Formulación y comunicación positiva en la web3

Positive Framing and Communication in Web3

Oliver JL Renwick

Senior Technical Writer - ConsenSys

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 impenetrable que hay que subsanar
  - Impenetrable Jargon that Should Be Improved

- ¿Queda provocador y vanguardista, o danksito y cutre?
  - Is it Edgy and Revolutionary, or Edgelord and Cringe?

Formulación y teología negativa

Negative Framing / Negative Theology

non-custodial

immutable

governance-free

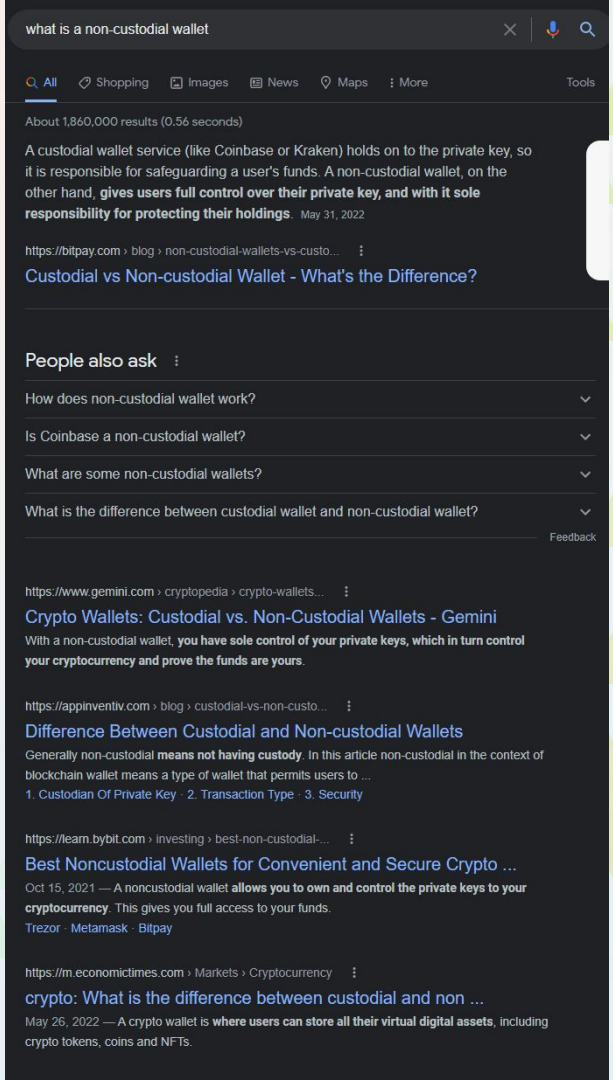
trustless

permissionless

decentralized

Censorship-resistant

arbitrary



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

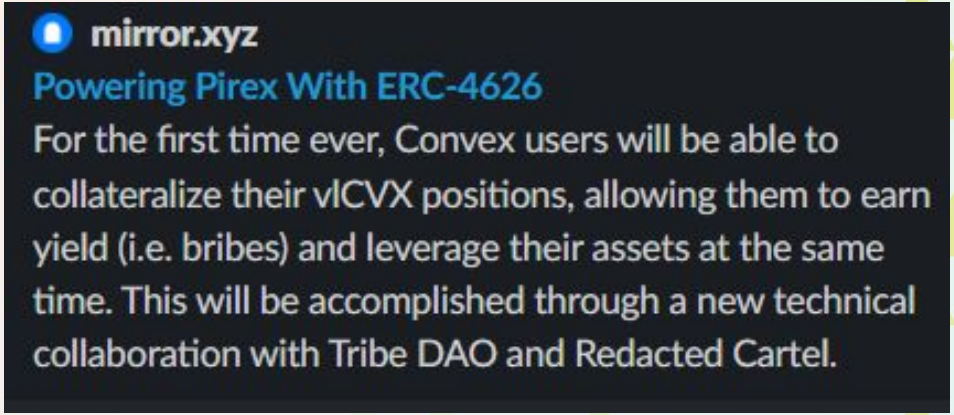
Coup de grâce: MEV…

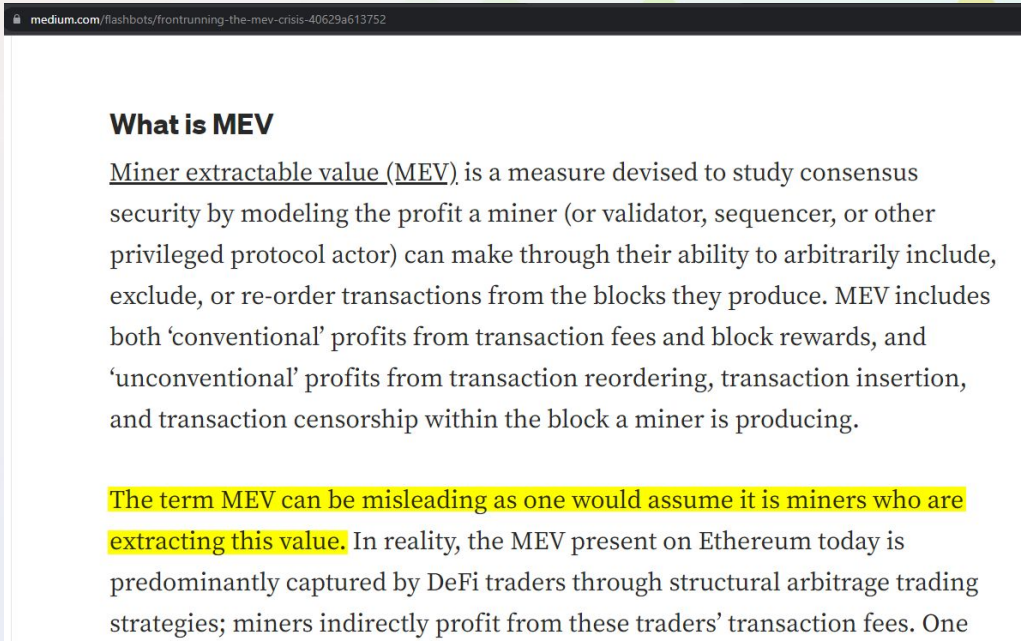
Layer 2s

ZK-SNARKs/Rollups, Optimistic Rollups, etc

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

arbitrary





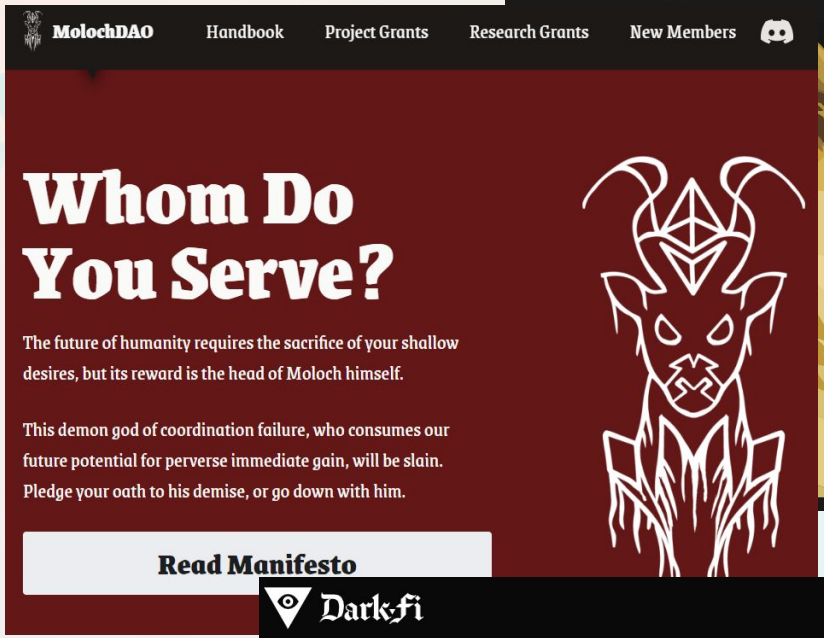
¿Queda provocador y vanguardista, o danksito y cutre?

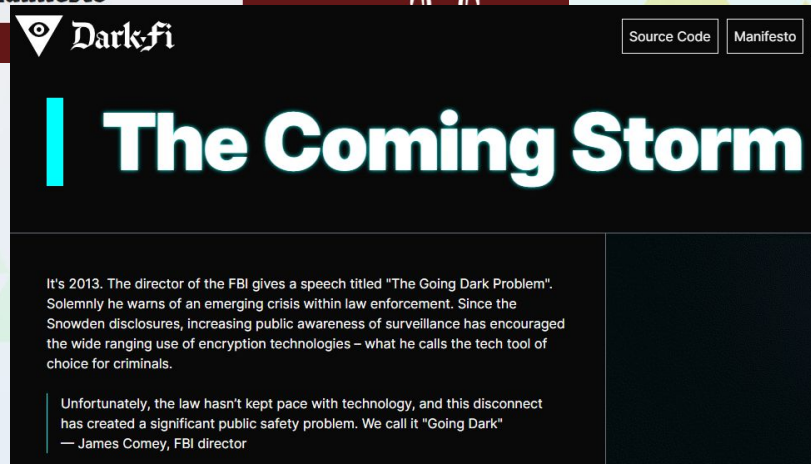
Is it Edgy and Revolutionary, or Edgelord and Cringe?

“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?





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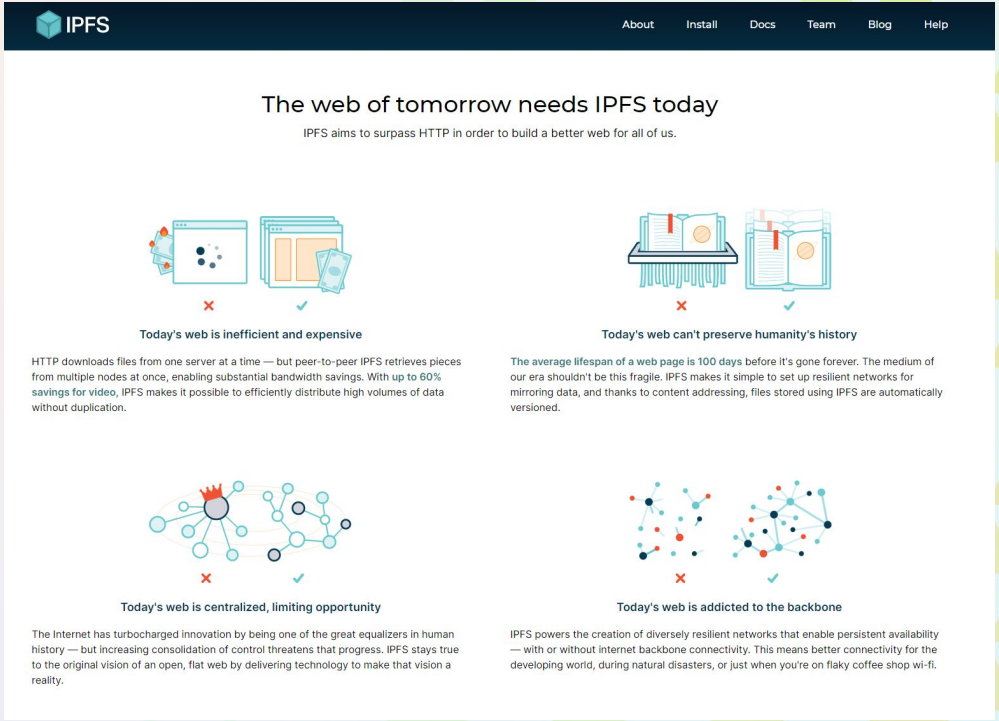


Aprendizajes principales
Takeaways

- 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…

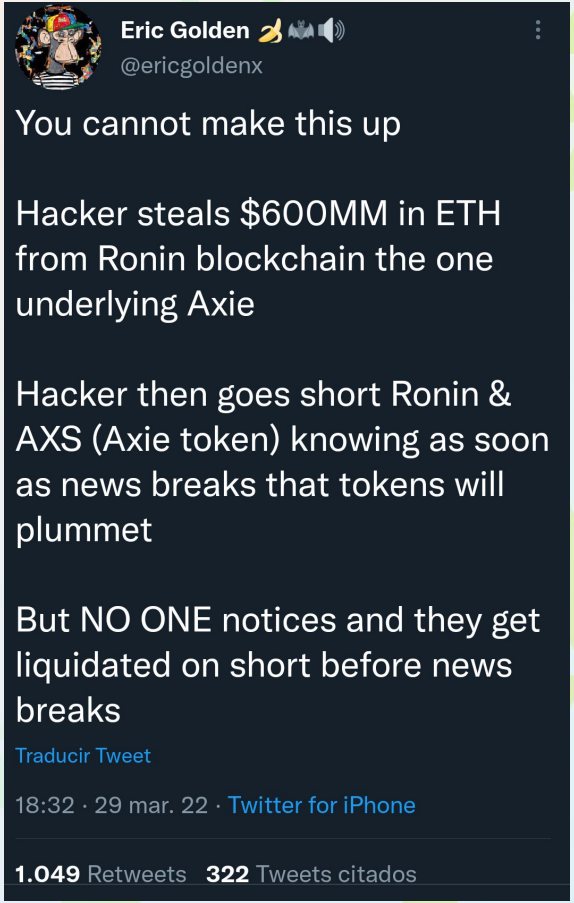
A ver quien
entiende esto

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

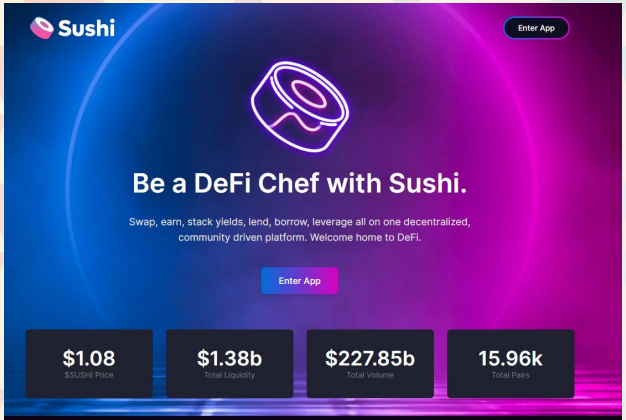
A comedy in three parts

Part 3

Discussion and Case Studies

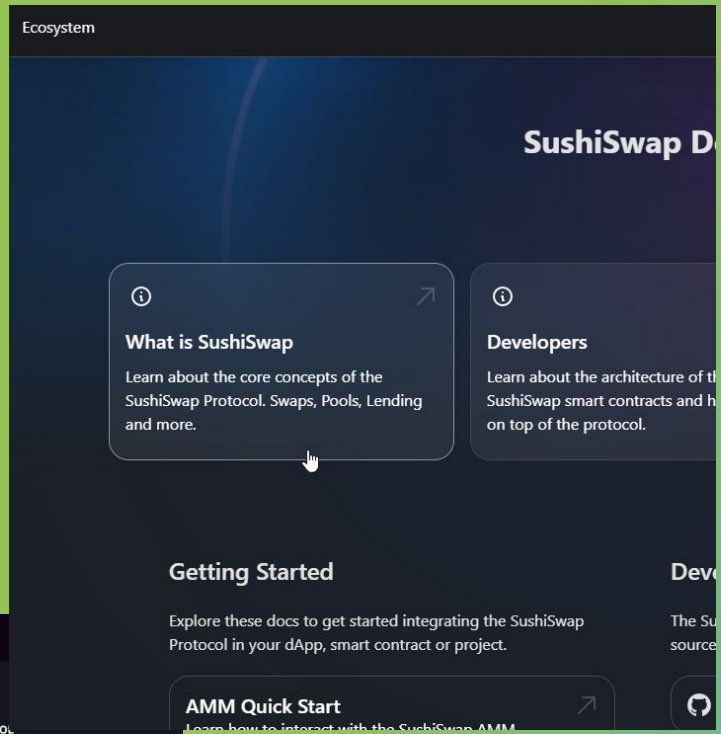
Tertulia y casos actuales

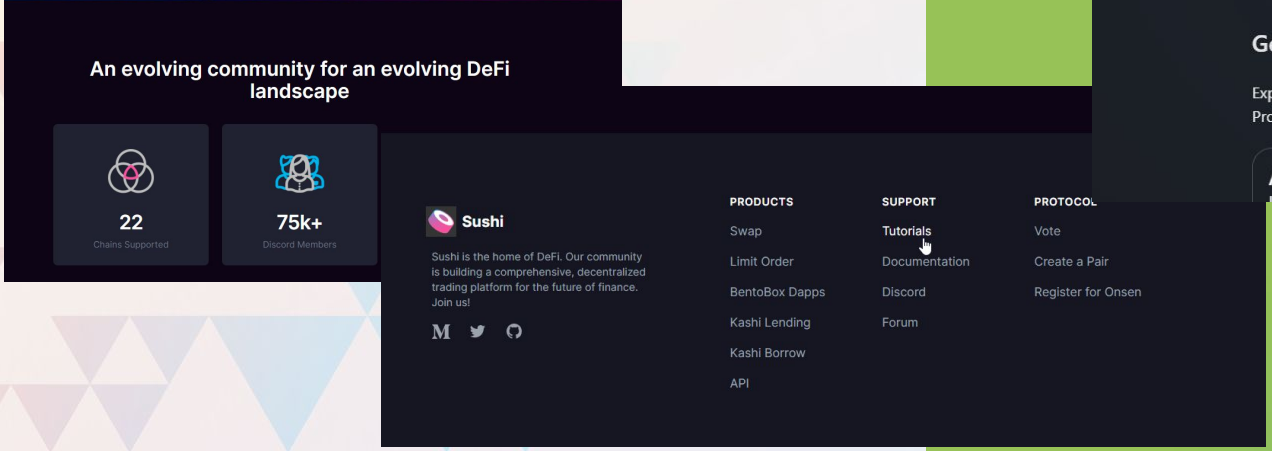
Case Study: SushiSwap



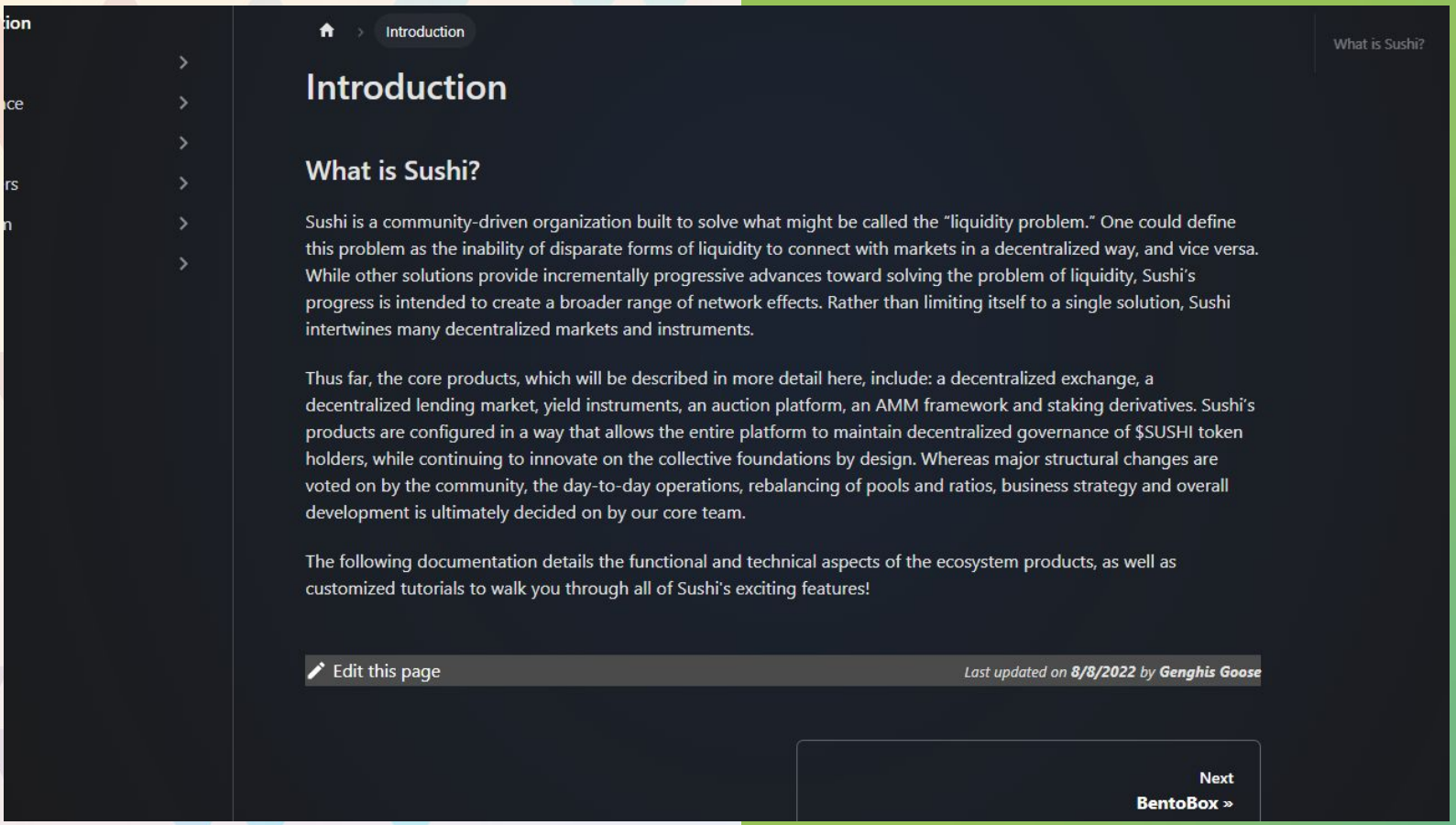
Question for the Audience:

How would you define SushiSwap?





Case Study: SushiSwap

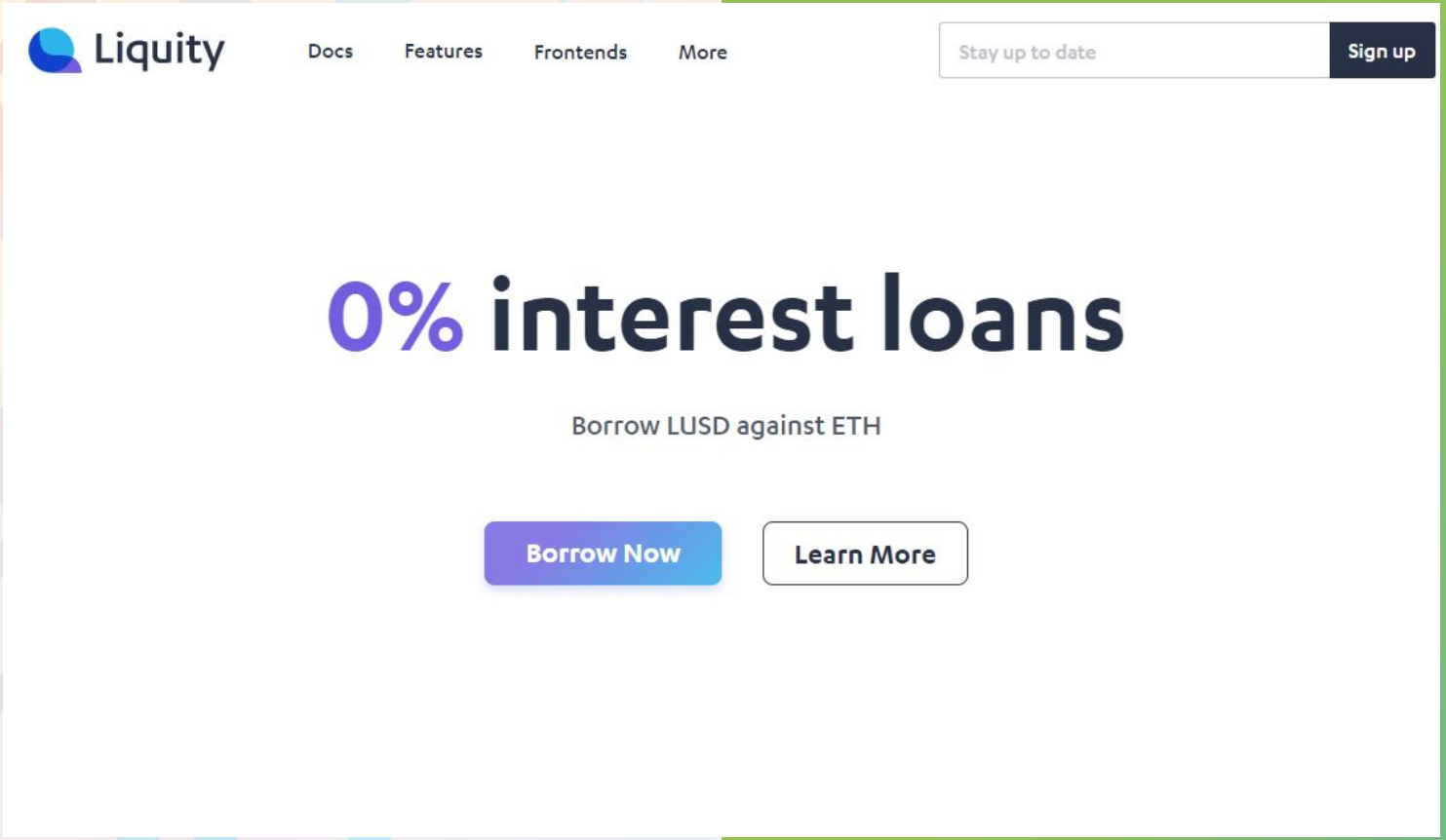


Case Study: SushiSwap

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



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)

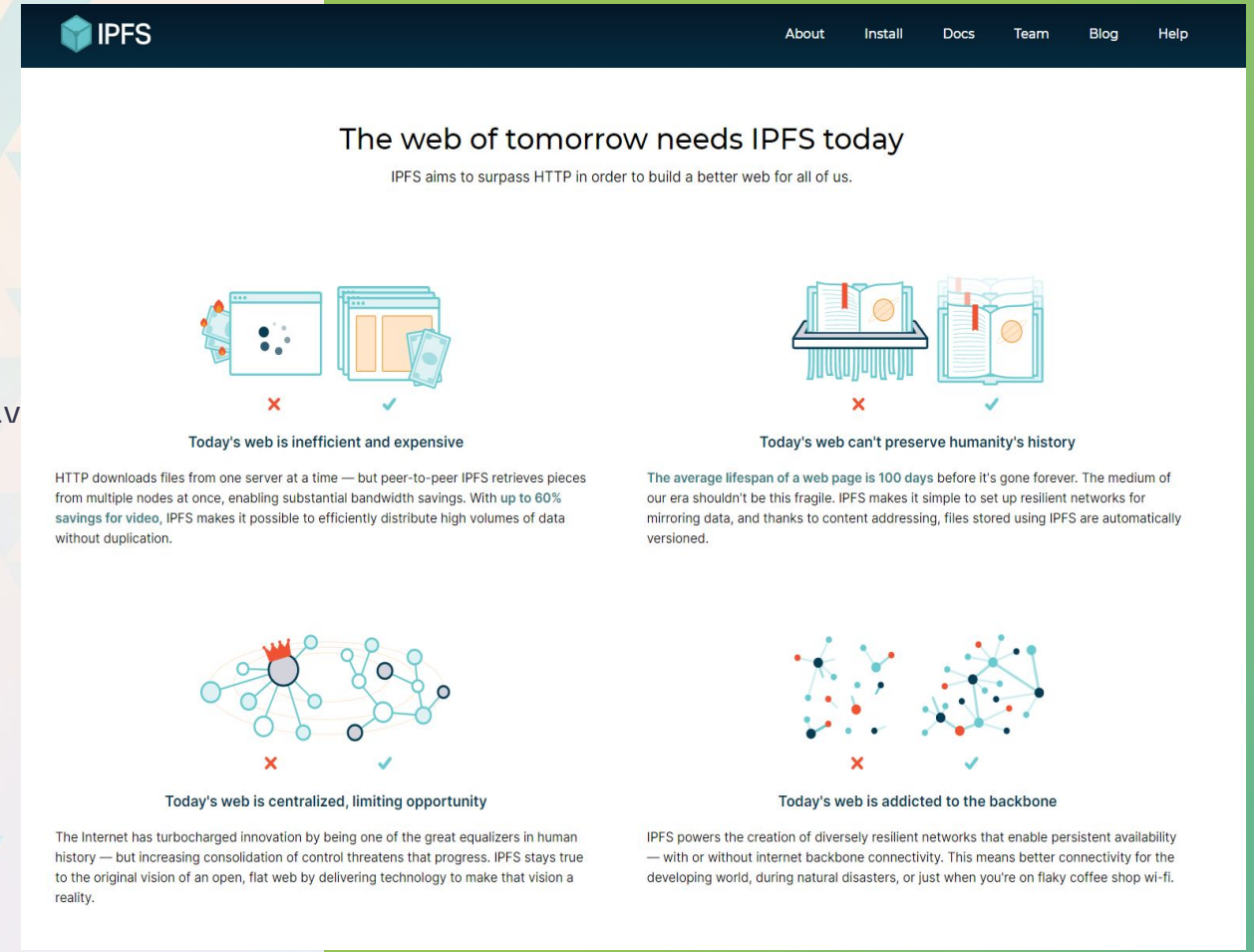
Points for improvement

- 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 fav
of IPFS

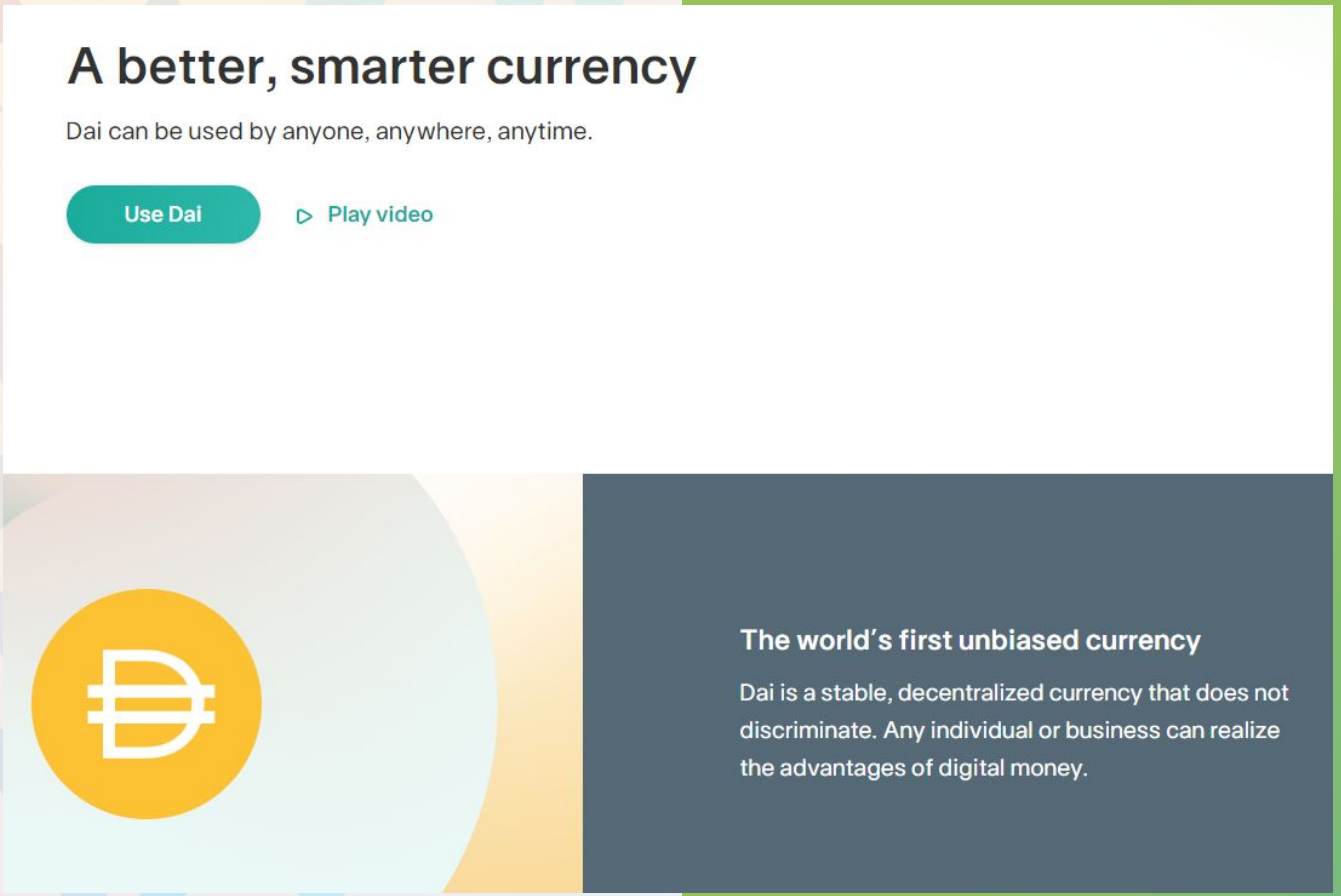


Case Study: IPFS

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

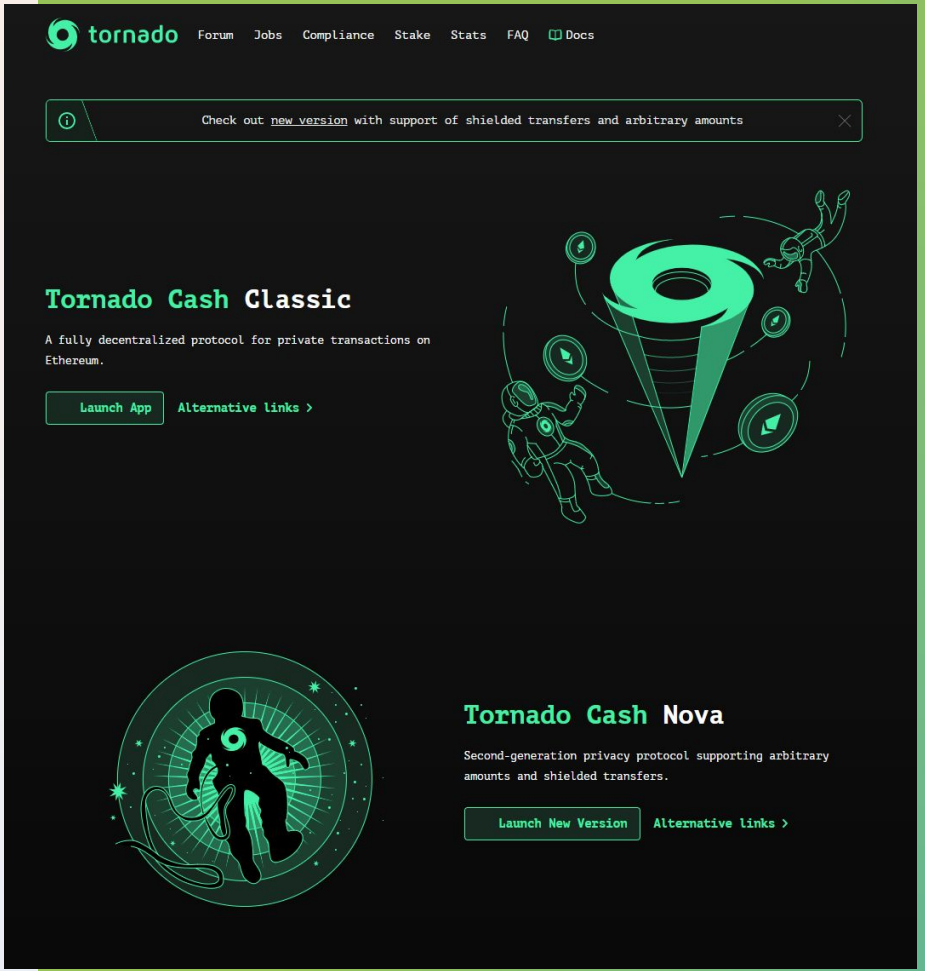


Case Study: Maker

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

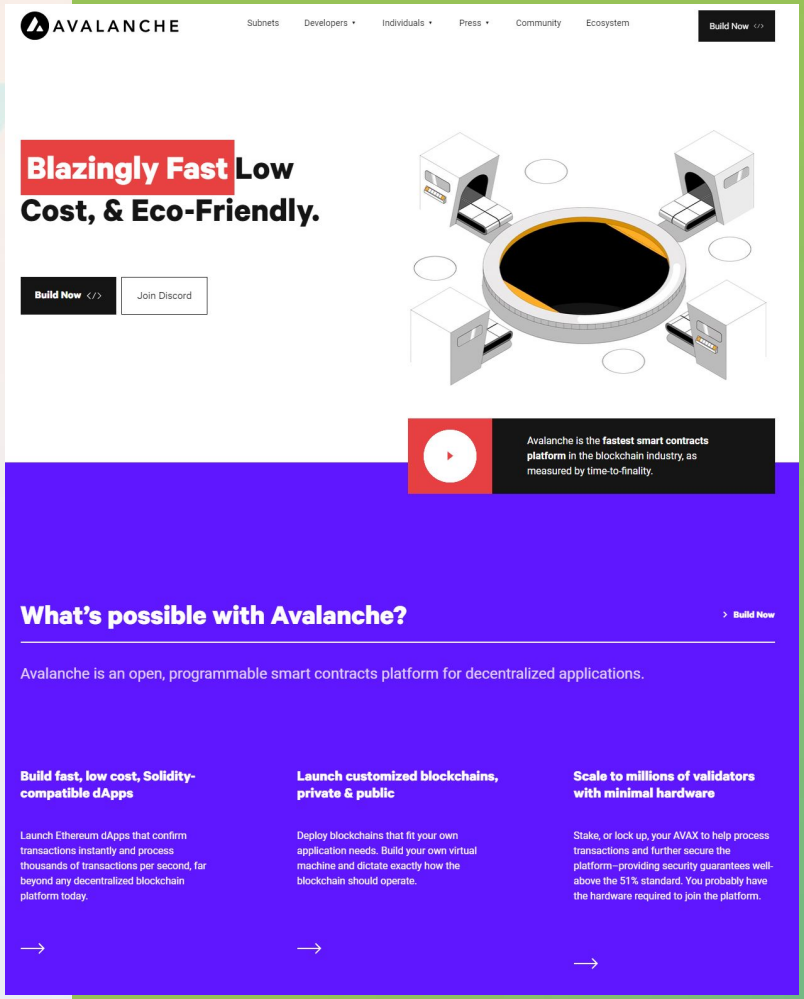


Case Study: Tornado.cash

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

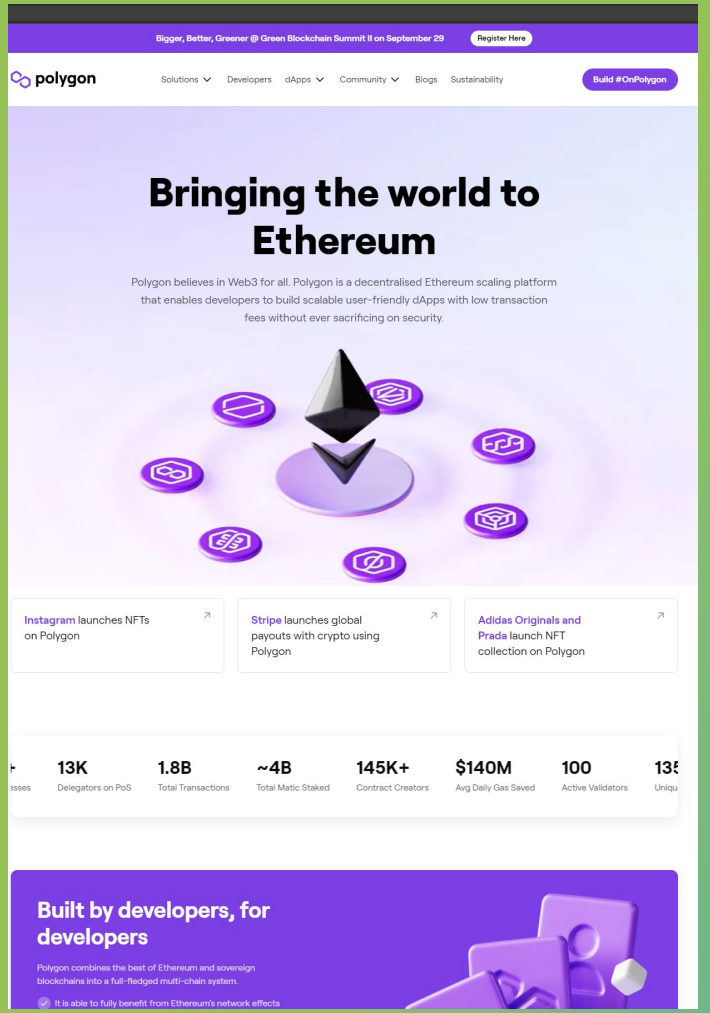


Case Study: Avalanche

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



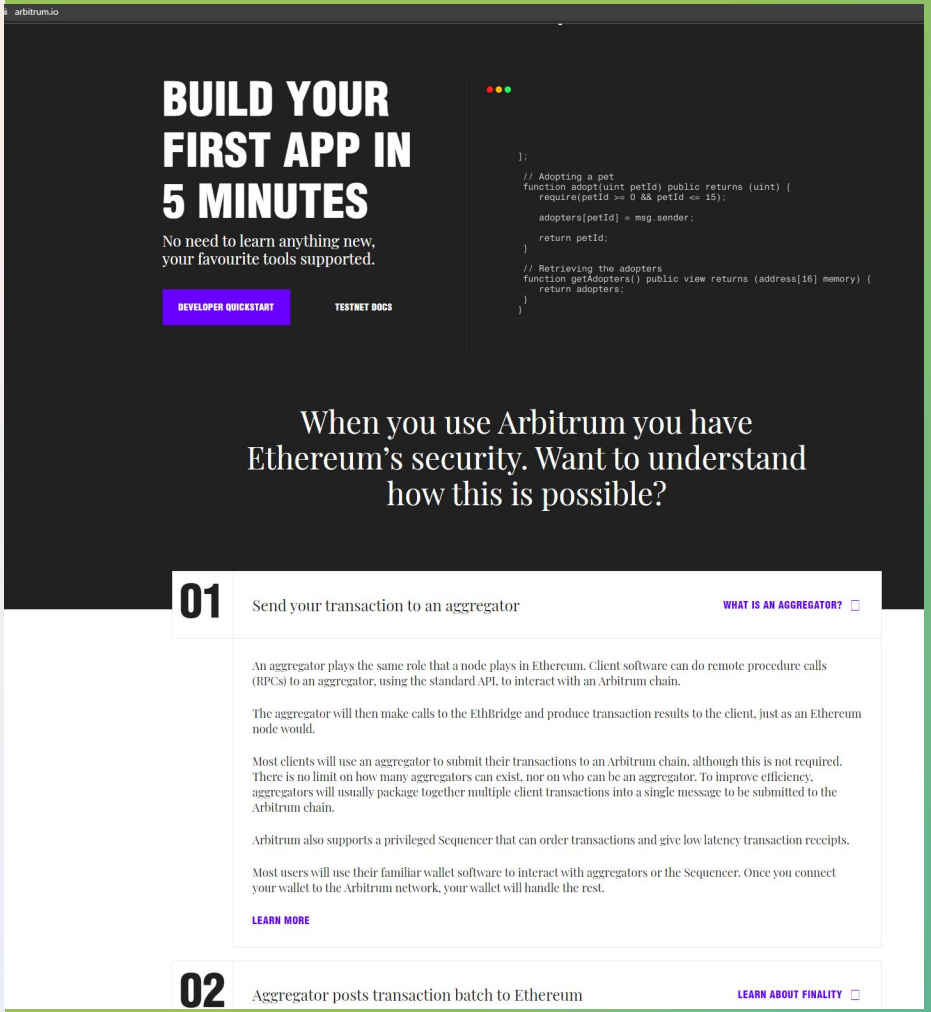
Case Study: Polygon

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

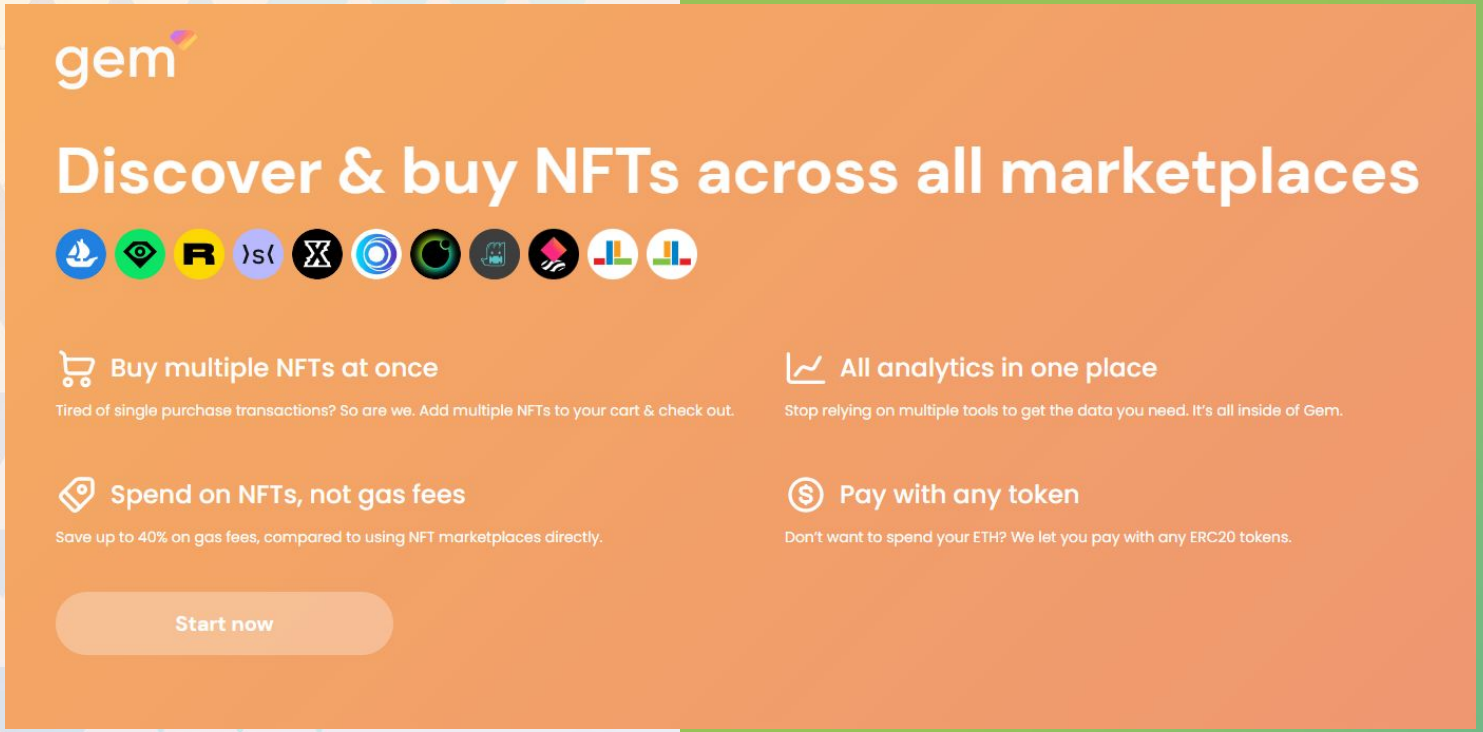


Case Study: Arbitrum

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

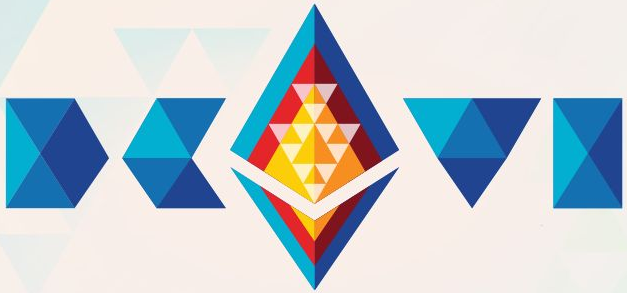
Case Study: Gem



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!

Oliver JL Renwick

Senior Technical Writer

oliver.renwick@consensys.net

@mapachurro

Here’s the timeline.

Event 1

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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

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