Today’s world is Google’s world - Google carries out about 3 billion search queries everyday, it tracks our movement online and offline, and controls every business trying to reach online market – and therefore every action of Google matters to us. In a recent incident, Google fired a software engineer for questioning the company’s policies about workplace diversity and biological suitability of women for technical jobs. The CEO condemned the misogynistic attitude in a companywide email. However, Google was not sensitive about diversity in work place earlier: it had denied CNN statistics about women employees in 2011 and till 2014 women constituted just 17% of its work force. In fact, tech companies have been characterized by pervasive ‘brogrammer’ rhetoric (dominance of male programmers) and Gamergate was a result of it.

Such harmful gender stereotyping is an offspring of libertarian culture widespread in tech companies, which has rendered capitalism and democracy mutually incompatible. Historically, people of America have held CEOs of Silicon Valley in high esteem. But these days several practices of these companies are being brought under increasing scrutiny: ‘greed is good’ culture is under cultural microscope whereas ‘surveillance capitalism’ (using customers’ data for making profit) is being checked by General Data Protection Regulation, a legislation passed by the European Union.

People in America are slowly realizing the extent of control Google, Amazon, Facebook and other such tech companies have on our attention and behaviour. The tech companies like Google and Facebook combined with the rise of Artificial Intelligence are constructing a techno-utopia which may be good for a select few but not for the majority of citizens of the world. We, citizens, have no freedom not to use them and have also forfeited freedom to choose our own future. We need to examine their role in our lives.