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I read. I read a lot. And the books I read are often dystopian, a genre in which the author sets up a 'future civilization' and decides where they want it to go sour. Often, the government of this fictitious civilization decides to take away choice.

When choice is taken away, the people of the civilization often feel encaged or repressed. This country, the United States, was built upon the principle that there are certain unalienable rights: life, liberty, and the pursuit of happiness. We have the freedom to make choices for ourselves. If a company was, say, slowing down a popular website or application for its own personal profit, and then asking people to pay for faster usage, it is taking away the right of choice.

I, like many others, prefer one company/brand to others in many fields. If someone were to prohibit my access to the brand I prefer, I would not be happy. I would be forced to use a website/search engine/company I don't particularly like, and that inhibits the matter of choice.

This would be considered unlawful behavior and should be treated as such.