

THE Amazon EMPIRE

Name: _____

Directed/Produced by Anya Bourg James Jacoby

1. What is the **HOOK** of this film? What are the **major QUESTIONS** and initial **ARGUMENTS** which are implied in this hook?
2. What is **BLUE MOON PROJECT**? How does it set the stage for the larger film?
3. How are the **INTERNET** and the **World-wide-web** central to Amazon and Jeff Bezos?
4. How are **BOOKS** central to Jeff Bezos and the **initial test case** for Amazons ideology of internet business?
5. What are the differences between Jeff Bezos' **public image** and his **work persona**?
6. What was the "**customer mentality**" and how did it play out within Amazon? How is **DIRECTLY** linked to **DATA COLLECTION**?
7. **FRONTLINE REPORTAGE**. What is the **impact of having the reporter/producer James Jacoby** on camera?
8. Who is Andreas Wagen, Why is he "**ALL ABOUT THE DATA**?"
9. What is the economic approach to how businesses sell their own products on Amazon? What is the so-called **GAZELLE PROJECT**?
10. What was the concept behind **AMAZON PRIME** and how was it connected to a massive building spree?

11. What is **Keva** and how is it connected to the Amazon fulfillment and shipping systems?
12. **WORKERS**. What are the **workers comments and complaints** about working in Amazon fulfillment centers in terms of health, surveillance, pace, and identity? How is Amazon the “cutting edge” of working conditions and indeed “work life” in the future?
13. What is behind the **Amazon.LOVE memo**?
14. What is the role of **CHINA** and **Chinese companies** in their collaboration with Amazon?
15. How have **MONOPOLY** and **ANTI-TRUST** suits been treated by the U.S. Govt?
16. What are Amazon Web Services (AWS) and why are they important for the citizens, CIA, and governments everywhere?
17. **AMAZON ALEXA?** What is the role of secret Audio Recording and AMAZON ALEXA?
18. How is Amazon now using **FACIAL RECOGNITION** systems to add to its data collection surveillance?
19. How is Amazon changing **HEALTH CARE**?
20. **Bidding WARS**. What are the **POWER politics** behind Amazon’s attempts to build new operations in different cities around the U.S.?