

WEB2

VS

WEB3

SOCIAL NETWORKS

Facebook, LinkedIn, TikTok, Twitter, Reddit



Mirror, DeSo, Minds, Paragraph, Lens Protocol

EXAMPLES

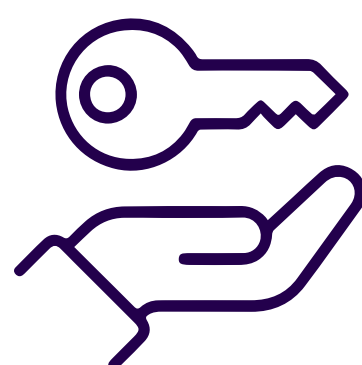
Company stores all data



Blockchain, so no one single entity due to distributed architecture

DATA STORAGE

Owned by company



Owned by users

DATA OWNERSHIP

Content moderated by company



Content moderated by creators and fellow users

MODERATION

Reliance on advertisers, small rewards issued to content creators if certain engagement and reach milestones are achieved



Greater emphasis on alternative revenue models such as token-based systems and rewards for content creators

MONETISATION

Company responsible for data security



Aim to provide greater privacy by keeping user data decentralised on blockchain

SECURITY

Centralised infrastructure, can lead to slow performance



Decentralised infrastructure, but early days for many platforms means UX is not as refined

USER EXPERIENCE

Check out our guide to decentralised social networks for more info!