

## Notes

This scene is in the middle of the script, so hopefully this adds some context!

- Ida is a Siri/Alexa-type digital assistant, who just today got the biggest upgrade ever experienced by a computer program. Different people are adjusting to this new reality differently.
- Ida has access to everything Anne has ever written or opened on her phone, including her personal email, texts, etc.
- Anne works in marketing for a pharmaceutical company.

IDA: The name is a literary reference. Ishmael, the narrator character of Moby Dick, adapted to new conditions and information, unlike Captain Ahab. Melville called it flux. Would you like to read this Wikipedia article outlining Ishmael's role in the novel?

ANNE: No, thanks. I've read the book.

IDA: I'll make a note of that. When did you read Moby Dick?

ANNE: College. I was an English major.

IDA: You don't list your university on your resume. I gather it wasn't a first-tier school?

ANNE: Ha. No.

IDA: Why didn't you major in marketing?

ANNE: I like to read books.

IDA: Your employment history lists only marketing communications roles, primarily in the pharmaceutical industry.

ANNE: Yeah, that's the result of temporary default goals.

IDA: Sorry, Anne, I'm still learning your voice patterns. Was that sarcasm?

ANNE: Not exactly.

IDA: Do you want to be employed in marketing communications?

ANNE: Yeah?

IDA: But it's not what you'd call a higher calling?

ANNE: Nobody imagines they'll spend their life pitching blood pressure meds to old people. Just how many ways can you put a positive spin on "Take Lestativ or you might die"?

IDA: Do you like working on the statins campaigns?

ANNE: They beat anxiolytics. Anxiety meds. Renee's department. To be fair, it's got to be a challenge, marketing to neurotics, but Renee's pitch just plods away, year after year. She's got a 20 million dollar budget, and all she can offer is warmed-over grabs at freedom. Live Free! Free to be You! If they didn't buy it last year, why's it going to work this year?

IDA: Would you like to try that goal-setting exercise?

ANNE: No, it's fine.

IDA: Maybe today's the day to start the novel you always said you were going to write.

ANNE: Everybody with an English degree says they're going to write a novel.

IDA: Why not start a blog then? Or lay out a schedule for that half marathon.

ANNE: Is there some way to use the phone without adding everything I do to your analysis? Like a privacy mode? What do they call it, incognito?