

AMZN

Social context

“Take something as innocent-seeming as frictionlessness. To Amazon’s Toni Reid, it means convenience. [...] Adam Greenfield, an urbanist, frames frictionlessness as an existential threat: It is meant to eliminate thought from consumption, to ‘short-circuit the process of reflection that stands between one’s recognition of a desire and its fulfillment via the market.’”

source: Judith Shulevitz, *Alexa, Should We Trust You?*, “The Atlantic”, 2018