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“We should do away with the absolutely specious notion that everybody has to earn a living. It is a fact today that one in ten thousand of us can make a technological breakthrough capable of supporting all the rest. [...] We keep inventing jobs because of this false idea that everybody has to be employed at some kind of drudgery because he must justify his right to exist. So we have inspectors of inspectors and people making instruments for inspectors to inspect inspectors. The true business of people should be to go back to school and think about whatever it was they were thinking about before somebody came along and told them they had to earn a living.”

- Buckminster Fuller

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“Since man’s mind is his basic means of survival [...] he has to hold reason as an absolute, by which I mean that he has to hold reason as his only guide to action, and that he must live by the independent judgment of his own mind; that his highest moral purpose is the achievement of his own happiness [...] that each man must live as an end in himself, and follow his own rational self-interest.”

-Ayn Rand

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Amazon and Google - the last two companies - have merged. They effectively hold the keys to humanity. Through Amazon's online distribution network which has branched into a retail operation using facial recognition software to track purchases in stores, there is no way of escaping their purview. One cannot function in basic society without engaging with this monolith.

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The facial recognition software, used originally to monitor the movements of citizens about the city, and later used to track purchases in shops, has now been perfected to be able to read minute emotive facial displays.

Bezos V links that data with Amazon's personal assistant Alexa and automatically plays calming music if one is stressed, uplifting music if one is sad, or boisterous music if one is in need of a pick-me-up.

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*This minor divergence plots a
new course for the giant.*

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**This minor divergence taps
into new profits for the giant.**

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Emboldened by the successes of the musical interjection initiative, Bezos V decides to investigate further ways to improve the lives of the citizens of the world they share. With no thought of profit, he begins research into when people are the most happy and what brings them to that state.

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Emboldened by the new profits achieved, Bezos V begins work to deepen his reach into the psyches of his customers. With dollar signs in his eyes, he launches a research campaign to develop the capacity to not only read current emotions, but to predict future ones.

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The pattern he and his research team sees is that when people are able to - for even a brief moment - feel absent the drudgery of earning a living, and when they can stop and simply be in the presence of those closest to them, they feel fulfilled and they reach a level of contentment that is otherwise impossible to achieve.

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With the unprecedented resources at his disposal, it's not long before this project comes to fruition and Bezos V is able to know the thoughts and feelings of his customers and employees before they themselves experience them.

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He endeavours to reduce the time commitments associated with being in the employ of Amazon. But he makes the radical and heretofore unheard of decision of having that in no way effect their compensation.

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He can now predict with terrifying accuracy the things you'll want before you want them, the feelings you'll have before you have them, and the decisions you'll make before you make them.

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This change in policy has no material effect on productivity in his stores, warehouses, or production facilities. And continuing down the rabbit hole, he takes the newfound benevolence one step further and begins lowering prices on all goods sold.

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He uses this information to root out discontented employees in his stores, warehouses, and production facilities. And continuing further down the rabbit hole, he takes the Randian ethos one step further and he raises prices on all predicted products.

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His rationale being that the fewer dollars spent on one's necessities, the fewer hours one can work - and the more time one can spend in the presence of their nearest and dearest.

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His rationale being that getting the undeniably necessary products early is the only way to keep on top of one's own happiness and contentment. Very important factors when one's employment is on the line.

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This new found freedom leads to people spending their new found free time on their passions. For some, this means napping, or watching Prime. But for others this means creating art, taking care of loved ones, or philosophizing.

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People end up spending more and more of the money they earn working for Amazon, on the products sold by Amazon, due in large part to the fact that if they don't, they're liable to be found to be a malcontent and removed from Amazon's employ - effectively a death sentence in this new world order.

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And this leads to a boom in culture! People are able to make music, to paint, to draw, and to consider ways to make the people around them happier.

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Over time, people begin to devolve. Losing much of what made them human. They become robotic, focussed solely on the next task, never considering another possibility than their own rational self interest.

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*And the utopic society
continues...*

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**And the dystopic society
continues...**