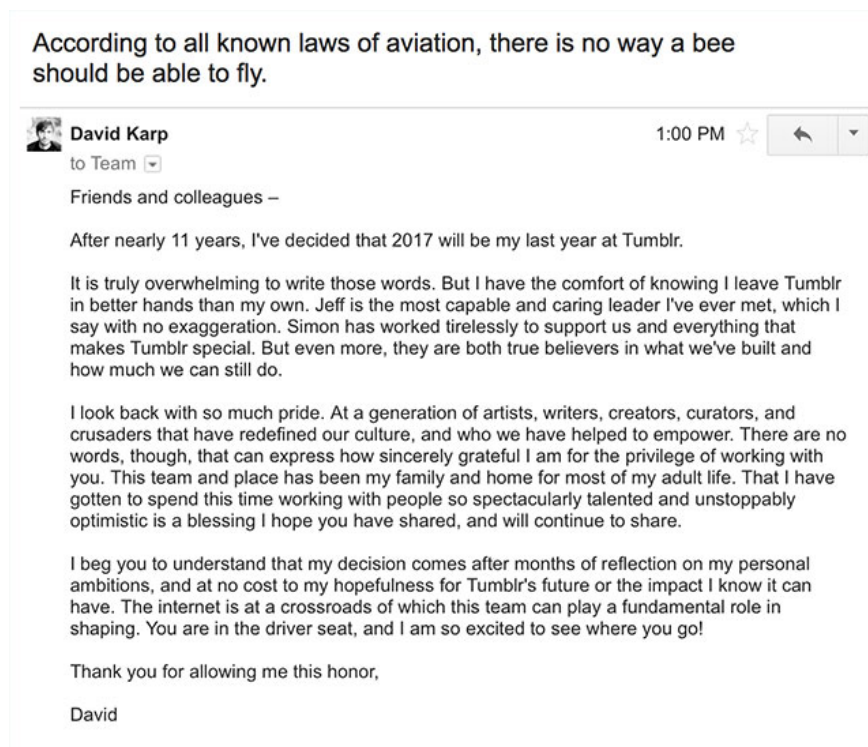


# The sun alone has only one, and Tumblr's father has only one in the world

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On Monday last week, the founder and CEO of Tumblr David Karp announced he would leave the company. This decision he made 'after months of thinking about his personal ambitions, does not affect the hope that I have for Tumblr's future as well as its influence,' he wrote in the picture. Goodbye letter, posted on his own blog, David's Log - also where he has been posting regularly since starting his career with Tumblr at the age of 20.



*The farewell letter was shared by David on the blog*

According to *The Verge*, COO and currently president of Tumblr, Jeff D'Onofrio will take over as they search for a new CEO.

In many ways, the picture depicting Karp's career is quite similar to many other successful startup founders. He founded Tumblr in 2007, when he was underage to drink alcohol. He used to wear a hoodie, described as a "highly disciplined", "soon-to-be-aware" person and also compared to Steve Jobs. At the same time, he was commented that it was interesting and a little different from other startup founders (or at least more interesting than Mark Zuckerberg).

See more: 17 interesting things about billionaire Mark Zuckerberg you may not know yet

He lived in Williamsburg, seemingly attracting attention and turning him into the center of the talk on Tumblr's golden day. He used to be called '*hipster*' (people with a passion that went beyond normal trends) but refused the name.

David shared a lot on his personal Tumblr blog, once publicly asked if I could use the word '*nigga*' (slang for black in a negative sense) when listening to a rap. For a white person, it was not good to ask that, he was the founder of a million-dollar company. David said he didn't care about money, even though he was a millionaire.

The most passionate Tumblr fans still call Karp '*daddy*'. This is also easy to explain when he is the founder of the website. All founders are called 'father' fathers, some are also called 'daddy' (Tumblr's father's "daddy" phenomenon) sometimes has a reverence.

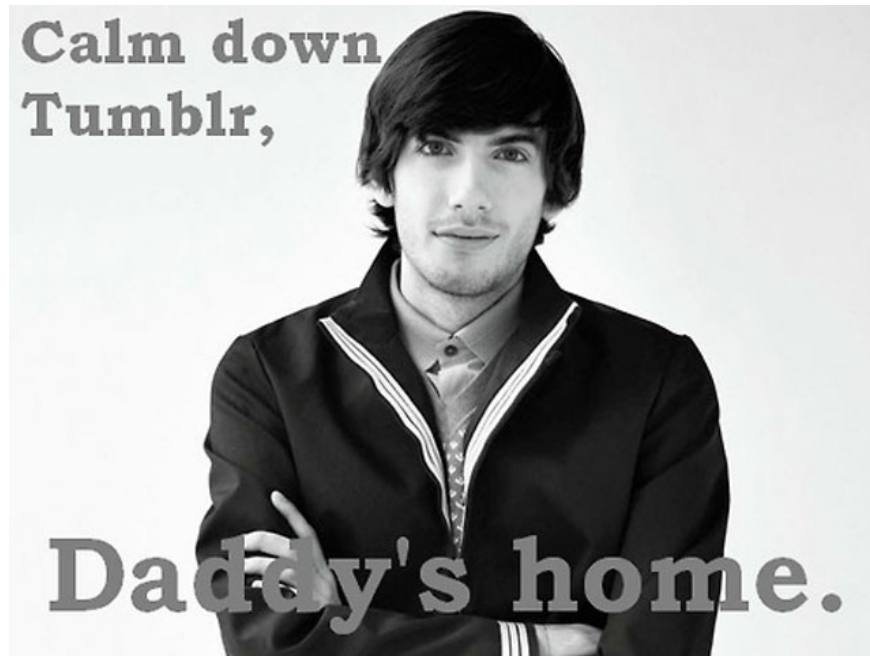
Unlike Twitter CEO Jack Dorsey when his main interaction with users is just ignoring it when they call for blocking new fascists or Zuckerberg when going around the country to remind people that he is David Karp, who is not a person and does not intend to compete as president, is loved by his website users. They loved him so much that there was a romantic fanfic story called '*The Daddy Pact*' about his relationship with Mark Zuckerberg.

Karp as a father, or more generally, Karp as a symbol, a combination of humor and sincerity. According to a post posted nearly 650,000 likes, the # 1 rule when using Tumblr is that if you see Karp's picture 'appear on the dashboard, you have to reblog'. The picture shows David's left leg wearing socks and sandals with over 5,000 likes.



*David Karp's picture goes all*

A 2016 post about what only 'authentic Tumblr users' remembers reminds us that before being acquired by Yahoo, Tumblr users called Karp 'daddy' completely non-satirical.



*A picture of David Karp edited by Tumblr users: "Calm down Tumblr, Dad is home"*

In an interview in 2012, David admitted he did not dislike the name 'daddy', not because the cult of people made him uncomfortable but because he felt like that was 'too much'. Instead, he said 'I want to be called the Creator (Creator). I think it's more like that. ' Like many other creators, Karp seems to want to be everything with everyone.

With former Yahoo CEO Marissa Mayer, he is a golden goose. With former President Barack Obama, Karp helped him return to his childhood. For those who like successful startup stories, Karp is the one who achieves success at a young age. For critics in Silicon Valley, Karp is an adult-child with a strange perception of reality, representing everything that is supposed to be wrong with a startup culture. But for Tumblr fans, Karp is 'daddy'.

See also: Why is Yahoo giving up \$ 1.1 billion to buy Tumblr a great idea?

The admiration that people have for Karp seems to be going downhill right after Yahoo bought Tumblr. After the deal was announced, more than 170,000 users signed a petition asking Karp to withdraw its decision, saying that Yahoo would force Tumblr to change. After the sale, the blog was filled with articles about 'emotions after Yahoo bought Tumblr'. Yahoo CEO Marissa Mayer must try to get rid of users' worries by saying that Yahoo plans to handle insecure content - 11% of Tumblr's blogs are about pornography - but will stop extreme measures. like removing content from the website. Some users also post fake reports that Tumblr targets not only pornography but also fans' blog posts, though this has never happened.

After the sale, many users began to mourn the 'father's betrayal'. ('Don't call Karp Daddy anymore, he's obviously just Papi Dai Ca'). Karp tried to keep the website as good as it used to be, attracting advertisers. 'We

try to keep the freedom of speech, support user content, whatever it is,' he said after Mayer's statement for a month. Instead of deleting pornographic sites, Tumblr started attaching some blogs to NSFW (not suitable / safe for work) or Adult (adult content) and removing them from search results both inside and outside the page, led to a wave of protests for both Karp and Tumblr.

Tumblr lost the attention on applications like Instagram or Snapchat, Karp is no longer the focus, his blog post also fades and eventually Yahoo has to admit that Tumblr is not a good deal. .



*'Whoever calls me' daddy 'anymore, I will delete the page immediately'*

It is not known how Tumblr future is when it has not reached its revenue target in the past few years. According to The Verge, Tumblr's return to Yahoo opened the door to a "chain of mergers and acquisitions." Tumblr has undergone many organizational changes over the past 5 years. The first was Yahoo's acquisition for more than \$ 1 billion in 2013. Verizon then acquired Yahoo, including Tumblr for nearly \$ 4.5 billion, combining Yahoo and AOL to Oath.

This series of events may be part of David's decision to leave Tumblr. Anyway, no one will ever become Tumblr's 'daddy'.

See also: Top 10 social networks to replace Facebook (part 1)

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