

# Can Big Tech manage the surging wave of unionization?

Article

**The news:** Tech workers around the country are preparing to embrace the labor movement after decades of being “left behind.”

“It is going to be a great change,” said David Sullivan, an executive of the union that recently celebrated a first-of-its kind election at an **Apple** retail store, [per](#) Bloomberg.

**Why this matters:** As Big Tech companies become wealthier and more influential, many of their workers are looking to unions to negotiate more equitable compensation and benefits as well as organize around ethical issues.

### **Efforts to unionize in the US:**

- Apple retail workers at a Maryland store [voted to unionize](#) last week. Employees at the world's most valuable company cited wages and a say on COVID-19 policies. They are not alone, **employees from more than two dozen Apple retail stores are interested in unionizing**, per union leaders.
- An **Amazon** warehouse in New Jersey is the latest to get [a union vote](#) after similar elections in [Staten Island](#) and [Alabama](#).
- 80% of **New York Times** tech workers [voted](#) to certify union representation in March.
- In March, thousands of **Etsy** sellers went on a weeklong [strike](#) to protest a recent hike in transaction fees and other changes.
- Between October 2021 and March 2022, there was a **57% YoY** increase in union representation petitions filed at the National Labor Relations Board (NLRB) according to recent [data](#).

**What's next?** 50% of tech workers are [interested in joining a union](#), according to a **2021 Tech Employee Survey** conducted by Protocol and Morning Consult.

Big Tech has been responding with a measured mix of compensation raises and union-busting maneuvers to avoid unionization.

- A leaked Amazon training video reveals strategies management can use to quash union discussions, [per](#) CNBC.
- Another video shows Apple's head of retail, **Deirdre O'Brien**, cautioning employees on how joining unions could hurt a business, [per](#) The New York Times.
- Tech companies like [Amazon](#), [Google](#), [Microsoft](#), and Apple are leaning on salary increases to retain talent now that incentives like stock options and equity may not be as attractive due to Big Tech's [era of uncertainty](#).

**The bigger picture:** Expect the situation to intensify as momentum from Amazon and Apple employees' union wins could inspire a domino effect in other shops.