



Town Hall



Announcements

Adam, Adina, Juliet - Surf Club

AIPAC

Firehawks 4 Israel

Caroline

Visiting Students!

Alyssa Portnoy

Charley Parver

Brooke Barak

Olivia Wintner

Dana Brodt

Shaine Arnold

Aryeh Hofer

Nili Horwatt

Sara Goor

Rayna Kent
&
Talia Tizabi



Avi
Halpert



A thank
you to all of
you!



Meme of the week



Rabbi
Schwarzberg

The door
for
hashkama
mincha

POV: You ditched Town Hall for 3 years



Eitan Jalali

YEAH WE'RE GONNA DISCUSS IT. WE'RE GONNA DISCUSS IT SO HARD BABY LETS GOO

Today at 7:50 pm · Unlike 🤔 7

Outfit of the Week

-

Shani Shaham!



Vort of the Week - ויצא

וַיְהִי בַבֹּקֶר וְהִנֵּה הוּא לֹאֵה וַיֹּאמֶר אֶל־לְבָן מַה־זֹּאת עָשִׂיתָ לִּי הֲלֹא בְרַחֵל עֲבַדְתִּי עִמָּךְ וְלָמָּה רַמִּיתָנִי:

When morning came, there was Leah! So he said to Lavan, "What is this you have done to me? I was in your service for Rachel! Why did you deceive me?"

וַיֹּאמֶר לְבָן לֹא־יַעֲשֶׂה כֵן בְּמִקְוָמֵנוּ לִתֵּת הַצְעִירָה לְפָנֵי הַבְּכִירָה:

Lavan said, "It is not the practice in our place to marry off the younger before the older.

מִלֵּא שִׁבְעַת זֹאת וְנִתְּנָה לָךְ גַּם־אֶת־זֹאת בְּעַבְדָּהּ אֲשֶׁר תַּעֲבֹד עִמָּדִי עוֹד שִׁבְעַת־שָׁנִים אַחֲרֹת:

Wait until the bridal week of this one is over and we will give you that one too, provided you serve me another seven years."

Big Bidness

Initial Questions

- Do you believe Amazon's convenience outweighs its enormous size?
- Do you believe Facebook streamlining communication and news as beneficial or worrying?
 - They own Instagram, WhatsApp, Messenger, and more
- Are there any inherent issues with business being this big?

Understanding the 'Amazon Effect'

"As online shopping increases, the gains for **e-commerce businesses are coming at the expense of brick-and-mortar retail stores**. An increasing number of shoppers are heading for their screens instead of for stores"

"Amazon.com Inc. (AMZN), which debuted in 1994, has maintained its lead in global online selling and has become the poster child for this change, giving the Amazon effect its name. Among other factors, the Amazon effect is cited as the primary reason for the decline in brick-and-mortar store sales, which have often foreshadowed the stores' eventual closure. **More than 5,300 stores closed in 2017, up 218% over 2016.**"

Monopolistic practices?

- In 2021, are we able to live **without any use** Amazon?
 - How difficult is it to?
- If you answer **no**: Would you consider this a monopoly?
 - “the exclusive possession or control of the supply of or trade in a commodity or service.”
- If you answer **yes**: Is there a point of difficulty where it should be broken up?

If you answer yes, how do we break this up?

- Cable monopolies broken up via Supreme Court cases
- Standard Oil monopoly broken up via Sherman Antitrust Act
- How should we approach a giant like Amazon then?
 - Is it different since they have a influence in multiple markets?
- Could it be that the age of monopolies are over?

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We currently use the following Tools for the administration and preparation of Data (in particular Customer data, IP address, Cookies and Log files):

- Google Analytics (measurement of traffic on the website)
- Amazon Web Services (website operation, server space)
- Datev (administration of master data, accounting)
- Personio (personnel management)
- Hrworks (travel expense accounting)
- Microsoft Exchange Server (contact data, emails)
- Mailchimp (contact data, emails to large groups)
- Contact Monkey (email tracking)
- Pendo (use analysis and user communication)
- Userlike (provision of service chat windows on the website)
- Salesviewer (lead generation and analysis)
- Stripe (processing of payments)
- Nfon (internal and external calls)
- Limesurvey (expert surveys)
- Keyingress (opinion research and market research)
- Zapier (Automation Tool)

Understanding Facebook's effect

“the company stated that **3.51 billion people** were using at least one of the company's core products (**Facebook, WhatsApp, Instagram, or Messenger**) each month.” (Statista Research Department)

Facebook Trials - 0:28

<https://www.youtube.com/watch?v=iAetS9sx6-A>

Is there a difference between these effects?

- Amazon uses monopolistic practices on **products** and Facebook uses monopolistic practices on **information**.
- Is there a moral difference between them?
- Is there a practical difference between them?
- Should we aim to break up neither, one, or both of them?

The Effects

- Do you view this number as an inherent problem?
 - What are some potential problems with this?
 - Are these potential problems **or** actually happening?
- Are these huge companies heavily influencing people with news and advertising, or is that an exaggeration?
- Is the convenience of streamlining worth the monopoly of information?
- Can there be a monopoly on things like messaging and news?

Bringing it back in

- In your **personal life**, do you find the size of Facebook or Amazon as an issue?
- Do you feel these companies are **too** influential in your personal life that it requires change?
- Is something like **targeted advertising** a convenience or an invasion of privacy?
- After all that has been discussed, are you motivated to change anything?