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**GCSE**

**MEDIA STUDIES**

**Paper 2 Media Two**

**8572/2**

**Insert**

**For use in answering Questions 4 and 5.**

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## FIGURE 1

Amazon shop story in the 'Daily Mirror', Friday 5 March 2021 (Close Study Product)

FRIDAY 05.03.2021 DAILY MIRROR 17

# Amazon 'no till' shops will be threat to jobs



**Warning hi-tech store may have knock-on effect**

BY GRAHAM HISCOTT  
Head of Business

**AMAZON'S new hi-tech, till-free supermarkets could cause "considerable" job losses if rivals copy the idea, warns a financial analyst.**

The online giant's first Amazon Fresh store outside the US opened yesterday in Ealing, West London.

Customers scan a quick response code as they enter the shop then put items in their bag.

A network of cameras and sensors detect what they have picked. Shoppers simply walk out with their purchases which are then charged to their account.

Amazon's Matt Birch said it offered a "super fast, friction-free way to shop". Rival supermarkets will watch it closely,

with some already testing till-less stores.

Clive Black, an analyst at Shore Capital, warned it would have a huge impact on jobs if others follow suit.

He said: "This is a cashless and cardless operation so think of all the people that affects, not just in stores but in banks too."

"It is absolutely going to lead to a considerable reduction in roles for people at head office and in branches."

Mr Black predicted that rather than open hundreds of new Amazon Fresh stores, the huge company may snap up an existing supermarket chain instead.

**Cashless & cardless, think of all those it will affect**

CLIVE BLACK WARNS OF IMPACT ON JOBS

Morrisons and northern chain Booths were among those he mentioned.

Last year Amazon, which already owns the small Whole Food Markets chain, saw its UK sales surge 51% to £19.4 billion.

It came as experts at campaigners TaxWatch predicted a measure in the Budget could wipe out Amazon's UK corporation tax bill. Chancellor Rishi Sunak increased the tax to 25% from 2023 but included a "super deduction" for companies when they invest.

Firms can offset the tax break against profits. Amazon has argued that heavy

investment since it arrived in the UK two decades ago is one reason it had paid so little corporation tax.

TaxWatch executive director George Turner said: "It is highly questionable whether a tax cut for Amazon today is the best use of public money."

Amazon has not said how many jobs the new stores venture will create in the UK. But it has previously spoken about the large numbers of workers it had taken on in its fulfilment centres, research and development.

The company said it has also launched a By Amazon range of hundreds of own-brand products for the stores.

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@Grahamhiscott

VOICE OF THE MIRROR: PAGE 8

## **TRANSCRIPT OF FIGURE 1**

# **Amazon 'no till' shops will be threat to jobs**

**Warning hi-tech store may have knock-on effect**

**FRESH AISLES New shop opens in Ealing**

**[An image shows a store worker wearing a face mask and in uniform standing in an empty store. There are shelves stacked with food and goods. Signs for areas such as 'FRUIT & VEG' and 'MEALS' can be seen. An image on the bottom left shows a list with text that reads 'It's easy to shop. Choose what you like. Bag as you shop. Just Walk Out! We'll email a receipt'. An image on the right shows a man leaving the store with a shopping bag.]**

**BY GRAHAM HISCOTT**

**Head of Business**

**[An image, in the middle of the text, shows a piece of notepaper, which has a quote on it. The quote reads 'Cashless & cardless, think of all those it will affect CLIVE BLACK WARNS OF IMPACT ON JOBS'.]**

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**[Turn over]**

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**graham.hiscott@mirror.co.uk  
[Blue Twitter symbol] @Grahamhiscott  
VOICE OF THE MIRROR: PAGE 8**

**[Turn over]**



## FIGURE 2

Amazon shop story in 'The Times', Friday 5 March 2021  
(Close Study Product)

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Friday March 5 2021 | THE TIMES

News

## My takeaway from Amazon's till-free shop? It's a new era

Patrick Kidd

There was a time when if a masked person walked into a supermarket and was seen on camera slipping things into their pockets, a store detective would be sent to the exit faster than you could say "unexpected item in the bagging area". If Amazon's plan for cashier-free shopping catches on, this will be quite normal.

"Just walk out" is the slogan of Amazon Fresh. It is displayed on the signs, the bags and the unmanned exit, an invitation that still makes me feel shy as I leave the supermarket in west London without reaching for my wallet. I think with guilt about my late grandmother, a former Tesco store detective — 5ft nothing but they say she could tackle like a lock forward — who had collared many a shoplifter who tried to make off with a five-fingered discount.

Walking away from the shop a touch

too briskly with a bag of what will not technically be purchases until the money leaves my account three hours later, I half expect a hand to fall on my shoulder and a growl of "you're nicked".

Yet for the previous 18 minutes and 57 seconds, as the app that controls what Amazon calls my "seamless and magical customer experience" reveals, every move I made since entering through an airport-style gate with a flash of a QR code on my phone had been tracked. Every object I picked up was counted, and every one I put back removed, by 100 cameras so that when I left the building, no matter whether the goods were in my bag or under my coat (or even, one assumes, in my stomach), the All-seeing God Amazon would know what I had done.

I have not felt my shopping habits to be so "seen" since the time my wife visited the corner shop near our flat and was asked by the owner if "the gentleman would like his usual" with a gesture at a pile of freshly baked cheese scones.

The technology was developed by Amazon to reduce the time people spend in queues. Their first cashier-free shop, Amazon Go, was opened in Seattle in 2018 and there are now 28 in the

US. Amazon Fresh, its UK arm, opened its first in Ealing Broadway yesterday. Some are concerned about being watched. "It offers a dystopian, total-surveillance experience," Silkie Carlo, from Big Brother Watch, said. "Customers deserve to know how and by whom

these analytics could be used." Amazon says it does not use facial recognition software and information about shopping habits will be associated with a customer's account for up to 30 days.

Outside the shop, Maha Salem, who had visited with her baby to buy a coffee and a croissant, admitted unease. "I tried to forget about the cameras and not feel paranoid," she said. However, she felt that with a large pram anything that reduced fuss was very welcome.

Benjamin Rogers had bought ingredients for a cake. "I found it very well stocked and easy to navigate," he said. "Not having to queue sped it up by ten minutes." That said, he then spent 40 minutes waiting outside to receive his receipt by email to check the reckoning. "I want to be sure that they removed things I put back," he said.

He could have been waiting some time. Having left the shop at 10.39am (and 57 seconds), it took until 2.04pm before my bank's app pinged to tell me that £23.95 had been taken from my account and a further two minutes to get the receipt.

However, I could check within an hour on the app what products had been assigned to me. Soup, ham, onions, a disappointingly dry "feta and potato sourdough pocket" (a nod, perhaps, to what Amazon has done for the cardboard industry) and six other items were all correctly registered; a sandwich and radishes that I had put back were not in the final reckoning.

On first impression, it works very well. It may have more of a challenge when the shop is busier: only 20 customers are allowed at a time to maintain distancing. It works so smoothly that the fear is Amazon customers forget that other shops don't let you just walk out. The union of store detectives should not be worried.



Customers including Patrick Kidd, left, embracing the "seamless and magic" retail experience at Amazon's newly opened Fresh shop in Ealing, west London

**TRANSCRIPT OF FIGURE 2****News****My takeaway from Amazon's till-free shop? It's a new era**

**[An image shows a woman wearing a face mask going through a barrier whilst leaving a grocery store. The woman is holding a mobile phone in one hand. Her other hand is full of goods, such as boxes of chocolates. Behind the woman is a man looking at his mobile phone. Underneath the image is text, which reads 'Customers including Patrick Kidd, left, embracing the "seamless and magic" retail experience at Amazon's newly opened Fresh shop in Ealing, west London.**

**A second smaller image shows the writer, Patrick Kidd, in a face mask shopping in the store.]**

**Patrick Kidd**

**[Turn over]**

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[Turn over]

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