The issue with centralized technology, social media platforms and social movements, such as the uprisings in the Middle East in the beginning of 2011, has been widely discussed. Commenting on the revolution in Egypt and the role of twitter and facebook in the organization of the protests, Julian Assange states that movements organizing on such an infrastructure are under the pressure to mobilize a critical mass, to be fast, and that they need to win, for if they don't, „that same infrastructure that allows a fast consensus to develop will be used to track down and marginalize all the people who were involved in seeding the consensus" (Assange et al. 2012: 24). Zeynep Tüfekçi (2017) in her writing „Twitter and Tear Gas" has provided a comprehensive study on the role of social media – and digital technology in a broader sense – in protest. She observed that social movements organizing via social media tended to be something she calls "adhocracies", thus, while allowing „large-scale organization of e.g. mass protests, such movements lack the more organically developed resiliences of other movements, such as decision–making and acting capacity that make movements more resilient" (Tüfekçi 2017: 269–270). Further, she argues that commercial online spaces, such as twitter and facebook, have become „hegemonic activist tools" (ibid. 272), that dominate non–hierarchical movements. Drawing from Feminist critique of „the tyranny of structurelessness" put forth by Jo Freeman (1972/73), which illustrates how seemingly horizontally organized groups can evolve to a tyranny of the few rising to speak without having the actual accountability to speak for the whole movement, she recognizes this dynamic being reinforced by those very same „hegemonic activist tools" (Tüfekçi 2017: 272). Besides, she lists that corporate platforms behave like echo chambers, perpetuating the same views people already have and consequentially encouraging polarization. The resulting spectacle attracts users to the platforms, „and corporate platforms can use this opportunity to bombard users with more ads and gather more behavior data to help profile users for the benefit of ad-