vertisers" (ibid. 271). Attention on such an infrastructure becomes the major resource, which changes the nature of censorship in the way that governments do not have to ban undesired publication, but can simply use their resources to drown them out. She evokes that the business of corporate platforms is monetizing attention and given all the arguments listed, Tüfekçi comes to a sobering conclusion: „The emergence of the digitally networked public sphere has not necessarily introduced new fundamental social mechanisms—humans still behave like humans. Digital technologies have, however, drastically altered the conditions under which these mechanisms operate on social movements" (Tüfekçi 2017: 268).

While the analysis of centralized corporate structures on the internet has left an ambiguous prospect for the future, Tüfekçi also acknowledges the evolution of digital infrastructures:

„Digital tools continue to evolve, too. Many movements seek decision making structures that align with their participatory impulses. In New Zealand, technically inclined veterans of its Occupy movement launched a platform called Loomio, a tool designed for horizontalist movements that want to keep the participatory structures of the assembly model to facilitate decision making. I met with one of its cofounders Benjamin Knight in New York. He was only in his twenties, but he was already a veteran of the Occupy movement and frustrated by its lack of tactical and strategic decision-making capacities. Teaming up with other people, he created Loomio, an online platform that blends practical considerations with a movement ethos. A wide range of actors, from activists planning movements to the government in New Zealand organizing a census, use the tool" (Tüfekçi 2017: 276).

As opposed to hardware-based networks of the past such as phone, radio, and TV networks the internet fundamentally differs from those in its software-based principles. As this writing has explored, such a software-based network gives way and room for it to be rearchitected if it need be, whether it is through the freedom of expression, entrepreneurial innovation, or market forces. "As the ultimate software-based network, the internet connects fully programmable computers to one other [sic] while offering a basically unbounded design