*impulse research

# Profiling Google Creativity Along The Technological Divide

Abstract: interpreting tech versus non-tech employee creative metrics yields surprising finds, pertinently, that the sum aggregate of non-tech employee creative talent exceeds that of tech employee creative talent. Various metrics were used to make this determination, with different constants and variables utilized for different means of creative expressions, taking into account, among other factors, usefulness and likelihood of long term remembrance. This doubtless imparted a favorable curve to artistic pursuits, since, though often considered impractical and not particularly useful, the output is most often, and to the greatest degree, remembered in future eras. Our research and conclusions follow.

Feedback from a certain post made December 4, 2008 on the blog *impulse was encouraging enough, and the reader curiosity earnest enough, to goad us toward attempting to determine whether there was something greater occurring than a single artist-by-night taking memos at the Googleplex in Silicon Valley. Perhaps, due to the location of Googleplexes in New York and San Francisco, and because of the anecdotal assertion that artists thrive in both cities and often take undemanding and monotonous day jobs in order to free their minds from work concerns so that their creative pursuits may continue undisturbed, it may be the case that the vast majority of Google creative potential is trapped, so to speak, in the glaciers of maintenance, payroll, administration, reception, and account management.

In order to verify this assertion, we attempted to gather 200 employee profiles, 100 tech and 100 non-tech, and interpret the information in order to determine if conclusions may be drawn about the balance of creative potential on one side or the other of the deep technical divide. To accomplish this, we submitted profile questionnaires to 3 key contacts at Google for evaluation based on the criteria listed in Table-1 below, and, in doing so, ended up curtailing some of their holiday celebration time. In the end, we settled for just under 100 profiles for each category. Similar surveys are planned for Microsoft, Adobe, Yahoo, Cisco, and Intel, in order to determine if Google's unique work environment and hiring process yielded results that may be generalized for all of IT.

Results were as expected with the non-techs showing a far greater propensity for artistic pursuits and the techs soundly excelling in technological endeavors, such as engineering and computer theory. It is interesting that in the realms of pure art and music, the non-techs far supercede the techs, but, when the music and art is generated with digital assistance or enhancement, then the gap narrows considerably. Further items of interest follow the chart.

Google Creativity Profile
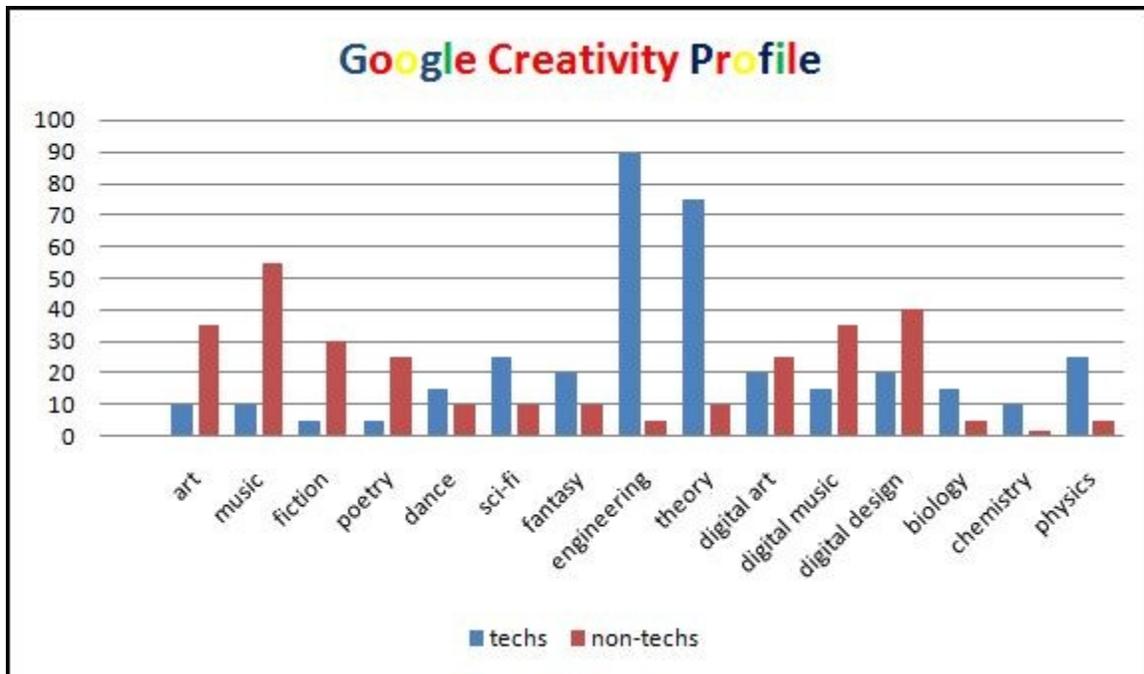
Some interesting finds:

- Though the non-techs far excel the techs in the pure arts, the discrepancy is less in science fiction and fantasy, as well as in digital art and digital music, which are apparently happily and vigorously pursued by a significant percentage of the techs.

- Not only do the techs commandingly exceed the non-techs in the obvious fields such as engineering and computer science, but they are also more accomplished and creative in other sciences such as chemistry and biology.

- Although the various art forms are all well represented, it is dreams of rock stardom that keep the non-techs most often plodding along in their day jobs. That is, music is the artistic genre with the most lopsided result in favor of the non-techs.

Likelihood of long term remembrance:

28 non-techs

11 techs

Note: These concluding probabilities take into account the likelihood that, as the current era slips away, art and music will more likely endure than a remembrance of incremental technological advances that will long since have fallen into obsolescence.