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Blockchain based Decentralized Social Media Network

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Introduction



- Social media network refers to a mobile or network-based application that facilitates users to establish connections, content sharing and social interactions.
- Mainly social media networks are centralized in nature and provide prospects for misusing the user's content without his knowledge.
- One of the main concerns of social media users is their security and privacy, which are inherent blockchain features.
- Develop a decentralized social media platform using blockchain allowing users to govern, trace and claim ownership of any content shared by them.
- The utilization of peer-to-peer blockchain technology provides a completely decentralized, safe, anonymous and traceable content delivery network.
- Explore the pros and cons of using blockchain technology for developing online social media networks.



Blockchain

- Blockchain is a decentralized and public distributed ledger technology that enhanced security, easier traceability, and greater transparency.
- A specific type of database, which stores data in a unique data structure called blocks validated by a network of computers chained together in chronological order.
- Blockchain types
 - Public or Permissionless
 - Private or Permissioned
- A mechanism of agreeing all the nodes in the distributed peer to peer network on the identical copy of a blockchain is called a consensus algorithm.





Blockchain based SMN



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- Online social media networks are increasingly popular in people's lives, yet they confront the following issues due to the centralized data management system.
 - Privacy leakage
 - data protection
 - ownership of information
- A decentralized social media network (SMN) is necessary, with people regaining control of information.
- Prevent the commodification and unscrupulous usage of user data.
- The absence of a single controlling authority guarantees the freedom of speech.
- Using Cryptography for greater privacy and security of data
- High scope for crowdfunding for content creation through cryptocurrency.

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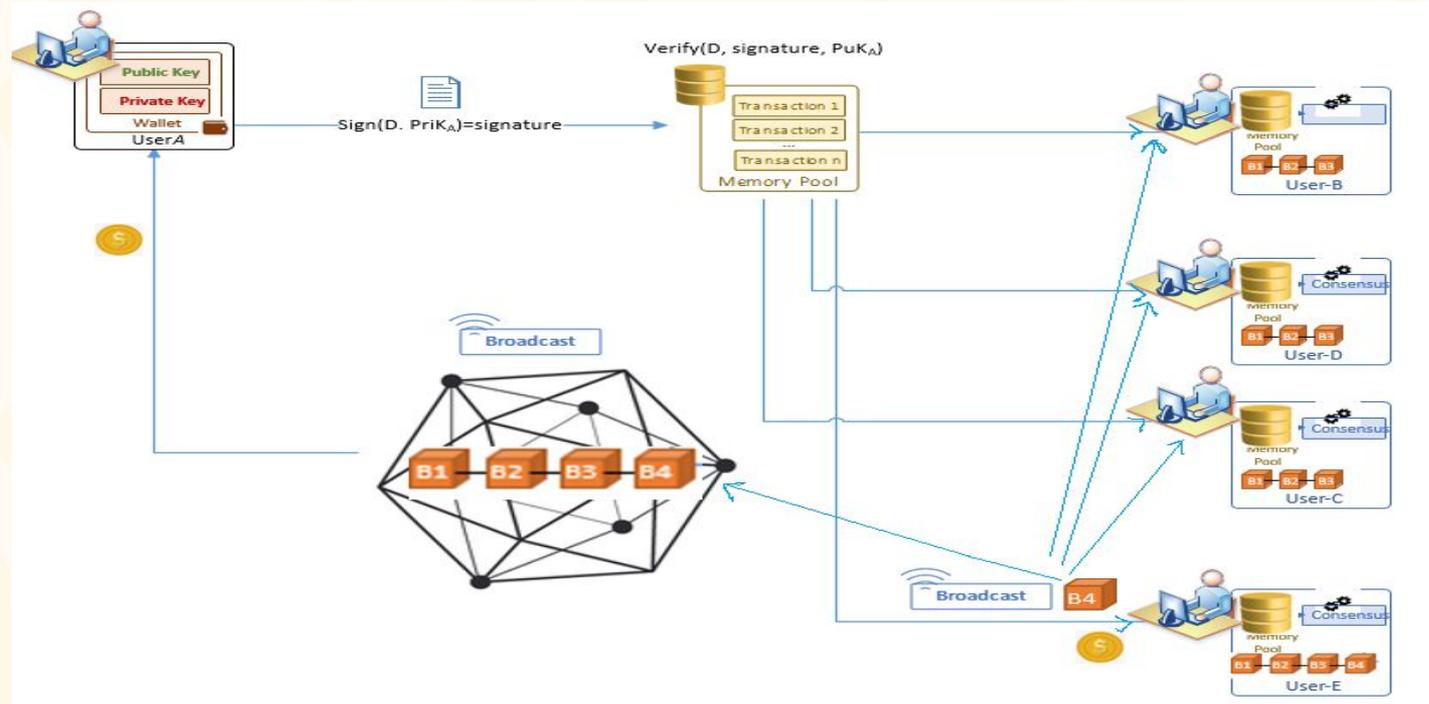
Blockchain based SMN.....cont



- Distributed SMNs can address the privacy issue, but they introduce inefficiencies in delivering key capabilities such as access control and data availability.
- There is no one to control or moderate content, which means there is no scope for censoring inappropriate content.
- After publishing, the contents can't be edited or deleted
- User authenticity is more difficult to verify.

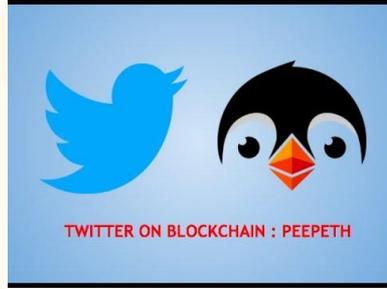


Blockchain Technology usage in SMN





Blockchain based SMN





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