# Amazon Group Project / SUPV 231 Spring 2018 **Write-Up due: Due Thursday, April 12, at 9:40 AM in-person (no emailed assignments accepted – thanks!)**

*Divide the work among the group members and present a single paper with all four questions and a title sheet containing each member’s name and email address. No need for citations. Please use original writing and thoughts.*

1. ***Discuss (in detail) the group’s reaction to each of the two articles.***   
   New York Times Article August 2016:   
   [*Inside Amazon: Wrestling Big Ideas in a Bruising Workplace*](https://www.nytimes.com/2015/08/16/technology/inside-amazon-wrestling-big-ideas-in-a-bruising-workplace.html)  
   Link: https://www.nytimes.com/2015/08/16/technology/inside-amazon-wrestling-big-ideas-in-a-bruising-workplace.html

Bloomberg Article: March 2018

[*How Amazon’s Bottomless Appetite Became Corporate America’s Nightmare*](https://www.bloomberg.com/graphics/2018-amazon-industry-displacement/)

Link: https://www.bloomberg.com/graphics/2018-amazon-industry-displacement/

1. ***Some question the validity of the reporting for this article.*   
   *People inside of Amazon claim that a handful of the sources (people interviewed) had questionable motives (they were out to get Amazon). The New York Times reporters and executive editor (Dean Baquet) claims that a few hundred people were interviewed extensively.   
     
   What (in detail) are the group’s thoughts? Please give specific examples and reasons why.***   
     
   Jay Carney is claiming that the reporting is not all that valid. Carney thinks that even though Jodi Kantor (the investigative reporter for the NY Times) did extensive interviews (couple hundred people) that there are a handful (a few) sources with questionable motives. Even so, this should not tarnish (take away from) the validity (truthfulness) of the reporting. Validity: the quality of being logically or factually sound; soundness or cogency.
2. ***Research (in detail) how Jeff Bezos, CEO of Amazon, responded to the New York Times article. Does the group agree with his responses and how he handled the negative publicity of this article? If so, why? If not, please outline why.***
3. ***Compare and contrast the New York Times article (August 2015) to the recent Bloomberg article (March 2018).*** 
   1. **Research and evaluate Amazon’s position today.**
   2. **Is Amazon still a ruthless place to work?**
   3. **Does the Bloomberg article explain at all a shift in the culture at Amazon?**

Helpful Links:

[BEZOS’S RESPONSE TO NY TIMES ARTICLE](https://www.google.com/search?q=bezos+response+to+new+york+times+article&rlz=1C1GGRV_enUS754US758&oq=bezos+response+to+new+york+times+article&aqs=chrome..69i57j0.5399j0j9&sourceid=chrome&ie=UTF-8)

[Jay Carney’s claims / response to Amazon article](https://www.google.com/search?rlz=1C1GGRV_enUS754US758&ei=rBwBWoWpLo_UjwOK_K3YAw&q=JAY+CARNEY+CLAIMS+AMAZON+ARTICLE&oq=JAY+CARNEY+CLAIMS+AMAZON+ARTICLE&gs_l=psy-ab.3..33i160k1.47925.53193.0.53338.32.32.0.0.0.0.102.2215.29j2.31.0....0...1.1.64.psy-ab..1.30.2129...0j0i67k1j0i131k1j0i131i67k1j0i131i46k1j46i131k1j0i3k1j0i10k1j0i22i30k1j33i22i29i30k1j33i21k1.0.xIky5QoM3VE)

[Amazon workplace culture on YouTube](https://www.youtube.com/results?search_query=amazon+workplace+culture)

[Using the *NY Times* article to make Amazon better](https://www.inc.com/justin-bariso/jeff-bezos-and-amazon-used-exactly-2-sentences-to-teach-us-all-a-major-lesson.html)

[Other articles](https://www.google.com/search?q=amazon+new+york+times+workplace+culture&rlz=1C1GGRV_enUS754US758&oq=amazon+new+york+times+workplace+culture&aqs=chrome..69i57.5353j0j7&sourceid=chrome&ie=UTF-8)

Proposed Schedule (just an idea of parameters, and entirely up to the group as to how you’d like to schedule):

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| --- | --- | --- |
| Date | To Do | Who? |
| 3/15 Thursday | All to read *NY Times* article and *Bloomberg* article (outside of class) | Each group member |
| 3/20 Tuesday | Divide work – leader delegates | Write down how each person will contribute to the questions. Remember that question 1 requires a group reaction to both articles. |
| 4/3 Tuesday | Rough draft by group members to be printed out and handed in | Critique each person’s draft |
| 4/10 Tuesday | Final draft by group members (does not need to be handed in) | Critique and evaluate |
| 4/12 | FINAL PAPER: Hand in a single, stapled double spaced assignment with each of the four questions typewritten before the answer. | In-person by 9:40 AM on Tuesday, 4/16 |