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Blockchain-Based Social Networking Model Empowered by Non-Fungible Tokens

Mr. A. Rajesh[*1], MD Motibul Raeen[*2], Santosh Yadav[*3], Kaushal Babu Yadav[*4]
[*1]Associate Professor, [*2,3,4]Student
[1,2,3,4]Department of Computer Science & Engineering,
Guru Nanak Institute of Technology, Ibrahimpatnam, Telangana, India

Abstract: *In the current digital landscape, almost everyone is on social media or various social media platforms. People use social media for a plethora of purposes, which include staying connected with friends and family, accessing information and updates about ongoing events, entertainment, networking with professionals, expressing themselves to a wide range of users, promoting businesses, joining online communities and engaging in various activities which has led to an increase in the consumption and usage of online social networks (OSN). One of the reasons for such a growth is their features such as ubiquitous access, on-demand service, friendship networks, user engagement strategies like recommendation engines, etc. However, there are various limitations to the current approach, such as the centralization of control, lack of data ownership, poor access control, fake news, bot accounts, censorship, digital rights management issues, etc. This paper aims to develop a social media application where every post can be converted to a Non-Fungible Token (NFT) and be sold to earn money..*

Keywords: Social Network, Database, Cloud Service Providers, Block Chain, Non-Fungible Token (NFT), Online Social Network (OSN)

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