# Navigating decentralisation in social media and cryptocurrency



Recent discussions surrounding the future of social media and cryptocurrency have brought to light significant concerns about centralisation and control within these domains. As digital platforms evolve, the discourse highlights a key tension between private ownership and user sovereignty, particularly in the context of social networking and cryptocurrency projects.

A Public Transition in Social Media

With an eye toward decentralisation, Project Liberty is making strides to reform TikTok's structure amidst ongoing debates regarding its ownership. Project Liberty has formed an alliance with Alexis Ohanian, co-founder of Reddit, and Kevin O'Leary, a prominent investor known for his role on the television series "Shark Tank." Their initiative aims to transition TikTok onto a public blockchain framework called Frequency, designed to safeguard user autonomy and data sovereignty. Speaking to CoinDesk, Project Liberty's representatives stated that the focus is not solely on TikTok, but on who governs the digital platforms integral to our daily interactions.

The move is positioned as a response to a broader concern about the control exerted by corporate entities over vibrant online communities. The creators of Frequency aim to establish a framework that prioritises interoperability, with a user-owned approach, thereby extending the rights of individuals over their digital identities. TikTok faces scrutiny not just for its governance but for the implications of a single entity's control over the social fabric where billions interact.

Decentralisation Initiatives

The challenges faced by TikTok underscore a wider shift towards decentralised social media, a quest also epitomised by the open-source project Bluesky. Bluesky seeks to redefine user relationships with their digital identities. Despite its promising intent for decentralisation, it retains points of vulnerability, as aspects of its infrastructure remain centralised through its management, posing risks to users' data autonomy.

Frequency is touted as a viable alternative, enabling users to retain control over their data and connections, allowing for a more democratic engagement within digital spaces. This initiative argues for a “minimal, purposeful decentralisation” approach, necessitating a reevaluation of user rights to manage their own information, thereby allowing flexibility in content sharing and retention.

Concerns Over Pi Coin’s Centralisation

Simultaneously, developments in the cryptocurrency sector spotlight similar concerns regarding decentralisation, specifically with Pi Coin. Initially portrayed as a revolutionary decentralised cryptocurrency, it is now facing scrutiny for its heavy centralisation, particularly as a significant share of its total supply—100 billion Pi Coins—is controlled by the core team, thereby stunting its decentralisation aspirations.

The limited operational infrastructure of the Pi Network compounds these concerns, where a mere 43 nodes operate compared to the thousands seen in established cryptocurrencies like Bitcoin and Ethereum. Such centralisation raises questions about the network’s stability and security, along with the risks of manipulation.

Adding to the scrutiny is Pi Network's recent integration of AI into its Know Your Customer (KYC) process, utilising ChatGPT to verify user identities. While providing an innovative twist on identity verification, it raises privacy issues regarding data handling and user consent, which could alienate users prioritising confidentiality.

Navigating the Future

The pathway forward for both TikTok and Pi Coin will involve navigating complex issues surrounding centralisation and control. The integration of user ownership principles and robust data protections could redefine these platforms' futures. For TikTok, leveraging Frequency for decentralisation could signal a shift away from corporate governance, while Pi Coin will need to reassess its distribution model, node infrastructure, and privacy protocols to uphold its promise of decentralisation.

As existing platforms grapple with these challenges, the outcomes will shape the landscape of digital interaction and identity, ultimately determining whether users can reclaim control over their digital lives.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.projectliberty.io/peoples-bid-for-tiktok/> - This URL supports the claim that Project Liberty is working to reform TikTok's structure by acquiring it and transitioning it to a decentralized framework, focusing on user autonomy and data sovereignty.
* <https://www.coindesk.com/opinion/2025/03/12/why-tiktok-should-be-onchain> - This article explains why TikTok should be decentralized and how Project Liberty's Frequency blockchain aims to achieve this, emphasizing user control and data sovereignty.
* <https://www.axios.com/2024/12/05/tiktok-frank-mccourt-project-liberty-bid-advances> - This article provides details on Project Liberty's bid for TikTok, highlighting the involvement of prominent figures and the goal of creating a more equitable internet infrastructure.
* <https://www.coindesk.com/opinion/2025/03/12/why-tiktok-should-be-onchain> - This article also discusses the broader shift towards decentralized social media, using Bluesky as an example, and highlights the challenges of maintaining decentralization.
* <https://www.projectliberty.io/peoples-bid-for-tiktok/> - This URL further supports the involvement of key figures like Alexis Ohanian and Kevin O'Leary in Project Liberty's initiative to decentralize TikTok.
* <https://www.coindesk.com/opinion/2025/03/12/why-tiktok-should-be-onchain> - This article emphasizes the importance of decentralization in social media, highlighting the need for platforms like TikTok to operate outside centralized control.