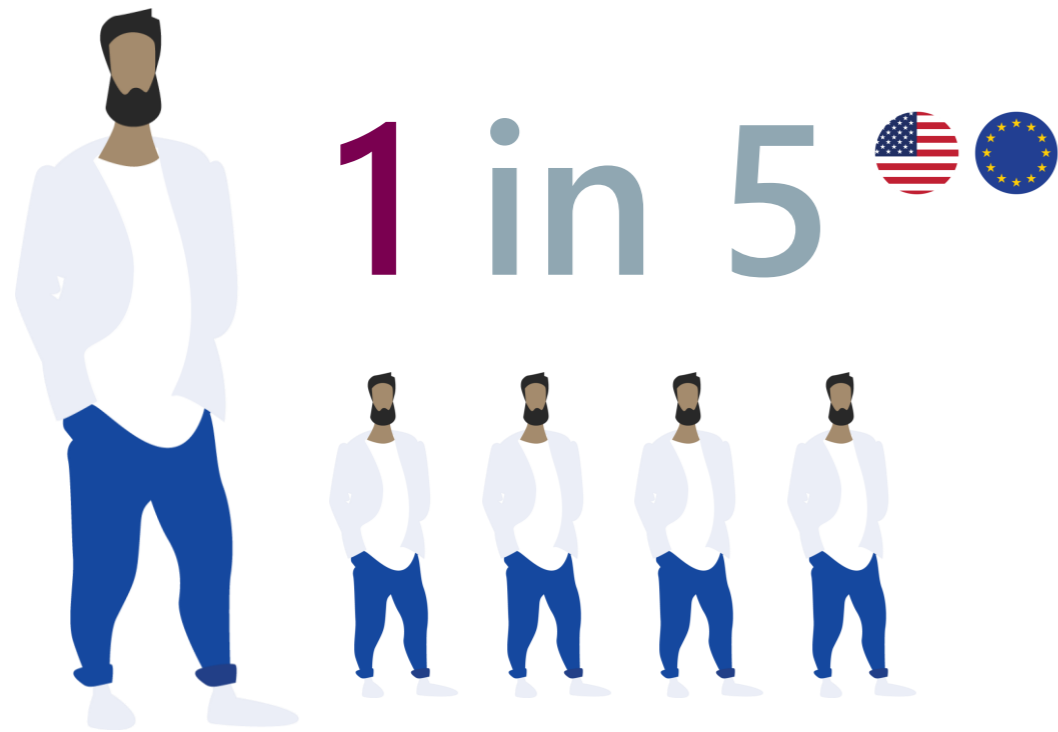


# Tech employees are considerably more likely than consumers to feel that technology companies are a positive force in society

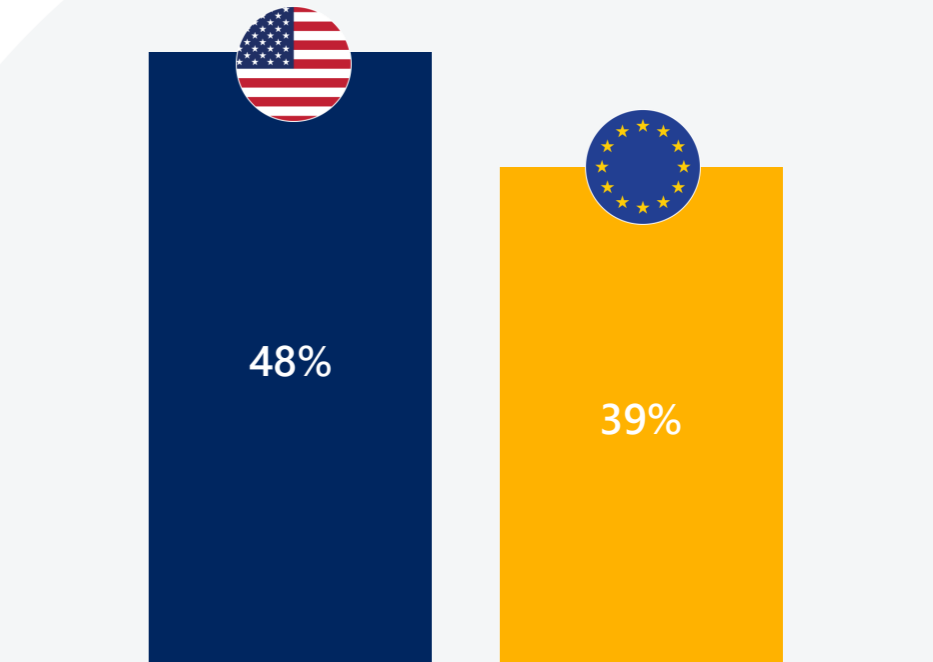
Believe technology companies have been a positive force in society



# Not only do tech workers feel positive about the industry, they also feel a responsibility for the industry's ethics and values



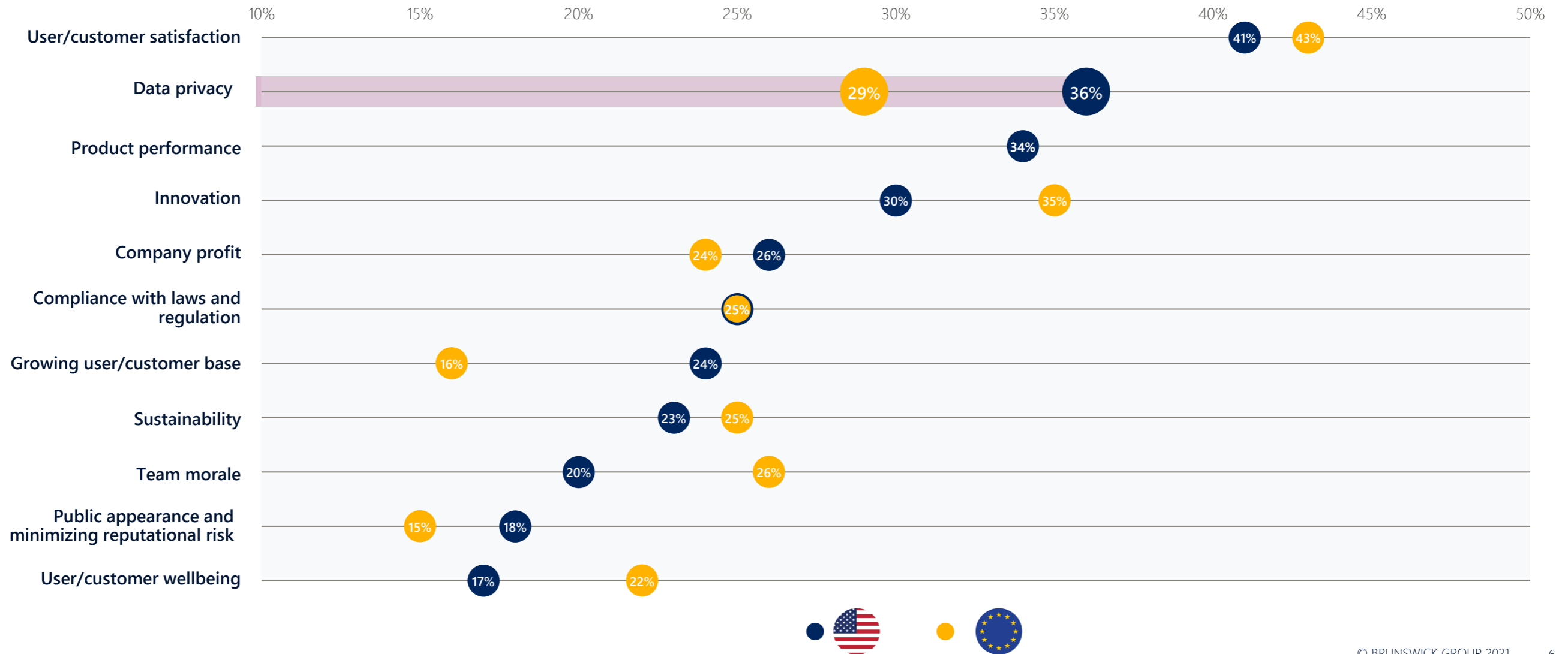
Tech employees say that the company's mission and values was a main factor in their choice to work at their current company



Have left or refused a job because of the company's approach to ethics

# Data privacy is a top-of-mind ethical consideration for employees

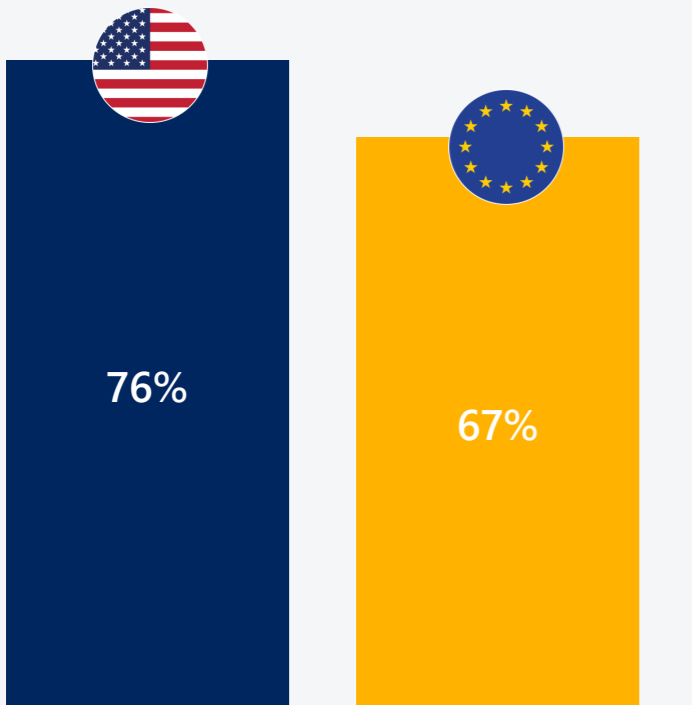
## Top factors workers prioritize when making decisions at their job



# Tech employees understand the responsibility they have

Say leaders at their companies talk frequently about the responsibility tech companies have to act ethically

% OF TECH WORKERS WHO AGREE



Technology companies are often held to a higher standard of ethical behavior than other companies



85%  
TOTAL US  
Tech Workers

68%  
Tech Workers at  
Small US Companies  
(<100 employees)



70%  
TOTAL EU  
Tech Workers

56%  
Tech Workers at  
Small EU Companies  
(<100 employees)



However, tech employees **recognize their own limitations** and want an industry overhaul



# Tech employees feel the time is right for industry oversight

Many tech companies have grown too large, and they should be broken up into smaller companies

% AGREE



**65%**

TOTAL US  
Tech Workers



**49%**

TOTAL EU  
Tech Workers

Social media companies should be held legally responsible for allowing false or misleading content on their platforms

% AGREE



**78%**

TOTAL US  
Tech Workers



**69%**

TOTAL EU  
Tech Workers

Think governments should be more active in regulating tech companies

% AGREE



**83%**

TOTAL US  
Tech Workers



**64%**

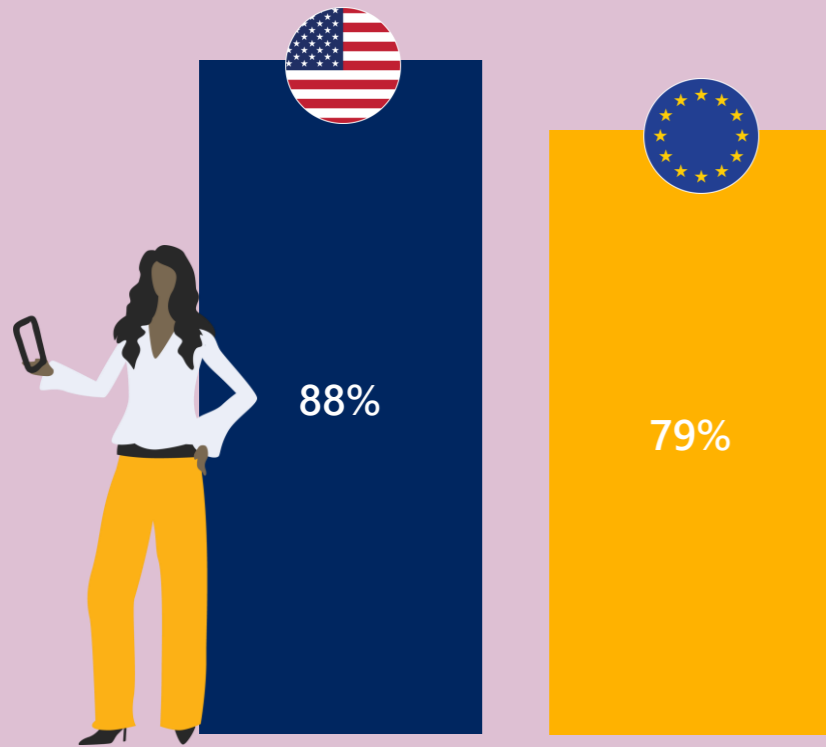
TOTAL EU  
Tech Workers

Tech Employees support the idea of **industry-led solutions** to many of the issues facing tech companies today



# The general population wants more from tech, and tech employees welcome this higher expectation

% OF TECH WORKERS WHO AGREE

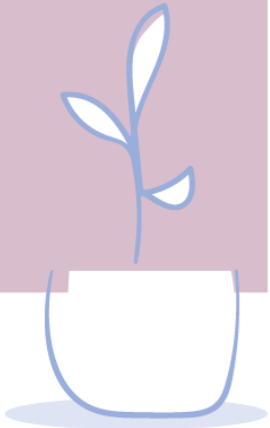


Technology companies should be held to a higher standard of ethical behavior than other companies

## Conversations about ethics in tech present an opportunity for innovation

% AGREE



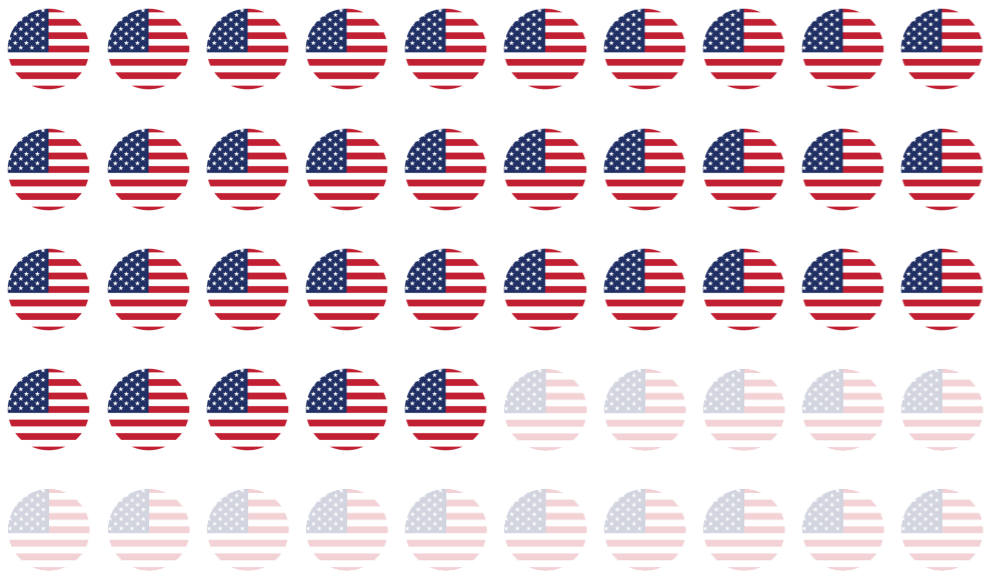


In the wake of the Facebook whistleblower incident, **US audiences' concerns are not limited to Facebook**

# American consumers overwhelmingly agree that the issues raised by the whistleblower apply to the industry writ large

**70%** OF US GEN POP AGREE

The issues raised by the whistleblower are not specific to Facebook and will need to be addressed by the industry



## Top two elements of the Facebook whistleblower story

- 1 Facebook has data that indicates Instagram contributes to poor body image for young girls
- 2 Facebook's algorithm prioritizes posts that spark disagreement



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