



# Flamingo Decentralized Social Network

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## Introduction

Everyone knows about Facebook and Twitter as giants social media platforms, it's common to see people who is using both of them through their smartphones. Those applications have been downloaded more than a billion of times.

But no many people know about the privacy violations and censorship issues related with those companies. Is well known those companies profit using Advertising inside their sites, in order to achieve a better target for those ads they create profiles for each user using their apps. Also Facebook has been involved in many scandals revealing private information from its users to external companies.

Due to the centralized nature of Facebook and Twitter, we aren't really sure what is happening with the information that we trusted to them. A new approach to social networks was born using decentralized technologies; Blockchain is able to leverage the level of privacy and ownership of the content generated by users.

Flamingo is a decentralized proof concept social media platform combining IPFS and Blockchain, it allows to the user to upload images to IPFS and a description, so they can share a link with the people that they choose.

## Industry Issues

Facebook has lost a lot of trust from their users due to scandals as Cambridge Analytica, in the same way multiple Twitter users reported censorship in their accounts, even some users have lost their accounts with no explanation. We can define the most commons issues with the current social media platforms:

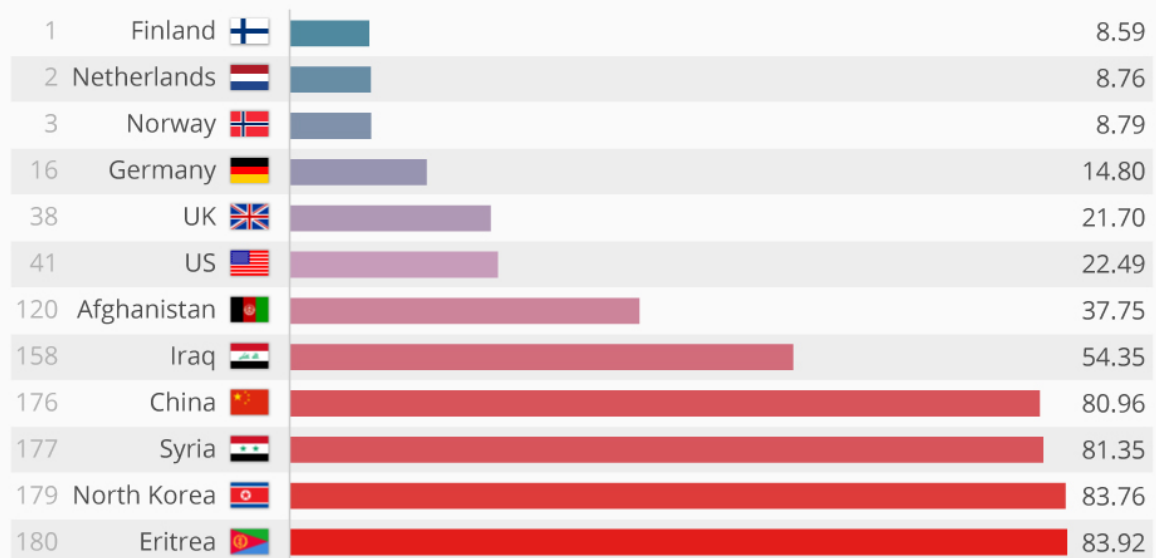
### → Censorship

- ◆ Accounts are being suspended for no reasons.
- ◆ Lots of post are being deleted for no reasons.
- ◆ Governments can easily shut down certain social media platforms in their countries (China).

This is happening due to external pressures to make illegal changes inside the social media platforms, because there is a central authority to take the ownership of the entire social network.

## State of the freedom of the press 2016

Selected countries ranked according to World Press Freedom Index (rank & score)



@StatistaCharts

Source: Reporters Without Borders

statista

Source: <https://www.statista.com/chart/4745/world-press-freedom-index/>

### → Untrust

- ◆ We provide a lot of information to the social media platforms.
- ◆ That information can be used to generate profiles for each user so the ad target is more accurate.
- ◆ Those companies are making a huge profit harvesting the data from the users.
- ◆ Those behaviors are making feel uncomfortable the users.

## Social Advertising

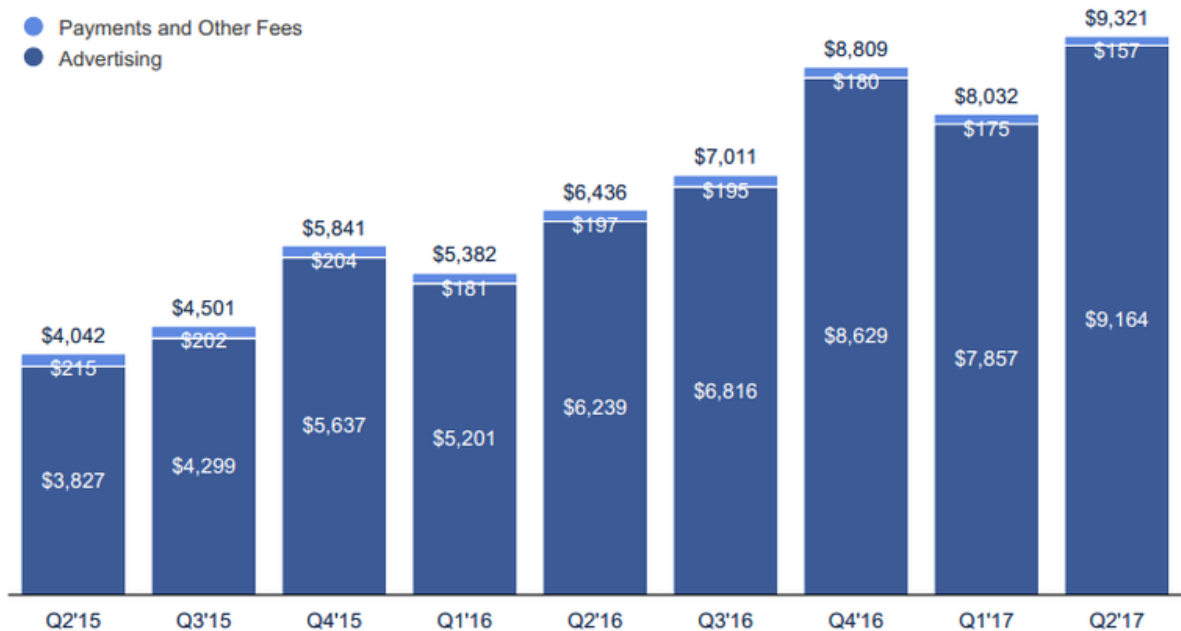
### Marketers advertise on...



Source: <http://www.bluebitsystems.com/pay-per-click/social-media-advertising/>

## Revenue

In Millions

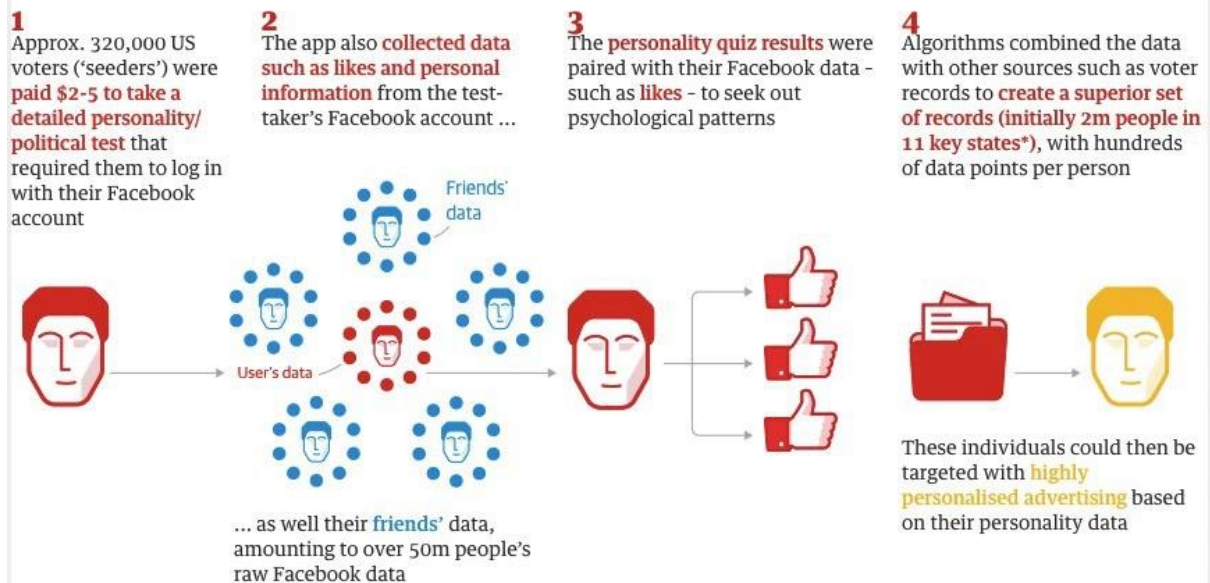


Source: <https://www.zdnet.com/article/facebook-beats-q2-expectations-with-solid-growth-in-mobile-ad-revenue/>



- ◆ The data across the social media platforms doesn't belong to the users, the data belongs to a central authority.
- ◆ Some companies are selling/sharing this information to other ones (Cambridge Analytica / Facebook).
- ◆ Multiple leaks have been detected in multiple social media platforms.

### Cambridge Analytica: how 50m Facebook records were hijacked



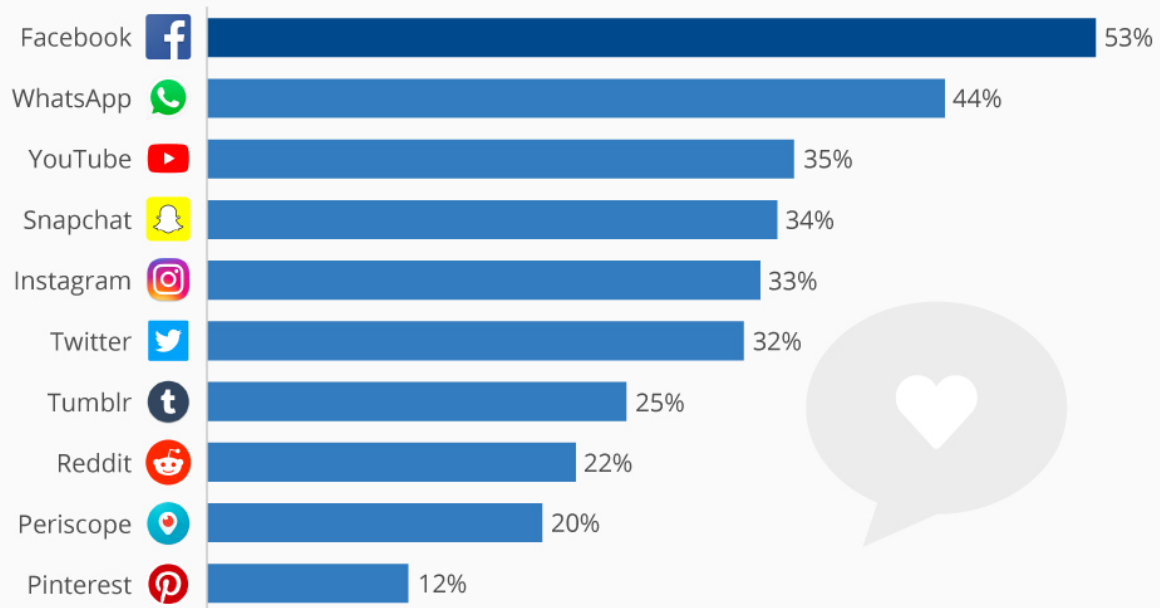
Guardian graphic. \*Arkansas, Colorado, Florida, Iowa, Louisiana, Nevada, New Hampshire, North Carolina, Oregon, South Carolina, West Virginia

Source: <https://bgr.com/2018/03/19/facebook-cambridge-analytica-scandal/>

## Review to the Social Media Platforms

### Always on...Facebook

Share that use the following social media apps "several times a day" in the U.S.\*



@StatistaCharts

\* mobile only

Q1 and Q2 2017; multiple responses possible

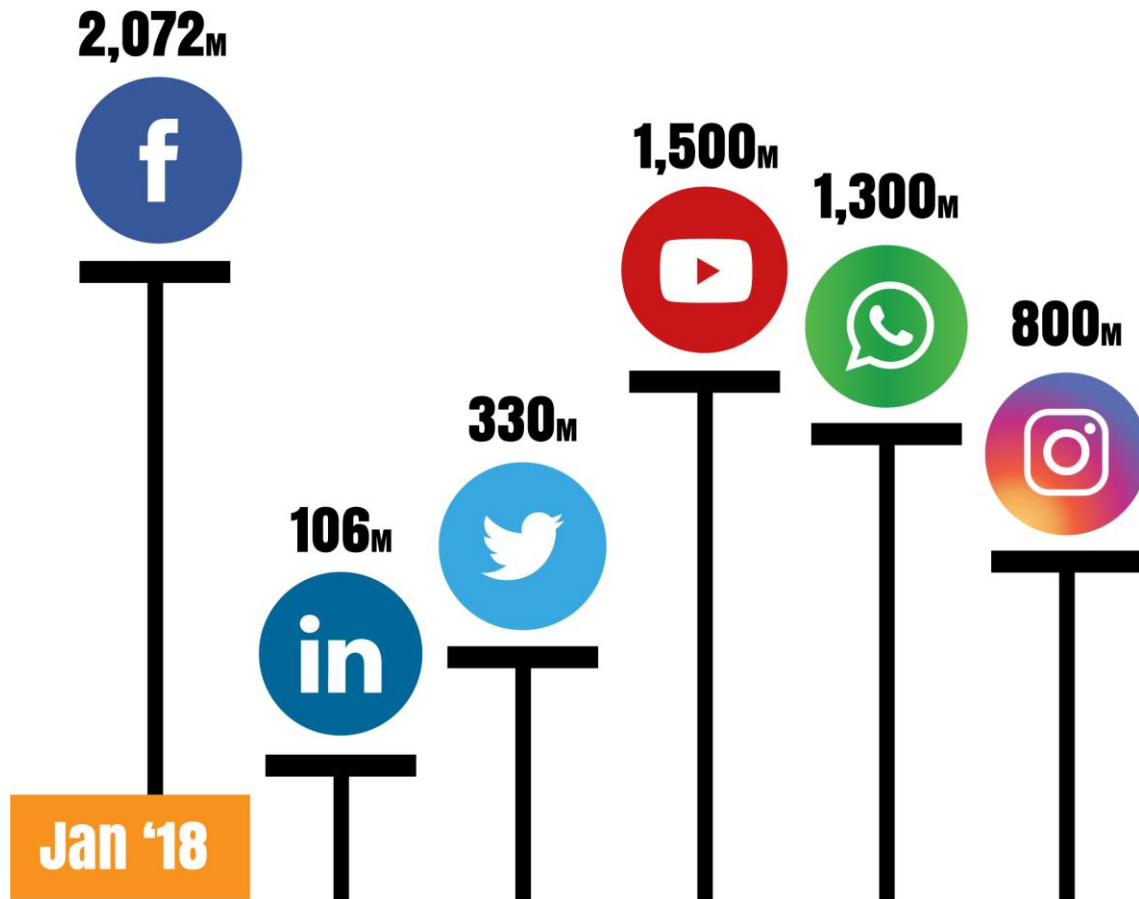
Source: Audience Project

AudienceProject

statista

Source: <https://www.statista.com/chart/11312/always-onfacebook/>

# Social Media Totals



Source: <https://mrs.digital/blog/bumper-blog-social-stats-2018/>

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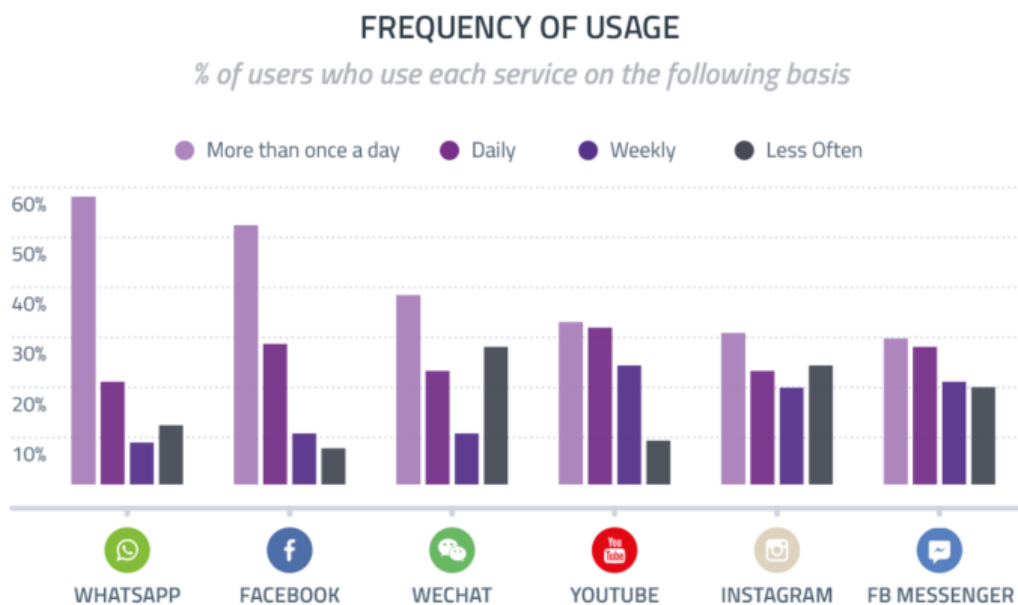
## Average number of social media accounts people have.



Jan '18

Source: <https://mrs.digital/blog/bumper-blog-social-stats-2018/>





Source: <https://financesonline.com/top-20-social-media-monitoring-tools/>

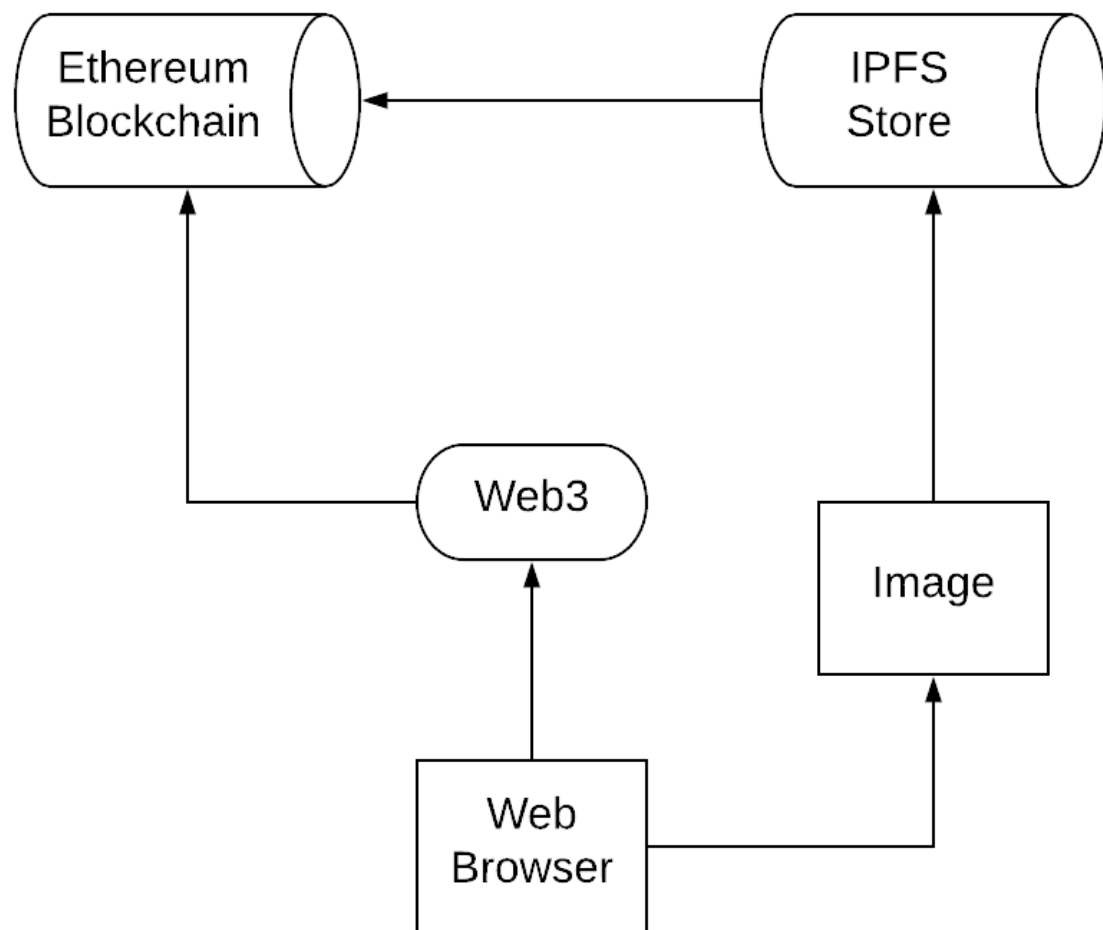
We are able to observe the massive amount of time the users are spending in many Social Media Platforms as Whatsapp, Facebook and Instagram; no one can ensure that our data is being protected from other companies or if our data is being sold to governments. This because we are not the true owners of our data.

## Flamingo as Solution

Flamingo is able to solve many of the issues discussed before using Decentralized Technology as Ethereum Blockchain and IPFS. We are able to upload our data and be the owner of that data, so no one else is able to profit with it or even break our privacy.

Flamingo allows you to share your contract address with whoever you want, they will be able to load our content with a Web Application using a modern browser. Flamingo will stamp the links to images in the Ethereum Blockchain, as user you have the power to share your data with people that you really want.

Flamingo allows you to upload an image(JPEG or PNG) encoding in Base64 to IPFS nodes, so your image will be in many places, increasing the complexity in delete or apply some kind of censorship. The link to the image will be stored in a Smart Contract on Blockchain; then Web3 will act as a connector between the Smart Contract and your Web Browser, in that way you'll be able to use your favorite modern browser to access your images.



## References

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