

## CASE STUDY

# Google uncovers the key influencers of women who pursue Computer Science



Recently, Google partnered with Applied Marketing Science (AMS) to support its ongoing effort to get more U.S. women to pursue careers in Computer Science (CS).

AMS conducted a natural experiment, surveying over 1,600 female and male high school students and recent college graduates on 91 dimensions, including attitudes, experiences, and behaviors relating to technology, programming, math, and problem solving. Using logistic regression, AMS identified four attributes as highly influential in a young woman's interest in studying CS after high school: social encouragement from family and peers, self-perception of problem solving skills, academic exposure to CS, and the perception of a CS career to achieve positive social impact. Our work has helped Google deploy a \$50MM investment to support programs that can help get more females into Computer Science, including its Made with Code initiative.

### CLIENT

Google

### INDUSTRY

Technology and Telecommunications



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