



Formulación y comunicación positiva en la web3

Positive Framing and Communication in Web3

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The Current State
of Affairs

Planteamiento del panorama actual

Planteamiento del panorama actual

La terminología que se usa para hablar de la contabilidad **distribuida** o **descentralizada** tiene dos rasgos que la desmarca:

- es muy técnico 🛠️
- en ella se hace lucir la origen de estas tecnologías, creadas **en oposición** a la generación previa de tecnología y su filosofía. 🚩

Como resultado, se ha visto surgir un tipo de “**teología negativa**” que rodea la web3, que en sus mejores momentos es irreverente y provocador.

Sucede más, sin embargo, que vuelve los conceptos que intenta describir **impenetrables**, lleno de jerga, metáforas **incongruentes**, y descripciones formuladas en **lo negativo, en lugar de** lo positivo.

¿Cómo desplazar lo negativo al positivo?

En esta sesión, veremos primero algunas tendencias más representativas de esta dinámica, y si hay tiempo, habrá una tertulia de análisis y juego libre de palabras para intentar formular, en común, mejores y más claras expresiones del cómo y el por qué de nuestra tecnología.

During this session, we will first take a look at some of the most representative examples of this discourse, and time permitting, we'll engage in a discussion where we will analyze and playfully attempt to frame, as a group, the how and the why of our technology in a clearer and better way.

If we want adoption to increase, we must learn to explain our technology in a clear and empowering way.

y... ¿a quién le importa?

Seriously though, does anyone care? Isn't this **just** arguing about semantics? If we make a good product, people will use it

...right, guys?



A Brief Taxonomy

Una breve taxonomía

Una breve taxonomía

- Formulación y teología **negativa**
- ❖ **Negative Framing / Negative Theology**
- Jerga **im**penetrable que hay que **sub**sanar
- ❖ **Impenetrable Jargon that Should Be Improved**
- ¿Queda provocador y vanguardista, **o** dankcito y cutre?
- ❖ **Is it Edgy and Revolutionary, **or** Edgelord and Cringe?**

Formulación y teología negativa

Negative Framing / Negative Theology

non-custodial

immutable

governance-free

trustless

permissionless

decentralized

Censorship-resistant

arbitrary

what is a non-custodial wallet

All Shopping Images News Maps More Tools

About 1,860,000 results (0.56 seconds)

A custodial wallet service (like Coinbase or Kraken) holds on to the private key, so it is responsible for safeguarding a user's funds. A non-custodial wallet, on the other hand, **gives users full control over their private key, and with it sole responsibility for protecting their holdings.** May 31, 2022

[https://bitpay.com > blog > non-custodial-wallets-vs-custodial-wallets/](https://bitpay.com/blog/non-custodial-wallets-vs-custodial-wallets/)

Custodial vs Non-custodial Wallet - What's the Difference?

People also ask

- How does non-custodial wallet work?
- Is Coinbase a non-custodial wallet?
- What are some non-custodial wallets?
- What is the difference between custodial wallet and non-custodial wallet?

Feedback

[https://www.gemini.com > cryptopedia > crypto-wallets/](https://www.gemini.com/cryptopedia/crypto-wallets/)

Crypto Wallets: Custodial vs. Non-Custodial Wallets - Gemini

With a non-custodial wallet, **you have sole control of your private keys, which in turn control your cryptocurrency and prove the funds are yours.**

[https://appinventiv.com > blog > custodial-vs-non-custodial-wallets/](https://appinventiv.com/blog/custodial-vs-non-custodial-wallets/)

Difference Between Custodial and Non-custodial Wallets

Generally non-custodial **means not having custody.** In this article non-custodial in the context of blockchain wallet means a type of wallet that permits users to ...

1. Custodian Of Private Key · 2. Transaction Type · 3. Security

[https://team.bybit.com > investing > best-non-custodial-wallets/](https://team.bybit.com/investing/best-non-custodial-wallets/)

Best Noncustodial Wallets for Convenient and Secure Crypto ...

Oct 15, 2021 — A noncustodial wallet **allows you to own and control the private keys to your cryptocurrency.** This gives you full access to your funds.

Trezor · Metamask · Bitpay

[https://m.economictimes.com > Markets > Cryptocurrency](https://m.economictimes.com/markets/cryptocurrency/)

crypto: What is the difference between custodial and non ...

May 26, 2022 — A crypto wallet is **where users can store all their virtual digital assets,** including crypto tokens, coins and NFTs.

Jerga **impenetrable** que
hay que **subsanar**

Impenetrable Jargon that Should Be Improved

RPC Network

Wallet **vs** Account **vs** Address **vs** Public Key **vs**
Private Key **vs** Seed **vs** Secret Recovery Phrase

Seed **vs** Cede

¿Verdad que es otra jodienda del inglés, que suenan igual
pero son totalmente diferentes?

Smart Contracts: they're **neither** smart **nor**
contracts, discuss

Coup de grâce: MEV...

Layer 2s

ZK-SNARKs/Rollups, Optimistic Rollups, etc

Financial jargon: liquidity, volatility,
price impact, arbitrage, shorts and longs

arbitrary

 **mirror.xyz**

Powering Pirex With ERC-4626

For the first time ever, Convex users will be able to collateralize their vICVX positions, allowing them to earn yield (i.e. bribes) and leverage their assets at the same time. This will be accomplished through a new technical collaboration with Tribe DAO and Redacted Cartel.

medium.com/flashbots/frontrunning-the-mev-crisis-40629a613752

What is MEV

Miner extractable value (MEV) is a measure devised to study consensus security by modeling the profit a miner (or validator, sequencer, or other privileged protocol actor) can make through their ability to arbitrarily include, exclude, or re-order transactions from the blocks they produce. MEV includes both 'conventional' profits from transaction fees and block rewards, and 'unconventional' profits from transaction reordering, transaction insertion, and transaction censorship within the block a miner is producing.

The term MEV can be misleading as one would assume it is miners who are extracting this value. In reality, the MEV present on Ethereum today is predominantly captured by DeFi traders through structural arbitrage trading strategies; miners indirectly profit from these traders' transaction fees. One

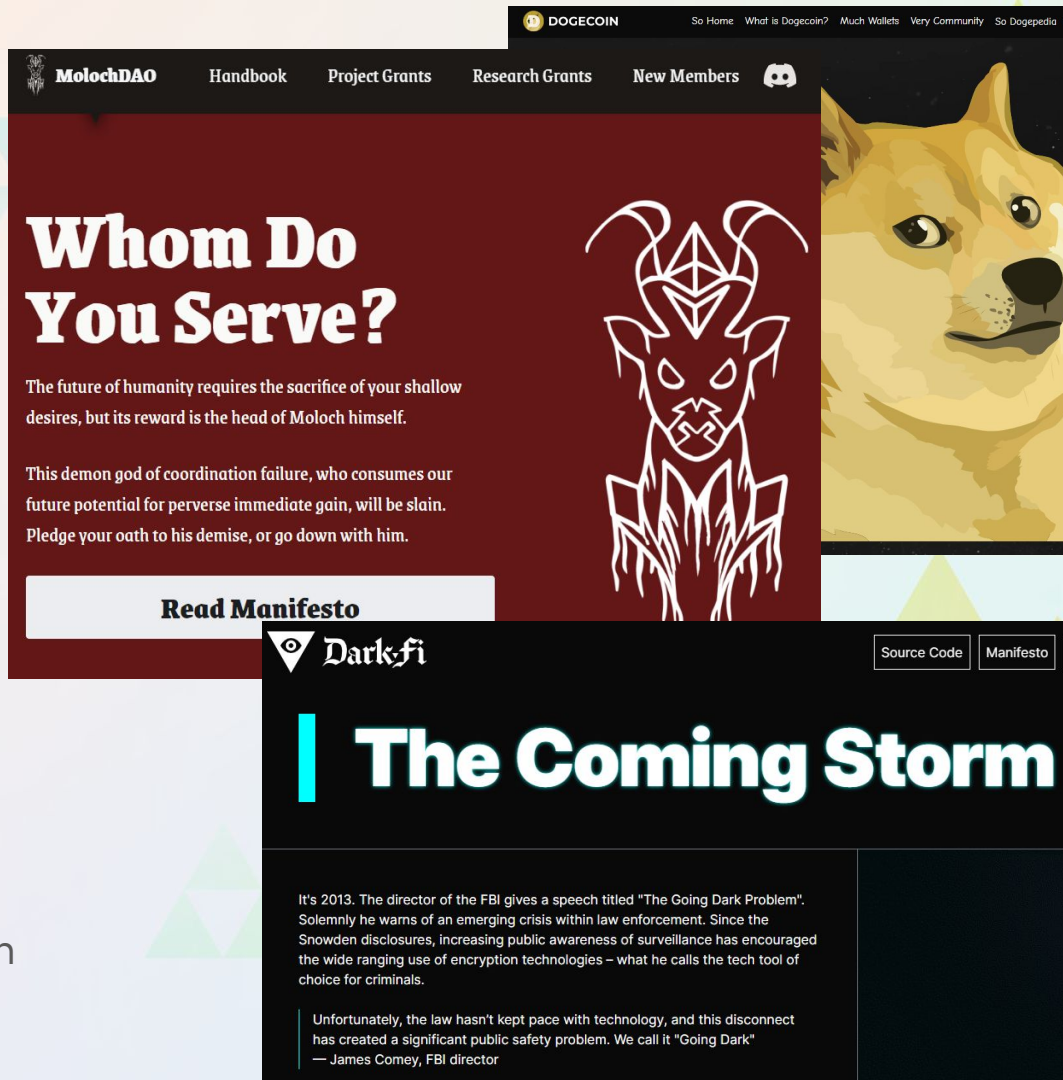
¿Queda provocador y
vanguardista, o thanksito
y cutre?

Is it Edgy and Revolutionary,
or Edgelord and Cringe?

“Power concedes nothing without
a demand...”

Our technology represents the
potential to radically
reconfigure centuries-old power
dynamics.


So when does lighting a molotov
cocktail attract users, and when
does it scare them?



¿Queda provocador y
vanguardista, o thanksito
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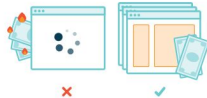
When does lighting a
molotov cocktail attract
users, and when does it
scare them?

 IPFS

AboutInstallDocsTeamBlogHelp


The web of tomorrow needs IPFS today

IPFS aims to surpass HTTP in order to build a better web for all of us.




Today's web is inefficient and expensive

HTTP downloads files from one server at a time — but peer-to-peer IPFS retrieves pieces from multiple nodes at once, enabling substantial bandwidth savings. With up to 60% savings for video, IPFS makes it possible to efficiently distribute high volumes of data without duplication.




Today's web can't preserve humanity's history

The average lifespan of a web page is 100 days before it's gone forever. The medium of our era shouldn't be this fragile. IPFS makes it simple to set up resilient networks for mirroring data, and thanks to content addressing, files stored using IPFS are automatically versioned.



Today's web is centralized, limiting opportunity

The Internet has turbocharged innovation by being one of the great equalizers in human history — but increasing consolidation of control threatens that progress. IPFS stays true to the original vision of an open, flat web by delivering technology to make that vision a reality.



Today's web is addicted to the backbone

IPFS powers the creation of diversely resilient networks that enable persistent availability — with or without internet backbone connectivity. This means better connectivity for the developing world, during natural disasters, or just when you're on flaky coffee shop wi-fi.

Aprendizajes principales

Takeaways

- Find ways to phrase things in the positive rather than in the negative
- Find ways to approach the technical jargon with the point of view of someone new to the space
- Use phrasings, metaphors, and explanations that assume as little knowledge on the user's part as possible
- Think about whether your users want to be empowered on their own, or as part of a social-political-economic-technological Movement
- Consider whether your branding, image, slogans, etc., are *culturally bound*

Enough talk—let's put
this into action

Manos a la obra...



A ver quien
entiende esto

Normal People Struggling to Understand

Una comedia en tres partes

A comedy in three parts

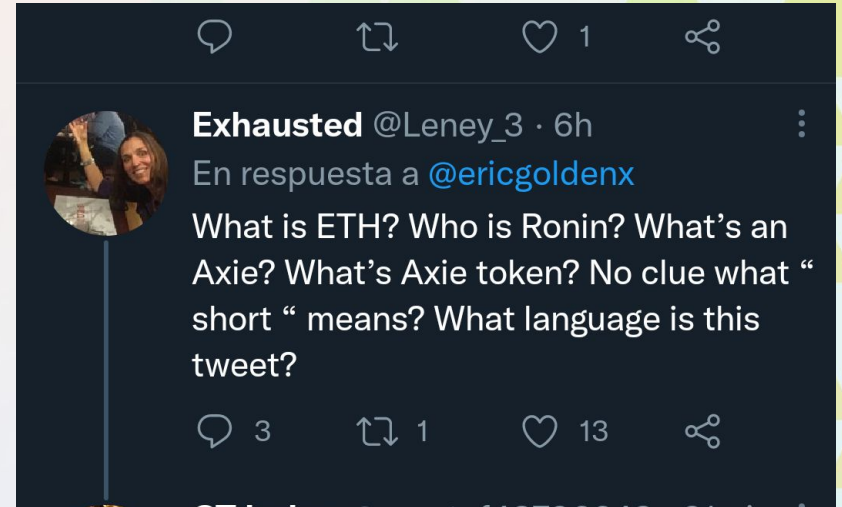
Part 1



Una comedia en tres partes

A comedy in three parts

Part 2



Una comedia en tres partes

A comedy in three parts

Part 3

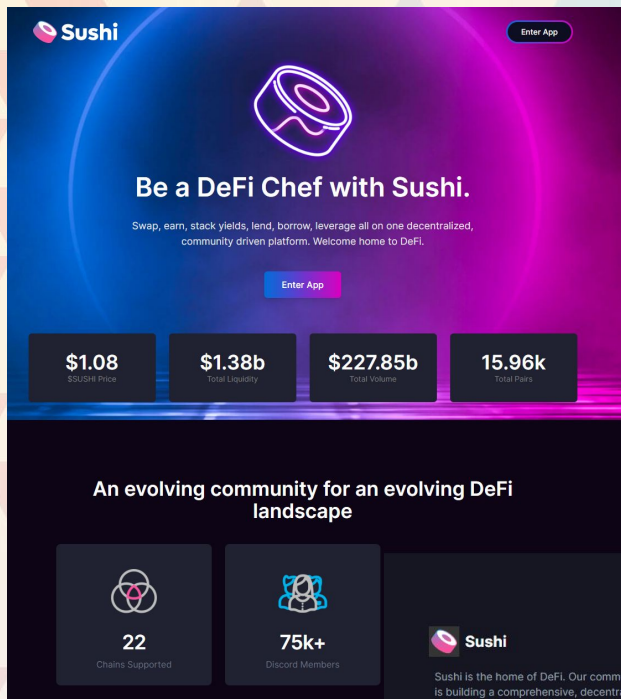




Discussion and Case Studies

Tertulia y casos actuales

Case Study: SushiSwap



The screenshot shows the top section of the SushiSwap website. It features a blue and purple gradient background with a glowing circular graphic. The main heading is "Be a DeFi Chef with Sushi." followed by a subtext: "Swap, earn, stack yields, lend, borrow, leverage all on one decentralized, community driven platform. Welcome home to DeFi." Below this is an "Enter App" button. A row of four dark blue boxes displays key metrics: "\$1.08" (SUSHI Price), "\$1.38b" (Total Liquidity), "\$227.85b" (Total Volume), and "15.96k" (Total Pairs). At the bottom, it says "An evolving community for an evolving DeFi landscape" with two icons: one for "22 Chains Supported" and another for "75k+ Discord Members".

Sushi Enter App

Be a DeFi Chef with Sushi.

Swap, earn, stack yields, lend, borrow, leverage all on one decentralized, community driven platform. Welcome home to DeFi.

Enter App

\$1.08
SUSHI Price

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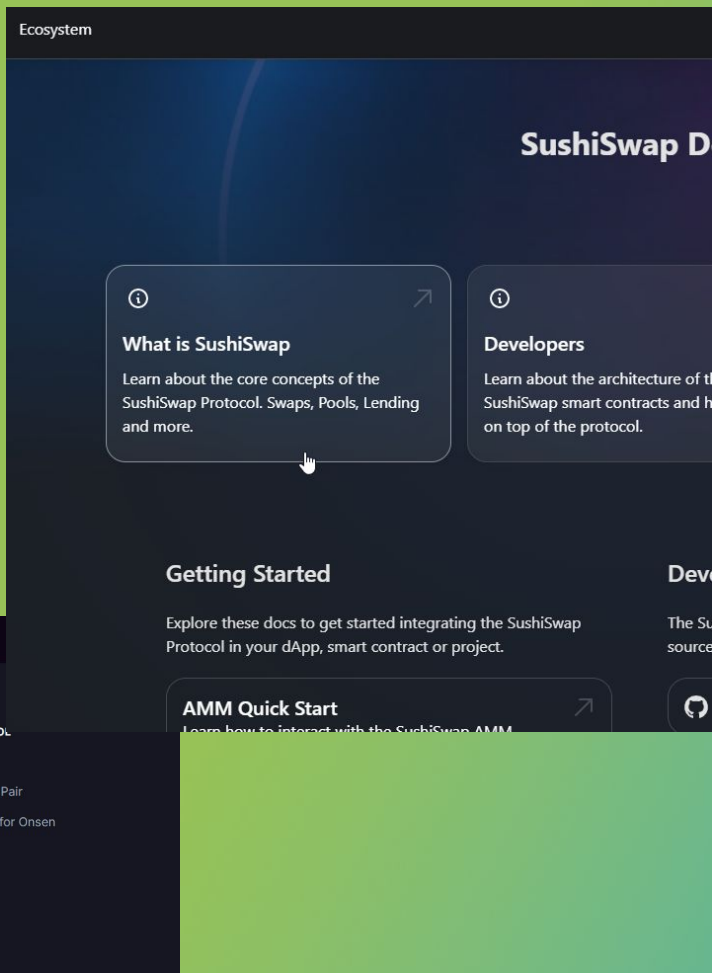
An evolving community for an evolving DeFi landscape

22 Chains Supported

75k+ Discord Members

Question for the Audience:

How would you define SushiSwap?



The screenshot shows the "Ecosystem" page of SushiSwap. It has a dark blue background with a large "SushiSwap D" logo. Below the logo are two cards: "What is SushiSwap" and "Developers". The "What is SushiSwap" card has a subtext: "Learn about the core concepts of the SushiSwap Protocol. Swaps, Pools, Lending and more." The "Developers" card has a subtext: "Learn about the architecture of the SushiSwap smart contracts and how to build on top of the protocol." Below these cards is a "Getting Started" section with the text: "Explore these docs to get started integrating the SushiSwap Protocol in your dApp, smart contract or project." At the bottom is an "AMM Quick Start" section with the text: "Learn how to interact with the SushiSwap AMM".

Ecosystem

SushiSwap D

What is SushiSwap

Learn about the core concepts of the SushiSwap Protocol. Swaps, Pools, Lending and more.

Developers

Learn about the architecture of the SushiSwap smart contracts and how to build on top of the protocol.

Getting Started

Explore these docs to get started integrating the SushiSwap Protocol in your dApp, smart contract or project.

AMM Quick Start

Learn how to interact with the SushiSwap AMM.

Case Study: SushiSwap

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[Introduction](#)

[What is Sushi?](#)

Introduction

What is Sushi?

Sushi is a community-driven organization built to solve what might be called the "liquidity problem." One could define this problem as the inability of disparate forms of liquidity to connect with markets in a decentralized way, and vice versa. While other solutions provide incrementally progressive advances toward solving the problem of liquidity, Sushi's progress is intended to create a broader range of network effects. Rather than limiting itself to a single solution, Sushi intertwines many decentralized markets and instruments.

Thus far, the core products, which will be described in more detail here, include: a decentralized exchange, a decentralized lending market, yield instruments, an auction platform, an AMM framework and staking derivatives. Sushi's products are configured in a way that allows the entire platform to maintain decentralized governance of \$SUSHI token holders, while continuing to innovate on the collective foundations by design. Whereas major structural changes are voted on by the community, the day-to-day operations, rebalancing of pools and ratios, business strategy and overall development is ultimately decided on by our core team.

The following documentation details the functional and technical aspects of the ecosystem products, as well as customized tutorials to walk you through all of Sushi's exciting features!

[Edit this page](#)Last updated on 8/8/2022 by **Genghis Goose**

[Next](#)
BentoBox »

Case Study: SushiSwap

Last updated on 8/8/2022 by Genghis Goose

Points to note:

- Conditional statements: “might be called”, “One could define”, “intended to”
- “liquidity”, used with no definition or explanation
- “network effects”
- Rather than limiting itself to a single solution, Sushi intertwines many decentralized markets and instruments.
- From the [next page](#): “The BentoBox (sometimes referred to as Bento) is a token vault that generates yield for the capital deposited into it.”
- Token vault? Generates yield?
 - **As a user, am I to assume that if I don't understand finance, web3 is not for me?**

Case Study: Liquity



Liquity

[Docs](#)

[Features](#)

[Frontends](#)

[More](#)

[Stay up to date](#)

[Sign up](#)

0% interest loans

Borrow LUSD against ETH

[Borrow Now](#)

[Learn More](#)

Case Study: Liquity

Good points to note:

- positive, declarative statements describing the features of their product without implied or explicit comparisons to “inferior” products
- “Decentralized stablecoin **capable of resisting all kinds of censorship**”; this is a positive, direct framing that avoids jargon; it is not “censorship-resistant”, it is *capable* (positive thing) of *resisting* (its ability) *censorship* (something bad)

Points for improvement

- Jargon and negative framing: “Liquity as a protocol is non-custodial, immutable and governance-free.”

Case Study: IPFS

Full disclosure:

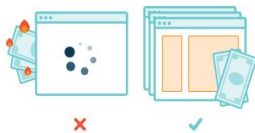
I may have a bias in favor of IPFS



[About](#) [Install](#) [Docs](#) [Team](#) [Blog](#) [Help](#)

The web of tomorrow needs IPFS today

IPFS aims to surpass HTTP in order to build a better web for all of us.



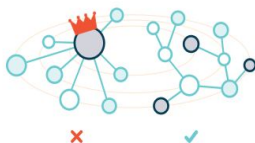
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Case Study: IPFS

Points to note:

- How much wackier can you get than Inter-Planetary File System? What in tarnation?
- Earnest, direct declaration of values and goals: *they mean it.*
- Technical, but accessible: it might be safe to assume that many people have a sense that HTTP has something to do with how the Internet works (as it's in a lot of URLs)
 - Familiar Web2-style graphics, with coherent links to the information being presented
 - Practical, “real-world:” applicability: preserving data, reducing inequality, improving efficiency and UX

Case Study: [Maker](#)

A better, smarter currency

Dai can be used by anyone, anywhere, anytime.

Use Dai

▶ Play video



The world's first unbiased currency

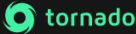
Dai is a stable, decentralized currency that does not discriminate. Any individual or business can realize the advantages of digital money.



Case Study: Maker

Points to note:

- 'Better, smarter': comparative, inherently competitive
- 'Unbiased' - negative framing
- **Decentralized**
- "Does not discriminate", implying that others *do*
- 'With no volatility'

Case Study: Tornado.cash


 [Forum](#) [Jobs](#) [Compliance](#) [Stake](#) [Stats](#) [FAQ](#) [Docs](#)


 Check out [new version](#) with support of shielded transfers and arbitrary amounts 

Tornado Cash Classic

A fully decentralized protocol for private transactions on Ethereum.

[Launch App](#) [Alternative links >](#)





Tornado Cash Nova

Second-generation privacy protocol supporting arbitrary amounts and shielded transfers.


[Launch New Version](#) [Alternative links >](#)

Case Study: Tornado.cash

Points to note:

- “Shielded transfer”: fine, but there’s no definition, just a link to launch the app ?!
- “Arbitrary amounts”: Could we perhaps say ‘custom’? Or ‘user-defined’?
- **Decentralized**
- “...protocol for private transactions on Ethereum”:
inherent comparison to standard, non-private transactions
 - In this case, this is *true*, and a security risk, and something that users should be aware of

Case Study: Avalanche

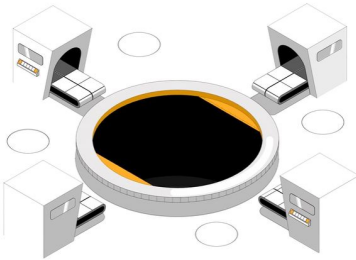
 AVALANCHE


Subnets • Developers • Individuals • Press • Community • Ecosystem

Build Now </>

Blazingly Fast Low Cost, & Eco-Friendly.

Build Now </> Join Discord



 Avalanche is the **fastest smart contracts platform** in the blockchain industry, as measured by time-to-finality.

What's possible with Avalanche? > Build Now

Avalanche is an open, programmable smart contracts platform for decentralized applications.

Build fast, low cost, Solidity-compatible dApps

Launch Ethereum dApps that confirm transactions instantly and process thousands of transactions per second, far beyond any decentralized blockchain platform today.

→

Launch customized blockchains, private & public

Deploy blockchains that fit your own application needs. Build your own virtual machine and dictate exactly how the blockchain should operate.

→

Scale to millions of validators with minimal hardware

Stake, or lock up, your AVAX to help process transactions and further secure the platform—providing security guarantees well above the 51% standard. You probably have the hardware required to join the platform.

→

Case Study: Avalanche


Points to note:

- Limited implicit comparisons; straightforward descriptive framing, with some technical information to back it up
- Informative, basic questions and answers
- Extremely high level of web3 and development knowledge assumed:
 - Smart contracts, “platform”, “blockchain industry”, “time-to-finality”, “open”, Solidity, dApp, private vs public blockchains, virtual machines, validators, staking, “the 51% standard”...
- This is **not** made for an end-user audience, full-stop. This is for developers, and Web3 developers specifically. There are pros and cons to this, but it's definitely a decision.

Case Study: Polygon

Bigger, Better, Greener @ Green Blockchain Summit II on September 29

Register Here


 polygon

Solutions ▾ Developers dApps ▾ Community ▾ Blogs Sustainability

Build #OnPolygon

Bringing the world to Ethereum

Polygon believes in Web3 for all. Polygon is a decentralised Ethereum scaling platform that enables developers to build scalable user-friendly dApps with low transaction fees without ever sacrificing on security.



Instagram launches NFTs on Polygon

Stripe launches global payouts with crypto using Polygon

Adidas Originals and Prada launch NFT collection on Polygon

13K

Delegators on PoS

1.8B

Total Transactions

~4B

Total Matic Staked

145K+

Contract Creators

\$140M

Avg Daily Gas Saved

100

Active Validators


135

Unique

Built by developers, for developers

Polygon combines the best of Ethereum and sovereign blockchains into a full-fledged multi-chain system.

It is able to fully benefit from Ethereum's network effects



Case Study: Polygon

Points to note:

- 'Web3 for all'. Nice, aspirational; appears to imply 'as opposed to Ethereum mainnet because it's expensive'.
- **Decentralised...**
- 'scalable user-friendly dApps', OK
- Clear examples of what different projects have done on Polygon
- Tech specs: impressive or incomprehensible?
- Clear audience announcement: "by developers, for developers".
 - If I'm an Instagram user, and I want to know more about Polygon, what do I learn from this website?

Are we assuming that users will just *understand* the UX of accessing the same app on different networks?

Case Study: Arbitrum

arbitrum.io

BUILD YOUR FIRST APP IN 5 MINUTES

No need to learn anything new, your favourite tools supported.

[DEVELOPER QUICKSTART](#)[TESTNET DOCS](#)

```
};  
  
// Adopting a pet  
function adopt(uint petId) public returns (uint) {  
    require(petId >= 0 && petId <= 15);  
  
    adopters[petId] = msg.sender;  
  
    return petId;  
}  
  
// Retrieving the adopters  
function getAdopters() public view returns (address[16] memory) {  
    return adopters;  
}  
}
```

When you use Arbitrum you have Ethereum's security. Want to understand how this is possible?

01

Send your transaction to an aggregator [WHAT IS AN AGGREGATOR?](#)

An aggregator plays the same role that a node plays in Ethereum. Client software can do remote procedure calls (RPCs) to an aggregator, using the standard API, to interact with an Arbitrum chain.

The aggregator will then make calls to the EthBridge and produce transaction results to the client, just as an Ethereum node would.

Most clients will use an aggregator to submit their transactions to an Arbitrum chain, although this is not required. There is no limit on how many aggregators can exist, nor on who can be an aggregator. To improve efficiency, aggregators will usually package together multiple client transactions into a single message to be submitted to the Arbitrum chain.

Arbitrum also supports a privileged Sequencer that can order transactions and give low latency transaction receipts.

Most users will use their familiar wallet software to interact with aggregators or the Sequencer. Once you connect your wallet to the Arbitrum network, your wallet will handle the rest.

[LEARN MORE](#)

02

Aggregator posts transaction batch to Ethereum [LEARN ABOUT FINALITY](#)

Case Study: Arbitrum

Points to note:

- I think I'm picking up on a pattern
 - In case you had any doubt: L2s are branding themselves for the developer market (at least, during a bear market)
- Arbitrum's approach may be more "friendly"; their screenshot of Solidity is a nice nod to those who get it, but it's not necessary to understand the page
 - Immediately jumps into an explainer of the fundamentals of the network
 - Offers the trusted UX of 'first level of information here, click through for deeper levels if you're interested'
 - Hooks the curious dev in with friendly documentation up front

Case Study: [Gem](#)



Discover & buy NFTs across all marketplaces



Buy multiple NFTs at once

Tired of single purchase transactions? So are we. Add multiple NFTs to your cart & check out.



All analytics in one place

Stop relying on multiple tools to get the data you need. It's all inside of Gem.



Spend on NFTs, not gas fees

Save up to 40% on gas fees, compared to using NFT marketplaces directly.



Pay with any token

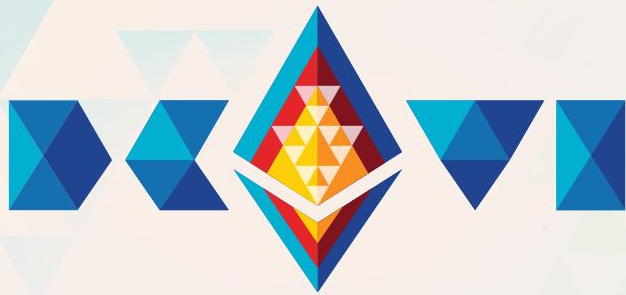
Don't want to spend your ETH? We let you pay with any ERC20 tokens.

[Start now](#)

Case Study: Gem

Points to note:

- Hammering on the value proposition
 - Textual and graphical explanation of their product on the first and second lines
 - Additional emphasis on their competitive advantages with familiar, Web2-esque logos and layout
 - Call-to-action button that begs to be clicked, as it's the only thing on the page that appears to do anything
- Assumes a very high level of knowledge of the NFT market and is clearly targeted at high-volume, frequent buyers and more likely traders of NFTs. Examples: **Every bit of copy on the page**



¡ Gracias !

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Senior Technical Writer

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@mapachurro

Here's the timeline.

Event 1



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Event 2



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Event 3



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.