



# Assisting Amino:

*Determining What Makes a Successful Crypto-Community*

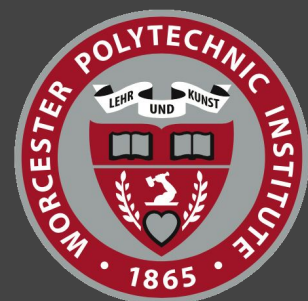
*An Interactive Qualifying Project proposal to be submitted to the faculty of Worcester Polytechnic Institute in partial fulfillment of the requirements for the Degree of Bachelor of Science*

Submitted by:

Fareya Ikram  
Richard Mohabir  
Wesley Paul  
Irene Wong



a-m-i-n-o





# Assisting Amino: Determining What Makes a Successful Crypto-Community

An Interactive Qualifying Project  
submitted to the faculty of  
WORCESTER POLYTECHNIC INSTITUTE  
in partial fulfillment of the requirements for the  
degree of Bachelor of Science

by:  
Fareya Ikram  
Richard Mohabir  
Wesley Paul  
Irene Wong

Date:  
10 December 2018

Report Submitted to:

Professor Robert Kinicki  
Professor Wen Hua Du  
Worcester Polytechnic Institute

Dr. Felix Xia  
Mr. Hanyang Xia  
Amino

## Abstract

This project aimed to help the blockchain project Amino, located in Hangzhou, China, develop their crypto-community by recommending the most common and effective practices utilized to foster a vibrant and successful crypto-community. The team researched 15 blockchain project's community manager behaviors on the social media platforms Telegram and Medium, observed offline events in Shanghai such as CryptoMondays, and interviewed six crypto-community experts. Comparative analysis between each finding revealed that for Amino to improve their crypto-community they should host more offline events, write articles that are personable and aimed to educate the community, recruit more Admins for Telegram and engage in more conversations with their Telegram followers that are polite and responsive.

## Acknowledgments

The team would like to thank the following individuals for their support, efforts, and contributions to this project, making our project possible:

- Dr. Felix Xia (Project liaison), for his enthusiasm and helpful guidance for the project, and for sponsoring the project in the first place.
- Mr. Hanyang Xia (Sponsor liaison), for his constant feedback and guidance throughout the project, his enthusiasm, and being more than just a co-worker.
- Professor Wenhua Du (Project advisor), for her constant support, helpfulness, and easing our transition to China.
- Professor Robert Kinicki (Project co-advisor), for always giving his honest opinions and detailed feedback on our project, motivating us to continuously strive for excellence.
- Mr. Michael Wurzinger (OATH Protocol), for going out of his way to support our project.
- Professor Justin Laplante (ID2050 Advisor), for providing the team with essential information, guidance, and feedback for initially preparing for our project.
- Mr. Josue Contreras (WPI Student), for providing valuable feedback and insight on our drafts.
- Our HDU Buddies: Phoenix, Jungle, Violet, and Vivian for making the transition to China a smooth process.

Additionally, the team would like to thank Joseph, Dean, Adela, Charlie, William, and Tamar for providing valuable insight into crypto-communities, without which this project would not have been possible.

## Executive Summary

“In 2017, the global blockchain technology market [was] predicted to reach 339.5 million U.S. dollars in size and is forecast to grow to 2.3 billion U.S. dollars by 2021” (Statista, n.d.). The reason experts predict the blockchain market will immensely grow is because of blockchain’s innovative technology. Blockchain is based on the premise that transactions between users are recorded chronologically and publicly on a digital ledger. Many businesses are applying this technology to their projects because blockchain technology protects its users’ privacy (Fitzpatrick, 2018) and is a more secure method of data storing (Clifford Chance, 2017). Due to these reasons blockchain has the potential to alter multiple industries for the better such as retail, healthcare, manufacturing, and resource sharing. For example, our sponsor, Amino, is a blockchain project that uses blockchain technology to create an infrastructure where people can rent and borrow computing resources, like CPU and RAM, from other users for a short period of time. However, many blockchain projects like Amino are encountering an issue.

Blockchain projects are having a difficult time marketing their products to consumers to use because it is a relatively new technology that many people are not familiar with. It is currently in a similar situation as the World Wide Web was approximately twenty years ago. When the World Wide Web first came out, there was no clear way to market or utilize it, yet. Web developers and business owners who used the Web did not know the best design for web pages nor ad placements. However, after years of research and testing (Zhang, 1999) researchers have learned to use the Internet effectively for marketing purposes. Similarly, many people do not yet fully understand multiple components of the blockchain world, like running a crypto-community.

A crypto-community is a community of individuals that support and promote blockchain projects. There are two main components of crypto-communities: online and offline. The online component refers to the project's social media presence. Whereas, the offline component refers to the project’s participation in and organization of offline events. Blockchain projects like Amino create crypto-communities “to genuinely share, grow and expand their base ... so [they] can provide value to [their] users as well as the project itself” (H. Xia, personal communication, November 14, 2018). However, due to the newness of the industry, there is no defined method to create a successful crypto-community.

In this project, we worked with Amino to identify the best practices to run a crypto-community and gave recommendations based on our findings. To accomplish this goal, our team established three objectives:

1. Identify the common and effective practices for running a crypto-community
2. Learn how to attract individuals into a crypto-community
3. Develop recommendations on the best practices to grow a crypto-community

For the first objective, the team interviewed seven crypto-community experts, observed the social media platforms of 15 different blockchain projects including Amino, and observed three offline events. For the second objective, the team interviewed two of Amino’s current crypto-community members and surveyed 12 blockchain enthusiasts. Lastly, for the third

objective, the team synthesized their findings and compared them with Amino’s current practices for running their crypto-community to create a list of recommendations for Amino.

The team began by interviewing seven crypto-community experts in person, through WeChat Voice Call, and WeChat Messages. These crypto-community experts included community managers, who run their projects online and offline crypto-communities, and blockchain consultants, who are highly knowledgeable in this field. The team used thematic content analysis to learn the common themes among the seven interviews. The most common themes we discovered through our coding included: building relationships, providing quality information to the reader, handling negativity, and establishing a credible reputation. Figure 1 displays the frequency count of the common themes from all the interviews.

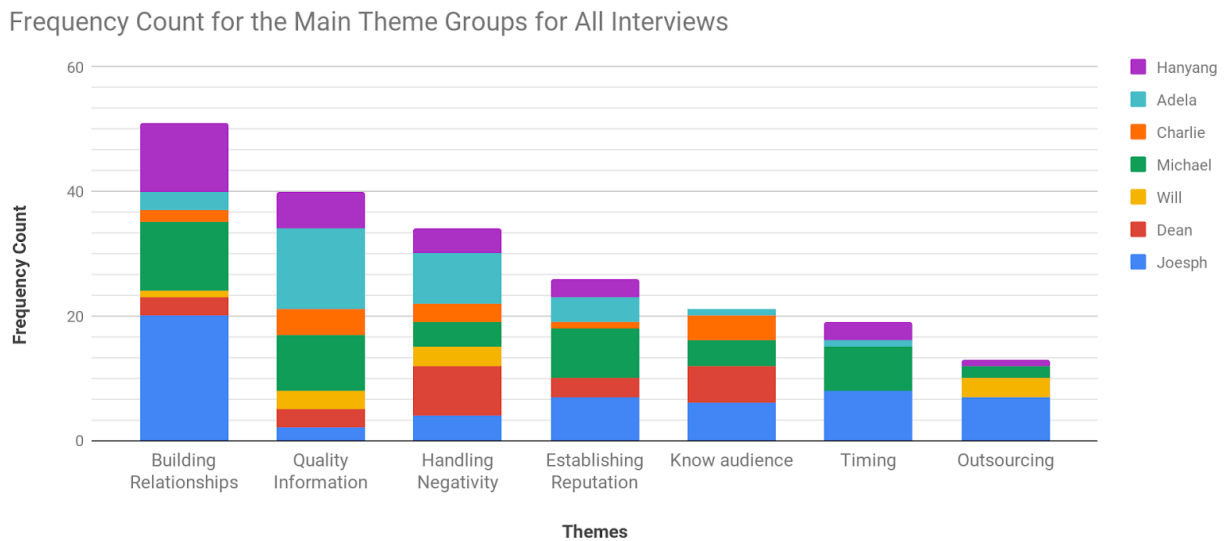


Figure 1: Common Themes from Interviewing Crypto-community Experts

The team then evaluated offline events. We studied three events, Bitcoin Birthday, CryptoMondays, and Blockchain Go, by attending the event, researching the event prior, and (or) talking to those that are running the event. Then the group observed the structure and plan of each event. From our observations, we found that it is important to create WeChat groups for offline events and leave time during the event for attendees to network with one another.

Our team then observed the social media accounts for 15 blockchain projects to understand how they run their online crypto-communities. Specifically, we observed their Telegram and Medium accounts because they are the most widely used platforms for blockchain projects. Since Telegram and Medium offer different functionalities to their users, the team observed and analyzed these platforms differently.

Telegram is a messaging platform where users can send encrypted messages to each other or in large group chats. Blockchain projects use Telegram similarly to the way businesses use customer service. On Telegram, blockchain enthusiasts can express concerns and ask questions they may have about that particular project to admins. Admins are project employees designated to moderate the Telegram chat and will answer questions and concerns to the best of their

abilities. The team evaluated Telegram by comparing it to the Queensland’s Government “Principles of Good Customer Service” to determine the most favorable customer service practices. Some takeaways from our analysis were: Admins should respond to users as quickly as possible, Admins should be polite and casual when responding to users, and Admins should encourage further discussion whenever possible.

Another social media platform that blockchain projects use is Medium. Medium is a platform where blockchain projects can post articles they have written on any topic, like their mission, recent accomplishments, and their project’s progress. Readers can then respond by giving up to 50 claps per article. Our team read five articles for each of the 15 blockchain projects under our investigation. For each article, the reviewing team member recorded the title, date, purpose, writing style, usage of images, and additional notes. To analyze this data, the team categorized the purposes and the writing style of each article. Then, we studied the correlation between the categories and the number of users clapping. Our team also examined the relationship between the time of the posts and the number of claps they received. As a result, our group learned that the most common and effective practices in writing a Medium post were writing about educational topics related to the project, providing details about the project, and discussing community involvement. Additionally, we learned that it is more effective, on average, to write informally as opposed to formally. Lastly, the readership of blockchain related Medium articles correlates with the overall state of the blockchain industry. Since May of 2018, the industry has been in bear market, meaning the interest in blockchain is declining. Meanwhile, the readership of the articles written by blockchain projects has also decreased. Figure 2 depicts this correlation between time and claps.

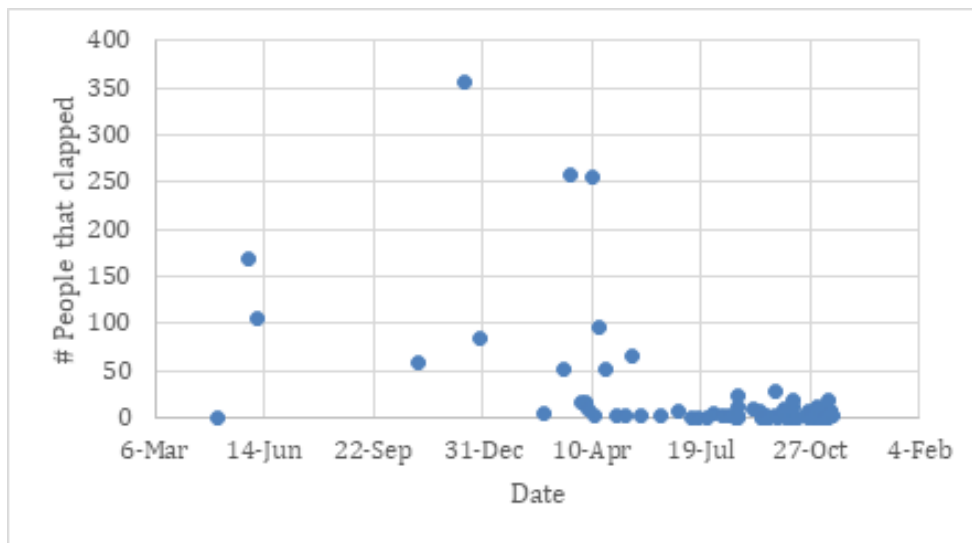


Figure 2: Number of People that Clapped vs. Date Article was Published

The next objective of our project was to learn how to attract more people to a crypto-community. We began by interviewing two currently active community members of Amino to understand why they joined Amino’s crypto-community. The team found that these interviewees believed that: community managers should provide more information about their project, the ICO process, and general updates. They suggested that it is important for blockchain projects to be active in their community, engage in the conversation, and answer questions in a timely

manner. The next step was to survey 12 blockchain enthusiasts that participate in multiple blockchain WeChat groups to understand the aspects of a crypto-community that they enjoy. The surveys contained demographic questions which revealed that the blockchain community is predominately male students between the ages of 18-25. The team learned that these blockchain enthusiasts: highly valued educational content, networking/meeting new people, and joined communities due to the newness of blockchain. However, due to the small sample sizes of the interviews with existing community and surveys with blockchain enthusiasts, the team has decided to disregard these findings in developing our recommendations.

Lastly, the team performed a comparative analysis to confirm that the community expert interviews reinforced our findings from the social media analysis. Then, we compared Amino’s current strategies with the information learned from observing Amino’s community and interviewing Amino’s community manager. We then established a list of recommendations for Amino to implement into their crypto-community. Our project’s results discovered the most common and effective practices for Admins running a Telegram group, community managers running a Medium page, and community managers running offline events. The table below outlines the key practices for each of these components of a crypto-community.

<b>Telegram Recommendations</b>	<b>Medium Recommendations</b>	<b>Recommendations for Creating and Managing Offline Events</b>
We recommend Amino recruit more Admins.	Do not just write about the product. Write about topics that have value beyond the company.	Plan more offline events.
Always thank users for their feedback, greetings, and questions.	Write in a casual manner.	Use WeChat Groups in offline events.
Always be polite yet casual in responses.	Prepare content for when the market turns	Leave room for networking when planning the events.
Always attempt to foster further conversation.		

*Table 1: Summary of Recommendations*

The results suggested that Amino should recruit new admins for their Telegram group, write about general educational topics on their Medium page, and plan more offline events. Our team believes that our recommendations will be helpful to the growth of Amino’s crypto-community, as well as further develop the adoption of blockchain technology in the modern world.



# List of Tables and Figures

## Tables

Table 1: Summary of Recommendations	vii
Table 3-1: Table Used for Observing Blockchain Events	19
Table 3-2: List of Projects our Observations Targeted	20
Table 3-3: Customer Service Strategies and the Admin Responses that Address a Strategy	22
Table 3-4: Information on Interviewees	25
Table 4-1: Best Projects in Each Telegram Category	35
Table 4-2: Common Practices Used by the best Companies Within Each Response Category	36
Table 4-3: Meaning of Themes from Community Member Interviews	44

## Figures

Figure 2-1: How Blockchain Works	5
Figure 2-2: Telegram Example of a Pinned Message	10
Figure 2-3: Telegram Example of the Admin Tag	11
Figure 2-4: Example of a Telegram Bot	12
Figure 2-5: Example of Medium Reading Time	13
Figure 2-6: Example of Medium Claps	13
Figure 2-7: Example of Medium Responses	14
Figure 3-1: Overview of our Objectives and Methods	17
Figure 3-2: Methods for Objective 1	18
Figure 3-3: Partial Example of Organization of Observations on Telegram	21
Figure 3-4: Organization of Observations on Medium	23
Figure 3-5: Process of Analyzing Interviews from Blockchain Experts	26
Figure 3-6: Project Timeline	29
Figure 4-1: Frequency of Common Themes from Interviews with Crypto-community Experts	32
Figure 4-2: Number of Claps Compared to the Number of People that Clapped in Medium	38
Figure 4-3: Supporting Data versus Common Types of Articles	39
Figure 4-4: Average Number of People who Clapped versus Common Types of Articles in Medium	39
Figure 4-5: Number of People that Clapped versus Date Article was Published in Medium	40
Figure 4-6: People that Clapped Over Time for Amino	41
Figure 4-7: Common Themes for Member A's Interview	45
Figure 4-8: Common Themes for Member B's Interview	46
Figure 4-9: Common Themes from Existing Community Members	47

# Table of Contents

Abstract	ii
Acknowledgements	iii
Executive Summary	iv
List of Tables and Figures	viii
1. Introduction	1
2. Background	3
2.1. Amino	3
2.2. Blockchain	4
2.2.1. Advantages and Disadvantages of Blockchain	5
2.2.2. The State of Blockchain	7
2.3. Funding for a Blockchain Project	7
2.4. Crypto-community	8
2.4.1. Online Social Media Platforms	9
2.4.2. Offline Events	14
2.4.3. Crypto-community Conclusion	15
2.5. Stakeholders	15
2.6. Summary	16
3. Methodology	17
3.0. Data and Logistics	17
3.1. Objective 1: Identify the Common and Effective Practices for Running a Crypto-community	18
3.1.1. Observe Blockchain-related Events/In-person Meetups	18
3.1.2. Observe the Social Media Presence of Various Blockchain Projects	19
3.1.3. Interview Crypto-community Experts	24
3.2. Objective 2: Learn how to Attract Individuals into a Crypto-community	26
3.2.1. Interviewing Existing Community Members	26

3.2.2. Surveying Blockchain Enthusiasts Through WeChat Groups	27
3.3. Objective 3: Develop Recommendations on the Best Practices to Grow a Crypto-community	28
3.4. Project Timeline	29
3.5. Summary	29
4. Results and Analysis	31
4.1. Interview of Crypto-community Experts	31
4.2. Observing Social Media Presence of Various Blockchain Projects	34
4.2.1. Telegram Findings and Analysis	34
4.2.2. Amino’s Telegram Findings	37
4.2.3. Medium Findings and Analysis	37
4.2.4. Amino’s Medium Findings	41
4.3. Observe Blockchain-related Events and In-person Meetups	42
4.3.1. Amino’s Offline Event Findings	43
4.4. Learn how to Attract Individuals into a Crypto-community	44
4.4.1. Interviews with Amino’s Existing Community Members	44
4.4.2. Surveys from Blockchain Enthusiasts	48
4.5. Comparative Analysis	49
4.5.1. Comparative Analysis of Telegram	49
4.5.2. Comparative Analysis of Medium	50
4.5.3. Comparative Analysis of Offline Events	51
4.6. Conclusions	52
5. Recommendations	53
5.1. Telegram Recommendations	53
5.2. Medium Recommendations	54
5.3. Offline Event Recommendations	55
6. Limitations and Future Work	56

6.1. Limitations	56
6.2. Future Work	56
Glossary	58
References	59
Appendices	62
Appendix A: Interview Questions for Crypto-Community Managers	62
Appendix B: Interview Questions for Crypto-Community Consultants	64
Appendix C: Survey Questions for Students in the BlockchainGo WeChat Group	66
Appendix D: Survey Questions for Students in the SJTU Blockchain Hub Group	69
Appendix E: Interview Questions for those Involved in Amino’s Community	72
Appendix F: Telegram Observations	73
Appendix G: Medium Observations	81
Appendix H: Team Telegram Ranking	94
Appendix I: Medium Coding	96
Appendix J: Medium Theme Data	101
Appendix K: Coded Interviews with Crypto-community Experts	105
Appendix L: Breakdown of Crypto-community Expert Theme Groups and their Occurrences	129
Appendix M: Coded Interviews with Existing Community Members	130
Appendix N: Survey Data and Coding	134
Appendix O: Offline Observations	143

## Chapter 1: Introduction

In the year 1989, Tim Berner-Lee wrote a paper called “Information Management: A Proposal” to introduce a new project. No one imagined that this project would take off as it has now. Over the next few decades, this project would evolve into what is now known as the World Wide Web and would significantly change human life. The Web enabled people from all around the world to connect with each other through the Internet. Today, the Internet connects the lives of more than 3 billion people (International Telecommunication Union, 2015). Similarly, blockchain is a new technology that has the potential of disrupting the very way humans use technology.

About twenty years after Berner-Lee wrote his paper, a person with the alias of Satoshi Nakamoto wrote a groundbreaking paper by the name of “Bitcoin: A Peer-To-Peer Electronic Cash System” (Crosby et al., 2015). That paper would go on to lay the foundation for the emerging field of blockchain technology. Blockchain technology is a digital ledger which records transactions chronologically and publicly among peer-to-peer network members. Many people are starting new business ventures in which blockchain is the primary technology. This is because people understand that blockchain has the potential to alter multiple industries such as healthcare, finance, law, and technology for the better. For example, our sponsor, Amino, is a blockchain project that uses blockchain technology to create an infrastructure for people to rent and borrow computing resources, like CPU and RAM, with others for a short period. However, blockchain projects, which include Amino, are encountering issues.

Blockchain’s development is currently where the Web’s was approximately twenty years ago. Since blockchain is such a new technology, there is no clear way to market or utilize it, yet. When applications first came out on the Web, web developers and business owners who used the Web did not know the best design for web pages nor ad placements. This was eventually realized after years of research and testing (Zhang, 1999). Similarly, many components of the blockchain world are not yet fully understood, like running a crypto-community.

A crypto-community is a community of individuals that support and promote blockchain projects. It is a place where people share common values. In the case of blockchain, it is where fans, potential users, partners, and investors all come together to share their interest in that

particular project. Blockchain projects, like Amino, create crypto-communities “to genuinely share, grow, and expand their base ... so [they] can provide value to [their] users as well as the project itself” (H. Xia, personal communication, November 14, 2018). There are two components of crypto-communities: online and offline (A. Chen, personal communication, November 12, 2018). The online component refers to the project's social media presence. Whereas, the offline component refers to the project’s participation in and organization of offline events.

In this project, we traveled to Hangzhou, China, to work with Amino in order to learn more about the management and growth of a crypto-community. The goal of this project was to identify the best practices to run a crypto-community and give recommendations to Amino based on our findings so that they could grow their crypto-community. To achieve this goal, we established the following three objectives:

1. Identify the common and effective practices for running a crypto-community
2. Learn how to attract individuals into a crypto-community
3. Develop recommendations on the best practices to grow a crypto-community

In an attempt to accomplish these objectives, our team observed three offline events and 15 blockchain project’s social media platforms. Afterwards, we conducted surveys and interviews with key stakeholders of our project, which consisted of crypto-community experts, current community members, and potential community members. Using the information gathered from these observations, surveys, and interviews, the team used thematic content analysis, created graphs, and applied other techniques to transform our data into results. Subsequently, the team analyzed our results to synthesize recommendations for Amino on the best practices for running a crypto-community. The results suggested that Amino should recruit new admins for their Telegram group, write about general educational topics on their Medium page, and plan more offline events. Our team believes that our recommendations will be helpful to the growth of Amino’s crypto-community, as well as further develop the adoption of blockchain technology in the modern world.

## Chapter 2: Background

This chapter presents background information useful for understanding our project report. The background chapter begins by introducing our sponsor Amino, a blockchain project and then moves on to discuss the basics of blockchain while considering its advantages and disadvantages. The next section discusses the stages of funding for blockchain projects as Amino is currently at its first stage of funding. The succeeding section explains what a crypto-community is and its importance for blockchain projects, especially in relation to the funding stages of the projects. The following section describes the critical role social media and offline events play in fostering a crypto-community. The last section outlines the key stakeholders for our project and explain how each group relates to our project.

As this chapter contains many technical terms, Appendix A provides the reader with a glossary of terms. The terms that are in the glossary are superscripted throughout this text with their corresponding numbers.

### 2.1. Amino

Amino is an international blockchain startup based in Auckland, New Zealand and co-founded by Felix Xia in 2010. The company aims to use blockchain technology to share computing resources such as the Central Processing Unit (CPU<sup>[1]</sup>), Graphical Processing Unit (GPU<sup>[2]</sup>), and Random-Access Memory (RAM<sup>[3]</sup>) among other companies and individuals that may need to utilize these resources at peak times when their own computational resources are insufficient. Amino believes they can address this need by creating a decentralized computing architecture using blockchain technology, where entities can lend and borrow computing resources from one another.

Amino distinguishes themselves from other distributed cloud computing companies by claiming to address the many problems related to cloud services such as: expensive maintenance of servers, high latency (or delay of data transfer) due to the distance between the user and the data center, and unreliable information security (Amino, 2018). Amino maintains that their method of sharing resources addresses all these problems by using blockchain technology. Therefore, it is important to understand how blockchain technology works.

## 2.2. Blockchain

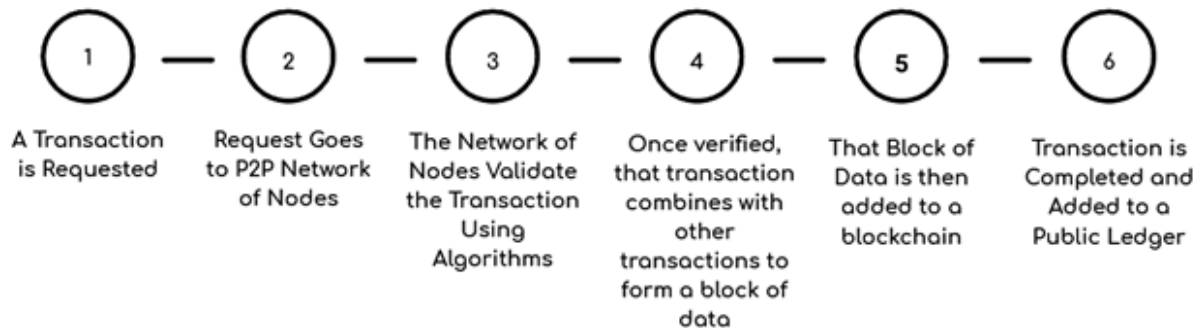
Blockchain is a software mechanism that records events without the presence of a central authority (Crosby et al., 2015). Being decentralized, blockchain eliminates the need for a middleman. It relies on a peer-to-peer network (P2P)<sup>[4]</sup> of computers, where every agreement, process, task, and transaction in the blockchain database has its corresponding records “validated, stored, and shared” (Kalinov & Voshmgir, 2017). With blockchain technology, users directly access their data, without going through a third party that oversees a central ledger. All computer systems that are members of the P2P network have a copy of the complete ledger (Clifford Chance, 2017). This feature eliminates the liability of having all the information in one place. Blockchain data structures maintain a continuously growing record of data, secured from revision because the majority of member processes attached to the network must approve every change to the ledger (Kalinov & Voshmgir, 2017).

The word “blockchain” describes its structure. Blocks of information link into a chain together. When there is an event, like a transaction, the network groups this transaction into a block of data with several other transactions about a single object (e.g. a cryptocurrency) that have already taken place (Popper, 2018). The P2P network distributes this block to every computer system in the network that has access to a specific object for approval. A majority of these computer systems in the network must then reach a consensus of whether the transaction is worthy of approval. The blockchain structure depends on pre-defined consensus rules to ensure the validity of the data (Kalinov & Voshmgir, 2017). Experts label this as the consensus mechanism. The consensus mechanism is essential to enable trust on a decentralized network of computers. Once the member computers approve a transaction, the blockchain system adds the corresponding block to the blockchain for that object. Each block in the chain shares a small amount of data with the previous block, keeping consistent the order and content of the blocks (Clifford Chance, 2017).

Consider the following example depicted in Figure 2-1 for further explanation. User A wants to transfer money to User B in the peer-to-peer network (step 1). The network groups this data into a block and distributes that block to every cooperating computer in the P2P network (step 2). After the computer systems confirm that there is an adequate balance in User A’s account, they approve the transaction (step 3). The transaction becomes a block of data (step 4)



then joins the chain of valid transactions (step 5) and the money from User A transfers to User B and the blockchain system adds the completed transaction to the public ledger (step 6) (Crosby et al., 2015).



*Figure 2-1: How Blockchain Works*

### 2.2.1. Advantages and Disadvantages of Blockchain

As a technology, blockchain has many advantages and disadvantages.

Advantages of blockchain include:

1. **Blockchain technology protects the privacy of its users.** Even though all cooperating computer systems in the peer-to-peer network hold a copy of the distributed ledger, users do not have access to other users' personal information (Crosby, 2015). Blockchain technology protects its users' identity with private keys. Every user of blockchain-based systems uses their private key as a proof of identification (Clifford Chance, 2017). This private key is a random string of alphanumeric, letters or numbers, that a user provides to make transactions and to validate changes (Kalinov & Voshmgir, 2017). In blockchain, users can also use their private key to encrypt or conceal stored data so that only those with the key to decrypt the data can access it (Clifford Chance, 2017). Therefore, blockchain users have control over their personal information (Fitzpatrick, 2018).

2. **Blockchain is generally more secure in data storing.** Blockchain users do not have to trust a single central authority. Although investigators have discovered hacks on this technology (Popper, 2018), most of these cases involve cryptocurrency<sup>[5]</sup> where an intruder has stolen the private key (Popper, 2018). Blockchains are comparatively more secure in data storing than the

traditional method of having a single authority. Blockchain makes it challenging to make unauthorized changes to the database because blockchain technology is a distributed ledger where the cooperating computer systems can recognize the change when “someone has tampered with old records” (Popper, 2018). As blockchain is distributed, its users do not have to worry about what could happen to their data (Clifford Chance, 2017), like losing all the information on the central server due to a natural disaster. Furthermore, in this peer-to-peer network, the network validates events by consensus. Blockchain users do not have to “trust people and organizations... [instead, they] trust code, which is open source and provides transparent processes” (Kalinov & Voshmgir, 2017). Therefore, the design of blockchain secures its user’s information.

Disadvantages of blockchain include:

1. **There is a lack of awareness about blockchain.** Many people are unfamiliar with the process of blockchain and how it works. The Hong Kong and Shanghai Banking Corporation (HSBC) conducted a study, “Trust in Technology,” on more than 12,000 people in 11 countries. This study explores people’s awareness, understanding, and opinions on new technologies (HSBC, 2017). According to this study, 59% of the participants are unaware of blockchain and 80% of the participants do not understand blockchain (HSBC, 2017). As many people are unaware of or are not knowledgeable about blockchain, blockchain projects need to spread this awareness and familiarize people with this technology.
2. **Blockchain is not entirely protected from hacking.** As mentioned under advantages of blockchain, peer-to-peer networks use private keys as the only proof of identification. Therefore, they play an important role in the privacy of users and the technology and users need to secure them. Although it is essential to protect private keys, the dependency on these keys make them the target of many cybercriminals. Many thefts in blockchain systems are “a result of people’s... password, or private key... [being] stolen or hacked” (Popper, 2018).
3. **The anonymity and borderless features of blockchain delayed its acceptance by some regulators.** Regulators across the world react to the use of blockchain and its most-common application on financial transactions differently. “Regulatory responses have ranged from providing no guidance or regulation, to issuing warnings...and banning [the use of blockchain technology on online currencies, like bitcoin,] altogether” (Bartrem et al., 2017). For example,

China has banned the use of Initial Coin Offerings (ICO), which our report explains in Section 2.3. The anonymity and borderless features can also attract criminals or those who want to use these currencies for illegal uses. “In 2014, the top six Dark Markets [where illegal agreements take place] grossed \$650,000 worth of sales in bitcoin” (Bartrem et al., 2017). These illegal use incidents of blockchain applications can affect people’s confidence in blockchain technology, especially when many people are unfamiliar with it. Therefore, regulators’ refusal to accept blockchain applications impacts the number of new members interested in joining crypto-communities.

### **2.2.2. The State of Blockchain**

Blockchain is a new technology and many companies are trying to utilize this new technology. People around the world are founding blockchain startups. However, like other businesses, blockchain projects require funding. Traditionally, companies obtain financial support through venture-capital funding, where they exchange shares of their company with investors for money. Most blockchain projects instead raise capital by selling their cryptocurrency to investors in order to fund their project.

Starting in May 2018, the blockchain industry has been in a bear market (Wintermeyer, 2018). This means that not as many people are investing in blockchain projects and there is a general pessimism around the blockchain industry. Consequently, blockchain projects are having trouble gaining investment and interest into their projects.

Our sponsor, Amino, is currently gaining funds for their project and preparing to obtain even more. Crypto-communities are heavily connected to how blockchain projects fund themselves. As our project focused on growing Amino’s crypto-community, it was imperative for our project to understand the different stages of funding for a blockchain project.

### **2.3. Funding for a Blockchain Project**

There are three stages of a blockchain project: Pre-ICO (Pre-Initial Coin Offering), Initial Coin Offering (ICO), and Market Value Management. Before defining Pre-ICO, it is helpful to first introduce ICO. ICO is a new alternative to venture capital<sup>[6]</sup> funding. “In a typical ICO, an entrepreneur raises capital by pre-selling a ‘token,’ in the form of a new cryptocurrency<sup>[5]</sup> which the owner [of said token] can exchange for the company’s product or service once it is

developed” (Li, 2017). In this stage, most companies “have a proof of concept or an alpha version before starting the token sale, and sometimes even a beta version...” (Kaal, 2017, p. 6) in order to gain credibility from their investors.

Pre-ICO is “a preliminary offer... made to selected investors” (Kaal, 2017, p. 6) to buy tokens before the official crowdsale<sup>[7]</sup> begins. These selected investors are enthusiasts of this new technology and are early adopters. In Pre-ICOs, companies usually raise a smaller amount of money compared to the actual ICO and they offer their tokens at a lower price with substantial bonuses. The money raised in this stage usually goes towards launching the actual ICO, specifically towards the marketing and public relation plans of the company, to attract as many investors as possible.

The last stage of a blockchain project is Market Value Management. Market value is the amount for which something can be sold on a given market. At this stage of funding investors are thinking about how they can sell their tokens to make a profit. As a result, many companies try to maintain or increase the value of their tokens to appease their investors, in case the company needs more money in the future. The best approach companies use for market value management is by following their business goals, establishing a roadmap, and regularly informing their investors about their progress.

Our sponsor Amino is currently in the Pre-ICO stage and is trying to gain investors. When looking for projects to invest in during the Pre-ICO stage, investors usually target projects that are interesting, have a good team, and most importantly have a large and vibrant crypto-community<sup>[8]</sup>. Many investors equate the size of a company’s crypto-community with the company’s general popularity and take this in as one factor when deciding to invest (Erskine, 2018).

## 2.4. Crypto-community

A crypto-community is a community that promotes and supports blockchain<sup>[9]</sup> projects. Leo Kerner, the founder of CryptoMondays, the largest gathering on crypto-based topics, defines a crypto-community as “all the people that drive the project forward” (Kerner, 2018). It is a platform where blockchain enthusiasts, users, partners, and investors integrate and

share their common interests on projects. There are two parts of a crypto-community: online social media platforms and offline events such as CryptoMondays.

Additionally, many people believe that the size of a crypto-community correlates to the success of its blockchain project. Many blockchain startup founders often boast about their “community size” (Kerner, 2018). A larger crypto-community creates more opportunities for the company. A popular and well-known community will attract more potential investors to invest in the community. Additionally, people may be members of multiple communities. This allows projects to gain potential partners and even more community members through networking both within and across crypto-communities. The community is also a place where individual members can benefit by meeting new people and learning from one another.

Therefore, it is important for blockchain projects to expand their community for more support on their project. Individuals that hold interest in many blockchain projects can be members of multiple blockchain communities. As more blockchain projects strengthen their community, community members can benefit from the availability of more resources and opportunities.

#### **2.4.1. Online Social Media Platforms**

One of the most important tools blockchain projects use to grow their crypto-community is social media. About 3.196 billion people in the world communicate with each other using social media platforms (Newberry, 2018). Social media is a tool that community managers of blockchain projects can use to attract people to their community because it creates a direct line of communication between themselves and their community members. This open line of communication allows for discussions about the blockchain project amongst people who are genuinely interested.

Multiple social media platforms are conducive to creating a successful crypto-community. Such platforms include Facebook, Twitter, Medium and Telegram. Each of these platforms offer different advantages and have their limitations. To find the best use of social media platforms, it is important to understand what they do, how they are helpful, and their limitations. The two most prominent social media platforms the team observed in this project are Telegram and Medium as those are the two Amino focuses on the most.

#### 2.4.1.1. Blockchain Projects' use of Telegram

Nikolai and Pavel Durov launched Telegram in 2013. It is “a messaging app with a focus on speed and security” (Telegram, n.d.). Telegram enables its users to send encrypted messages, photos, videos and files of any type on its platform. With Telegram, users feel safe discussing crypto-related topics, because discussing blockchain related topics can be dangerous in some countries due to government regulations. Telegram users can create groups with a maximum of 100,000 people or channels to broadcast to an unlimited audience (Telegram, 2015). In addition, users can send messages to either their phone contacts or find people by their usernames.

In a crypto-community, Telegram plays a role similar to that of customer service that operates via Telegram posts. Blockchain projects use Telegram to communicate with members and to answer their questions and concerns. Similarly, companies use their customer service program to assist customers in handling their comments, complaints, and requests (Employment, 2018). Essentially, Telegram is like a customer service platform for blockchain projects to assist their community members.

There are a few different key components of a Telegram group that make them especially useful for blockchain projects: the ability to pin messages, assign Admins, and integrate bots into their group. Admins are individuals responsible for managing how a specific Telegram group operates and are usually the blockchain project's community manager. Bots are applications that users can interact with in a group. The pin message feature of Telegram allows the project's Admins to make a message containing vital information, rules for the Telegram group, and important updates easy to view for its members. Figure 2-2 shows Amino using the pin message feature to pin a welcome message to the top of their Telegram page for all new users to see.

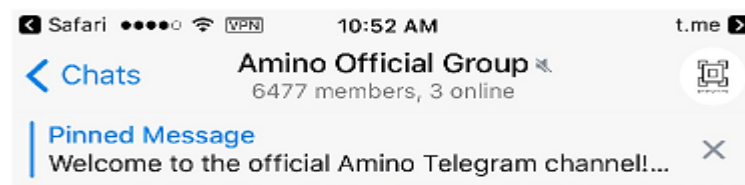
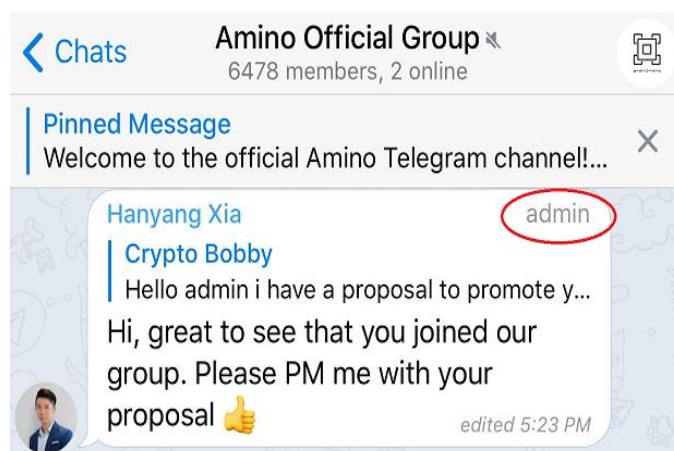


Figure 2-2: Telegram Example of a Pinned Message

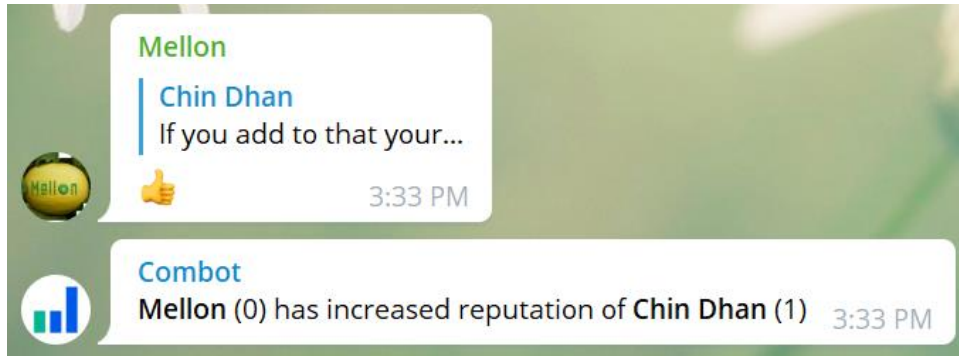
Companies can choose to use the administer option on Telegram to communicate with the community members online. If companies “want more order... [they] can throw the switch

and appoint additional administrators to [their] group” (Telegram, 2015). Admins will govern the Telegram page and delete any inappropriate comments made by the users. All Admins also have a tag at the top right of their messages marking them as an admin, so users can easily differentiate between who is a common user and who is an official admin for the Telegram page. In the blockchain community, the Admins’ main job is to post updates and answer users’ questions, such as when the company will start their ICO, and what offline events the company will be attending. The admin tag helps assure the users that the people answering their questions and posting updates are trustworthy sources of information. Figure 2-3 shows an Amino admin responding to a user, the admin tag shown at the top right of his message helps differentiate him from regular users.



*Figure 2-3: Telegram Example of the Admin Tag*

Some companies also use bots to assist them with their Telegram page. “Bots are third-party applications... [that group members can use to get] notifications and news... integrate with other services... create custom tools... [and] build social services” (Telegram, n.d.). Users can interact with bots by sending them a message or command (Telegram, n.d.). Amino uses a reputation bot, meaning when someone replies to a person’s message with a thumbs up, the person who sent the original message gains one reputation. This can help users easily discover who among the common members is reputable, reliable, and respected in the community. Figure 2-4 shows this bot in action, but there are many other bots (not described here) that could be useful for a Telegram page.



*Figure 2-4: Example of a Telegram Bot*

Due to these features, Telegram is one of the most important social media platforms for blockchain projects to use. Blockchain projects can easily update community members, monitor posts, and answer the community’s questions. Our next section describes the basics and benefits of another online platform that many blockchain projects use, Medium.

#### *2.4.1.2. Blockchain Projects’ use of Medium*

Ev Williams and Biz Stone, the founders of Twitter, created Medium in 2012. It is a platform where anyone can post articles they have written on any topic, and users can leave replies and rate each article. Medium organizes all its articles by topic. One popular topic on Medium is blockchain.

Medium is where “cryptocurrency projects publish details of their crowdsale<sup>[7]</sup>, bug bounties<sup>[10]</sup>, and other initiatives for the benefit of their community” (Sedgwick, 2018). In Medium, blockchain projects write articles about what they are doing. These articles can focus on the topics related to the project, like its accomplishments and mission. Additionally, on the top of most Medium articles, there is an estimated reading time provided. This piece of information is helpful for readers to know before reading, so they can plan their time (see Figure 2-5).



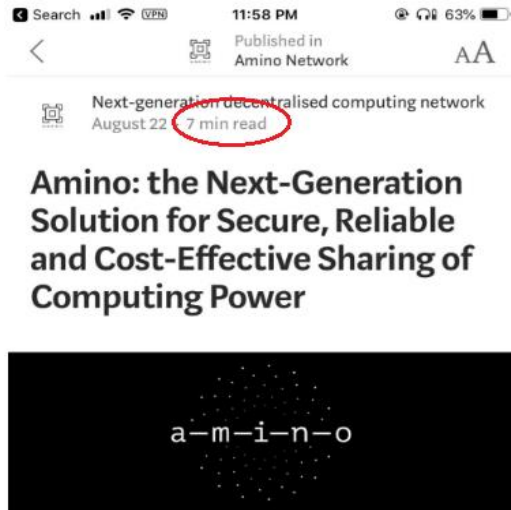
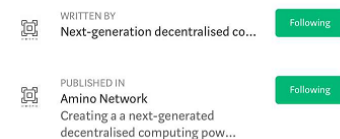
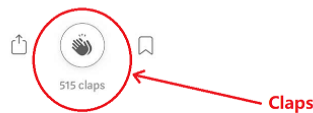


Figure 2-5: Example of Medium Reading Time

With Medium’s features, companies can view the audience’s reactions and response to their articles. Two important features on Medium are claps and responses. Medium displays the number of claps received at the bottom of each article. The claps feature allows the reader to show their support and recommend the article to others. The reader can “clap up to 50 times per post” (Medium, n.d.). The control on the number of claps gives the reader the opportunity to show how much they liked an article. Figure 2-6 presents an example of the claps feature.

For more information, visit the [Amino website](#), follow us on [Twitter](#) or join our [Telegram](#) channel.

Or you can write to us:  
contact@amino.world

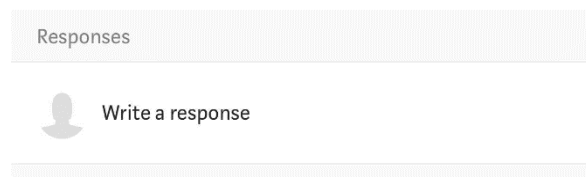


#### Related reads

Also tagged Cloud Computing  
Deploy a Jenkins Cluster on AWS

Figure 2-6: Example of Medium Claps

Similarly, to express their reaction to an article, the reader can write responses. The reader can write about anything in their response. “Responses link back to the original post” (Medium, n.d.) and usually explains the reader’s opinion on the topic presented. People can better understand the effect and reactions of Medium articles with these features. Figure 2-7 shows the option to write a response.



*Figure 2-7: Example of Medium Responses*

However, there are some limitations to Medium. Medium has strict policies regarding crypto-communities that users must obey. For example, users cannot, under any circumstance: “use an anonymous email address [that] is not linked to [their] project domain to advertise or participate in bounty campaigns .... review [other projects] for reward, or other forms of brigading or inauthentic activity” (Medium, n.d.). These rules have been put in effect to prevent fraud and abuse of Medium’s readers. If users do not adequately explain themselves or fix the problem, Medium will suspend their account and/or remove their content.

Medium is extremely useful for blockchain projects wanting to increase the size of their crypto-community while protecting the authenticity of community responses. These projects’ community managers often write articles about offline events that they attended. The next section describes these events in further detail.

### **2.4.2. Offline Events**

As blockchain projects use social media to communicate and connect with their community members, they also participate in and organize offline events. The offline presence of crypto-communities creates an opportunity for blockchain enthusiasts and community members to network and discuss blockchain-related topics, such as “How to create your own blockchain” (BlockchainGo, November 22<sup>nd</sup>, 2018). One of the most popular offline events is CryptoMondays. CryptoMondays is the largest blockchain enthusiast gathering in the world (Kerner, 2018). It is a decentralized organization with over 9,000 international members, from 15 different cities

(CryptoMondays, n.d.). In CryptoMondays events, attendees communicate and share ideas related to blockchain. Attending offline events allows blockchain projects to build relationships with each other, which is an important component of a crypto-community.

### **2.4.3. Crypto-community Conclusion**

Many people believe that the strength of a crypto-community correlates to the success of its blockchain project. According to BitDegree, an organization that teaches students about blockchain through their online education, blockchain projects need to earn people's trust and to do this, they must build a crypto-community. Blockchain projects indicate the importance of crypto-community building when they express their pride in the size of their community (Kerner, 2018). A larger crypto-community creates more opportunities for the company. When a project becomes popular and well-known, it will attract more potential investors. The community manager of Amino suggested that “[they] have interacted with many world class investors who showed a lot of interest in [Amino] because of [their] community expansion” (H. Xia, personal communication, September 24, 2018). Blockchain projects can find more resources and opportunities through their community as it grows. Therefore, businesses that use blockchain should develop and manage a crypto-community, both online and offline. For our sponsor Amino, there are three main groups of people that connect to their online and offline crypto-community: community managers, current community members, and future community members. The community managers are the individuals who represent the blockchain project and run the community. The current community members are the individuals that make up their current community. Additionally, the potential community members, which include potential investors, expand the crypto-community. The next section describes each of these groups in more detail and how they relate to our project.

## **2.5. Stakeholders**

Community managers, current community members, and potential community members are the stakeholders of our project. Community managers and current community members hold interest in the growth of Amino's crypto-community. Whereas, potential community members will benefit by being able to join and learn about projects that interest them.

Community managers are responsible for the social media accounts of their blockchain project and creating offline events. They engage with the online community in a similar manner Admins do by participating in conversations, answering questions, promoting the project, and updating their members on the progress of their project. Often community managers are responsible for developing and posting the content on these social media sites as well. Community managers also participate in and plan offline events, where they network with other people who have interest in blockchain.

Current community members are those that engage in offline and online events. They are the ones who can provide information on their likes and dislikes about the crypto-community. With a better understanding of current community members' opinions and thoughts, the company can improve and attract future members. Community members may be a part of multiple crypto-communities or be committed to a single community. Potential Amino community members are blockchain enthusiasts that hold interest in their blockchain technology and different blockchain projects but are not yet aware of or connected to Amino. To grow a crypto-community and expand its size and activity, the company seeks to attract this group of individuals to join their community.

## 2.6. Summary

Amino is a blockchain technology company based in Auckland, New Zealand. They plan to use blockchain technology to share distributed computing power and memory. Currently, they are in the Pre-ICO stage of funding for their project and are looking for investors to join them. Investors take community size heavily into account when deciding where to invest, so it is vital for Amino to grow and improve their crypto-community. They can accomplish this in two main ways: using social media platforms and participating in offline events. Telegram and Medium are the prominent social media sites Amino will be using, as they are popular and advantageous in respects to blockchain projects. Offline events such as CryptoMondays are where Amino can network and build meaningful relationships with others involved in blockchain. Knowing this and after establishing the stakeholders as community managers, community members, and future community members, this project created methodology to help Amino grow their crypto-community.

## Chapter 3: Methodology

The goal of this project was to identify the best practices to run a crypto-community and give recommendations to Amino based on our findings, so they could grow their crypto-community. Figure 3-1 details the three objectives for this project with their corresponding methods. This chapter describes our approach for each method in further detail.



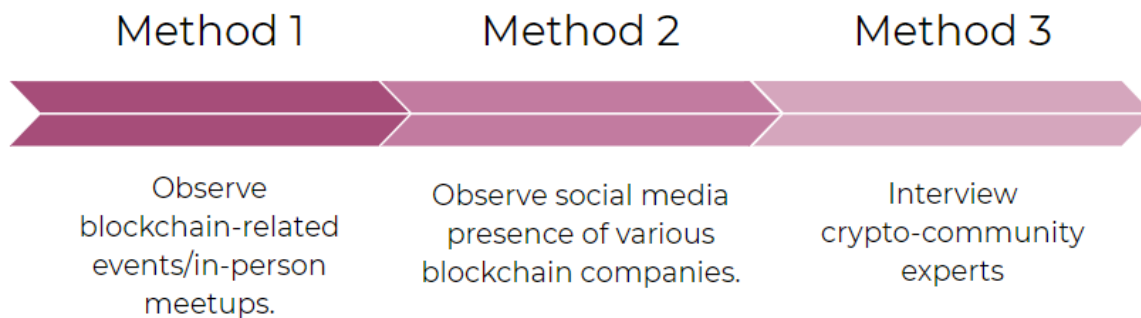
*Figure 3-1: Overview of our Objectives and Methods*

### 3.0. Data and Logistics

Since the blockchain community predominantly speaks English, this investigation did not need any translators for our interviews and observations. We stored all of our data on a USB drive and our computers. Since it was not feasible to travel for all in-person interviews, our team primarily conducted WeChat voice interviews and asked for permission to record each interview to transcribe them in the future. WeChat is messaging and mobile payment app that is predominantly used in China. In addition, China blocks many social media sites, so the team purchased a VPN (Virtual Private Network<sup>[11]</sup>) to gain access to all the social media platforms discussed in our methods section. Interviewees will not have this problem because the blockchain community is an international community and most members in China have a VPN.

### 3.1. Objective 1: Identify the Common and Effective Practices for Running a Crypto-community

Before the team could make recommendations to Amino on improving their crypto-community, it was important to identify the most common and effective practices used to make a successful crypto-community. Our group contacted and interviewed crypto-community experts, analyzed the social media presence of different blockchain projects, and observed offline blockchain events. While engaging in each component, we collected, processed, and then analyzed data in order to determine the most common and effective practices. Figure 3-2 below describes our methodology for accomplishing this objective.



*Figure 3-2: Methods for Objective 1*

#### 3.1.1 Observe Blockchain-related Events/In-person Meetups

First, the team studied the offline presence of crypto-communities to gain an understanding of the organization of offline blockchain events. The team studied the structure and practices of multiple blockchain projects to determine the common practices for running an event. The sponsor provided a list of blockchain events for our team to attend from which we studied three events. These events included the Bitcoin Birthday, Crypto-Mondays, and Blockchain Go Shanghai.

Bitcoin Birthday was a small celebratory event for the tenth anniversary of Bitcoin. It was a networking event that brought people that held interest in cryptocurrencies and blockchain together. CryptoMondays is the largest blockchain in-person gathering that takes place in 15 cities around the world. It aims to educate people about blockchain as well as provide opportunities to network. Blockchain Go Shanghai is a workshop for students to learn about

blockchain, meet blockchain projects and build their contact network. For each event, the team filled out Table 3-1.

<b>Event Name</b>	
<b>Event Date</b>	
<b>Event Location</b>	
<b>Purpose</b>	
<b>Event Structure</b>	
<b>Use of Technology</b>	
<b>Additional Details</b>	

*Table 3-1: Table Used for Observing Blockchain Events*

Prior to each event, the team gathered information regarding the event by discussing them with our sponsor and those involved in running the event. During the event, the team took note of the structure, the location, and the technology used for the event as well how conducive each was to the success of the event. Our team repeated this process for each event except BlockchainGo Shanghai, where the team could not attend due to time constraints. Instead, the team studied this event by joining the event’s designated WeChat group and meeting with the event coordinator to learn about the event details. Then, the team determined common practices for offline events by comparing our observations from all three events.

**3.1.2. Observe the Social Media Presence of Various Blockchain Projects**

Another core component of a crypto-community is its online presence. Crypto-communities use various social media accounts to communicate with their community members, including Telegram and Medium. The group observed 15 different blockchain project’s social media accounts to determine the common practices for running an online community of a blockchain project. Our project observed blockchain projects that were similar to Amino, meaning the project either focused on distributed computing, was in the Pre-ICO stage, or Amino recommended the team look study their project. For each project that our group studied, a team member recorded our reasoning for choosing that specific project. Table 3-2 identifies the

projects our group reviewed with a column containing the reason this project was part of our study.

<b>Project</b>	<b>Reasoning</b>
Amino	Our Sponsor
Ammeris	In Pre-ICO Stage of Funding
Dadi	Competitor of Amino (Sharing computing resources)
Dench Music	In Pre-ICO, decently large following
Enigma	Competitor of Amino (Sharing computing resources)
Expercoin Republics	In Pre-ICO Stage of Funding
Golem	Competitor of Amino (Sharing computing resources)
Iagon	Competitor of Amino (Sharing computing resources)
iExec	Competitor of Amino (Sharing computing resources)
Mercelet	Recommended by Amino
NHCT	Post-ICO, non-competitor, but has extremely large community that can be learned from.
OATH Protocol	Recommended by Amino
Primas	Recommended by Amino
SONM	Competitor of Amino (Sharing computing resources)
XMaterials	In Pre-ICO Stage of Funding

*Table 3-2: List of Projects our Observations Targeted*

First, the team searched through the different social media accounts used by each of the 15 blockchain projects. and found that the most commonly used social media sites were Telegram and Medium. To gain a general understanding of the strategies blockchain projects use to run these social media pages our team noted the strategies community managers used to operate their social media sites and examined the community's engagements and interactions on these sites. The next step was to determine the best method of collecting the data for each site and analyzed the corresponding social media pages for that blockchain project.



### 3.1.2.1. Telegram

For Telegram, the team organized the Admin’s posts into categories using data classification, which is “the process of organizing data by relevant categories” (Lord, 2018). Each team member noted the strategies Admins used to respond to the different categories of users' posts for four blockchain projects. Figure 3-3 shows a section of the spreadsheet our team filled out to collect data during our observations of different Telegram accounts (see Appendix F for the complete spreadsheet). Our team discovered the following categories of Admin responses on Telegram groups to be: greetings, posts supporting the project, posts against the project, questions, spam, offers, and general conversations. The team also recorded the strategies Admins used when making posts without prompt from regular users such as: links to other social media posts, posters promoting future events, and messages encouraging users to invest. Additionally, the group paid attention to the Admins’ techniques for inserting their posts, like the type of language they used, the types of posts they shared, and the types of visuals they posted to promote their events.

Company	Amino						
Follower count	6412						
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Respond back most of the time	Acknowledge and thank for support	Not clear	Answer fairly quick, usually only one admin answering, often users answer each others question	Don't see any no spam posts.	Don't engage in conversation but users often interacting with each other	Admin responds after being tagged often, asks user to PM them with offer

Company	Amino			
Follower count	6412			
Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes
Content	Link own medium, youtube video, but also other articles not written by them	No "posters" but post pictures with updates of them at events	No direct encouragement to invest or join amino	"Use combot:people gain reputation, only some admins have admin tag, answers to questions are often technical and very long, so few active admins, often users essentially act as them. Use Telegram, Twitter, Yotube, Medium, Github"

Figure 3-3: Partial Example of Organization of Observations on Telegram

At the completion of this data collection stage, our team organized all of the Admins’ responses into groups based on the typical customer service strategies presented in “Principles of good customer service” (Employment, 2018). For example, in Table 3-3 the table maps the

typical customer service strategy: “Continue to keep customers aware of what’s in it for them to do business with you” to the use of Graphics in Telegram, the conversations Admins engage in, and the strategies Admins use to handle offers within the Telegram group. Table 3-3 shows Admins’ response categories and the respective customer service strategies they address. Our team discovered only eight of the previous ten categories mentioned addressed these customer service strategies.

<b>Typical Customer Service Strategies</b>	Greet customers and approach them in a way that is natural and fits the individual situation.	Show customers that you understand what their needs are.	Accept that some people will not want your products and concentrate on building relationships with those who do.	Help people - even just letting a customer know about an event that you know they're personally interested in is helpful.	Continue to keep customers aware of what's in it for them to do business with you.
<b>Admin Response Categories</b>	-Greetings -Conversations	-Comments Supporting Project -Comments Against Project -Questions -Offers	-Comments Against Project -Comments Supporting Project -Spam	-Questions -Comments Against Project	-Graphics -Conversations -Offers

*Table 3-3: Customer Service Strategies and the Admin Responses that Address Each Strategy*

Each team member then gave every companies’ Admin response a point value on a range of one to five for each of the 14 categories, five meaning that the company excelled in the category and one meaning that the company does not address the category. For example, in the greetings category, if the company’s admin responded to greetings by customers in a way that “is natural and fits the situation,” the company would receive a higher score. If otherwise, the company would receive a lower score. To remove bias from the scoring, three team members ranked the responses and then calculated the averages of the point values across all the team members’ evaluations using a Google spreadsheet.

### 3.1.2.2. Medium

For Medium, our team decided to choose five articles for each of the 15 blockchain projects. The first two articles were the most recent articles, the second two were articles with a relatively large numbers of claps, and the last one was an article with a relatively small number of claps. By choosing articles based on these criteria, the team hoped to get a variety of different articles for our observations. However, Ammeris did not post a sufficient number of Medium articles for our team to choose from based on our criteria. Therefore, we studied all four articles that Ammeris published. This resulted in a total of 74 articles to observe.

The group wanted to determine the common approach blockchain projects use to write and post their Medium articles. While reading the articles, team members recorded the article title, publication date, purpose, style of writing, important quotes and visuals, the number of claps, the number of people that clapped, and the number of responses. Figure 3-4 below presents the table we used to organize the data collected from Medium (see Appendix G). To prepare for conducting our analysis and creating recommendations, our group collected data on Amino’s Medium page as well, using the same strategies described above.

Company 1								
Other Notes:								
Article Title	Reason for choosing	Date	Purpose	Writing Style (Formal, Semi-formal or Informal)	Quotes	Claps	People that Clapped	Responses

Figure 3-4: Organization of Observations on Medium

The team focused on two main attributes for Medium articles because the articles’ authors can benefit from learning about them in more detail. The first attribute the team examined was the writer’s purpose of the article. First, three team members read articles for four blockchain projects each and another team member read articles for three blockchain projects. In

total, the team read 74 articles. While reading each article, team members took notes on the information provided by the articles. Then the team grouped articles that provided similar information to determine the overarching purposes of articles written by blockchain projects.

The next attribute that the team evaluated was the writing style of the article. Specifically, the team noted if the author wrote the article in a formal, semi-formal, or informal style. If the writer was using academic and educational words in expressing their ideas, the team determined it as formal writing style. If the author spoke directly to the reader and was using colloquial or conversational terms in expressing their ideas throughout the article, the team categorized it as informal writing style.

After recording the purpose and style of the article, the team examined our notes and determined the most common styles and purposes of the articles. The final factor the team studied was the number of people that clapped per article. The team checked if the number of people that clapped changed based on the overarching purpose and the style of the article. The team used Microsoft Excel/Google spreadsheets to calculate the average number of people that clapped for each article purpose and writing style.

### **3.1.3. Interview Crypto-community Experts**

To appreciate the strategies used to run a crypto-community, the group interviewed seven crypto-community experts. Crypto-community experts included both crypto-community managers and consultants with a background in managing a crypto-community. They have experience in developing and engaging crypto-communities by managing online platforms and running offline blockchain events. The interview questions our team prepared for these semi-structured interviews investigated each expert's decisions regarding their knowledge of social media posts and the details of engaging in an offline event. Amino can learn from successful practices that other projects use and later apply them to their project.

Hanyang Xia of Amino introduced us to community managers during the offline blockchain gatherings, Bitcoin's Birthday and CryptoMondays, as described in section 3.1.1. Amino suggested that the team attend these events as they were opportunities to learn more about blockchain and connect with crypto-community experts for future interviews. During our encounters with these experts, we introduced ourselves as WPI students that wanted to learn

more about crypto-communities. Our team then arranged a time with a few of the attendees for interviews. The team recorded the interviews, if given permission, and then transcribed them. One member conducted the interview, while another took notes.

These interviews were semi-structured because this permitted the team to focus on each interviewee’s expertise and allowed the interviewees to share information beyond the prepared questions. Additionally, Amino informed us that most crypto-community experts would feel uncomfortable doing an official structured interview. Appendices A and show the interview questions team members utilized for each interview. Table 3-4 below itemizes each interview.

<b>Interviewee</b>	<b>Role</b>
Hanyang Xia	Community manager for Amino
Joseph Purdy	Community manager for Primas
Michael Wurzinger	Community manager for OATH Protocol
Dean Pappas	Consultant for Blockchain Projects
Adela Chen	Business Development for BOX Foundation
Charlie Hu	Business Development Manager for OSA decentralized
William	Consultant for Blockchain Projects

*Table 3-4: Information on Interviewees*

Once our team completed and transcribed the crypto-community expert interviews (see Appendix K), the next phase of this investigation was to thematic content analysis to determine the most common themes from these interviews. Figure 3-5 depicts the process of analysis our team used on the interviews. The process went as follows: Step one, two members of the group coded the transcriptions individually, looking for words/phrases that appeared frequently throughout the course of that interview. Step two, both team members met to compare their findings and compiled a list of common word/phrases. Step three, they grouped similar words/phrases into main theme groups. Step four, both team members re-coded each interview using the main theme groups they had just determined as guidelines, in order to provide a more complete and thorough analysis. Step five, both team members created a frequency chart to illustrate how often each theme group appears in all of the interviews.

Step 1	Step 2	Step 3	Step 4	Step 5
<p><b>Initial Coding</b></p> <p>Team members individually coded each interview looking for words/phrases that they felt were either very important or appeared numerous times throughout the course of that interview.</p>	<p><b>Compiled a List of Words/Phrases</b></p> <p>When each student finished all six interviews, they met together to compile their findings.</p>	<p><b>Created Theme Groups</b></p> <p>Using the compiled list of findings both students, grouped similar words/phrases together into theme groups.</p>	<p><b>Recoded</b></p> <p>Used theme groups as guidelines to recode each interview in order to ensure a complete and thorough analysis of the interviews</p>	<p><b>Created a Frequency Chart</b></p> <p>Used an Excel Sheet to count how many times each theme group was mentioned in each interview.</p>

*Figure 3-5: Process of Analyzing Interviews from Blockchain Experts*

### 3.2. Objective 2: Learn how to Attract Individuals into a Crypto-community

The next phase of our project was to discover methods blockchain projects’ can use to attract more people to a crypto-community. First, our group interviewed two existing community members to learn why they joined Amino’s crypto-community. The goal of this method was to identify Amino’s weaknesses and strengths regarding the management of their crypto-community. Then the project surveyed blockchain enthusiasts through WeChat groups to understand the aspects of crypto-communities that they enjoy.

#### 3.2.1. Interviewing Existing Community Members

For this method, we first created questions for our interviews with currently active community members of Amino’s Telegram channel to understand the factors that made Amino’s crypto-community appealing to them. From these questions, our group learned about the positive and negative qualities of Amino’s Telegram interactions with their members.

The members of our group compiled a list of six community members who were the most active in Amino’s Telegram channel. A team member measured the level of user activity by observing the frequency of posts each user made in Amino’s Telegram group over the first three weeks of November 2018. A designated team member marked the number of messages these users sent over this period and then the team decided to interview the six users who sent the most

Telegram messages. Amino's current community manager, Hanyang Xia, sent each of these community members a direct message on our behalf asking the members if the team could interview them to gain an in-depth understanding of their reasons for joining Amino's crypto-community. The team felt this strategy was necessary because these members would be much more likely to trust and respond to Mr. Xia than our team. However, only two community members agreed to an interview. Our group believes the other four possible interviewees were too busy to respond to our interview requests.

The team conducted the two interviews through more direct messages on Telegram. First, our team sent the introduction page, seen in Appendix E, to ensure the interviewees understood the nature of the project and asked permission to record the interview for our analysis. The team designed the interview questions (see Appendix E) for the current community to learn their reasons for joining and their thoughts on Amino's crypto-community. This knowledge could be helpful in drawing more members into Amino's community as potential community members. After interviewing these community members, the team repeated the method of coding discussed in section 3.1.3 to develop the set of common themes from the interviewee's responses.

### **3.2.2. Surveying Blockchain Enthusiasts Through WeChat Groups**

The project surveyed blockchain enthusiasts through online WeChat surveys. By attending the three offline events outlined in section 3.1.1, the team established connections with several blockchain community leaders, and these leaders gave us invitations to different blockchain enthusiast WeChat groups. Our team then created questions (seen in Appendices C-D) to gauge the interests of potential Amino community members and discover their interests in crypto-communities.

Next, team members asked the managers of the BlockchainGo WeChat group and SJTU (Shanghai Jiao Tong University) Blockchain Hub group, Michael Wurzinger and Tamar Menteshashvilli respectively, for permission to send surveys to each of their groups. Our team created slightly different surveys to cater to each group. For BlockchainGo, some questions asked respondents for their motivation for going to this event, whereas for SJTU Blockchain Hub, questions asked respondents their motivation for joining the group chat. The knowledge gained from these surveys assisted our team in developing recommendations to Amino for strategies to use to attract new members.

### 3.3. Objective 3: Develop Recommendations on the Best Practices to Grow a Crypto-community

The information collected in objectives one and two identified the common practices community managers use to run a crypto-community and how to attract blockchain enthusiasts to join a crypto-community. Utilizing all the data collected from the prior methods, the next phase of this project was a comparative analysis to see if there were common themes across our objectives and methods and interconnections between the themes. The group checked to see if the interviews and surveys reinforced our findings from the social media analysis. Next, we compared Amino's current strategies with our findings. The team combined the information learned from observing Amino's community and interviewing Amino's community manager to uncover the differences between Amino's community and other communities. Finally, the project produced a list of recommendations for Amino to implement into their crypto-community.



### 3.4. Project Timeline

Timeline	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
	10/22- 10/28	10/29 - 11/04	11/05 - 11/12	11/12 - 11/18	11/19 - 11/26	11/26 - 12/02	12/03 - 12/09	12/10 - 12/14
Social Media Observation								
Offline blockchain events								
Community manager interviews								
Current community member interviews								
Offline Workshop								
Analyze Data								
Writing Report								

Figure 3-6: Project Timeline

### 3.5. Summary

The goal of this project was to identify the best practices to run a crypto-community and recommend these practices to Amino. Our team first learned how a crypto-community works by examining both the online and offline aspects of a crypto-community through observations and conducting interviews. Next, the team determined how Amino can draw more people into their crypto-community. For this objective our group first interviewed current community members of

Amino to learn what motivated them to join this crypto-community. Afterwards, we surveyed potential community members to learn what they wanted from joining a crypto-community. Lastly, our team compared our findings with Amino's current methods of operation for their crypto-community and developed a list of recommendations to improve their crypto-community.

## Chapter 4: Results and Analysis

This chapter presents findings from the methods our paper outlined in the previous chapter. Section 4.1 provides a brief summary about our results for our crypto-community expert interviews. Section 4.2 describes the analysis of the online presence of various blockchain projects and describes Amino's online presence. Section 4.3 shows our observations of offline events and describes Amino's previous offline events. Section 4.4 gives an overview of each interview with existing community members, and the results of blockchain enthusiast surveys. Lastly in Section 4.5, we perform a comparative analysis between each of our findings from online and offline component of crypto-communities and the crypto-community expert interviews.

### 4.1. Interview of Crypto-community Experts

This section describes our findings from the interviews with crypto-community experts. The team interviewed seven crypto-community experts and Appendix K contains the fully-coded transcriptions of all the interviews. The crypto-community experts included community managers, who run their blockchain project's Telegram group as Admins and blockchain consultants, who are very knowledgeable in the area of blockchain-related topics like crypto-communities. The project team used thematic content analysis to code the most common themes found throughout the seven interviews. After multiple iterations of coding, the main theme groups the team found were: establishing relationship, providing quality information, handling negativity, establishing a credible reputation, knowing your audience, timing, and outsourcing. Figure 4-1 displays the frequency count of the seven main theme groups from all seven interviews as a stacked bar graph with each identifying individual interviewee's contribution to the total count per theme.

Frequency Count for the Main Theme Groups for All Interviews

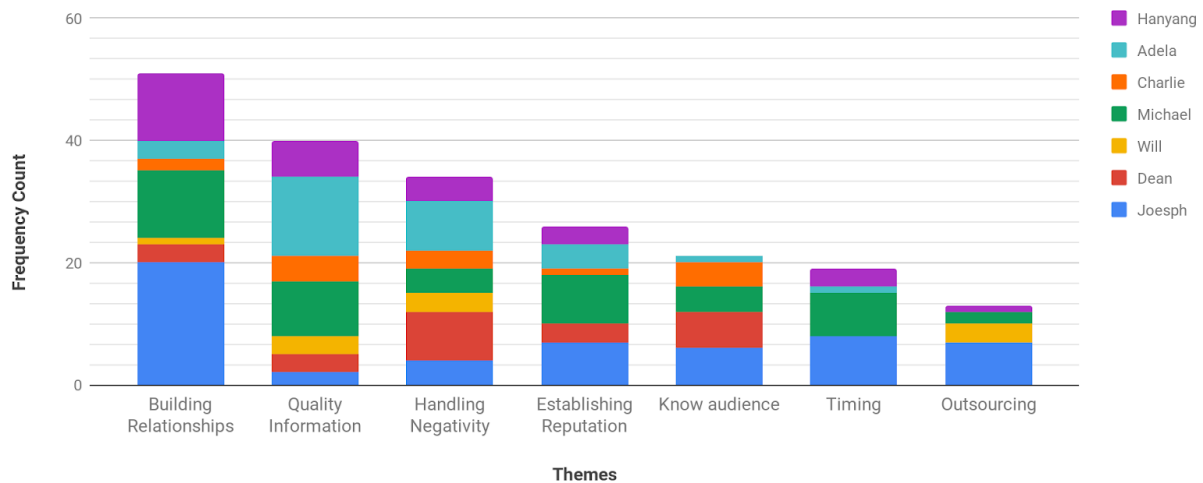


Figure 4-1: Frequency of Common Themes from Interviews with Crypto-Community Experts

The top four most common themes our coding found were: building relationships, providing quality information, handling negativity, and establishing a credible reputation.

As a crypto-community is community that promotes and supports blockchain projects, it is important to build relationships. The community manager of Primas, Joseph Purdy stated “When I started working here I realized that I needed to build up my contact network, so I attended a lot of events initially” (J. Purdy, personal communication, November 7, 2018). Many people attend offline blockchain events to network and build relationships. As building relationships is essential in the offline presence of crypto-communities, it is also essential in their online presence. Community managers engage in conversations within their project’s Telegram group because effective communication builds and maintains good relationships.

Blockchain projects should provide quality information to their audience, which includes their community members and potential investors and partners. Community projects “have to give [the audience] information or updates now and then so they know [the project is] still progressing” (A. Chen, personal communication, November 2, 2018). Making the information available to the audience keeps everyone up to date with the project’s progress. Therefore, blockchain projects should provide updated white papers and official websites, as well as make recent announcements on their social media groups.

Additionally, handling negativity is essential when running a crypto-community. Our team learned that even the best projects will receive negative feedback. In fact, “it is normal to have negative comments” (Will, personal communication, November 9, 2018) about the project. However, crypto-community experts believed that the way admins respond to negative comments is what separates the best projects from the average projects. If community managers handle negativity from a community member in an unprofessional manner, it can deter that member from staying in that crypto-community and could ostracize other members. However, if the admin is able to respond to negativity in a professional and non-confrontational manner, people are more likely to stay in that crypto-community, because the admin fosters a healthy environment.

According to the crypto-community experts, blockchain projects should establish a credible reputation. Blockchain projects are creating a crypto-community to promote their project. However, it is difficult to get people to support a project if they do not think it is reliable. Therefore, it is important to build a credible reputation, to make the project trustworthy. From building a reputation, people can trust the particular company or individual. Blockchain projects can “... promote [their] project ...to these people who don’t know [them]... and [ensure to] them that [the project] won't do something bad to them,” (M. Wurzinger, personal communication, November 10, 2018). Essentially, establishing a credible reputation builds trusts between people and within crypto-communities.

Additionally, the Crypto-community experts suggested blockchain projects to know their audience. Blockchain projects should adjust their interactions with different targeted audiences. “We have realized that different demographics use different programs... Telegram, for example, we learned that people engage more when they see other people are discussing. Ask people question directly and put in useful interactions” (J. Purdy, personal communication, November 7, 2018). When blockchain projects and community managers understand more about their audience, they can better promote their project towards that audience.

From these interviews, the team also learned that timing and knowing when to post content matters in the blockchain industry. Blockchain projects should learn the best strategies to use when releasing promotions and information during inclining and declining states of the blockchain market. “Right now, it is hard to build a community online because the market is

down... Keep providing content even though the market is bad... wait for the right time to spread the news” (M. Wurzinger, personal communication, November 10, 2018). The blockchain industry is volatile, and blockchain projects should prepare for the market to change.

Lastly, a few of the community experts suggested the option of outsourcing. “[Blockchain projects] will ask us [consultants] and we will help them to find the agency to do PR and build communities” (Will, personal communication, November 9, 2018). Blockchain projects might want to consider using external resources, like hiring agencies that can help them strengthen their public relations (PR) and expand their market or establishing an ambassadors program.

## 4.2. Observing Social Media Presence of Various Blockchain Projects

This section presents the findings from observing 15 different blockchain projects’ Telegram and Medium pages (Appendices F-G present the observations). These observations note how each company ran their Telegram and Medium. For Telegram specifically, the team observed the Admin’s responses to Users’ posts. For Medium, the team observed the purpose and style of five separate posts for each company.

### 4.2.1. Telegram Findings and Analysis

Our team analyzed 15 different blockchain projects to determine the most common and effective practices they utilized when responding to users. To begin, three team members assigned points ranging from one to five for all 15 blockchain projects to determine which company was the best within each of the eight categories. The categories of Admin posts that our team reviewed were responses to: Greetings, Comments Supporting the Project, Comments Against the Project, Questions, Spam, Conversations, and Investment and Partnership Offers. Additionally, the eighth category was Graphics the Admins posted. A Google spreadsheet calculated the average scores for each company within each category of response in an attempt to remove bias. This spreadsheet can be found in Appendix H and contains the specific rankings for each project in each category. After averaging each companies’ scores for each category, we then determined their overall score, XMaterials got the highest score of a 4, Expercoin got the worst score of a 1.8, and Amino got a score right on the average at a 3. Table 4-1 identifies the top companies within each category. The number in parenthesis next to each company indicates the

company's average score for that category with 5 being an excellent score from all three team members.

<b>Evaluation Categories</b>	<b>Best Blockchain Projects</b>
Greetings	-Primas (5) -XMaterials (5)
Comments Supporting Project	-Primas (4.3) -XMaterials (4.7)
Comments Against Project	-OATH Protocol (5) -XMaterials (4.3) -Iagon (4.3)
Questions	-Dench Music (4.3) -Primas (4)
Spam	-XMaterials (4.3) -Primas (4) -Dench Music (4)
Conversations	-OATH Protocol (4) -Enigma (4) -Dench Music (4)
Offers	None
Graphics	-Amino (3.7) -NHCT (3.7)

*Table 4-1: Best Projects in Each Telegram Category*

The team members then re-evaluated what the best companies in each category did, and determined the common practices used by the best companies for each category. For example, our results showed that the best and most common practices for blockchain Admins responding

to greetings were: responding to users as fast as possible, encouraging users to ask questions, and encouraging further activity by providing information on the project. Table 4-2 outlines the results for each category.

<b>Categories</b>	<b>Common Practices</b>
Greetings	Responded to users as fast as possible Encouraged members to ask questions Provided information on the project
Comments Supporting Project	Always responded to the users Thanked the users for their support Furthered discussions by elaborating on the subject matter the users were supporting or when they asked a question about that topic
Comments Against Project	Thanked the users for their concerns Did not delete the negative comments Handled the feedback calmly and politely Tried their best to answer each member's concerns with factual evidence.
Questions	Answered quickly and as politely as possible asked for more questions Were honest if they did not have the answer right away but would answer the questions as soon as they found the answer. Admins of these companies also expressed enthusiasm to answer users' questions
Spam	Posted rules stating no spam Used a bot to prevent spam while Admins are not present Actively warned users against possible scammers scamming them.
Conversations	Actively engaged in conversations with users Were casual and funny but respectful
Offers	Ignored the offer/immediately rejected the offer Asked the individual who made the offer to private message (PM) an Admin
Graphics	Created graphics with a common theme that encouraged further discussion Posted pictures of company leaders at blockchain events.

*Table 4-2: Common practices used by the best companies within each response category*



Our key findings for Telegram were: the best Admins always respond as soon as possible, are always polite, and always encourage further discussion between themselves and users.

#### **4.2.2. Amino's Telegram Findings**

During our research, the team studied Amino's current practices related towards their Telegram. Amino's Telegram group started in August of 2018 and has one main Admin located in Hangzhou, China. While performing our analysis of Telegram, the team rated Amino with an average score of three out five in our ranking system. Amino was proficient in the graphics category, scoring an overall best among all other projects with a 3.7. However, Amino scored below average in the conversations category. For this category, the average score was a 2.9 and Amino received a two. This was because Amino's Admin does not conduct most of the conversations on the Telegram group. Instead, their community members have conversations among themselves. Furthermore, in all other categories, Amino was near the average score for all projects, which means that there is room for improvement.

#### **4.2.3. Medium Findings and Analysis**

The team looked at a total of 74 different Medium articles from 15 distinct blockchain projects to determine the most common and effective practices used by blockchain projects to create their Medium posts. This analysis began by recording the purpose of the writer's posts and whether they wrote in a formal or informal tone. The next step involved checking to see if the purpose and the style of a post affected the number of people that gave claps on the post. Appendix G shows the spreadsheet used to collect the data.

Before beginning our analysis, the team set out to determine if there was a correlation between the number of claps and the number of people that clapped. Our team accomplished this by graphing the number of claps against the number of people that clapped for all 74 articles. Then, the team fitted a line to determine the strength of the correlation. Figure 4-2 shows the slight correlation between online claps and the number of people that gave those claps. The fitted line has a slope of 0.057. This shows that the number of claps are significantly higher than the number of people that clapped. Therefore, our team determined that claps were not a good criterion to evaluate the posts, as they do not show the true number of people reacting to the

posts. Instead, the actual number of people that reacted is the criterion the team used to determine the effectiveness of a post.

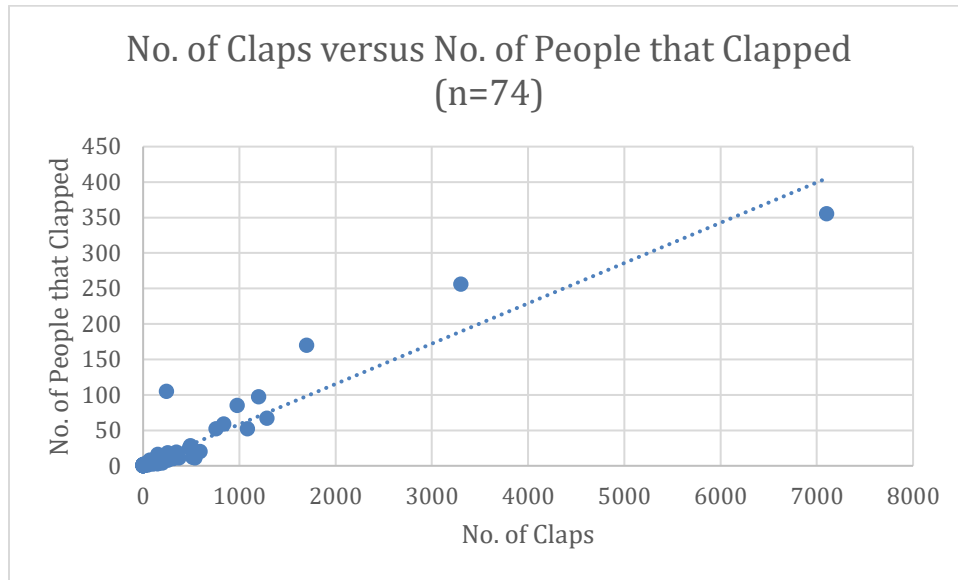


Figure 4-2: Number of Claps Compared to the Number of People that Clapped in Medium

The team determined eight types of articles across 74 data points by first taking note of recurring article’s purposes and then categorizing each into their corresponding categories of purposes. Several of these posts overlapped in different categories, as they served more than one purpose. The articles included the following overarching purposes: Explaining the Project, Updates on the Company’s Product, Showing the Projects’ Community Involvement, Announcing Partnership/Collaboration, Announcing Future Plans, General News Article on what is going on in the company, General Educational Topics, and Encouraging Participation from the community.

The team discovered the most common type of article among the 15 blockchain projects was one that explained their project. Figure 4-3 presents the number of posts for each article purpose or type. Out of the eight determined types, the most common were: Explaining the Project, followed by General Educational Topics, and then Show Projects’ Community Involvements.

### Supporting Data vs. Common Types of Article



*Figure 4-3: Supporting Data versus Common Types of Article*

Out of the top three topics, the most popular category was General Educational Topics with an average of 32.6 people giving claps to the articles within this category (see Figure 4-4). This type of post caters to a broader audience and usually is not directly related to blockchain topics. This may be one reason for the large readership of these posts. Additionally, five of the twelve posts within the General Educational Topics were also within the Explaining the Project category. In these posts, the writers begin with discussing a general problem or technology concept and then connected it to their blockchain projects

### Average Number of People who Clapped vs. Common Types of Articles



*Figure 4-4: Average Number of People Who Clapped versus Common Types of Articles in Medium*



more established Medium pages are that of Golem, Enigma, and NHCT. These companies have a large readership for the articles that they publish. For future research, it may be worthwhile to investigate how these companies established themselves on Medium.

#### 4.2.4. Amino's Medium Findings

For Medium, the team studied five different Medium posts Amino wrote. According to our research, from the five articles reviewed, Amino mainly wrote articles explaining the project, and showing the projects community involvement. This aligns closely with our findings, as these two themes are two of the three most common categories that came out of our analysis.

However, the results show that Amino does not write about General Educational Topics, one of the categories our research suggests is very effective. Additionally, from these articles the team discovered that Amino usually writes in a formal manner. Amino wrote four out of five of the articles studied in a formal style. Lastly, the number of people that clapped on Amino's Medium articles have slowly decreased over time according to Figure 4-6. The team postulates that this relates to the current bear market of the blockchain industry, where interest in blockchain has decreased.

Amount of People that Clapped over Time for Amino's Medium (n=5)

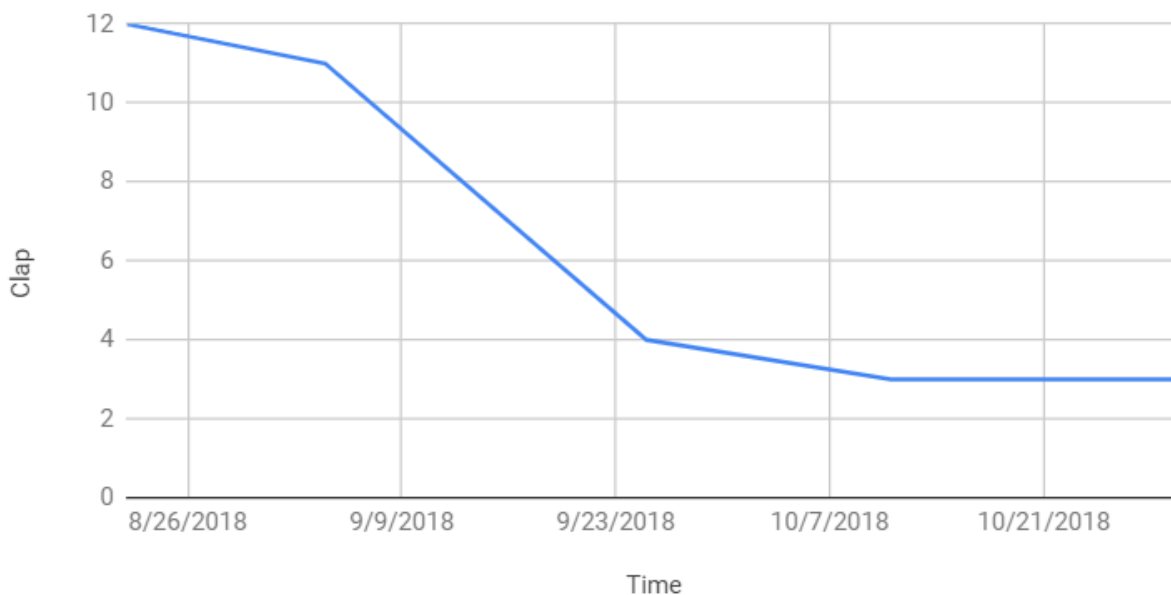


Figure 4-6: People that Clapped Over Time for Amino

### 4.3. Observe Blockchain-related Events and In-person Meetups

Once our team evaluated the online component of crypto-communities, the next part of this investigation was to study the offline component, or blockchain events. In order to find the common and effective practices, the team considered the structure of the events and the responses to the event. Appendix O contains our notes on the three events the team studied. This section outlines the practices discovered at these events.

The first event the team attended was the Bitcoin Birthday Event held by Tamar Menteshashvili, the community manager at Shanghai Jiao Tong University (SJTU) on November 2nd, 2018. This was a celebratory networking event. The event was held at a restaurant in Shanghai and had an open space for individuals to move around and talk to one another. The coordinator of this event created a WeChat group to post pictures, announcements, and to say thank you to everyone who attended the event.

Crypto-Mondays, on November 5th, 2018, was the second event that the team attended. This event had two parts, a panel to answer blockchain-related questions and a networking session. The event coordinators provided a QR code for people to join the WeChat group for the events. The audience participated actively during the panel session by asking questions using a microphone and the WeChat group. After the panel discussion, individuals used the time dedicated for networking to further talk to the panelists. Almost everyone in the room was participating in a conversation and talking to one another. The coordinators used WeChat to share photos with everyone. The WeChat group and the networking portion of the event were important components of the event.

The last event our team studied was BlockchainGo Shanghai, held on November 22, 2018. It was a blockchain workshop hosted by the blockchain project, OATH Protocol. The purpose of this event was to educate college students about blockchain events and give them the opportunity to meet companies and other students as well. Due to time constraints, the team was not able to attend this event. To better appreciate organizing this event, the team visited OATH Protocols' office before the event and discussed its details with community manager, Michael Wurzinger.

This event had a similar structure to CryptoMondays. The event had a presentation section, a panel section, and a networking section. During the panel session, the students asked many different blockchain-related questions. The networking event also had active participation. Mr. Wurzinger also created a WeChat group for the event that attendees used to share pictures and comments during the event.

From studying these three offline events, the team determined three common practices, which include: using WeChat as a means for communications with the attendees of the event, having time for networking, and having a question and answer panel. WeChat allowed for easy communication with the groups without disrupting the events. It allowed people to ask questions, have discussions, and share moments from the events. The coordinators and attendees actively and effectively used WeChat to communicate and share information. All three events dedicated time for networking. Networking was essential to these events and was perhaps the most important portion of the offline events. During these three events, individuals actively engaged in conversation talking about blockchain and their experiences. During two of the events, CryptoMondays and BlockchainGo, there was a question and answer panel which allowed attendees to ask blockchain experts questions pertaining to blockchain. However, as Bitcoin's Birthday was strictly a networking event, a panel discussion was not a component of that event.

#### **4.3.1. Amino's Offline Event Findings**

In order to learn about Amino's offline events, we interviewed Amino's current crypto-community manager, Hanyang Xia. In this interview, Mr. Xia mentioned the two events Amino has organized. The first offline event was "an Amino exclusive meetup in Shanghai" (H. Xia, personal communication, November 27, 2018), where they had various speakers present. The second offline event Amino held was the "Amino Launch Event in Auckland during August [of 2018]" (H. Xia, personal communication, November 27, 2018) where they organized both time for speakers to present and time for guests to network.

## 4.4. Learn how to Attract Individuals into a Crypto-community

This section presents the findings from interviews and surveys with current and potential Amino crypto-community members. The first subsection summarizes the results from interviews with two current community members, and the next section describes the findings from surveying a sample of potential community members.

### 4.4.1. Interviews with Amino’s Existing Community Members

The team interviewed two existing community members to ascertain what attracted them to Amino’s crypto-community. These interviews differ from crypto-community expert interviews as the interview focus was on the community members opinions of Amino’s crypto-community specifically. Appendix L contains the transcriptions and coding for the two community member interviews. The team used thematic content analysis to find the common themes in the interviews. The common themes in these interviews include timing, building relationships, providing quality information, the need for projects to be more active, other good projects, referrals, and ICO details. Table 4-3 outlines each theme and a description of their meaning.

<b>Themes</b>	<b>Meaning</b>
Timing	The effect of time on the market
Building relationships	The importance of building relationships as a motivator for joining a community
Providing quality information	The importance for blockchain projects to provide quality information to their community members
Be more active	Answer questions and reply to comments in a timely manner
Project Referrals	Reason to join a crypto-community: recommended by a friend
ICO details	Provide more updates on the project’s ICO progress

*Table 4-3: Meaning of Themes from Community Member Interviews*



#### 4.4.1.1. Community Member A Interview

Community Member A has been a part of Amino’s Telegram group for four months and also is a member of multiple other blockchain groups, like Matrix and Apex. In this interview, the team focused on understanding the community member’s thoughts and opinions on improvements that Amino could make to their crypto-community. Figure 4-7 displays the frequency of these themes.

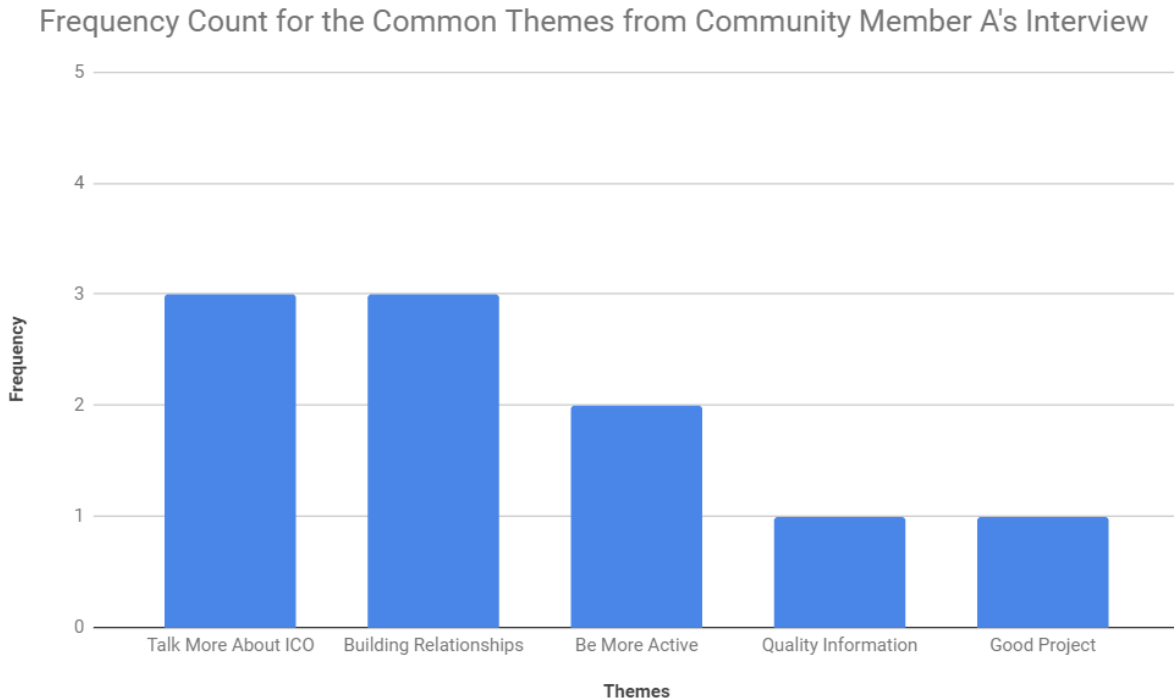


Figure 4-7: Common Themes for Member A’s Interview

In this interview, community member A suggested that blockchain projects should build relationships and continue to engage with the community after the ICO process. Member A expressed the importance of building relationships and making connections. This member believes the motivation for attending offline events is to network and meet people with common interests. They expressed that offline event organizers should leave time for attendees to network. Additionally, member A believes that a common problem for blockchain projects is “keeping the community in chat after the ICO [process].” As the ICO process attracts potential community members, it is a challenge for blockchain projects to maintain popularity “through

paid promotion of any kind.” Although the interview did not yield any solutions, member A expressed the importance of a blockchain project staying active after the ICO.

#### 4.4.1.2. Community Member B Interview

The second team interview was with Community Member B, who has been participating in Amino’s Telegram group for the past three months. Figure 4-8 displays the results of the interview.

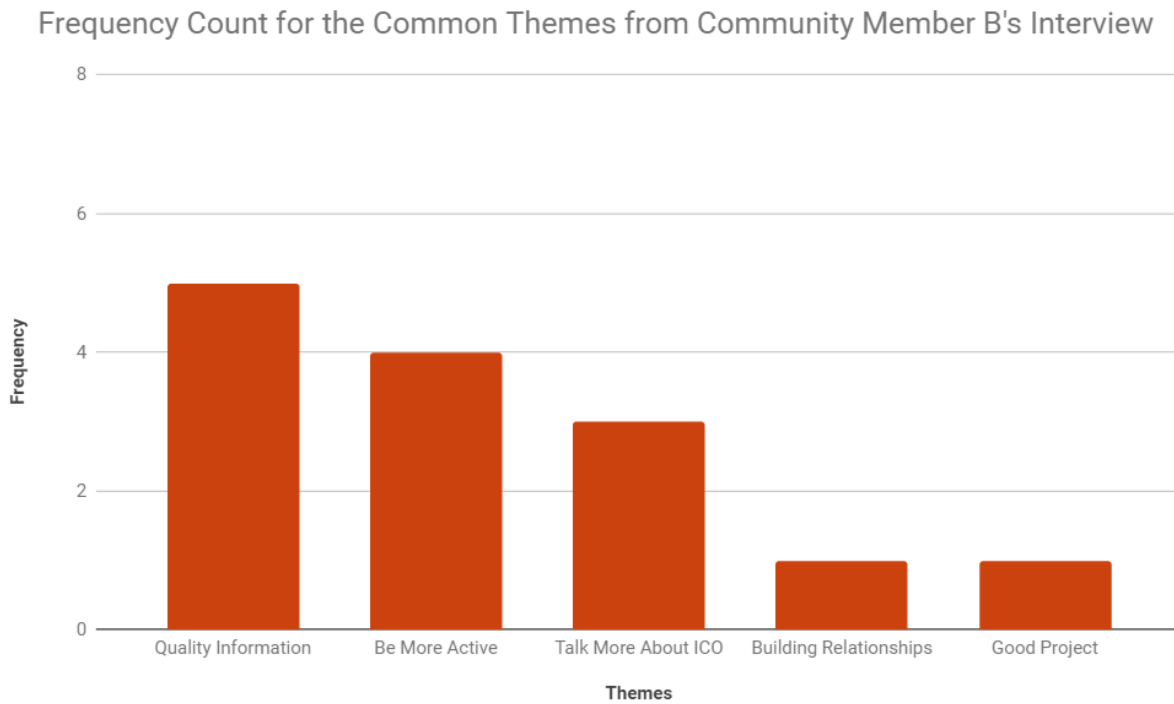


Figure 4-8: Common Themes for Member B’s Interview

Community member B emphasized the importance for blockchain projects to: provide quality information to them, be active in the community group, and talk about their ICO process. They suggested that community managers provide more information on their project. This interviewee was particularly interested in learning more about Amino’s ICO process and suggested that Amino should “talk more about [their] plans in the future, mostly about ICO.” Additionally, community member B hoped Amino would introduce more activities into their crypto-community. As suggested by member B, Amino’s Telegram Admins should be more active, particularly in answering the questions community members ask.

#### 4.4.1.3. Summary of Community Member Interviews

Figure 4-9 displays the combined occurrence of the themes from community member interviews. However, only two out of six existing active community members that our team contacted were available to participate. This limits the confidence level of our findings.

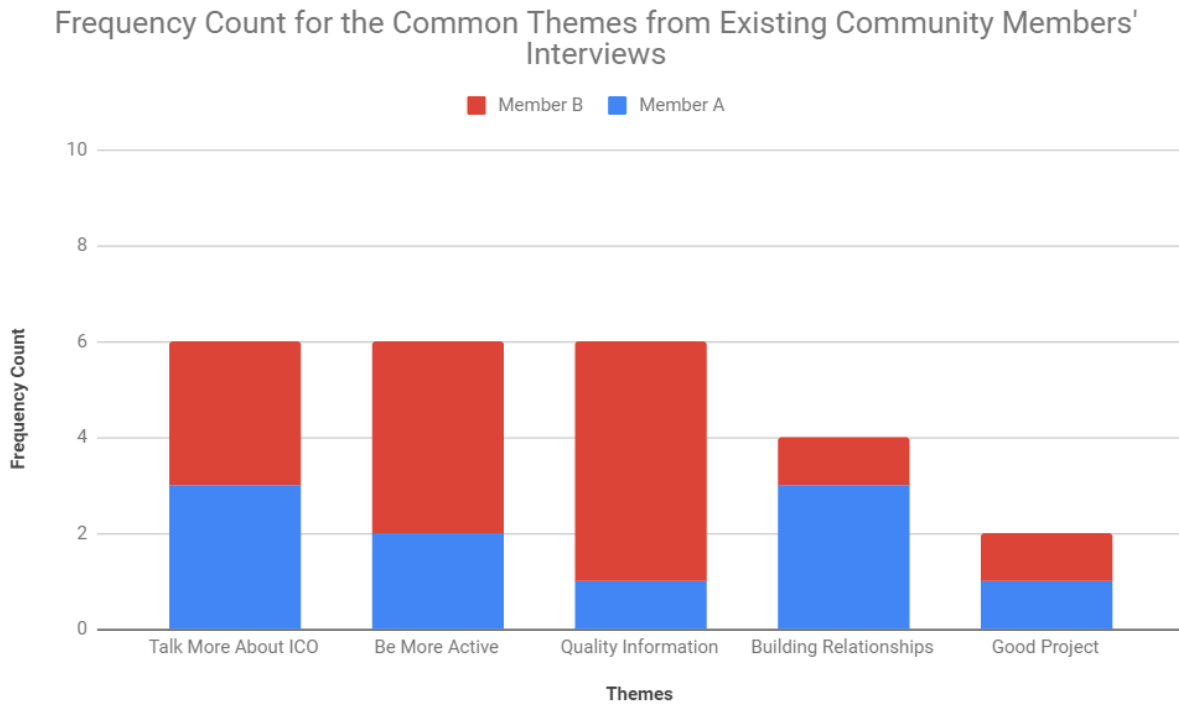


Figure 4-9: Common Themes from Existing Community Members

After interviewing only two currently active community members in Amino’s Telegram group, the team used thematic content analysis and determined three main themes in the interviews: providing quality information, being more active, and wanting to know more about the ICO process. Community managers should provide information on their project, their current ICO process, and general updates. It is also important for blockchain projects to be active in their community, engage in the conversation, and answer questions in a timely manner. These two community members also expressed interest and concern on the ICO process of blockchain projects.

#### 4.4.2. Surveys from Blockchain Enthusiasts

The next step of our investigation was a survey of blockchain enthusiasts about their interests and motivations to join a crypto-community. The team sent surveys to two different WeChat groups. First, the community manager of OATH Protocol, Michael Wurzinger, created a WeChat group for the BlockchainGo event he and his project organized in Shanghai. This group consisted of students from local universities interested in blockchain. The second group was the SJTU Blockchain Hub group. This group is for the blockchain community in Shanghai Jiao Tong University, in addition to many other blockchain enthusiasts in the Shanghai area that affiliate with the SJTU blockchain hub. Despite the large number of people in these groups, our survey only generated 12 responses. The team found it very difficult to get responses for online surveys. Therefore, this method only delivered a small amount of data which may not accurately represent the common beliefs and interests of blockchain enthusiasts. Appendix N contains the entire collection of survey responses.

Out of the 12 respondents, 75% were male and 25% were female. Additionally, two-thirds of the group were students and two-thirds were between the ages of eighteen and twenty-five. The survey results show that the majority of the people joined these group chats to learn more about blockchain. Seven responses stated that they held interest in blockchain due to its newness.

When asked the type of offline events they preferred to attend, the majority of respondents stated that they primarily went to events that focused on networking as opposed to going to events that focused on promoting specific companies. Additionally, seven people stated that they value meeting and sharing ideas with other people in the community. This suggests that people hold value in networking when attending offline events, which implies that a networking portion is important to include when planning an offline event.

However, our team realized that it is not possible to draw reliable conclusions from these methods because the sample sizes for the blockchain enthusiast and existing community member interviews are too small. Surveying 12 young professionals who have interest in blockchain is insufficient to determine the common interests and motivations to join a crypto-community. Similarly, interviewing two community members will not help the team determine the main likes

and dislikes community members have on Amino's crypto-community. Therefore, our team decided to exclude the entire Objective 2 when creating our recommendations.

## 4.5. Comparative Analysis

This section presents the results of our comparative analysis. This research compared the common themes of our crypto-community expert interviews with our findings from studying each of the following: Telegram, Medium, and offline event. This led to stronger recommendations as the findings from our interviews supported several findings from Telegram, Medium, and offline event analysis.

### 4.5.1. Comparative Analysis of Telegram

The key findings our team found from our Telegram analysis were: the best Admins always respond as soon as possible, are always polite, and always encourage further discussion between themselves and users.

A common practice among the top Telegram groups is that when a user sends the Telegram group a greeting, asks a question, or gives an offer, the Admin will respond as soon as possible. The ability to respond quickly to Telegram messages reflects upon two main themes our group learned from our interviews with community experts: timing and outsourcing. These themes show the importance for blockchain projects to be responsive when it comes to their crypto-communities. First, timing is knowing when to post content. In the case of greetings, questions, and offers, it is essential to let customers know that the blockchain project is active. Secondly, outsourcing is the ability to spread different tasks among different team members. It directly affects the speed and agility of those who are running the community. Our interviews suggest that outsourcing allows for better maintenance of the Telegram group. Blockchain projects should consider hiring public relation agencies or starting an ambassador program, where active community members from different locations help promote the blockchain project in exchange for experience. Telegram supports international communication, so blockchain projects can respond quickly to community members through outsourcing to different time zones.

The second common practice the team determined among the best blockchain projects includes being polite when responding to users. When there were comments supporting the

project, the Admins responded with a “thank you”. Similarly, when there were comments against the project, Admins thanked the users for their concerns and handled the feedback calmly and politely. In the interview with Charlie Hu, he stated that Admins should “check who is the doing these negative posts... Then try to address the unfair attack with [an] appropriate [response], normally for the tech blockchain project, it’s about writing a systematic, logically sound reply” (C. Hu, personal communication, November 11, 2018). Our interviews suggest that it is important to stay calm when reacting to negativity, as well as be polite in general when responding to users, in order to *build relationships* with users and *build a positive reputation*.

The last common practice is to encourage further discussion with community members. When users asked questions, top blockchain projects encouraged them to ask more questions, and when there were conversations among users, the Admins engaged in conversations, as well. Engaging in conversation reflects the importance of *building relationships*, the most common theme found in our interviews with community experts with a frequency of 51 instances.

#### **4.5.2. Comparative Analysis of Medium**

From our Medium findings, the team learned that blockchain projects should focus on writing about general educational topics and understand the importance of timing when publishing Medium articles. Our interviews with crypto-community experts support these findings.

Blockchain projects can also provide quality information to the audience through Medium. According to our interview with Adela Chen, the crypto-community expert of BOX Foundation, she keeps her audience updated with their project development through graphics, weekly reports, and official channels (A. Chen, personal communication, November 2, 2018). A project’s official Medium page is a platform to post information. Many blockchain projects post Medium articles to inform the reader about their project and make announcements on their recent decisions.

Additionally, our findings suggest there is a relationship between the readership of Medium articles and the state of the market. One of interviewees, Mr. Wurzinger, stated, “the market is down [currently] and people are depressed... people are really negative and depressive,

no one is really convinced by anything no matter what you do” (M. Wurzinger, personal communication, November 10, 2018) In his interview, Mr. Wurzinger indicates that the current bear market affects blockchain projects and their crypto-community. In general, blockchain projects should learn the appropriate time and strategy to post their Medium articles.

#### **4.5.3. Comparative Analysis of Offline Events**

In our offline events observations, the team determined that the most effective practices are to dedicate time for networking and to use WeChat to stay connected in these events. Our interviews with crypto-community experts further support these findings.

When organizing offline events, blockchain projects should reserve a time for networking, or building professional relationships. From our interview, the community manager of Primas, Mr. Purdy, explained how he started getting involved in the general blockchain community. He emphasized the importance of in-person interactions and building relationships. “When I started working here I realized that I needed to build up my contact network, so I attended a lot of events initially” (J. Purdy, personal communication, November 7, 2018). This reflects on our observation that all blockchain related events that we attended reserved a portion of time for networking, as many attendees participated in these events to build their contact network. WeChat groups are also conducive to building relationships in these events. The three observed events use WeChat groups to share information about the event, post announcements on future events, and stay in contact with the people they met in the event. From our interview with Mr. Wurzinger, he expressed the usage of WeChat groups in building relationships, “[In these events] we share stories and continue conversation on WeChat and we refer each other to people and you get invited to groups” (M. Wurzinger, personal communication, November 10, 2018). He suggested that members usually continue conversations and strengthen relationships through these WeChat groups. The networking portion of offline events and the usage of WeChat groups are both useful practices to build relationships.

## 4.6. Conclusion

Through observing the social media of blockchain projects, studying offline events, interviewing crypto-community experts and community members, and surveying blockchain enthusiasts; the team gained insights on the management of crypto-communities. The team performed a comparative analysis for our findings from each method with the crypto-community expert interviews. These results led to the final recommendations, outlined in the next chapter, to assist Amino in improving and growing their crypto-community.



## Chapter 5: Recommendations

This chapter provides recommendations to Amino based on the results and analysis provided in the previous chapter. Our research indicates that implementing these recommendations will likely improve Amino's Telegram, Medium, and offline presence. Amino is a relatively new blockchain project with a crypto-community that has room to grow and improve.

### 5.1. Telegram Recommendations

Telegram is one of the most common means of communication for blockchain projects. Through our methods and analysis our team discovered the most common and effective practices for running a Telegram group. From our Telegram observations, we established the following recommendation:

- **We recommend Amino recruit more Admins.** Our results showed that the best scoring projects always responded as quickly as possible, letting their users know they value them as members of the crypto-community. Amino has difficulty doing this because they only have one active Admin on their Telegram group currently. By recruiting more Admins, and specifically Admins in different time-zones, Amino can more easily respond quickly to users. However, Amino also needs to train their Admins to follow certain common practices to ensure a healthy Telegram group. The following is a list of recommendations for training Amino's new Admins based on the results from our Telegram observations:
  - **Always thank users for their feedback, greetings, and questions.** The observed common practices suggest that successful projects always thanked their users to encourage conversation within the community, make members feel appreciated, and for Admins to build relationships with community members.
  - **Always be polite yet casual in responses.** Our findings showed that it is common to have negative comments on Telegram channels that attack the project. However, the best projects always responded to these comments by thanking them for their feedback. They did not argue with the user,

they rather stayed calm and tried to explain their side to the user. Being casual also makes users feel more welcome and fosters a natural environment.

- **Always attempt to foster further conversation.** Top-scoring projects always attempted to foster further conversations, they achieved this by asking users' questions, sharing project information, or encouraging users to ask questions. This led to greater activity on a Telegram group.

The team also recommends Amino to look at the blockchain project XMaterials as an example of a good Telegram group, because they have the highest overall score for a Telegram group out of the 15 projects studied in this investigation.

## 5.2. Medium Recommendations

Medium is a platform where blockchain projects can showcase themselves and their product. Currently, Amino writes articles about their technology and shows their community involvement by writing about different events that members of their project attended. These are among some of the most popular topics blockchain projects write about, however in addition to that this project recommends Amino do the following:

- **Do not just write about the product. Write about topics that have value beyond the company.** Based on our research, we discovered that talking about general topics that educate the reader are much more effective in gaining a larger audience for articles. This may be since more people can relate and understand general topics, as opposed to articles about specific blockchain projects.
- **Write in a casual manner.** According to our findings, informal writing scores a higher average number of people clapping than writing formally. By being personable in their writing, Amino may be able to engage more readers.
- **Prepare content for bull market:** Our findings suggest that less people clapped on posts made by blockchain projects during the bear market than the bull market. As the industry is volatile, it is essential for Amino to prepare for when the blockchain market outlook changes.

In addition to these recommendations, the team also suggests Amino to look at the Medium pages of Golem, NHCT, and Enigma as these companies have a large number of people that clapped on their articles.

### 5.3. Offline Events Recommendations

Offline events are an important component of the overall blockchain community. It is where individuals learn about blockchain and blockchain related topics. These events provide opportunities for members of blockchain projects to meet blockchain enthusiasts for their own communities. Amino has held their own blockchain events such as their exclusive launch in Auckland, Australia. The following are a list of recommendations for Amino when planning offline events:

- **Plan more offline events.** One of the most important components of being a part of the crypto-community is to build relationships and credibility. By hosting and actively participating in offline events, Amino can build their reputation as a credible blockchain project.
- **Use WeChat Groups in offline events.** From our findings, blockchain projects should create an online group chat dedicated to the event, where attendees can communicate and share information, like a WeChat group.
- **Leave room for networking when planning the events.** One of the most valuable components of offline events is the networking portion where people can meet each other and build relationships with one another.

The goal of this project was to identify the best practices for running a crypto-community and present our recommendations to Amino for further expanding their crypto-community. By interviewing seven crypto-community experts, evaluating 15 different blockchain project's Telegram and Medium sites, and observing three offline events, the team learned about the most common and effective practices for managing a crypto-community. With this information, the team made recommendations for Amino, with the hope of furthering their crypto-community.

## Chapter 6: Limitations and Future Work

### 6.1. Limitations

While our team determined findings from the completion of our three objectives, there were limitations during our data collection process. The team did not collect sufficient data for both methods of Objective 2, interviews with current community members and surveys with blockchain enthusiasts, to draw any conclusions on attracting blockchain enthusiasts to join a crypto-community. A common problem that people face on Telegram groups is scams and deceitful users that are trying to make false promotions and financial gains off the blockchain project. If someone sends a direct message or link to a Telegram group, people may not respond because they are wary of it being a scam. Therefore, it was difficult for our team to contact Amino's community members ourselves. As a result, Amino's community manager, Mr. Xia, helped us contact six active members of Amino's telegram channel because it was more likely for them to trust an Admin than a group of students. However, even with Mr. Xia's assistance, the team was only able to interview two of the six active community members. The team also experienced difficulty in collecting online surveys. One of the crypto-community experts we met at the offline events helped us post our survey for blockchain enthusiasts on multiple WeChat groups. However, only 12 blockchain enthusiasts participated in this survey. There might be a lack of motivation for people to participate. Our team believes that more people would have filled out our survey if the team has asked them in person or offered a reward for participating.

### 6.2. Future Work

This project was a rewarding journey filled with challenges and learning. The team was fortunate to learn about blockchain and many companies that are using blockchain to solve real and interesting problems. The research our team completed for this Interactive Qualifying Project (IQP) is only the beginning of what there is to learn about crypto-communities. In this project, we looked at two different social media channels. However, our interviews with crypto-community experts suggested that there were many other means of communication that have also helped them run their own respective crypto-communities. Some of the social media sites mentioned included Facebook, Twitter, Bitcointalk, and WeChat. One possible idea for future

research is to understand the benefits of different social media platforms for crypto-communities through a cost-benefit analysis.

In addition, the team discovered that the two of the three blockchain events we studied targeted university students. One of the organizers of Bitcoin Birthday was Tamar Menteshashvili, the head of the Shanghai Jiaotong University (SJTU) blockchain hub. BlockchainGo Shanghai was an event specifically for students and young professionals to learn more about the blockchain technology and blockchain projects. As many offline events are encouraging the participation of young professionals, blockchain projects, such as OATH Protocol and Primas, support ambassador programs for young professionals to involve themselves in blockchain projects. Another idea for future studies is to establish programs or hubs at universities, like Hangzhou Dianzi University, our host university during this IQP. Blockchain programs or hubs can benefit both blockchain projects and potential blockchain enthusiasts. It can be a platform where community managers can participate and promote their projects, and students can involve themselves and learn more about blockchain.

## Glossary

1. *CPU* - Central Processing Unit. Executes computer task.
2. *GPU* - Graphical Processing Unit. A computer chip used primarily to render images.
3. *RAM* - Random Access Memory. This is where the software that runs the application on your computer, the Operating System, stores application programs and data in current use so that they can be easily accessed.
4. *Peer to peer network* - a network where computer systems are connected through the internet, data can be shared among computers without the presence of a central server
5. *Cryptocurrency* - A digital currency that utilizes a cryptographic methodology or mechanism to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank
6. *Venture capital* - financing that investors provide to startup companies and small businesses that are believed to have long-term growth potential
7. *Crowdsale* - A type of crowdfunding that issues cryptocurrency tokens (electronic records) that are stored on the user's device. The tokens can function as a share of stock and be bought and sold ("equity tokens"), or they can pay for services when the service is up and running ("user tokens"). The crowdsale may also issue tokens as a short-term loan ("debt tokens") that are repaid with interest
8. *Crypto-community* - a community that promotes and supports blockchain projects, both online and offline
9. *Blockchain* - a digital ledger in which transactions made in bitcoin or another cryptocurrency are recorded chronologically and publicly.
10. *Bug-bounties* - a deal offered by many websites and software developers by which individuals can receive recognition and compensation for reporting bugs, especially those on exploits and vulnerabilities
11. *Virtual Private Network (VPN)* - a service that lets you access the web safely and privately by routing your connection through a server and hiding your online actions.
12. *Bear market* – A market in which prices are falling, encouraging selling
13. *Bitcoin Talk* – A forum about Bitcoin and other cryptocurrencies
14. *Brand* – The marketing practice of creating a name, symbol, or design that identifies and differentiates a product from other products. An effective brand strategy gives a major edge in increasingly competitive markets
15. *Brand Ambassadors* – A person who is hired by an organization or company to represent a brand in a positive light and by doing so helps to increase brand awareness and sales
16. *Discord* – A free voice, video, and text chat app used by some Blockchain projects similar to telegram
17. *Freelancer* – A person who works as a writer, designer, performer, or the like, selling work or services by the hour, day, job, etc. rather than working on regular salary basis for one employer

## References

- Amino (2018) A Next Generation Global Infrastructure for Computing Power Amino Net. Retrieved from <https://docsend.com/view/328ist6>
- Bartrem, K., Curtis, J., Dorosz, J., Hein, H., Landes, S., Wondra, C. (2017). *Risks and Vulnerabilities of Virtual Currency* (Rep.). Retrieved from [https://www.dni.gov/files/PE/Documents/9---2017-AEP\\_Risks-and-Vulnerabilities-of-Virtual-Currency.pdf](https://www.dni.gov/files/PE/Documents/9---2017-AEP_Risks-and-Vulnerabilities-of-Virtual-Currency.pdf)
- BitDegree. (2018, September). How to Create a Cryptocurrency. Retrieved from <https://www.bitdegree.org/tutorials/how-to-create-a-cryptocurrency/>
- Chen, A. (2018, November 12). WeChat Voice Interview
- Clifford Chance. (2017, June). *Blockchain - What it is and why it's important* (Rep.). Retrieved from [https://www.cliffordchance.com/briefings/2017/06/blockchain\\_-\\_whatitisandwhyitsimportant.html](https://www.cliffordchance.com/briefings/2017/06/blockchain_-_whatitisandwhyitsimportant.html)
- Crosby, M., Nachiappan, Pattanayak, P., Verma, S., & Kalyanaraman, V. (2015, October 16) *BlockChain Technology* (Rep.). Retrieved from <https://scet.berkeley.edu/wp-content/uploads/BlockchainPaper.pdf>
- CryptoMondays. (n.d.). CryptoMondays Shanghai (Shanghai, China). Retrieved from <https://www.meetup.com/CryptoMondays-Shanghai/>
- Employment, S. B. (2018, August 24). Principles of good customer service. Retrieved from <https://www.business.qld.gov.au/running-business/consumer-laws/customer-service/improving/principles>
- Erskine, R. (2018, January). Seeking Funding? Top Investors Reveal What They Look for Online Before Meeting Business Owners. *Forbes*. Retrieved from <https://www.forbes.com/sites/ryanerskine/2018/01/31/seeking-funding-top-investors-reveal-what-they-look-for-online-before-meeting-business-owners/#4c397fb27d8f>
- Fitzpatrick, K. (2018, April 10). Blockchain beyond Bitcoin. *UT News*. Retrieved from <https://news.utexas.edu/2018/04/10/blockchain-beyond-bitcoin>
- HSBC. (2017). *Trust in Technology*. Retrieved from <https://www.hsbc.com/trust-in-technology-report>
- International Telecommunication Union. (2015, May 26). *ITU releases 2015 ICT figures* [Press release]. Retrieved from [http://www.itu.int/net/pressoffice/press\\_releases/2015/17.aspx#.W-zy7uhKjb3](http://www.itu.int/net/pressoffice/press_releases/2015/17.aspx#.W-zy7uhKjb3)
- Kaal, W. A., & Dell'Erba, M. (2017). INITIAL COIN OFFERINGS: EMERGING PRACTICES, RISK FACTORS, AND RED FLAGS [Scholarly project]. In University of Saint Thomas School of Law. Retrieved from [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3067615](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3067615)

- Kalinov, V., & Voshmgir, S. (n.d.). *Blockchain Handbook: A Beginners Guide*. Retrieved from <https://blockchainhub.net/blockchain-technology/>
- Kerner, L. (2018, August). The Crypto Community I Want To Join – CryptoOracle – Medium. Retrieved from <https://medium.com/crypto-oracle/the-crypto-community-i-want-to-join-1887421792b7>
- Li, J., & Mann, W. (2017, June 17). Initial Coin Offering and Platform Building. Retrieved from [https://www.jbs.cam.ac.uk/fileadmin/user\\_upload/research/centres/alternative-finance/downloads/2018-af-conference/paper-li.pdf](https://www.jbs.cam.ac.uk/fileadmin/user_upload/research/centres/alternative-finance/downloads/2018-af-conference/paper-li.pdf)
- LinkedIn. (2018). CryptoMondays Shanghai. Retrieved from <https://www.linkedin.com/company/cryptomondays-shanghai>
- Lord, N. (2018, September). What is Data Classification? A Data Classification Definition. Retrieved from <https://digitalguardian.com/blog/what-data-classification-data-classification-definition>
- Medium. (n.d.). Cryptocurrencies on Medium. Retrieved from <https://help.medium.com/hc/en-us/articles/360000646167-Cryptocurrencies-on-Medium>
- Medium. (n.d.). Claps. Retrieved from <https://help.medium.com/hc/en-us/articles/115011350967-Claps>
- Medium. (n.d.). Write response. Retrieved from <https://help.medium.com/hc/en-us/articles/214578008-Write-response>
- Newberry, C. (2018, May 02). 23 Benefits of Social Media for Business. Retrieved from <https://blog.hootsuite.com/social-media-for-business/>
- Newman Library. (2018). Research Guides: SWOT Analysis: What is SWOT? Retrieved from <https://guides.newman.baruch.cuny.edu/swot>
- Popper, N. (2018, June 27). Confused About Blockchains? Here’s What You Need to Know. *The New York Times*. Retrieved from <https://www.nytimes.com/2018/06/27/business/dealbook/blockchains-guide-information.html>
- Sedgwick, K. (2018, June 19). Medium Is the Latest Platform to Start Censoring Crypto Companies. Retrieved from <https://news.bitcoin.com/medium-is-the-latest-platform-to-start-censoring-crypto-companies/>
- Telegram. Telegram F.A.Q. Retrieved from <https://telegram.org/faq#q-what-is-telegram-what-do-i-do-here>
- Telegram. (2015, November). Admins, Supergroups and More. Retrieved from <https://telegram.org/blog/supergroups>
- Telegram. (n.d.). Bots: An introduction for developers. Retrieved from <https://core.telegram.org/bots>



Wintermeyer, L. (2018, September). Crypto Bear Market Could be Years or Months. *Forbes*. Retrieved from <https://www.forbes.com/sites/lawrencewintermeyer/2018/09/14/crypto-bear-market-could-be-years-or-months/#7734298f2709>

Xia, H. (2018, November 14). WeChat Voice Interview

Zhang, P., et al. "Websites That Satisfy Users: a Theoretical Framework for Web User Interface Design and Evaluation." *Proceedings of the 32nd Annual Hawaii International Conference on Systems Sciences*. 1999. *HICSS-32. Abstracts and CD-ROM of Full Papers*, Jan. 1999, doi:10.1109/hicss.1999.772668.

## Appendices

### Appendix A: Interview Questions for Crypto-Community Managers

#### Entrance Page of Interview

*“We are college students from the United States conducting an overseas project. We attend the university WPI (Worcester Polytechnic Institute) in the United States and are working with a company called Amino on this project. We are interested in learning about how you operate your crypto-community. Our goal is to learn about common and effective practices of running a crypto-community. We appreciate your help and participation.”*

*This study will take approximately 45 minutes to complete. Your participation in this research is completely voluntary. If you wish, your identity and the project you work for will be kept confidential. You have the right to withdraw from the interview or refuse to answer any question, for any reason, at any point. Feel free to contact the Principal Investigators in this study at [wpaul@wpi.edu](mailto:wpaul@wpi.edu).*

*By starting this interview, you acknowledge that your participation in this study is voluntary, you are at least 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason.”*

#### Interview Questions

1. Is it okay if we record this?
2. What project do you work for?
  - a. Can you describe a little bit about your project?
  - b. What is your job title and role in this project?
  - c. Can you tell us a little bit about your background?
    - i. How did you get where you are today?
3. Does your project plan to use an ICO?
  - a. If yes, is your project currently in Pre-ICO or ICO?
4. How do you define a crypto-community?
  - a. Does it include both offline and online communities?
5. For offline:
  - a. Do you run any offline events?
    - i. If so, what events?
    - ii. How do you find people to come to your offline events?
    - iii. What goes into planning an offline event?
  - b. Do you commonly go to other offline events?
    - i. If so, which ones and why?
    - ii. What do you like about these events?
6. For the online community:
  - a. What social media sites does your project use?
    - i. What are the advantages and disadvantages of each site?

- ii. Where can you improve in running your social media pages?
    - b. If you use telegram:
      - i. What kind of environment do you like to foster on your telegram (more casual or professional)?
      - ii. How many active members would you say are in your telegram?
      - iii. Do you have an admin team?
        - 1. If so: Do you talk about or have workshops on what to say in the telegram?
      - iv. How do you approach drawing more people into your telegram/community?
      - v. How do you identify and deal with spammers and scammers?
    - c. If you use medium:
      - i. Do you write the articles for your project?
      - ii. If so, how do you decide what to write about?
7. How do you address people that negatively attack your project (Online and Offline)?
8. Do you have a PR team?
  - a. How do they help your company run your crypto-community?
9. How do you approach and deal with influencers and investors that give you offers (Online and Offline)?
10. Do you outsource any tasks relating to your crypto-community to other individuals or companies? Why?
  - a. Ex. Graphic designers for posters/figures, writers for articles, etc.
11. If the company is in Pre-ICO:
  - a. Is the way you run your crypto-community now different than how you will run it in the future when you move you onto to your ICO?
12. If the company is in ICO:
  - a. Is the way you ran your crypto-community now different than how you ran it before when you were in Pre-ICO?
13. Are you familiar with the blockchain company Amino?
  - a. Do you have any insights on Amino's social media platforms?
  - b. What do you like and dislike about Amino's social media?
  - c. What do you think Amino could do to improve their social media?
14. Is there anything else you would like to say or talk about that we have not covered?
15. Is there anyone else you think we should talk to?
16. Demographic Questions:
  - a. Age?
  - b. Gender?
  - c. Income Bracket?
  - d. Place of Origin?

## Appendix B: Interview Questions for Crypto-Community Consultants

### Interview Questions

*“We are college students from the United States conducting an overseas project. We attend the university WPI (Worcester Polytechnic Institute) in the United States and are working with a company called Amino on this project. We are interested in learning about how you consult blockchain projects in relation to their crypto-community. Our goal is to learn about common and effective practices of running a crypto-community. We appreciate your help and participation.”*

*This study will take approximately 30 minutes to complete. Your participation in this research is completely voluntary. If you wish, your identity and the firm you work for will be kept confidential. You have the right to withdraw from the interview or refuse to answer any question, for any reason, at any point. Feel free to contact the Principal Investigators in this study at [wpaul@wpi.edu](mailto:wpaul@wpi.edu).*

*By starting this interview, you acknowledge that your participation in this study is voluntary, you are at least 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason.”*

### Interview Questions

1. Is it okay if we record this?
2. Can you tell us a little bit about your background in this field?
3. What is your official job title?
  - a. Job description? (What are you responsible for?)
4. What process do you usually use when consulting Blockchain projects?
5. How do you define a crypto-community?
  - a. Does it include both offline and online communities?
6. For offline community:
  - a. Do you suggest to your clients that they should run offline events?
    - i. If so, what type of events do suggest they do?
      1. How do you suggest they attract people to come to their offline events?
  - b. Do you commonly go to other offline events, like Crypto-Mondays?
    - i. If so, which ones and why?
    - ii. What do you like about these events?
7. For online community:
  - a. What social media platforms do you suggest your clients use?
    - i. What are the advantages and disadvantages of each site?
  - b. For Telegram:
    - i. What are some common mistakes you see blockchain projects do, when it comes to their Telegram channel?

- ii. What kind of environment do you feel best fosters a telegram channel (more casual or professional)?
    - iii. How do you identify and deal with spammers and scammers?
  - c. For Medium:
    - i. What blockchain-related topics do you feel attract readers the most on Medium?
- 8. What would you suggest blockchain projects to do to address people that negatively attack their project (Online and Offline)?
- 9. What is the best way you feel projects should approach influencers and investors?
- 10. What do you think a blockchain company should do differently when running its crypto-community in Pre-ICO compared to ICO?
- 11. Are you familiar with the blockchain company Amino?
  - a. Do you have any insights on Amino's social media platforms?
  - b. What do you like and dislike about Amino's social media?
  - c. What do you think Amino could do to improve their social media?
- 12. Is there anything else you would like to say or talk about that we have not covered?
- 13. Is there anyone else you think we should talk to?
- 14. Demographic Questions:
  - a. Age?
    - i. 18-25
    - ii. 26-32
    - iii. 32-40
    - iv. 40+?
  - b. Gender?
  - c. Place of Origin? (Office location?)

## Appendix C: Survey Questions for Students in the BlockchainGo WeChat Group

### Entrance Page of Interview

*“We are college students from the United States conducting an overseas project. We attend the university WPI (Worcester Polytechnic Institute) in the United States and are working with a company called Amino on this project. We are interested in understanding your familiarity on crypto-communities and if you are interested in learning more about crypto-communities. We define crypto-community as a community that promotes and supports blockchain projects. We would like to ask you some questions about your background and interests. Your responses will be kept completely anonymous. We appreciate your help and participation.”*

*This study will take around 15 minutes to complete. Your participation in this research is completely voluntary. You have the right to withdraw from the survey or refuse to answer any question at any point, for any reason. Feel free to contact the Principal Investigators in this study at [wpaul@wpi.edu](mailto:wpaul@wpi.edu).*

*By starting this survey, you acknowledge that your participation in this study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason.”*

### Survey Questions:

1. What is your gender?
  - a. Male
  - b. Female
  - c. Other:\_\_\_\_\_
2. Are you a student?
  - a. Yes
  - b. No (Please specify):\_\_\_\_\_
3. How old are you?
  - a. Under 18
  - b. 18 to 25
  - c. 26 to 35
  - d. 36 to 50
  - e. Over 50
4. Why did you come today?
  - a. I wanted to learn more about blockchain
  - b. I wanted to meet other people involved in blockchain
  - c. Other (Please specify): \_\_\_\_\_
5. How did you hear about the event today?
  - a. School
  - b. Flyer

- c. Online
  - d. Others (Please specify): \_\_\_\_\_
6. Why are you interested in blockchain?
7. On a scale of 1-5, how much do you know about blockchain, with 1 meaning no prior knowledge and 5 being highly knowledgeable?
- a. 1
  - b. 2
  - c. 3
  - d. 4
  - e. 5
8. Approximately how many blockchain events have you attended?
- a. 1
  - b. 2
  - c. 3
  - d. 4 or more
9. What other events relating to blockchain do you enjoy attending?
10. What do you like about these events?
11. Are you involved in any online blockchain communities?
- a. Yes  
What do you like about those communities in particular?
  - b. No  
Why not?
12. What do you expect from a blockchain project's offline community (Events, workshops, etc.)? Why?
13. What do you expect from a blockchain project's online community (Social media, website, etc.)? Why?

14. How often do you use social media?
- a. Everyday
  - b. A few times a week
  - c. Once a week
  - d. Once a month
  - e. Do not use social media
15. Which social media platforms do you use most often (Select all that apply)?
- a. Telegram
  - b. Medium
  - c. Facebook
  - d. Twitter
  - e. Others
16. Why do you like those particular social media platforms?
17. In general, what do you like about being a part of a community?
18. If you are interested in learning more, please feel free to leave us any questions or comments along with your contact information.



## Appendix D: Survey Questions for Students in the SJTU Blockchain Hub WeChat Group

### Entrance Page of Interview

*“We are college students from the United States conducting an overseas project. We attend the university WPI (Worcester Polytechnic Institute) in the United States and are working with a company called Amino on this project. We are interested in understanding your familiarity on crypto-communities and if you are interested in learning more about crypto-communities. We define crypto-community as a community that promotes and supports blockchain projects. We would like to ask you some questions about your background and interests. Your responses will be kept completely anonymous. We appreciate your help and participation.”*

*This study will take around 15 minutes to complete. Your participation in this research is completely voluntary. You have the right to withdraw from the survey or refuse to answer any question at any point, for any reason. Feel free to contact the Principal Investigators in this study at [wpaul@wpi.edu](mailto:wpaul@wpi.edu).*

*By starting this survey, you acknowledge that your participation in this study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason.”*

### Survey Questions:

1. What is your gender?
  - a. Male
  - b. Female
  - c. Other:\_\_\_\_\_
2. Are you a student?
  - a. Yes
  - b. No (Please specify):\_\_\_\_\_
3. How old are you?
  - a. Under 18
  - b. 18 to 25
  - c. 26 to 35
  - d. 36 to 50
  - e. Over 50
4. Why are you a part of this WeChat group?
  - b. I wanted to learn more about blockchain
  - c. I wanted to meet other people involved in blockchain
  - d. Other (Please specify): \_\_\_\_\_
5. Why are you interested in blockchain?

6. On a scale of 1-5, how much do you know about blockchain, with 1 meaning no prior knowledge and 5 being highly knowledgeable?
  - a. 1
  - b. 2
  - c. 3
  - d. 4
  - e. 5
7. Approximately how many blockchain events have you attended?
  - a. 1
  - b. 2
  - c. 3
  - d. 4 or more
8. What events relating to blockchain do you enjoy attending?
9. What do you like about these events?
10. Are you involved in any online blockchain communities?
  - a. Yes  
What do you like about those communities in particular?
  - b. No  
Why not?
11. What do you expect from a blockchain project's offline community (Events, workshops, etc.)? Why?
12. What do you expect from a blockchain project's online community (Social media, website, etc.)? Why?
13. How often do you use social media?
  - a. Everyday
  - b. A few times a week
  - c. Once a week

- d. Once a month
  - e. Do not use social media
14. Which social media platforms do you use most often (Select all that apply)?
- a. Telegram
  - b. Medium
  - c. Facebook
  - d. Twitter
  - e. Others
15. Why do you like those particular social media platforms?
16. In general, what do you like about being a part of a community?
17. If you are interested in learning more, please feel free to leave us any questions or comments along with your contact information

## Appendix E: Interview Questions for those Involved in Amino's Community

### Entrance Page of Interview

*"We are college students from the United States conducting an overseas project. We attend the university WPI (Worcester Polytechnic Institute) in the United States and are working with a company called Amino on this project. We are interested in understanding what users like or want in a crypto-community. We define crypto-community as a community that promotes and supports blockchain projects. Using this definition, you are a part of Amino's crypto-community and we wanted to ask you some questions about your experience with this community. Your responses will be kept completely anonymous.*

*This study will take around 30 minutes to complete. Your participation in this research is completely voluntary. You have the right to withdraw from the interview or refuse to answer any question at any point, for any reason. Please also know you are allowed to be direct and objective of your answers, we are looking for feedback and what Amino can improve upon. Feel free to contact the Principal Investigators in this study at [wpaul@wpi.edu](mailto:wpaul@wpi.edu).*

*By starting this interview, you acknowledge that your participation in this study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason."*

### Interview Questions:

1. How long have you been a part of Amino's online crypto-community?
2. What about Amino attracted you to become a member of their community?
  - a. What are some positives and negatives of Amino's crypto-community?
    - i. Now that you've mentioned your pros and cons, overall, how would you rate being part of Amino's community on a scale of 1-5, 1 being the worst, and 5 being the best?
  - b. What do you think could be improved?
3. Are you currently in any other crypto-communities besides Amino? If so, what is your favorite community to follow (excluding Amino)?
  - a. What are some of the positives and negatives of this community?
  - b. What made you want to join another crypto-community?
  - c. What do you like about this or these crypto-communities?
    - i. On a scale of 1 (being the worst) to 5 (being the best), how do you like these other crypto-communities?
  - d. What do you think could be improved?
  - e. What can Amino learn from other crypto-communities?
4. Have you attended any offline blockchain events?
  - a. What events did you attend?
  - b. What was your motivation for attending?
  - c. What did you like/ dislike about the event?
5. In general, what do you like about being a part of a community?
6. Is there anything you would like to mention to us, that we did not get to cover?

## Appendix F: Telegram Observations

Company	Amino						
Follower count	6412						
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Respond back most of the time	Acknowledge and thank for support	Not clear	Answer fairly quick, usually only one admin answering, often users answer each others question	Don't see any no spam posts.	Don't engage in conversation but users often interacting with each other	Admin responds after being tagged often, asks user to PM them with offer
Community Managers Response to Post on Telegram							
Company	NHCT						
Follower count	74022						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	"Say hi back, encourage users to ask them questions"	Thank and acknowledge the user for supporting	Say No FUD(fear, uncertainty and doubt) and normally delete the comment, might ban user	Answer quickly and directly, if they don't know answer, say they will ask team and get back	Say no spam, sometimes delete comment, sometimes don't, use emojis, not mean	Not many casual conversations on this telegram	Refer user sending offer to different admins depending on offer, sometimes reject, user sends PM
Community Managers Response to Post on Telegram							
Company	Primas						
Follower count	826						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Welcomes new members, asks new members how they heard about Primas, encourages questions, asks "How's everyone doing today?"	Talks about their use of their PST token, "Glab to hear" and then elaborates on what they did, and updates members with their most-recent development	Not clear	Answer quickly, one admin passes question to the another, asks if there are any questions frequently	Points out the fake news on wechat, gives out information on scammers and tells them to be safe	very casual conversations, use of emoji, make jokes	If they are not interested, they rejects the offer

Company	SONM						
Follower count	8943						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Respond immediately	Thank for support, promise to keep doing better	Say no FUD, delete post, or try to explain why this project is actually good/better	Try to answer ASAP, if they don't know answer right away will respond saying they will get back to it	Some spam still in channel, no "no spam posts" some spam deleted	Take part in long, technical, drawn out conversation, not much moderation to get on topic	Admin responds and asks user to PM them
Company	OathProtocol						
Follower count	3074						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Admins welcome people who say hi or people who just joined the group with "Welcome everyone". Admins also occasionally explain what the project is about when they are welcomed	N/A	They handle disputes very calmly and professionally. They seem like they genuinely want to solve that person's problem	They handle questions very calmly, professionally, and timely	Politely tells people to use the chat group for only its intended purposes	Very colloquial, and funny	Admins converse with other people in a timely fashion. They use GIFs to show their playful side
Company	iagon						
Follower count	19938						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Immediately greet all new members to channel.	Post thumbs up sticker or thank, positive reinforcement	Take the feedback with grace, say they will work to improve	Answer fast, but not politely, if someone asks a question that someone else asked recently, tell poster to look above	Instant ban for spam	Not much casual conversation observed	No offers seen

Company	Enigma						
Follower count	12458						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Respond directly with hello, and forward pinned message	Thank for support, but not every time, miss some of the messages	Patient but blunt in responses, let supporters respond	will answer questions and try to put positive spin, but sometimes just direct answers	no rules stated in general, or against spam, assume messages are deleted	Much casual conversation/debate observed, admins sometimes engage. Are willing to disagree with users but are respectful	Ignore offers, maybe delete some but not all
Company	Expercoin						
Follower count	28947						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Admins are not responsive to most members' comments People say hi, great project and when is the ico and they usually do not get any response from admins	Admins are not responsive to most members' comments People say hi, great project and when is the ico and they usually do not get any response from admins	They have someone remove messages from other people and they give a reason	Admins are not responsive to most members' comments People say hi, great project and when is the ico and they usually do not get any response from admins. Questions go unanswered or take a long time to be answered Took them 5 hours to respond to one guy	There are unrelated topics being discussed and admins say nothing. Pinned message tells members to beware of scammers (On a side note a lot of companies, but they don't tell their members how to identify a scam. That would be a good recommendation for Amino later on.)	Lots of scams however admins do not handle this problem. Members engage in conversations but not the admins	Admins are not responsive to most members' comments People say hi, great project and when is the ico and they usually do not get any response from admins
Company	Dadi						
Follower count	15623						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Say hi back. Responded in 15 minutes.	Some direct thanks and support given to project, often no response	Directly respond to users issue, with counterpoints, after responding says if the user still wants to discuss they can PM	sometimes take a long time to answer, but usually give short and direct answers	When someone goes against rules/spam, admins repost rules for them to see	Not much casual conversation seen, either swallowed up by other questions or announcements, admins dont engage	Respond with "Hey. PM me."

Company	Mercelet						
Follower count	9628						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	respond back with a simple hello	Thanks for feedback and state they will let the team know	Don't delete comments, state team is working hard and try to explain their side	Will answer almost all questions, but only directly	Will delete spam and will let people know rules after because no pin message with rules	wont delete the offers but also just ignore them	most conversations are negative to project, admins dont join in meaningfully
Company	Iexec						
Follower count	4342						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Sometimes say good morning, but don't directly respond to users.	Ignore it	Ignore it	Will answer questions but mostly directly and not very nicely	Rules against spam, but no clear indication of it being deleted, don't see any either	There are a lot of conversations between users, but admins generally ignore them	No offers seen, seems like some offer scams appear but are deleted by admins
Company	DenchMusic						
Follower count	9353						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Before: No bot to welcome new members, welcomes some new members. NOW: encourages new members to ask questions	Before: Sometimes do not reply and thank members for support, Admin updates members with the progress of the project, BUT he do not thank them enough for their excitement, sometimes replies late. NOW: thanks members for support	Not clear: One example: answers the concern, however often uses "I think",	Do not answer in a timely manner, do not encourage more question asking (do not thank them for asking the question)	Before: Any member can post links, however, the admins would double check on their validity. NOW: all promotional materials should be sent to one email (prevent spams) + "spm botted" + established "combot", warns members for spams (using funny gifs)	Casual (not formal), becoming less casual	Offers to promote their project: asks her for her information & then talks to her, confirms their validity before going forward (asks them to send information to email + references and LinkedIn accounts)
Company	Golem						
Follower Count	3218						
Description							
Community Managers Response to Post on Telegram							
Post Type	Greetings	Supporting Project	Against Project	Questions	Spam	Conversations	Offers
Reactions	Not many greetings, or responses to them. Most greetings come with question, admin doesnt say hi back but answers question	Not many comments directly supporting project, but when they happen no direct thanks, but agreement.	Engage in long discussions quarreling with users against and for project.	Answer, redirect to other channels, state they arent experts/tech support and might say they dont know answer and not try	No rules against spam, but not much spam seen in channel, maybe they are deleting it without trace, some spam exists though	Engage in many long conversations discussing the project with users	No offers seen on this telegram



Company	Amino			
Follower count	6412			
Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes
Content	Link own medium, youtube video, but also other articles not written by them	No "posters" but post pictures with updates of them at events	No direct encouragement to invest or join amino	"Use combat: people gain reputation, only some admins have admin tag, answers to questions are often technical and very long, so few active admins, often users essentially act as them. Use Telegram, Twitter, Youtube, Medium, Github"
Community Manager Posts				
Company	NHCT			
Follower count	74022			
Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes
	Link to youtube and medium mostly, give brief description, unprompted	Usually in line with promotion, give brief description, all have common theme	Use links and posters to promote most often, sometimes just text saying to invest/things are good	"Also put pictures/challenges: solve puzzle related to company, get rewarded. Use Telegram, Twitter, Facebook, Youtube, Medium, Reddit, Github, LinkedIn, Instagram"
Community Manager Posts				
Company	Primas			
Follower count	826			
Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes

	Links to their Medium (page, monthly report), shares unrelated but interesting articles, guideline on how to earn PST tokens, after each link Amins provides a brief description	Post notice on on their programs, then answers questions and encourages members to apply	Pins important announcements at the top of channel, posts their stock market position	Posts events that encourages their engagement like the "Primas Website quiz" where there will be prizes and tokens. The number of interactions the Admins get differs. Admin replies to links and posters for more information and shows interest in learning more about it. Uses Telegram, Twitter, Slack, Facebook, Youtube, Medium, Reddit, Github, LinkedIn
--	--	--	---	---

Company	SONM			
Follower count	8943			

Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes
	Link to there own blog, posts links to back up points. Link to other telegrams. Also use smart links, link to twitter posts	No posters or pictures posted very often.	Post link to twitter post stating invest in SONM, always speak positively of project.	"Extremely active chat, but a lot of the content is not very fulfilling. Use Telegram, Twitter, Facebook, Their own blog, Reddit, Github, Bitcointalk, and QQ"

Company	OathProtocol			
Follower count	3074			

Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes
Content	Links to Medium	Just photos	They do giveaways	They do not explicitly say when their bounty/ICO is occurring

Company	iagon			
Follower count	19938			

Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes
	Have a facebook they link to very often	Have posers that are inspirational quotes from random people	Announce Q&As and future events etc.	Have a bot that warns when people post links, doesnt instantly ban, gives three warnings then bans, admins instantly introduce every new member, refer them to pinned message. Different intro message every time but slightly similar, respond to thanks with thumbs up.

Company	Enigma			
Follower count	12458			

Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes

	Link to podcast often, and to blog which are mostly updates	no posters seen	don't discuss speculation about coin or hype it up too much, mostly hype up the project itself not the coin	Have their own blog and podcast that they use mainly for announcements and content to share with users, fairly active telegram with regular conversation between users and admins (mostly focused on project though). Either users have a lot of knowledge or some admins/company members don't have admin tag.
<b>Company</b>	Expercoin			
<b>Follower count</b>	28947			
<b>Community Manager Posts</b>				
<b>Post Type</b>	<b>Links</b>	<b>Posters</b>	<b>Promotions</b>	<b>Other notes</b>
<b>Content</b>	Techcrunch, soundcloud interviews links are posted here	None	Admin routinely sends out the same generic welcome text to everyone in the chat, where they explain who they are, who are the admins, a link to there whitepapers and to beware of scammers.	Doesn't not feel like a friendly environment nor professional / Until Sept 27, it doesn't show you who is joining the group / They originally had a ComBot / I feel they have people that hype their project up in their group
<b>Company</b>	Dadi			
<b>Follower count</b>	15623			
<b>Community Manager Posts</b>				
<b>Post Type</b>	<b>Links</b>	<b>Posters</b>	<b>Promotions</b>	<b>Other notes</b>
	Link to dadi cloud, other telegrams, and twitter posts	Have cool posters for AMAs and other events	no promotions to invest, don't encourage speculation/overhype	have reoccurring AMAs, and programmed their own bot for the channel.
<b>Company</b>	XMaterials			
<b>Follower count</b>	16083			
<b>Community Manager Posts</b>				
<b>Post Type</b>	<b>Links</b>	<b>Posters</b>	<b>Promotions</b>	<b>Other notes</b>
	"The XMAT PRESALE IS LIVE!!" provides a link for the guidelines for participating in the sale, link to Medium articles/ Youtube videos that introduces/promotes themselves	Admins post interesting, real photos of Xmaterials to promote themselves, members replied with support	Admins forward messages/ announcements that promotes themselves to their Telegram group	Pins welcome messages and important notices like the XMAT Token Sale". Members can join their mailing list at their website. Admins frequently asks how active members (like Daniel) are doing, specifically encourages them to ask questions and stay updated
<b>Company</b>	Mercelet			
<b>Follower count</b>	9628			
<b>Community Manager Posts</b>				
<b>Post Type</b>	<b>Links</b>	<b>Posters</b>	<b>Promotions</b>	<b>Other notes</b>
<b>Content</b>	link to twitter, bi-weekly reports, updates and news video	pictures of them at events, and explanations of project	Will tell people to buy their coin	Negative environment example

Company	lexec			
Follower count	4342			
Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes
Content	Link to twitter and medium posts.	No posters seen, but have funny stickers	Hype up future announcements	Admins aren't very involved/active in this community, seems like there is just one that posts updates every once and awhile and deletes bad comments/ bans people. A lot of active free discussion between users but admin does not usually join in
Company	DenchMusic			
Follower count	9353			
Community Manager Posts				
Post Type	Links	Posters	Promotions	Other notes
Content	Links to their musicians events. Posts to Bitcoin Talk. Links interviews they have done like lcoalert	Images to events. There are also pictures (by a camera)	Links to their musicians events. Also they use hashtags when talking about their artist's events.	Admins are labeled. Some admins don't have profile pictures
Company	Ammeris			
Follower Count	2143			
Community Manager Posts				
Post Type	Links	Posters	Promotions	Other Notes
Content	Posts announcements ("Private ICO has now launched!") with links to more information, links to interesting articles, links to Ammeris' news and announcements	Posters of their logo, promoting their project, learning more about a concept	Posts links, announces their partnership with Virtual Rehab, informs members of their updates, provides members with sources	Notes when someone joined the group, September 10 (a lot of people joined the group, kind of weird), when you select a message and want to delete the message, it will delete for everyone else?, make announcements (too much information in one post though), before: they allow members to post links (do not prevent scams), now: send all promotion, marketing, , chat rule (only in English)
Company	Golem			
Follower Count	3218			
Community Manager Posts				
Post Type	Links	Posters	Promotions	Other Notes
Content	Link to other channels for people to ask questions there, don't link any mediums or updates often.	No posters or pictures seen	Say that project is doing well and encourage people to stick with it even during bear market	This is an unofficial telegram, no pinned message, use rocketchat for official telegram essentially. A lot of random conversation on this channel.

## Appendix G: Medium Observations

Company 1		Amino						
Other Notes:								
Article Title	Reason for choosing	Date	Purpose	Style (formal, informal, semi-formal)	Quotes/Images (Description)	Claps	People	Responses
Amino Events Update Vol. 1	Recent Article/least claps	30-Oct	Show Aminos current involvement in offline events. "Amino will continue to be actively globetrotting — providing value to world-class technology, blockchain and business events and conferences."	Formal	Images involve Amino's team participating in several offline events	110	3	N/A
Amino FAQ Vol. 1	Recent Article	10/11/2018	Answers some of the basic questions—simplify some of the major concepts in the technical side and introduce the business model.	Informal	Image of to show concepts such as SaaS and their computing model. In addition they have charts to show stats, as well as images from their whitepaper	150	3	N/A
Amino's Exclusive Auckland Launch 2018	Large amount of claps	9/4/2018	Overview of the launch including descriptions of who spoke/ what they spoke about it.	Formal/ Informative	Images of the speaker. Shows a schedule of the launch, as well	538	11	N/A
Amino: the Next Generation Solution for Secure, Reliable, and Cost-Effective Sharing of Computing Power	Large amount of claps	8/22/2018	Summary of their whitepaper. Mostly, focuses on the need of their product as opposed to the technical aspect	Formal/ Informative	Images mostly include statistics and some conceptual pictures from their whitepaper.	515	12	N/A
Introducing Amino's debut product: AminoOne	Small number of claps	9/25/2018	Announcements about their product, as well as a brief technical explanation about it	Formal/ Informative	Image showing new partnerships. Another shows their new partnership	152	4	N/A
Company 2		Primas						
Other Notes:								
Article Title	Reason for choosing	Date	Purpose	Style (formal, informal, semi-formal)	Quotes/Images (Description)	Claps	People	Responses
Decentralized blockchain apps -- the future of the internet?	Recent Article	2-Nov	Introduce decentralization and decentralized blockchain projects like Primas	informal	Image of a phone using an app	9	1	N/A
One year down, quite a lot can change!	Recent Article	11/1/2018	Report their development	Formal	No images	1	1	N/A

Hashgard Announced Strategic Cooperation with Primas: To Build a Global Community for Digital Assets	Large amount of claps	4/13/2018	Making the announcement that Primas is cooperating with Hashgard, then provides information about the company	Formal	Image of Hashgard and Primas logo	105	3	N/A
Primas Will Support Mining! -- Primas Node Plan Released	Large amount of claps	5/3/2018	Provide information about implementing the mining feature through the Primas Node	Formal	No images	62	3	N/A
What happened at Primas this September?	Small number of claps	10/9/2018	Reporting what they accomplished in the past month, promotes their community (particularly in the summary section)	Formal	Photos of people involved in the project speaking at an event	0	0	N/A
<b>Company 3</b>								
XMaterials								
Other Notes:								
Article Title	Reason for choosing	Date	Purpose	Style (formal, in	Quotes/Images (Description)	Claps	People	Responses
Updates from the XMaterials Roadshow	Recent Article	24-Oct	Announce what they gained from attending the Blockchain Technology Summit and the Singapore Blockchain Summit. Tells the reader what XMaterials do, the three technologies they use to deliver their building material. Discuss what they achieved and what their future goals are	Informative	Image on their presentation at Blockchain Summit Singapore	11	2	N/A
The \$300 Billion Concrete Industry is Stagnant... So We Did Something About it	Recent Article	10/9/2018	Introduce the global problem (providing a general picture of the issue). Explains why XMaterials is a good alternative for concrete (promoting the project). Explains how XMaterials are created	semi-formal	Image on concrete	21	1	N/A

What Are XMaterials And Why Should You Care?	Large amount of claps	9/11/2018	Introduce XMaterials: what they do, how they do it, we can all do it, we can create it too, XMaterials in 5 years	informal	XMaterials' logo	209	8	N/A
How AI is Transforming The Construction And Building Materials Space	Large amount of claps	9/18/2018	Explain the development of Artificial Intelligence (AI) and then promotes their project, XMaterials (providing them links to more information on them).	Formal/ Informal, informative	Image of city	125	4	N/A
Automated Factories with Machine Learning Aren't the Future. They're the Present	Small number of claps	9/20/2018	Explain the importance and popularity of automation, especially in factories, lastly introduces XMaterials and their use of technology	Informative	Image of automation in a factory	28	1	N/A
Company 4								
Company 4	iExec							
Other Notes:								
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses
iExec Partners with Scontain to Enable Secure Execution of DApps using Intel SGX Enclaves	Recent Article	9-Nov	Showcase partnership (discusses the importance of their cooperation with Scontain), informing the reader that they will continue working with Scontain, and their future plans	Formal/ informal, updating the reader with their partnership	Image of iExec and Scontain's logo together	135	8	N/A
Top 5 Key Takeaways From Ethereum's Devcon4	Recent Article	11/8/2018	Present to the reader what iExec learned at the Devcon4, which explains the importance of the event	Formal/ more like reporting their evaluation of event	Poster of title	122	5	N/A
Intel and iExec Collaboration: Privacy-Preserving Offchain Computing	Large amount of claps	5/16/2018	Announces collaboration with Intel, iExec always wanted to improve the security of their decentralized cloud, this collaboration solves this problem	Formal/ defines everything/ quotes iExec CEO	Image on Intel and iExec Collaboration	1285	67	2 responses: (1) asking for more information "Will like to know how this collaboration will have an impact on adoption of ETH?" (2) compliment "great"

iExec Dev Letter #18: V2, The Dragon in the Clouds — April 23, 2018	Large amount of claps	4/23/2018	Aimed to excite the reader for iExec version 2 on the release date “we will continue to work non-stop until the very end to bring the best possible product on May 29th”	Formal/ Once in a while casual: "you will have to wait for May to get the final list :-)"	Poster of title	1084	52	3 responses: (1) shows their support to iExec: "this is revolution , internet 2.0" (2) Asks questions: "Good news. Can someone rent a cluster of servers and then apply to be a “private pool”. What’s the process to becoming a “private pool “ what are the guidelines to become one?.. What about the scheduler? Does each pool implement it’s own? Thanks." (3) Makes suggestion: "Did you look at all pricing options in current public clouds and the variety of cloud services available to handle the most sophisticated algorithms ... a comparative study will be helpful (not sure if this has been done in your WP ! Thanks"
Field Report: iExec Promoting Blockchain Use Cases at the OpenFog Hong Kong Meeting	Small number of claps	2/26/2018	Informs the reader about their involvement and contribution with the international gathering, encourages reader to get involved (providing them with information of next meeting and links to their social network)	Formal/ informal	Image of OpenFor Consortium, photos of OpenFog members meeting, Screenshot of a Twitter post	56	5	N/A
Company 5	Dadi							
Other Notes:								
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses



The humble Pi	Recent Article	13-Nov	Explain Pi, clear confusion, if any, and encourage involvement	Casual: "Funny world, crypto", " :)", "Also funny, though is that..."	Poster of title, screenshot of social media post	1	1	1 response: Asks a question: "I have Raspberry Pi 3 Model B+. How the full node is "dockable" and I can install it with one click. But I couldn't find it on your GitHub. How do I get started, please?"
Founding Node: design story	Recent Article	10/28/2018	Inform the reader about their design process and the Founder Node	Formal, ends informalish: "Excited? Just a bit..."	Images (4) of "The Founding Node" (runs through the production process)	2	2	N/A
Founding Node Programme	Large amount of claps	6/29/2018	Announce the opportunity to join the DADI network, with free limited edition, this article is aimed to encourage participation/ registration	Casual/ Excited	Images (5) of the Founder Node	156	7	N/A
Founding Node Lottery: how it will work	Large amount of claps	7/31/2018	Explains the entire process of lottery and chance of being selected as one of the applicants to get their limited edition node	Casual/ Excited	Image of poster on title	104	5	N/A
A workplace that works for you	Small number of claps	9/28/2018	Discusses how businesses can gain from connecting to DADI network, encourages question asking and interest	Informal/ Informative	Interesting diagram of a connected workplace with statistics	0	0	N/A
<b>Company 6</b>	Ammeris							
Other Notes:	Ammeris is fairly new and only has four articles. We will do an inventory of all the given articles.							
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses

ANNOUNCEMENT: Ammeris releases whitepaper The Ammeris Blockchain Foundation publishes document on Ammeris Platform, the Ammeris Coin (AMRS), and the Ammeris ICO (initial coin offering).	most recent	12-Sep	announce the whitepaper and provide direct links to their website	informal/ colloquial	n/a	0	0	N/A
ANNOUNCEMENT: Ammeris, Virtual Rehab form partnership for blockchain application The agreement aims to deliver mutual cooperation in the application of blockchain solutions in the healthcare sector.	most recent	9/12/2018	Announce a partnership, showcase their technology and its application, show support for each of the different companies that are a part of the partnership	formal	quotes from both companies that are a part of the partnerships	1	1	N/A
ANNOUNCEMENT: Ammeris, URAllowances form partnership to bring blockchain and smart contracts to family homes Both organization look to collaborate and bring Ammeris' sustainable distributed ledger technology (DLT) and URA's family-orientes suite	most recent	9/13/2018	Announce a partnership, showcase their technology and its application, show support for each of the different companies that are a part of the partnership	formal	quotes the new partner (that's reviewing their company)	1	1	N/A
Why Ammeris goes PoW for the mainnet	most recent	9/18/2018	The article talks about a technical aspect about the blockchain project, as well as tells the story of how/ why their solution is the way it is. Overall, the article is informative and focuses on teaching the reader a specific concept.	informal/ colloquial	multiple charts to show connections for different aspects they discuss in their blog	1	1	
Company 7	Merculet							

Other Notes:	Mercurlet uses a marketing firm (Krypital Group). In this analysis we will look at the articles from both Krypital group and Mercurlet Media articles.							
			<a href="https://medium.com/mercurlet/bi-weekly-news-phase-viii-fb627a4eacb3">https://medium.com/mercurlet/bi-weekly-news-phase-viii-fb627a4eacb3</a>					
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses
Mercurlet Update about Technology Development	Recent Article	25-Oct	Answers readers concerns and presents project activities	semi-formal	quotes the ceo, as well as shows the (pictures) of the repositories within the company	0	0	N/A
The 13th of Bi-Weekly Newsletter	Recent Article	11/9/2018	Gives an update on the ongoings of the company including community involvement, worklife at the office, and the progress with their technology	informal	most of the images involve people participating in activities or working in the office	0	0	N/A
Bi-Weekly News- Phase VIII	Large amount of claps	10/10/2018	Gives an update on the current developments of the company including new partnerships and technology updates. Also updates the readers on community events.	semi-formal	Images of the speaker. Shows a schedule of the launch, as well	78	3	N/A
Blockchain Thinktank Maggie Ni Joined as SEO of Project Flamingo	Large amount of claps	8/22/2018	Introduces specific person and their accomplishments and discusses their relationship with said person.	Formal/ Informative	Images mostly include statistics and some conceptual pictures from their whitepaper.	101	3	N/A
Mercurlet to Hangzhou: Blockchain Technology Exchange	Small number of claps, recent	10/31/2018	Showcasing Mercurlet community involvement (visiting different cities etc)	Formal/ Informative	image of event participation featuring the ceo	0	0	N/A
<b>Company 8</b>	Golem							
Other Notes:								
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses
Brass Golem Beta 0.18.1	Recent Article/ least claps	25-Oct	A how-to article on how to get the latest updates and a brief explanation of the update	Informal/ speaking directly to the reader	images include the commands the user needs for the update	69	8	N/A

Joanna Rutkowska joins Golem as Chief Strategy/Security Officer	Recent Article	10/11/2018	Introduces a new member of the team	semi-formal	quotes about the new member of the team	261	12	N/A
Ready, Set, Launch!	Large amount of claps	4/10/2018	Introduce their product, guide the reader on some of the basics and talk about the team that worked on the product	Casual and informative	image of the team and picture of the product	3300	256	13
So we're alive on ethereum Mainnet! Now what?	Large amount of claps	4/17/2018	Discuss future plans for the company	Informal	generic forward arrow image	1200	97	6
A day with a true pioneer: the Golem Team meets Whitfield Diffie	Small number of claps	4/5/2018	Discuss involvement in the community as well as informs reader on Whitfield	Informal	quote from the person they met	152	16	1
<b>Company 9</b>								
Company 9	Sonm							
Other Notes:		<a href="https://medium.com/@sonm">https://medium.com/@sonm</a>						
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses
The Everyday Business of Supporting SONM Clients	Recent Article/least claps	16-Oct	Discuss community management and the technical support skills (the inner workings of the company and how they affect the customer)	Informal-talking directly to the reader	n/a	0	0	N/A
Monthly Report: September 2018	Recent Article	10/12/2018	Post on the different developments in the project including community involvement and recent updates on their project	Casual, colloquial style of writing	n/a	0	0	N/A
Hewlett Packard invites SONM to Cloud28+	Large amount of claps	12/29/2017	Discuss an important milestone for the company (being invited to an exclusive conference on cloud computing)	Formal/Informative	include a video about Cloud 28 (the conference that they were attending)	976	85	N/A
SONM Monthly Report: October 2017	Large amount of claps	11/2/2017	Post on the different developments in the project including community involvement and recent updates on their project	Formal/Informative	include a video about a Q/A with the community	837	59	N/A

Fog Computing SaaS	Small number of claps	5/3/2017	Explain the reason and the need for their product (as well as inform the reader on key components of their product)	Informal- talking directly to the reader	none	0	0	N/A
Company 10								
Iagon			<a href="https://medium.com/iagon-official">https://medium.com/iagon-official</a>					
Other Notes:								
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses
IAGON to be Listed on Bitrue- November 15th, 2018	Recent Article/ least claps	14-Nov	Announcing that the company will be listed on a cryptocurrency platform, as well as a partnership with the platform	casual	just a title description with the logos for the companies	15		2 N/A
Post-Sale Figures and Number from IAGON	Recent Article	11/13/2018	Brief news update on the sales. (publicizing their project)	formal	just a title photo. additionally, they often use bolding text	79		6 N/A
Amazing \$500,000 USD Airdrop for Everyone	Large amount of claps	3/15/2108	Announcing the availability of their token and publicizing their project	formal	title photo	757	52	N/A
IAGON Testing the Dragonchain AWS commercial Serverless Platform	Large amount of claps	4/1/2018	Listing a partnership as well as giving a description of their new partner	formal	title photo	257	18	N/A
It's a Crazy Market, So Secure Your ETH	Small number of claps	8/20/2018	Informative on the current state of blockchain market	formal	title photo	0	0	N/A
Company 11								
NHCT			<a href="https://medium.com/iagon-official">https://medium.com/iagon-official</a>					
Other Notes:								
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses
NHCT gets an independent code audit report from Coinflyer	Recent Article/ least claps	14-Nov	Announcing that the company will be listed on a cryptocurrency platform, as well as a partnership with the platform	informal	just a title description with the logos for the companies	187		7 N/A
Could the Dream of a Data-Driven Healthcare become Reality?	Recent Article	10/11/2018	Overall educational article on the integration of technology in healthcare	formal		344	19	N/A

Artificial Intelligence making Healthcare 'Intelligent'	Large amount of claps	8/22/2018	Overall educational article on the integration of technology in healthcare	formal		482	25	N/A
Decentralized Vs Centralized Systems	Large amount of claps	9/25/2018	Educational article on blockchain and its relation to healthcare	formal		491	28	N/A
5 Healthcare Trends to Watch Out for in 2019	Least amount of claps	11/2/2018	Educational article on the healthcare trends	formal		253	12	
<b>Company 12</b>								
Dench Music						18.2		
			<a href="https://medium.com/@denchmusicico">https://medium.com/@denchmusicico</a>					
Other Notes:	Other Notes:							
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses
Introducing the Dench Music ICO	Most Claps/Earliest	7-Apr	They introduce themselves and then explain their ICO	Formal	Dench Music is dedicated to creating a world where people from all around the globe can get involved in the creation of songs featuring their favorite artists.	372 (11 Actual People)		N/A
ICO METRICS	Claps/Earliest	5/10/2018	They talk about the various sale rounds, cap and investment related info	Formal	N/A	150 Claps (3 Actually)		N/A
The Team	Claps/Recent	6/12/2018	Gives a bio of some of the important people on the team	Formal	N/A	164 Claps (4 Actual People)		N/A
The Whitelist Registration has OPENED	Most Recent/Least Popular	11/8/2018	Walk you through how to register Pictures Provided	Formal	N/A	0 Claps		N/A
MIC Tokens & Dench Music Retail Platform	Least Popular	5/24/2018	The MIC token utility, bonus structure and other metrics are described here. It is also an introduction to the ethereum driven Retail platform.	Formal	N/A	13 Claps (2 Actually)		N/A
<b>Company 13</b>								
Expercoin								
			<a href="https://medium.com/@denchmusicico">https://medium.com/@denchmusicico</a>					
Other Notes:	Other Notes:							
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses

Expercoin App Store	Earliest	11-Jul	Further Extending the Functionality of Each Republic	Formal	to provide a discovery mechanism to find contributions of community members to extend the functionality and user experience of the Republics in the Ecosystem.	0	1	N/A
Introducing: Masters of Blockchain	Earliest	7/17/2018	It is an announcement for their Masters of Blockchain podcast. They talk about what the podcast will be about and the purpose of it.	Formal	The podcast explores blockchain technology and its implications through meaningful conversations with luminaries in the space.	0	0	N/A
Advances in AI and What They Mean for Manufacturing	Latest	10/5/2018	Talks about how AI will be incorporated in manufacturing	Formal	N/A	0	0	N/A
Expercoin Engineering Architecture	Most Popular	7/24/2018	a brief overview of the design features of their project	Formal	Our design philosophy is predicated on an overarching goal of building a system that is trustless and distributed as much as possible with the current technology at our disposal.	50	1	N/A
Workforce Development	Most Popular	8/21/2018	They discuss how to they can contribute to the development of the workforce	Formal		25	1	N/A
Company 14	Oath Protocol							
Other Notes:	Other Notes:							
Article Title	Reason for choosing	Date	Purpose	Style (formal, inf	Quotes/Images (Description)	Claps	People	Responses
Oath Protocol Announces a Strategic Partnership in Quarkchain	Earliest	7-Aug	Quotes are provided by high level members of each company where they discuss the benefits of their partnership	semi-formal	N/A	102	4	0
Jenny Vatenko (Hey Blockchain Advisory, Boies Schiller Flexner) Joins Oath Protocol's Founding Team	Earliest	8/13/2018	Talks about Jenny's background, how she will help Oath. Also there's an excerpt from Jenny about how she will help Oath.	semi-formal	N/A	122	4	0

CBNT Partners with Oath Protocol for Community Governance and Moderation on CBNT Platform	Latest	11/16/2018	Similar Format to the Quarkchain Partnership Quote from Executives about what they think of this Brief summary of each company	semi-formal	N/A	151	4	0
Oath Protocol Q&A Series #2	Latest	10/28/2018	Community members submit questions previously to Oath and then they answer those questions	semi-formal	N/A	198	4	0
The Oath Token	Most Popular	10/4/2018	They give a brief intro about themselves and then they explain the significance of their Token and how it will be used	semi-formal	N/A	316	10	0
<b>Company 15</b>								
Company 15	Engima		<a href="https://medium.com/@denchmUSIC">https://medium.com/@denchmUSIC</a>					
Other Notes:	Other Notes:							
Article Title	Reason for choosing	Date	Purpose	Style (formal, int	Quotes/Images (Description)	Claps	People	Responses
Computing Over Encrypted Data	Earliest	30-May	They talk about how they can compute over encrypted data	semi-formal	N/A	1700	170	2
Announcing Catalyst	Earliest	6/7/2017	Catalyst is a program that they have developed that empowers anyone to build their own cryptohedge	semi-formal	N/A	242	105	7
Decentralize This! Episode 9: Nathan Schneider	Latest	11/14/2018	Tells the reader about the topics that will be discussed in this podcast	semi-formal	N/A	260	8	0
Enigma's Eurotrip: A Trip Report from Web3Summit and Devcon 4	Latest	11/13/2018	A summary of their time in Europe. Each day was listed and a brief description of the most important events were detailed here.	semi-formal	N/A	592	20	1
Enigma's Ambition - Our Latest Roadmap	Most Popular	3/22/18	Details their plans for the next 2 years and how they will accomplish them	semi-formal	N/A	4500	258	8



Why Engima's Privacy Protocol will Power our Decentralized Future	Most Popular	12/14	They talk about the future of decentralization and how Engima will contribute to it	semi-formal	N/A	7100	355	4
---	--------------	-------	---	-------------	-----	------	-----	---

## Appendix H: Team Telegram Ranking

Wesley									
Project:	Greetings:	Supporting:	Against:	Questions:	Spam:	Conversations:	Offers:	Graphics:	Average Score:
Amino	3	3	N/A	3	3	2	3	4	3
Golem	2	3	2	3	3	3	3	N/A	2.714285714
SONM	3	4	3	3	2	3	3	3	3
OATH Protocol	5	N/A	5	3	3	4	3	3	3.714285714
Primas	5	4	N/A	3	3	4	3	3	3.571428571
XMaterials	5	4	4	3	4	4	3	3	3.75
ExperCoin	1	2	2	1	2	1	3	N/A	1.714285714
NHCT	4	3	2	3	4	N/A	3	5	3.428571429
iExec	2	1	1	2	3	2	3	3	2.125
Iagon	3	3	4	2	3	N/A	3	4	3.142857143
Enigma	3	2	3	3	3	3	3	N/A	2.857142857
Dadi	3	2	3	2	3	N/A	3	4	2.857142857
Dench Music	4	3	N/A	4	3	4	3	3	3.428571429
Ammeris	2	3	2	1	3	3	3	3	2.5
Merculet	3	3	3	3	3	2	3	3	2.875
Richard									
Project:	Greetings:	Supporting:	Against:	Questions:	Spam:	Conversations:	Offers:	Graphics:	Average Score:
Amino	3	3	N/A	4	3	2	3	3	3
Golem	2	2	1	1	2	4	N/A	N/A	2
SONM	4	4	3	4	3	4	3	2	3.375
OATH Protocol	4	N/A	5	4	4	4	3	3	3.857142857
Primas	5	4	N/A	4	5	3	3	3	3.857142857
XMaterials	5	5	5	4	5	3	4	4	4.375
ExperCoin	1	1	2	2	3	2	2	N/A	1.857142857
NHCT	4	3	2	4	3	2	2	3	2.875
iExec	2	N/A	N/A	2	2	3	3	3	2.5
Iagon	4	4	5	2	3	2	3	2	3.125
Enigma	3	3	2	3	3	5	3	N/A	3.142857143
Dadi	3	2	3	3	4	2	3	4	3
Dench Music	4	3	N/A	5	5	4	4	3	4
Ammeris	3	3	2	2	3	3	3	3	2.75
Merculet	3	3	3	3	2	2	1	3	2.5
Irene									
Project:	Greetings:	Supporting:	Against:	Questions:	Spam:	Conversations:	Offers:	Graphics:	Average Score:
Amino	3	4	N/A	3	3	2	3	4	3.142857143
Golem	2	3	3	2	3	4	2	1	2.5
SONM	5	4.5	3.5	3	3	3	4	3	3.625
OATH Protocol	4	N/A	5	4	3	4	3	3	3.714285714
Primas	5	5	N/A	5	4	3	2	3	3.857142857
XMaterials	5	5	4	4	4	3	3	3	3.875
ExperCoin	1	2	1	2	2	2	2	2	1.75
NHCT	5	4	4	3	4	N/A	3	3	3.714285714
iExec	2	N/A	N/A	2	2	1	2	2	2
Iagon	5	4	4	3	3	N/A	2	3	3.428571429
Enigma	4	3	4	4	2	4	2	N/A	3.285714286
Dadi	5	2	3	2	3	N/A	3	2	2.857142857
Dench Music	5	5	N/A	4	4	4	3	3	4
Ammeris	3	2	2	2	3	2	4	4	2.75
Merculet	2	3	3	3	3	1	2	2	2.375
Average									
Project:	Greetings:	Supporting:	Against:	Questions:	Spam:	Conversations:	Offers:	Graphics:	Average Score:
Amino	3	3.333333333	N/A	3.333333333	3	2	3	3.666666667	3.047619048
Golem	2	2.666666667	2	2	2.666666667	3.666666667	2.5	N/A	2.5
SONM	4	4.166666667	3.166666667	3.333333333	2.666666667	3.333333333	3.333333333	2.666666667	3.333333333
OATH Protocol	4.333333333	N/A	5	3.666666667	3.333333333	4	3	3	3.761904762
Primas	5	4.333333333	N/A	4	4	3.333333333	2.666666667	3	3.761904762
XMaterials	5	4.666666667	4.333333333	3.666666667	4.333333333	3.333333333	3.333333333	3.333333333	4

ExperCoin	1	1.666666667	1.666666667	1.666666667	2.333333333	1.666666667	2.333333333	N/A	1.761904762
NHCT	4.333333333	3.333333333	2.666666667	3.333333333	3.666666667	2	2.666666667	3.666666667	3.208333333
iExec	2	1	1	2	2.666666667	2	2.666666667	2.666666667	2
Iagon	4	3.666666667	4.333333333	2.333333333	3	N/A	2.666666667	3	3.285714286
Enigma	3.333333333	2.666666667	3	3.333333333	2.666666667	4	2.666666667	N/A	3.095238095
Dadi	3.666666667	2	3	2.333333333	3.333333333	N/A	3	3.333333333	2.952380952
Dench Music	4.333333333	3.666666667	N/A	4.333333333	4	4	3.333333333	3	3.80952381
Ammeris	2.666666667	2.666666667	2	1.666666667	3	2.666666667	3.333333333	3.333333333	2.666666667
Merculet	2.666666667	3	3	3	2.666666667	1.666666667	2	2.666666667	2.583333333
Average	3.422222222	3.05952381	2.930555556	2.933333333	3.155555556	2.897435897	2.833333333	3.111111111	3.051190476

## Appendix I: Medium Coding

In this section, the team highlighted the key words for each purpose listed in Appendix G. This was inductive coding. Then, the team grouped key words to determine the themes. In Appendix J, the reader will find the key words associated with each theme, underneath the listed theme. The purpose for each company was grouped into one or more of their corresponding themes. Afterwards, the team gave each purpose an alias, so that it would be easier to track each purpose. For example, the first purpose for Amino is Amino1 (seen in the parenthesis for each article). Appendix J contains further details on the determined themes, and their corresponding purposes.

### Amino

- Show Amino's **current involvement** in **offline events**. "Amino will continue to be actively globetrotting — providing value to world-class technology, blockchain and business events and conferences.(Amino1)
- **Answers** some of the basic **questions**- simplify some of the major **concepts** in the **technical** side and **introduce** the business model. (Amino2)
- **Overview** of the **launch** including descriptions of **who spoke**/ what they spoke about it. (Amino3)
- **Summary** of their whitepaper. Mostly, focuses on the need of their product as opposed to the technical aspect. (Amino4)
- **Announcements** about their product, as well as a brief technical explanation about it (Amino5)

### Primas

- Introduce decentralization and decentralized blockchain projects like Primas (Primas1)
- Report their **development** on their product (Primas2)
- Making the **announcement** that Primas is **cooperating** with Hashgard, then provides information on hashguard(Primas3)
- Provide **information** about **implementing the mining feature** through the Primas Node (Primas4)
- **Reporting** what they **accomplished** in the past month, promotes their community (particularly in the summary section) (Primas5)

### XMaterials

- **Announce** what they gained from **attending the Blockchain Technology Summit** and the Singapore Blockchain Summit. Tells the reader what XMaterials do, the three technologies they use to deliver their building material. Discuss what they achieved and what their future goals are (XMaterials1)
- Introduce the global problem (providing a general picture of the issue). **Explains** why XMaterials is a good alternative for concrete (promoting the project). **Explains** how XMaterials are created (XMaterials2)

- **Introduce XMaterials:** what they do, how they do it, we can all do it, we can create it too, XMaterials in **5 years**(XMaterials3)
- Explains the **development of Artificial Intelligence** (AI) and then **promotes their project**, XMaterials (providing them links to more information on them). (XMaterials4)
- Explain the **importance and popularity of automation**, especially in factories, lastly **introduces XMaterials** and their use of technology(XMaterials5)

#### iExec

- **Showcase partnership** (discusses the importance of their cooperation with Scontain), informing the reader that they will continue working with Scontain, and their future plans (iExec1)
- Present to the reader what iExec **learned at the Devcon4**, which explains the importance of the event (iExec2)
- Announces **collaboration** with Intel, iExec always wanted to improve the security of their decentralized cloud, this collaboration solves this problem (iExec3)
- Aimed to **excite the reader** for **iExec version 2** on the release date “we will continue to work non-stop until the very end to bring the best possible product on May 29th” (iExec4)
- Informs the reader about their **involvement and contribution** with the international gathering, encourages reader to get involved (providing them with information of next meeting and links to their social network) (iExec5)?

#### Dadi

- **Explain** Pi, clear confusion, if any, and **encourage involvement** (Dadi1)
- **Inform the** reader about **their design process** and the Founder Node(Dadi2)
- **Announce** the opportunity to join the DADI network, with free limited edition, this article is aimed to **encourage participation/ registration**(Dadi3)
- **Explains** the entire process of lottery and chance of being selected as one of the applicants to get their limited-edition node(Dadi4)
- **Discusses how businesses can gain** from connecting to DADI network, encourages question asking and interest(Dadi5)

#### Ammeris

- Announce **the whitepaper** and provide direct links to their website (Ammeris1)
- **Announce a partnership, showcase** their technology and its application, show support for each of the different companies that are a part of the partnership (Ammeris2)
- Announce a **partnership, showcase** their technology and its application, show support for each of the different companies that are a part of the partnership (Ammeris3)
- The article talks about a **technical aspect** about the blockchain project, as well as **tells the story** of how/ why their solution is the way it is. Overall, the article is **informative** and focuses on **teaching** the reader a specific concept.(Ammeris4)

#### Merculet

- Answers readers concerns and presents project activities(Merculet1)
- Gives an update on the on goings of the company including community involvement, work at the office, and the progress with their technology (Merculet2)
- Gives an update on the current developments of the company including new partnerships and technology updates. Also updates the readers on community events. (Merculet3)
- Introduces specific person and their accomplishments and discusses their relationship with said person. (Merculet4)
- Showcasing Merculet community involvement (visiting different cities etc.) (Merculet5)

#### Golem

- A how-to article on how to get the latest updates (of their technology) and a brief explanation of the update (Golem1)
- Introduces a new member of the team (Golem2)
- Introduce their product, guide the reader on some of the basics and talk about the team that worked on the product (Golem3)
- Discuss future plans for the company (Golem4)
- Discuss involvement in the community as well as informs reader on Whitfield (Golem5)

#### Sonm

- Discuss community management and the technical support skills (the inner workings of the company and how they affect the customer) (Sonm1)
- Post on the different developments in the project including community involvement and recent updates on their project(Sonm2)
- Discuss an important milestone for the company (being invited to an exclusive conference on cloud computing) (Sonm3)
- Post on the different developments in the project including community involvement and recent updates on their project (Sonm4)
- Explain the reason and the need for their product (as well as inform the reader on key components of their product) (Sonm5)
- Iagon
- Announcing that the company will be listed on a cryptocurrency platform, as well as a partnership with the platform (Iagon1)
- Brief news update on the sales. (publicizing their project) (Iagon2)
- Announcing the availability of their token and publicizing their project (Iagon3)
- Listing a partnership as well as giving a description of their new partner(Iagon4)
- Informative on the current state of blockchain market(Iagon5)

#### NHCT

- Announcing that the company will be listed on a cryptocurrency platform, as well as a partnership with the platform (NHCT1)
- Overall educational article on the integration of technology in healthcare(NHCT2)
- Overall educational article on the integration of technology in healthcare (NHCT3)

- Educational article on blockchain and its relation to healthcare (NHCT4)
- Educational article on healthcare trends

#### Dench Music

- They **introduce themselves** and then **explain their ICO** (DMusic1)
- They talk about the various **sale** rounds, cap and investment related info (DMusic2)
- Gives a **bio of some of the important people** on the team (DMusic3)
- Walk you through **how to register** (DMusic4)
- The MIC token utility, bonus **structure** and other metrics are **described** here. It is also an introduction to the ethereum driven Retail platform. (DMusic5)

#### Expercoin

- Further Extending the Functionality of Each Republic (**explaining their technology**)(ECoin1)
- It is an announcement for their Masters of Blockchain podcast. They talk about what the podcast will be about and the purpose of it. )(ECoin2)
- Talks about **how AI will be incorporated** in manufacturing)(ECoin3)
- a brief overview of the **design features** of their project)(ECoin4)
- They discuss how to they can **contribute** to the development of the **workforce**)(ECoin5)

#### Oath Protocol

- Quotes are provided by high level members of each company where they discuss the **benefits of their partnership** (Oath1)
- Talks about Jenny's **background**, how she will help Oath. Also there's an excerpt from Jenny about how she will help Oath.(Oath2)
- Similar Format to the Quarkchain **Partnership**
- Quote from Executives about what they think of this
- Brief summary of each company (Oath3)
- Community members submit **questions** previously to Oath and then they answer those **questions**(Oath4)
- They give a **brief intro** about themselves and then they explain the **significance of their Token** and how it will be used (Oath5)

#### Enigma

- They **explain how** they can compute over encrypted data (educational)(Enigma1)
- Catalyst is a program that they have developed **that empowers** anyone to build their own crypto hedge (promotional/educational)(Enigma2)
- Tells the reader about the topics that will be discussed in this podcast (Enigma3)
- A **summary of their time** in Europe. Each day was listed and a brief description of the most **important events** were detailed here.( reporting what they did over there)(Enigma4)
- They talk about the **future of decentralization** and how Enigma will contribute to it (Enigma5)

## Appendix J: Medium Theme Data

The table below shows the themes determined from the keywords highlighted in Appendix I. Underneath each theme are the words that corresponded to each theme. The next column, “Supporting Data” displays the total number of purposes and the alias of those purposes that fit into the theme. The following columns show the average number of claps for the themes and the average number of people that clapped per theme.

Theme(Overarching Purposes)	Supporting Data	Average Claps	Average People
Explaining the Project (whitepaper, how...contribute, introduce, answers, description, inform, showcase, technical aspect, features, reason)	Total 31 <ul style="list-style-type: none"> <li>● Amino2</li> <li>● Amino4</li> <li>● Amino5</li> <li>● Primas1</li> <li>● Primas4</li> <li>● XMaterials1</li> <li>● XMaterials2</li> <li>● XMaterials3</li> <li>● XMaterials4</li> <li>● XMaterials5</li> <li>● Dadi1</li> <li>● Dadi2</li> <li>● Dadi4</li> <li>● Dadi5</li> <li>● Ammeris1</li> <li>● Ammeris2</li> <li>● Ammeris3</li> <li>● Ammeris4</li> <li>● Merculet1</li> <li>● Golem3</li> <li>● Sonm5</li> <li>● DMusic1</li> <li>● DMusic4</li> <li>● DMusic5</li> <li>● ECoin1</li> <li>● ECoin4</li> <li>● ECoin5</li> <li>● Oath4</li> <li>● Oath5</li> <li>● Enigma1</li> <li>● Enigma2</li> </ul>	<b>253.8</b>	<b>19.9</b>



<p>Updating on the product (updates, development)</p>	<p>Total 5</p> <ul style="list-style-type: none"> <li>● Amino5</li> <li>● Primas2</li> <li>● Merculet2</li> <li>● Golem1</li> <li>● Sonm4</li> </ul>	<p><b>211.8</b></p>	<p><b>14.4</b></p>
<p>Show Projects' Community Involvement (community, involvement, event)</p>	<p>Total 12</p> <ul style="list-style-type: none"> <li>● Amino1</li> <li>● Primas4</li> <li>● XMaterials1</li> <li>● iExec1</li> <li>● iExec2</li> <li>● iExec5</li> <li>● Merculet2</li> <li>● Merculet5</li> <li>● Golem5</li> <li>● Sonm1</li> <li>● Sonm4</li> <li>● Enigma4</li> </ul>	<p><b>168.9</b></p>	<p><b>10.1</b></p>
<p>Announcing Partnership/Collaboration (partnership, collaboration)</p>	<p>Total 9</p> <ul style="list-style-type: none"> <li>● Primas3</li> <li>● iExec1</li> <li>● iExec3</li> <li>● Ammeris2</li> <li>● Ammeris3</li> <li>● Iagon1</li> <li>● Iagon4</li> <li>● Oath1</li> <li>● Oath3</li> </ul>	<p><b>246.1</b></p>	<p><b>5.89</b></p>

<p>Announcing Future Plans (future, plans)</p>	<p>Total 8</p> <ul style="list-style-type: none"> <li>● Amino5</li> <li>● XMaterials1</li> <li>● iExec1</li> <li>● iExec4</li> <li>● Golem4</li> <li>● DMusic2</li> <li>● ECoin2</li> <li>● Enigma3</li> </ul>	<p><b>832.4</b> <b>373.95</b></p>	<p><b>48</b> <b>21.8</b></p>
<p>General News Article on what's going on in the company (sales+ team+ members+ events)</p>	<p>Total 9</p> <ul style="list-style-type: none"> <li>● Amino3</li> <li>● Merculet1</li> <li>● Merculet2</li> <li>● Sonm1</li> <li>● Sonm3</li> <li>● Iagon2</li> <li>● NHCT1</li> <li>● DMusic3</li> <li>● Oath2 (people)</li> </ul>	<p><b>121.3</b></p>	<p><b>3.6</b></p>
<p>General Educational Topics (Educational, describe, future of...)</p>	<p>Total 14</p> <ul style="list-style-type: none"> <li>● Primas1</li> <li>● XMaterials2</li> <li>● XMaterial4</li> <li>● XMaterials5</li> <li>● iExec2</li> <li>● Ammeris4</li> <li>● Iagon5</li> <li>● NHCT1</li> <li>● NHCT2</li> <li>● NHCT3</li> <li>● NHCT4</li> <li>● NHCT5</li> <li>● ECoin3</li> <li>● Enigma5</li> </ul>	<p><b>633.1</b></p>	<p><b>32.6</b></p>

Encourage Participation (encourage involvement, participation, empowers)	Total 3 <ul style="list-style-type: none"> <li>● iExec5</li> <li>● Dadi1</li> <li>● Dadi3</li> </ul>	<b>71</b>	<b>4.3</b>
--	--	-----------	------------

## Appendix K: Coded Interviews with Crypto-Community Experts

### Legend

Establishing a Credible Reputation (Red)  
Building Relationship (Yellow)  
Outsourcing (Green)  
Providing Quality Information (Blue)  
Negativity (Purple)  
Know Your Audience (Sky Blue)  
Time (Orange)

*Interview with Joseph Purdy*

Company: *Primas*

Position: *Community Manager*

Conducted over Phone

Day: *November 7th, 2018*

**Wes: Is it ok if we record this?**

Jo: Yea its fine

**Wes: What project do you work for?**

Jo: I work for a company called Primas, we are not specifically a blockchain company, we are a tech product company, we do have a number of different product, and we use blockchain as a tool, which it is essentially, for a couple of our projects, for storing data and tracking data across the network, and also we have a token so we are technically a crypto project in that respect

**Wes: Tell us a bit about yourself and your role in your project**

Jo: I'm 24, Australian, living in Shanghai been in China for 3 years, done a bunch of different things and traveled around, started my own company, got involved in blockchain about a year ago and lost a lot of money in the process. After my previous company died, I was thinking what is the next step, so I put China and Blockchain together and found Primas. It happens **it wasn't a scam like a lot of other projects** and it actually has an incredible team behind it and a really great vision and I think there are a lot of opportunities for me here. My role is actually community manager, and the title community manager has a bit of a strange taint to it in this industry where people think that community managers are admins for hire and just control a telegram group chat but we take a different approach to that. **In being a completely decentralized system, which primas is trying to do, we think that the community is the backbone of that so we don't want to just hire someone halfway around the world and pay them an ethereum a month to moderate the group chat, there is more than that, there is a full approach.** I do a lot of things, oh my gosh I do a lot of things. So we are a startup company we have a 60 person team, in that team myself and one other foreigner are in charge of branching out to the international market, it is a lot of upkeep and being online. My position is not just speaking about community, **I prepare all of our English content, I deal with a lot of potential partnerships/new projects,** I do all the debugging for our dApp, and I do marketing and legal compliance for the token, which is legally a utility token, and

a lot of other things. I also work on a different product called Kinect. And I do even more than that.

**Wes: The community side of blockchain projects also include offline, we understand you run CryptoMondays could you explain a little bit about that?**

Jo: So CryptoMondays is a bit of a side project, I'm obviously not busy enough with my 10-12 hour workday. CryptoMondays was started by a good friend of mine, and we are all volunteers, it's a good event for the community, and good for people working or interested in blockchain to get together and talk about the industry, and not shill projects, and just talk about interesting things. We noticed that all the events in this country and city were organized by projects and they just want to shill their own projects, which makes sense because it is an effort and a cost and that has to come from somewhere. But we have teamed up with a lot of different people, we have the free location and venue and free drinks and we invite projects to come and talk to the community about what they are doing and what they believe is the future of the industry so we set that up as just something that we enjoy. It started with 4 of us and now has grown to 8 of us that organize it every couple weeks. So that's the basis of it, but from a personal standpoint I'm 24 and this is a growing industry, it's very new and growing very fast but this is networking at its finest, and you put yourself at the center of this very healthy community, and we don't know what is going to happen in 6 months 12 months whatever, but the people that we are meeting and like, having real human connections with during this time, will last a lifetime potentially, it's an investment.

**Wes: How did CryptoMondays start, how did you find people to come?**

Jo: Between the four of us, we had already attended many events in Shanghai, and we knew people went to these events to network, and they didn't like listening to speeches, people enjoyed panels but didn't like it when the panel was directed towards a project. We connected the dots and decided to do their own consistent meetup and people loved it right away. We used WeChat and within 3 hours of starting the group, we had 150 people in the group which was crazy. I mean projects we all work in this industry so we speak to loads of people all the time people put their hands up to get people from the community involved as well. Shanghai and Singapore and Hong Kong are the epicenters of blockchain in Asia. So many projects in Asia will stop off in Shanghai. We have had quite large projects attend, and Crypto Bobby attended a month ago. Shanghai is the gateway to Asia and China, it isn't that difficult to find people.

Wes: Are there any other offline blockchain events you go to or enjoy going to?

Jo: So.. When I started working here I realized that I needed to build up my contact network, so I attended a lot of events initially, I would be the guy in the back networking and everyone would be like shh the speeches are going on, but like I don't want to listen to these guys talk about their crappy talk, I've looked at them online and either they aren't well thought out or just a scam you know. So no I don't go to anymore unless a group of friends is going or it is a networking event. CryptoMondays is the best.

**Wes: Do you do any events specifically for primas.**

Jo: Primas is difficult because I am trying to focus on the international market and me being based in Shanghai is a bit difficult, so we have done a couple of things, we did a US roadshow in

May, where the marketing director and CTO and director of global business went to the US and did a 2 week roadshow, did a number of meetups and such. So that is fine when you are there, we organized that beforehand which was a big expense. But now what I am working on, one of my strategies for the past 6 weeks is building a team of brand ambassadors around the world. And they are responsible for various things, they are admins but also translate documents, have a Japanese ambassador. And we have people in France, US, Thailand, and Australia, these people go to their own crypto-communities and represent primas. We were scheduled to have a meetup in the US in Pittsburgh last week, the day we started promoting the event the massacre happened in a synagogue which is awful and terrible, so very bad timing, and so we stepped back from that. So I have to do things by proxy and I built the team and they run their own events, hopefully.

**Wes: How did you find these ambassadors?**

Jo: I mean it is people, you got to find what they think is valuable, and you figure out what you can offer them in return for their help, so it has to be mutually beneficial. We don't pay them because it isn't motivating and they don't really believe in your project. I actually messaged a few people from our community that were quite active and chatty, and who were interested. So he said they were doing a new program and would love for them to work with them. I identified that most people would be between 16 and 25, which is the student age range. And students want meaningful experiences and connections, international connections, possible opportunities in the future and 3 they want to do something cool and interesting that is different, And if they are already having a hobby in this company, you are giving them a great opportunity that could turn into so much more if they are serious about it, and so I tried to use that feeling to make them feel that being a part of the team would be a part of their identity and that was the way I did it, I wrote out a medium article all about it you guys can look at.

**Wes: Obviously you are also working with social media so what sites do you like to use and why?**

Jo: Um, so I hate social media with a passion, personally I really hate it. In my personal life, I don't use it cause I think it is toxic and it's a huge waste of energy and people curate their lives and it's a waste of time and its terrible for your mental health, a lot of people are addicted to that and I reject that. So me personally I don't like it, but I have had to learn for this job how to use social media. For this job I have to kind of learn how it works, so we have realized that different demographics use different programs. For instance, China we have Weibo and WeChat and we have QQ and a couple other ones but I don't deal with those. For English speaking it is divided between regions, focusing on southeast Asia we would have to be online, and be on Facebook. But if we are on us we probably should use Twitter and Instagram. You can test where your key demographics are. We have done trials with Facebook ads, we have done trials with Twitter ads and things like that and it is amazing how much you can target ads. But at the moment, we have been through different stages so sometimes we think we need to build reputation on social media, we have to be professional and truthful, or sometimes we have to be fun and in the conversation. It is iteration all the time, so we try and test things out, afterward, we assess if it worked or not. Telegram, for example, we learned that people engage more when they see other people are discussing. Ask people question directly and put in useful interactions, it is all about tracking

**stats.** I personally manage the telegram twitter Facebook YouTube Instagram and medium and we have our own dApp.

**Wes: Of those which is the most useful in your opinion?**

Jo: I think that Twitter is good as a mouthpiece for the official brand, but I think within communicating to the community and establishing a community telegram is best, even though I hate telegram. I hate it because I use WeChat, I think that WeChat is amazing, as you guys probably have started to realize, the amount of things you can do with WeChat is insane. Which is a shame, and I look at these WeChat groups, they all day every day are messaging, whereas telegram people will just open it to ask a question and then just sort of close it right after.

**Wes: On that topic, with telegram do you like to have a more casual or professional environment.**

Jo: I mean I'm a casual guy and I love just chatting to people about how things are going, my name on telegram is just Jo and it is a photo of me wearing a primas T-shirt, it's not like I am primas official or whatever, I want to be personable. And personally, for me, that is where I engage better with others. Sometimes I have to take a step back and see if I was this other person what would I think and how would I feel if I saw something like this and what would that give me an impression of the company. And everything that goes out of this office and communication has to be in line with our company values. Thankfully I am one person and I can control myself but before we have had interns and it is a struggle to deal with them and train them to be professional but friendly and fun as well.

**Wes: So are you the only admin on Primas's telegram that is active on there?**

Jo: Uhh. Yea from our company, but one of our ambassadors is also on the group chat, so it works at with our time zones, we have 24-hour coverage that way.

**Wes: For medium, you write all the articles?**

Jo: I either write or translate them yes.

**Wes: How do you decide what to write about?**

Jo: Primas is a very big project which touches a lot of topics so I just choose one of them at random, which is time-consuming. The content is there on medium, but we have to manage our time, if you are going to write something on medium and only a couple people will view it then it isn't worth it, but it is potentially better to just promote the articles we have already written. So I mean this job is juggling so many different things at the same time and it's really difficult sometimes to find time for anything. I mean I have a list of ideas so long and you finish one thing and have an idea for 2 more, and people need your help with something else, and yea we have tried in the past to use freelancers but it is a struggle, because they don't get it and I have to spend so much time discussing with them what they should be doing and then I have to revise it

and it's just not worth it and that is the trial and error of this job.

**Wes: Do you deal with gaining investors or influencers? What kind of strategies do you use for that?**

Jo: So I am a very cynical person, so for me avoiding scams is second nature, I get at least 5 scams a day, some of them more elaborate than others, obviously if something is too good to be true then it probably is. The number of exchanges trying to list our token where I've said ok and then they have asked for 3 bitcoin I just ignore them after. It's the same tricks over and over again and eventually you get it and just don't waste time with people like that, it just takes practice and time, when I met you guys on Monday we spoke for 5 minutes and I had already asked for you guys to be potential ambassadors or interns. I have a focus with every conversation and every event with a purpose, which has taken me very far in life, and not just in this position and this company. A lot of people just float around. Which is why I asked for a timeframe, some people give you a call and just want to chat for 20-30 minutes, and you are like well what can I write down and say what I got from this conversation, nothing. So if you have something down on paper that says from this call I want to get this or know this or lead up on this, when you make the call you get straight into it, and be honest as you can, don't beat around the bush, people don't fucking care, talk about the weather with your mates sure, but if the purpose of a call is business, talk business, just get to the point. Something about living in China has taught me this, the city moves so fast and people will just get left behind. You don't have time to worry about hurting someone's feeling by asking something in the right way, you just do it and people respect that as well.

**Wes: Any comments on Amino's community**

Jo: I don't think it's anything special really, I don't know too much about it to be honest. I don't see too much variance from any other project.

**Wes: Do you have anything else to comment on?**

Jo: I think that at the moment one thing that we have really struggled with is trying to separate the coin from the token which everyone else from the industry is struggling with, and as a person when I started getting interested in this industry I thought of it as an investment, and it is really hard to change people's mindset on that. In China you aren't allowed to talk about tokens, so what else can you use to promote your project, and that is all people are interested in and it's the only thing you can't talk about. We have this really incredible tech and amazing solutions and a very polished prototype of what that is but no one cares because all they care about is making 10x on whatever coin if we had the marketing budget to do something like that we still wouldn't do it. And we are a 60 person team and we are completely unknown to a lot of the world and I can't talk about token and it sucks. We don't want to give away tokens either because it devalues it so much, and it's worthless anyway and people wouldn't even want it if you gave it to them. Pre-ICO is easier because there is hype and people are lining up to invest.

**Wes: Thank you for your time!**

Jo: Yea no worries thank you.



## *Interview with Dean Pappas*

Job: *Consultant*

Conducted over WeChat

Date: *November 9th, 2018*

### **Is it okay if we record this?**

Doesn't want to be recorded so not recorded

### **Can you tell us a little bit about your background in this field?**

Started off as investor, in 2015, after exposure, read more and became more interested, applied for jobs in blockchain sphere, co-founded tao coin. After joining there, realized there is a big gap in how blockchain projects do marketing and actual service providers, consulting agency, consults 24 different projects, most recently joined marlin protocol, marlin.pro, and uploading new website shortly, white paper is there. Worked with over 20 different projects, this project is the smartest and best in his opinion. If interested, take a look. thompson innovations? supports 10 active projects.

### **What is your official job title?**

Consultant (unanswered)

### **Job description? (What are you responsible for?)**

Unanswered

### **What process do you usually use when consulting Blockchain projects?**

A lot to unpack, top level view: two different goals with marketing: one is traditional which is need customer to know about us and depending on what blockchain project its B to C (business to customer) play or B to B (business to business) play. Who am I selling to, how am I getting it to them, understand that first, other layer, what do I want to do for investor/ICO. Good example of a focus for the blockchain world is telegram and telegram follower count. I have made a very good living on telegram growth and community management, first thing I tell is that telegram follower count is bullshit, because just because 90000 people are connected to someone doesn't mean 90,000 people are actually involved. Because some people faked it now it's ruined it for everyone, which perpetuates the lie, a telegram follower count is a poor indicator of anything. You need telegram as a place where people can reach out to you and easiest way to have large groups of people and rapid fire question answer, reddit or email is more traditional. Telegram has been used heavily in airdrop and bounty community because of ability to create bots. Misconception to be updated on is telegram followers don't matter.

### **How do you define a crypto-community?**

Unanswered

### **Does it include both offline and online communities?**

*For offline community:*

**Do you suggest to your clients that they should run offline events?**

Depends on the project, the B to B projects really need to be offline, BtB in this space is not about numbers it's about quality, only need to expose to other businesses, everyone has low attention span, need to have offline marketing events to gain attention. 80-20 rule (80% offline 20% online)

**If so, what type of events do suggest they do?**

New here, same boat and doesn't know many places to go, one crypto group on WeChat shares events, and Beijing and Hong Kong have a few events.

**How do you suggest they attract people to come to their offline events?**

Unanswered

**Do you commonly go to other offline events, like Crypto-Mondays?**

Unanswered

**If so, which ones and why?**

Unanswered

**What do you like about these events?**

Unanswered

*For online community:*

**What social media platforms do you suggest your clients use?**

Telegram, Twitter, discord: best for rapid distribution of information and sharing. Loves twitter, the way you can authentically go viral, especially when people involved on project are talking and commenting on other projects and information. Good to talk to other people positively in blockchain world, good place for authenticity and pull effect. Discord is good for tech crowd and can be more organized. More authentic crowd on discord, telegram is a necessary evil Facebook is waste of time, YouTube important need some sort of video content. Huge fan of bitcointalk, ground zero for crypto Satoshi made that forum, the famous pizza that was sold on that forum. Great world that has to be in arsenal of any serious crypto marketing strategy. Medium is super famous, prints all articles on medium, 100% necessary, easy blogging tool, not a place to increase visibility because you posted it on medium, a way to blog easily and then share elsewhere. Need to have content to be able to share with people, every time you have content you have an excuse to share to the world. Medium is the content that you can share with the world, it is a way to pull people in.

**What are the advantages and disadvantages of each site?**

Explained above

*For Telegram:*

**What are some common mistakes you see blockchain projects do, when it comes to their Telegram channel?**

Very opinionated: Thinks there is no value in blowing community inorganically, mistake to delete comments that are negative about project, believer in hugging haters, sit there man up and

figure out if it's an actual problem or if the person is misguided. Likes combot, can welcome people, give statistics about program. Don't agree with automatically deleting links that are posted, good to protect against spam. Doesn't like it because sometimes people want to share a positive link/ newspaper article, leads to negative experience for users, need diligent crew to clean up the bad activity rather than 'being lazy' and relying on a bot. Be authentic, engage, activity, need activity in the channel, answer questions and do it politely. Can turn off future investors/members Group has two-way communication, channel is one way.

**What kind of environment do you feel best fosters a telegram channel (more casual or professional)?**

Unanswered

**How do you identify and deal with spammers and scammers?**

Anytime someone says they have an offer that means they are scamming pretty much. One of clients insisted on hiring a community manager that had personally messaged him and kissed his ass. Guy is waste of time so they fire him. Soon after to come into good grace, produces design for the work they were doing, said thank you and didn't hire or use the design. 3 days later a guy posts the design and says why haven't I been paid, and he says your community manager contacted me and said for me to make this design and he never paid me and now he had a designer publicly mad for something he never asked for, good time to PM and talk on the side. How much money? 5 Eth, 1000 dollars, kind of ludicrous for that kind of design, can you give me your bitcointalk, most all these people and are seasoned they have a bitcointalk account. It has a list of his services and previous work and has his telegram, and different window pops up, has different telegram window never heard of project, so people are always impersonating others. Most projects probably pay it because they don't want to look like they are cheating it. Most of these guys living in Philippines and crazy places, 2 dollars goes a long way, so 1000 makes me set for a year, bitcointalk was very helpful in that situation. Sometimes you have to pay ahead of the time with crypto, people will lose money with that, be very strict about risk. Don't pay this much upfront. Always ask for bitcointalk, way to see they exist and have working for a while, and can give negative feedback on them. Whereas telegram you can't really do anything

*For Medium:*

**What blockchain-related topics do you feel attract readers the most on Medium?**

Unanswered

**What would you suggest blockchain projects to do to address people that negatively attack their project (Online and Offline)?**

Don't delete comments, address the attacks and figure out if something is actually wrong or attacker has misconception

**What is the best way you feel projects should approach influencers and investors?**

Unanswered

**What do you think a blockchain company should do differently when running its crypto-community in Pre-ICO compared to ICO?**

Fluctuates from project to project, as much as possible firm **believer in authenticity and community, need to keep community together**, only reason we discuss the two as different phases is because there **are so many different scams**. **End of the day if you are actually going to do something, need to continuously talk to people.**

**How to find influencers/thoughts on influencers?**

If you can pull it off that is very good, some guys completely for pay, some guys refuse to be paid. If you can get influencers you should do it. Has yet to see an influencer come to someone that is ACTUALLY the influencer, **many scams and fake people show up**. Those approaches are not ever real. Want some money, put up a crypto review video.

**Are you familiar with the blockchain company Amino?**

No

**Do you have any insights on Amino's social media platforms?**

N/A

**What do you like and dislike about Amino's social media?**

N/A

**What do you think Amino could do to improve their social media?**

N/A

**Is there anything else you would like to say or talk about that we have not covered?**

**Thinking about content is the most important work that doesn't cost money, partnerships and announcements, offline events(marketing):going to meetups etc. and getting influencers is best use of capital that requires money**, Facebook ads banner ads and google ads are not good ways to do it. The people that are interested are looking for it, not sitting at home and responding to an add.

**Is there anyone else you think we should talk to?**

Will let us know.

## *Interview with William*

Company: N/A

Position: *Consultant*

Conducted over Phone

Day: November 9th, 2018

**Fareya: Can we record this?**

Will: Yes

**Fareya: What is your job description?**

Will: Consultant, previously chief editor and was responsible for whole content of the company. For example some blockchain projects in china, want to devote the southeast market, **they need the PR companies and crypto exchange and communities**, and they will ask us and **we will help them to find the agency to do PR and build communities** and list the token on the exchange. And we will do the same to help projects abroad to develop Chinese market.

**Fareya: Could you tell me a little bit about the different roles of social media and how to use them?**

Will: Yes, telegram, and the WeChat in china. First step is to establish the telegram group, which anyone could do with their friends on the telegram, and then **you can post articles and other media. In the articles you can post the QR code of the telegram and anyone interested in the project can scan the code and they will join the group. The QR codes could be posted anywhere.**

**Fareya: Why is telegram good for blockchain projects?**

Will: It is good for public ICO. Because it is different from the WeChat group. The telegram group does not have a limitation of members, one project could have a telegram group up to 100 thousand people, and if you are the ICO manager, you will hold a public ICO from a certain time period, and people will put wallet address in telegram group and they can put cryptocurrency in the wallet address.

**Fareya: Are you familiar with medium?**

Will: No

**Fareya: What other social media sites are good for blockchain and why?**

Will: Yes twitter, Facebook, YouTube, and actually ICO projects will have their own Facebook and twitter pages because **the investors have to know the information from the twitter or the Facebook and they have a right to know what the project is**, and what the project is working on.

**Fareya: you mentioned investors, what are these investors looking for online?**

Will: **They just want to know the information of the project most of them**, because they are **worried about the project being a scam**, and every project has their own Facebook, twitter, and Facebook, and they include the other sites on every site. The CEO also has the twitter and Facebook.

**Fareya: So why should the CEO also have a twitter or Facebook?**

Will: To make sure to show that he/she is busy and working hard on the project, and going to blockchain events.

**Fareya: Offline events are important do, do you suggest that they attend offline events?**

Will: There are two kinds of **offline events**, the smaller is the meetup or the roadshow, maybe contains 50-100 people and the bigger ones are the summit of the industry, and the former one is to attract people to invest to you and the latter one is just to advertise the project itself.

**Fareya: How do you attract people to telegram?**

Will: Airdrop. ICO projects will airdrop tokens to people for free to attract people to their community. For example if you join the telegram, everyone will receive 100 of whatever token. This is the main way to attract people to join your telegram group. The other ways are like campaigns, such as if you are the active member in the telegram group then you get extra token as a bonus.

**Fareya: How do you suggest clients deal with negative comments?**

Will: It is normal to have negative comments in the channel. And as the CEO or community manager of the company you need to explain the question, and then if it is really your mistake then you should airdrop some tokens to make up for it. And actually, in every telegram group there are some "fake fans" where company pays people to make the compliment and say the project is good to cover negative opinions, but that is not a good way.

**Fareya: How do you approach/get influencers?**

Will: Influencers are part of the marketing, so the ICO project will find a PR agency that has several influencer and every influencer has their own community, so the project will pay the agency for the influencer to say something good about the project. Usually have a disclaimer that it is not investment advice, even though it is. The ICO project often won't have their own influencer because it is ineffective.

**Fareya: What are ways companies can gain investors?**

Will: Investors don't care about the channel, in their eyes there are two kinds of investors, the institution and the retail investors. Pre-ICO projects will find some fund and capital to gain money, and they will find some influencers to attract 1000 - 10000 people and the company would airdrop the token to these communities. And when they do the public ICO they will hold some roadshow in several cities, and will attend many summits.

*Interview with Michael Wurzinger*

Company: *OATH Protocol*  
Position: *Community Manager*  
Conducted over WeChat Voice  
Day: *November 10th, 2018*

**Wes: Can you describe OATH Protocol and what you do there?**

*Michael:* Ok. So OATH is actually kind of decentralized arbitration system, so we are enabling it for the regular user the normal human being trading on a platform or whatever, if there is a dispute, imagine on an ecommerce platform I betray you, you pay the money but you want your money back but I cheated on you. Through our protocol you can have a decentralized arbitrator which is the community to resolve the dispute, so it is like a juror system. Who then votes on the issue, is the buyer right is the seller right, so either you get your money back, or it is a false claim and you don't get your money back, and that is the basic concept. So it is a third party integration for other blockchain systems to solve their disputes. And it is especially important for p2p networks because there is no centralized authority. Because with blockchain we are replacing the middleman, which means we are replacing the decision maker. So on centralized platforms if there is a dispute there is still the customer service and the central authority to resolve the dispute easily because they have power. In p2 networks it is not supposed to have this decision maker. So we came in and created this pool of jurors to anonymously to resolve disputes.

**Wes: You are the community manager right?**

*Michael:* So I started as the community manager like 3 months ago, but from there I learned I am good at business development so I am kind of combining the two, and also product development. So I am getting more and more into stuff that is product related not just community

**Wes: So does OATH have or plan to use an ICO?**

*Michael:* So we will talk a lot about this today, **timing, timing and what is currently big in the news.** Initially we planned to have a public sale in January or February, and currently, **the market is dead so it is not easy at all to raise money through public sale, which was much easier to do about a year ago,** which is why everyone had one. But yea currently we are also rethinking should we do an ICO or does it make sense, also the financial aspect for us.

**Wes: You run CryptoMondays, could you explain that a bit?**

*Michael:* As I said at the beginning I started to see the potential for myself to be able to host events in Shanghai, I always came from the events side and not the online side. So because I also wanted to learn and get into public speaking, so I wanted to do it and kind of wanted to challenge myself in that way. And I started hosting events on my own and with my friend. And I had no experience and no mentor to tell me how to do it which wasn't bad because I figured it myself, and it might have taken longer and taken more energy but that is ok. And **I started to build up my own brand, which was not thought through but it was a brand and I had a name together with my best friend** and we started hosting events, the first event I hosted was in the name of another project as I was an ambassador for this project, which made it easier because they already had their background which gave a lot of attraction for people to attend the event and through that I accumulated WeChat ids for groups and **hosted more events in my own brand,** I was always the

moderator and never spoke, I just organized the people the audience and the venue and let others speak. From there that was before CryptoMondays, I had one event with EOS, which is the 6th largest cryptocurrency in the world by market cap, it is a very big thing especially in china. And two days before they launched their main net, I got them to host an event through me. EOS works with block producers which are super nodes and block producers have all the power in EOS, so it is a very centralized platform, so I had the block producers at my event which attracted 150 people at my event, and I was the one speaking which was a lot of pressure, and I learned whatever you say or do, even from the beginning, you are always responsible for it and it will always come back to you. And there is always one guy who will note down what you say, and who will take it for your disadvantage, in case you are facing this problem or issue.

**Wes: How do you deal with that type of negativity?**

*Michael:* So I really started to enjoy it I really started to turn this negativity into my fuel to even go faster, further, better, and improve myself. If there is constructive feedback, in that there is really something I have done wrong I take it and apologize for it that is what humans should do. But random accusations, and we have dealt with that with cryptomondays, I just face it even publicly I don't care, so if anyone accuses me I will just face them and make my point clear, but if he doesn't get it is not my mission to change his mindset, so I kind of enjoy this negative and hate that I get and I feel like the bigger you grow and more successful you get the more people will envy you and hate you and push you down and say your wrong but it just depends on you how you deal with that, and if you let it get to you, you lost.

**Wes: Sorry for the interruption if you could finish your thoughts on cryptomondays?**

*Michael:* Yea so my biggest event and largest achievement was EOS, the same day after that event a guy came up to me and told me about cryptomondays because cryptomondays is an established brand in the US, so they have it behind the company crypto oracle, and they host events in San Francisco and new york, all these places. So this guy was at the consensus in New York and met the founder of cryptomondays and they talked about the concept and everything, and yea as I had this EOS meetup, and this guy came up to me and wanted to work with me because cryptomondays are really big and will pull together smaller communities, and catch all the people who come through, and will be the biggest event in Shanghai. From there we started to work on the concept, and started a team of 5 who co-founded the whole thing and from there went to where we are today which is 1,500 people, and that is how we started crypto-mondays.

**Wes: Do you run any events specifically for OATH?**

*Michael:* That is another large advantage which I see which also keeps me motivated to do these events which I am not paid for, I have never gotten paid for cryptomondays, and there is so much value for building relationships even meeting you guys. Doing this interview, meet other CEOs, project leaders, experts, professors whatever it is. Through one of these events I met a lawyer and he introduced me to Yin, the CEO of Oath and as I was talking to him I realized man this guy is really serious and is going to do this. So that is how I got into oath and it felt really good in the beginning working with the team and the product and from there I'm starting right now this workshop, and I guess that is the first or one of the very few projects doing something like this, focusing on students, so I want to build up a reputation, and build up a strong community focusing on students. And that is the issue I faced when I first came to shanghai I didn't know where to start, and I was lucky to find a meetup, but if there was a guy in university or someone



else to talk to it would have been much easier. Dealing with the right people and students, and students are more keen to be around students in the beginning and build up from there, and so that is why we are doing the workshops. And I chose the workshop format because I think it is more matching to the audience and is more valuable and I think you always need to find out what audience is and the best way and structure to provide the most value for them, and students want to learn, and if I just sell my project it won't have as much value as us jointly work out stuff and build stuff so have projects, and yea that is what I want to do with oath. This is the first time I am hosting this workshop, but is not the first time I am speaking for oath, like at events.

**Wes: So are you running these events or just going to them as a guest?**

*Michael:* Umm so there was one event we cohost, but I did not organize it, locally whatever is in shanghai is mostly very easy to set up, I would not say I organized it, I was a part of it but don't do it myself, all the international conferences was me invited there as a speaker and I introduce the project.

**Wes: How did you make the connections with EOS?**

*Michael:* What I figured out is that I enjoy talking and talking to strangers, not strangers on the street, but interesting people, and that is the case with many people, everyone has some story to tell, so when I started attending events I was always speaking to everyone, literally everyone, and I figured out at all the events, there are people you would never think of and why they would be at these meetups, and these guys get crazy. And I started to talk to people and have coffee. I would have coffee like twice with people every day. And I would figure out how they do what they do and why they are here. And that is how I built up these relationships. I would not say they are my friends, but we know a lot about each other and we always see each other, but we don't go out together. Through this openness and through this thing that no one is doing, because normally people wait for someone to speak to you or you bump into someone, and I was just talking to everyone, and through this we share stories and continue conversation on WeChat and we refer each other to people and you get invited to groups. And that is how I met one guy from EOS, which is the producer for EOS, and I had never actually met the guy in person but we were introduced.

**Wes:** So you don't have much to do with the online part of communities?

*Michael:* I build the online community through offline events, always put QR code on presentation, add people to groups, and connect with people. And introduce to people. But I didn't grow it from rarely online, which right now I am doing this for oath. Which is completely different, and the community needs to be online. You need to promote your project somehow to these people who don't know you, who don't trust you, and you need to win their trust and that you won't do something bad to them, it is like sales, whereas what I did I build up relationships in person and they know me so it easier to trust me, but isn't as scalable on online. Building up a community online has a lot to do with timing and sharing information, which I am working on myself. By timing, for crypto, I mean right now it is hard to build a community online because the market is down and people are depressed and people are really negative and depressive no one is really convinced by anything no matter what you do, I am always posting stuff, and I guess that is what I need to do, post quality content, pictures, build personal relationship with the people you have to build trust, make more personal. Keep providing content even though the market is bad. But I haven't done too much, but for future announcements, hold them back and

wait for the right time to spread the news, if I make a partnership with someone, align with them the right time to spread it, and these small things are the problem right now. And once the market turns around people will be positive and excitement, then it is much easier, for now whenever I spread, in my opinion, big news there is not much feedback at all, they don't read it, because they simply don't care because the press is down.

**Wes: Would you recommend to focus on offline or build solid relationships with the people you have during this time?**

*Michael:* I feel like at this time, if you work hard and smart you have a competitive advantage that boosts you when the market turns around which is so much pace and speed and momentum it will be hard to stop you and we are working really hard to write quality content, we are writing our own constitution, we are doing big things behind the scenes and we work really hard and do research and prepare for how we do things, we do a lot of research and work and that is what you should do because a lot of people are bored and getting out of the market and stop moderating and don't care anymore, right now is the time you work really hard to really enjoy the ride later.

**Wes: Are you writing medium articles or do you hire people?**

*Michael:* Right now we write them themselves, when I joined 3 months ago we created all the social media pages, and I helped with 2 others for all the online content. We have a good pace I think to pace 1 or 2 articles per week that we write ourselves, we don't have a third party content creator to moderate for us so we do everything ourselves which is really hard because we are growing rapidly, and so it would be interesting to hire students to help with the content creation but for now everything is in-house.

**Wes: How do you decide what to write about?**

*Michael:* This is a good question, you always need to find out what your goal is and how you can achieve it, so right now no one is interested in trading and no one is interested in making money, and so now the people who would read articles and are the people who see long-term value in the industry, so they are looking for quality projects with a clear thought out plan that knows what they are doing who also have execution plan so we are trying to kind of spread this message that we have this and are working hard and have ideas and are open minded and care about community and that is the message we want to spread and spread through articles.

**Wes: Do you know anything about Amino's community?**

*Michael:* Honestly I know the people behind it but I haven't really looked at their documents or their social media, but I know that they work closely with chainfunder so I know that they do a great job together. And that they care to go out and spread the message. I meet Felix everywhere and they are still very active which is rare, because a lot of projects aren't traveling anymore or talking anymore. Which is good to be going to these things. I always think that doing the opposite of what the mainstream is doing so I think this is the best you can do. It is the best and only way for long term success.

**Wes: How did you end up in China?**

*Michael:* I was in china 6 years ago when I was 18 after I finished school, you don't know what you want in life and you finish school, so I finished school 1 year earlier, and I had no clue what to do, and I was scared of talking and going out. So I decided I wanted to travel and go to

different cultures. So I had the luck to meet the right person to come to china through his company. And that was my first china experience for 6 months, and I moved to India for half a year, and I went back to Germany and worked for Mercedes. I always wanted to learn Chinese, and when you have an urge to do something you should follow it, and I was offered a very high paying job and I rejected it because I wanted to study Chinese in 2016, and I moved to another city in Germany and started to study Chinese and this program includes a year abroad, so that is why I am here this is still my exchange year which I will extend another year. And just keep going.

**Wes: Thank you for your time, anything else you think we should know?**

*Michael:* I think that branding is very important when building a community, branding for yourself and your project. Get affiliated with good stuff and do stuff no one is doing, but experiment and come up with new ideas, and be aware of the responsibility you have, whatever you say or do could be used as your disadvantage. Be cautious. You need to be the type of person who is willing to always be the contact and be responsible, and it is hard work without immediate results, but it can grow exponentially. Just keep going and on the way up if you brand yourself with the right timing that is the most important.

**Wes: Thank you!**

*Michael:* No problem!

**Is it okay if we record this?**

Ok

**Can you tell us a little bit about your background in this field?**

More than 6 years in community building, members of fablab, GDG, global shaper, organizer of TEDx, director of IOT community ThingsCon, serial entrepreneur in multiple tech and innovation projects in Netherlands, China. Bought first bitcoin in 2013, get back further into blockchain and tech community building since 2017.

**What is your official job title? Job description? (What are you responsible for?)**

Global partner, of DoraHacks, responsible for the operation, strategic partnership, community hackathon organization etc. Blockchain advisor of OSA DC,

**How do you define a crypto-community? Does it include both offline and online communities?**

Yes, I mostly focus on tech community, not just crypto though.

**For offline communities: Do you suggest that blockchain projects should run offline events? If so, what type of events do suggest they do? How do you suggest they attract people to come to their offline events?**

Yes, I believe so. Depends on the setting, the goal and content structure, it can be quite educational, to attract some fans and followers. Or, it can be quite technology hardcore workshop that attract some real potential contributor. Your topic, content, event setup and promotion to the right audience are the key aspects that attract the right people to the offline event.

**Do you commonly go to other offline events, like Crypto-Mondays? If so, which ones and why? What do you like about these events?**

Not really, I got invited by the organizer as a speaker, so I go. I don't go just as an audience. It was nice event. Nothing to complain.

**For online communities: What social media platforms do you suggest blockchain projects use? What are the advantages and disadvantages of each site?**

In China: WeChat and Zhishi Xingqiu,

Now there is some more, in the token world, Bihu, and Huobi Chat,

Outside of China, you have discord, slack, reddit, steemit. On top of the normal Facebook, twitter, telegram channels.

**For Telegram: What are some common mistakes you see blockchain projects do, when it comes to their Telegram channel?**

Just focus on quantity, not quality

**What kind of environment do you feel best fosters a telegram channel (more casual or professional)?**

Depends....

**How do you identify and deal with spammers and scammers?**

There is some software

**For Medium: What blockchain-related topics do you feel attract readers the most on Medium?**

Depends, for tech project, it's about the tech advantage and special opinion about this industry

**What would you suggest blockchain projects to do to address people that negatively attack their project (Online and Offline)?**

For PR, it's difficult, check the PR review, check who is the doing this negative posts. What's their motivation, is it from the competitor, is it paid agency? Then try to address the unfair attack with appropriate, normally for the tech blockchain project, it's about writing systematic, logically sound reply.

**What is the best way you feel projects should approach influencers and investors?**

Investor, it's another level of topic, depends on the founding team, fundraising strategy, investment landscape and timing. Not got to talk too much here. For influencers, you need to engage them, with good content, good project idea, and good conversations. Build up trust step by step and give people clear roadmap, clear expectation and clear co-creation method so that they can get involved and contribute.

**What do you think a blockchain company should do differently when running its crypto-community in Pre-ICO compared to ICO?**

Getting more engagement, building the trust, consensus among the community managers, most of the blockchain companies in the past are doing ICO, but also we see some good projects fund raised through IPO. Blockchain company, comparing to the internet company, should embrace the notion of decentralization and

**Are you familiar with the blockchain company Amino? Do you have any insights on Amino's social media platforms? What do you like and dislike about Amino's social media?**

**What do you think Amino could do to improve their social media?**

No idea, honestly, will be nice to talk through and know more details

**Is there anything else you would like to say or talk about that we have not covered?**

N/A

**Is there anyone else you think we should talk to?**

I have a few people who I recommend, for example, the founder of DAOONE, Allen, Founder of Jiran community Sissi. Etc.

*Interview with Ms. Adela Chen*

Company: BOX foundation

Position: Global development (Community manager and business developer)

Conducted over WeChat Voice

Day: November 2th, 2018

**Irene: Tell us a little bit about your background?**

*Adela:* I worked as a programmer and a project manager for around 12 years in Sweden and I came to China last year and I joined a blockchain company last year, 2017, and first I worked as a product manager, but now I work in business development. Something like that. So after the first company, my second Blockchain Company I worked for was an investment company called chainfunder. I worked there for six months, but because I am more project-oriented, and this company was investment, I changed again. So this box foundation is the third blockchain company I work for. Now I manage their overseas market or global development, including community management and business development.

**Irene: How do you define a crypto-community?**

*Adela:* This is for specific crypto (coin) or general crypto. For specific the people that know about this crypto agree to the theory and business model behind the token and they want to make this system better and to participate and spread the word about the token, and about the business model. **It includes both online and offline communities.** In china it is all WeChat, in the international market it is Telegram. For our project we have both. **But in China to use telegram you need to have a VPN, so it is not so easy for Chinese community members to join telegram so WeChat is better.** But WeChat can only have 500 people so it's not so easy. So for us we have around 50 or 100 WeChat groups, but I am not responsible for this part now, it is for the Chinese community, my colleague is responsible for that. We mainly have Chinese WeChat groups. Now we have a telegram for the international market.

**Irene: What are some common mistakes you see people do on telegram?**

*Adela:* My feeling is that the telegram, these days for some groups it is good, **there are not so many people but they are all authentic people.** For most groups it is a bluff, a lot of people but no talking and people only care about ads and different ads there and spam, and I don't like that. **I prefer small groups that talk a lot and people believe in the token, the story behind the token.**

**Irene: How do you identify and deal with scams?**

*Adela:* **My company encounter some scam last week,** it's like they make exactly the same group as our official one and say they have airdrop, but we didn't do any airdrop, and they made the box token themselves, on ethereum, so a lot of people believe that because they got box token, but this box is not the same as our official token so you cannot exchange it in our exchanges, so **they found out that they were cheated or something.** I think the only thing you need to remember, there is no such thing as a free lunch. **Always check official channel announcements and something like that.**

**Irene: Are you familiar with medium? And what topics will attract the reader?**

*Adela:* Yes we have a medium channel too. I think it is not about one company. Wrap-up articles. Assemble several projects and to explore some direction of some of them. Maybe for us we are doing security, so when I search for security, I saw some articles, they wrap up and there are some different alternatives in the market. I think these types of articles are attractive to me because they did some research.

**Irene: Can you tell me about the offline aspect of crypto-communities?**

*Adela:* For us we are mainly doing the **offline meetups** for the Chinese community. For us as I told you before we have some WeChat groups, and for each group there are some leads or admins, and there are some incentive systems to encourage them to get more people or **tell more people about our project**, and we hold **meetups** for these leaders or admins for the project and they **talk about why they like this project and their background and their investment methodology**, but we are not holding meetups for all the people because there are too many. I think most of the people in china that invest in tokens, and crypto-currencies. They don't know about crypto-currencies, they just want to make money and do what people tell them. Some of them have brains, but most people don't. So they just want people to tell them, this is the current situation in china, so **I think there are a lot of scams about this**. One day a friend told me his dad invested in some coin called [redacted] and he sent me some articles. **But this coin you actually can't find it anywhere, it is totally a scam, but still people invest in it**. So you combine all the news about blockchain at last they say [redacted] is one of the best projects, but for most of the people they don't know about that, they say ok blockchain seems very good, even CCTV news they present blockchain, but some parts are right but the most important part is wrong, and **these scams** most people can't distinguish which is an issue in china. I don't know if this can be called community, but there are a lot of articles spread all around to **persuade people to buy coins but they don't exist anywhere**, maybe on one exchange or even in one app, and **people have no knowledge** about blockchain or how blockchain works, and they say ok this is about bitcoin and I will earn money. **And this isn't about our project but it is the situation in the Chinese market.**

**Irene: What is the best way for projects to approach influencers and investors?**

*Adela:* As long as this project is solid, and has real **content** and the technology is solid and the **business model makes sense**, the influencers and investors have knowledge, if they read they will understand, I don't think that besides the **white paper** you need to do something extra to **persuade investors**. But as you know I worked in investor companies before, at that time people don't look at the white paper, they don't read it, they just look at who else is invested in it, so usually **if the project has very good background team members they will try to get some influencers and give them some coins and they will help**. That is the real story, but usually if the white paper is good people will believe it is a good project.

**Irene: Do you approach the investors or will investors approach you?**

*Adela:* For box, yea some investors will come but actually box did only one private sale last year so we are not getting more investors nowadays. Investors are not like people you mean the institution right? **For people that are just investing in coin, they will come to us, they will visit us and see it is a real project**, and technical people are working there and they have a big office so we believe this.

**Irene: What do you suggest blockchain projects do about people that are negative towards their project?**

*Adela:* **It is inevitable,** so blockchain is decentralized so it puts the responsibility on everyone, so they should take responsibility for themselves and **always check official channel,** and the **project should announce** that they don't have any airdrops or anything. **We make some announcements and articles for all of our social medias telling people not to believe the scams.** But some people already bought the airdrop

**Irene: Is there anything else you think we should know about crypto-communities?**

*Adela:* I just think that it is hard to maintain a community, at first people will get very interested but **you have to give them more information and updates,** **I think transparency is very important,** and if there is a project, actually our project the all these technical people are working every day, the operational team is working every day, the community doesn't know so **we should convey this kind of message to them now and then.** And they will guess what happens so when they come to the office they will see ok you are still working on the project, but if they don't come they are just guessing, so **you have to give them information or updates now and then so they know you are still progressing.** **This transparency is very important. We use photos and sometimes weekly reports to keep this transparency.** And we invite investors to our offices which is another way to do that. Sometimes our founder will have some online interviews and he will appear in WeChat or Telegram groups. We cooperate with other projects and will have interviews in their channels. And not only our founder does this but so do our community leaders. **We now have 4 or 5 very active members in our community and we interview them and their background** and how they think we should go so it is mutual.

**Irene:** Thank you for your time!



## *Interview with Hanyang Xia*

Company: *Amino*

Position: *Community Manager*

Conducted at Amino's Office

Day: *November 27th, 2018*

**Wes: What project do you work for?**

*Hanyang:* I work for Amino.

**Wes: Can you describe a little bit about the project and your role within it?**

*Hanyang:* Yea sure, Amino is a decentralized computing network based on blockchain technology, and so basically my role is I direct the community operations, so a lot of my work involves **engaging people in the community**, acquiring new community members, **posting quality content** that would of interest to members in the community, and that **would enhance knowledge about blockchain**, and potentially have them as a fan or **if they are part of a project have them as an investor or partner**. So a lot of the things I do is maintaining the flow of social media like twitter, medium, telegram, and **posting quality content** on it in order to educate users of the updates about Amino, any new partners, collaborations or insights, and engage with other projects. Since I am involved with a lot of people I also will deal with partnerships in terms of proactively acquiring potential partners and investors through a lot of forms, through events, cold contact, whether approaching or emailing, and basically from then on sometimes I am able to **establish a good reputation** both personal and professional and **I can see the value that we can provide for each other** and potentially make a good partnership, and that is the basic brief. And of course I get delegated to other tasks depending on what else needs to get done in the company and with time management. Elaborating a bit more on Amino, we actually have commercial value, and we are already being utilized by top universities around the world. And being used by internet cafes, this is just the beginning and we are still expanding.

**Wes: Does Amino plan to use an ICO?**

*Hanyang:* **Yes, we plan to do an ICO sometime down the line**, using the exchange AMO, However due to market conditions we might not be completely tokenized, we may have equity investments involved, venture capitalists, depending what he most efficient and effective manner Is for us, but we plan to be listed.

**Wes: How do you define a crypto-community?**

*Hanyang:* So I define this as basically a bubble of the whole blockchain community, when it is broken down however it is where **users can engage and grow** as a community giver, become more knowledgeable about their investments, discuss projects, which has really strong real-world applications, also where **the project itself can communicate with its users** to see how the users are validating the project, any feedback or engagement, and also expanding the technology of the project as well as its user base

**Wes: Has amino ever run any offline events for themselves before?**

*Hanyang:* Yes we have run a few of our own events, first off we have also been invited to and spoken at many offline events such as Slush Shanghai with over 15,000 people, however for events that we have run for ourselves, we had an amino exclusive meetup in shanghai, and in

August we had the Amino launch in Auckland where we had our team members present and we had people in the new Zealand blockchain scheme, and some new Zealand parliament involved, and it was very worthwhile, we didn't intend to gain anything specific, however it was letting amino launch and it was very successful.

**Wes: Do you enjoy going to offline events personally, not just for Amino?**

Hanyang: I do enjoy a lot of offline events, I myself usually go to them a few times a month for example because I am engaged with a lot of developers in Hangzhou I can travel to Shanghai and go to crypto-Mondays, for example on WeChat groups there are almost 1000 members connected to crypto-Mondays, the panel discussion is good and you learn things that you wouldn't necessarily learn online, and the panel members are opinionated. And it is always valuable meeting new people socially or professionally, usually these events have ambitious passionate people because these people are going outside of their work hours to be involved with these events. I have also participated in conferences, a week ago I was at TechCrunch Shenzhen, we had a stand, we were able to interact with fans and make new connections, and see what the current market is like because the blockchain scheme is so infantry and volatile, to gain new insights from all these people is not something you can do just standing around. Making new friends and connecting with potential partners and investors as well and also just seeing new innovative ideas within the scene is very interesting because we have a better understanding of the market and ideas we can implement to our project. And also the talks from top tier people is invaluable. Usually I go to the big conferences where Amino is involved or invited to once a month.

**Wes: Where do you think you could improve most on your social media and online presence?**

Hanyang: I think the most we can improve on is more organic growth through ourselves. It is easy to get someone highly validated to potentially bring in a lot of new followers, but these people may not actually be interested in the project, but just the financial gain. Due to the current bear market organic growth is more difficult. I think I contribute value to Amino however we may need to focus on things other than community events or content updates, and sometimes we need to pull something out of nothing and that is something I need to work on to grow our community. Another thing is presence, there are so many projects it is very hard for someone to dissect your project unless they are very enthusiastic, and so the presence within the market leads to exposure, having your name around is very important. I want to get our name out there more and more. There is trade-off when it comes to time, I may not be able to emphasize on the actual growth of the community which could be improved.

**Wes: Do you have an admin team for your telegram?**

Hanyang: Yes, we have admins however in the last 2 months I run the telegram channel, I have limited human resources and need to divert my time in so many other things like events, research, gaining partners, and community activities, I often don't have time to develop the telegram channel as much and I just want to maintain it.

**Wes: Do you write all of your medium articles?**

Hanyang: Yes

**Wes: How do you decide what to write about?**

Hanyang: Originally we had a laid out plan of what to write about, however due to the market changing and our project and priorities changing, and also learning from other communities, Often I don't have as much effort to plan what I write, these days I might write about specific advantages about Amino, FAQs, and event updates, which I think are very valuable and I don't need to plan them as much. If I had time to plan them I would really have my own ideas and also draw ideas from other articles.

**Wes: How do you address people that are negative to your project?**

Hanyang: You need to realize everyone has different mindset and values and experiences, and they have a reason for what they are saying. The most important thing is to put pride aside and not be judgmental and have empathy, try to relate to them, however I think I'm knowledgeable enough so I try to address relevance to them, and can really push the conversation into what is true and what is realistic about the project and blockchain. First be relatable.

**Wes: How do you deal with offers?**

Hanyang: First off, online, people who directly approach me, if the deal is too good, then it is definitely not true. Most people have their own intentions and you have to sift through it and see what is actually applicable for your project. I get so many emails and messages. If they could provide a specific plan then I could see investment from there side instead of just being a part of a list they send out. I want to see real investment from them to see that they actually see value in the project. We will invest in them if they invest in us. Offline, it is really just being able to talk to everyone, everywhere, anytime, and it is completely normal, and understand the person is human, you need to be personable. Have a normal interaction and develop skills along the way to go for what you want and see opportunities become clearer and clearer as you gain knowledge

**Wes: Personally, what do you value or like about being in a community?**

Hanyang: So I personally value sentimental qualities, of course if the project is great that's awesome, I want to see people that genuinely actually care about community members, and are making true relationships and genuinely expand from it. Also taking accountability, it is not hard to say what you are going to do and that you are going to be the best project in the world, however having a real plan to achieve your goal is good, and being accountable to your community, for example if you can't stick to your schedule, letting them know, because the important thing is you need to assume people are interested in you, and if you assume they aren't interested you would not be successful in your project, You would not put your heart and soul into the project because you don't think people care. So you need to come from a place where you assume people are interested, and you need to update them.

**Wes: Anything else you would like to say?**

Hanyang: I would just like to say...this WPI group is pretty cool, that is all I have to say.

**Wes: Thank you! And thank you for your time**

## Appendix L: Breakdown of Crypto-Community Expert Theme Groups and their Occurrences

Themes	Joseph	Michael	Dean	Will	Adela	Charlie	Hanyang
<b>Reputation (red)</b>	<b>7</b>	<b>8</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>3</b>
Transparency	1	0	0	0	3	0	0
Authenticity	4	0	3	0	1	0	0
Trust	1	1	0	0	0	1	1
Brand	0	6	0	0	0	0	0
Reputation	1	1	0	0	0	0	2
<b>Relations (yellow)</b>	<b>20</b>	<b>11</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>11</b>
Build relationships	4	6	1	0	0	1	6
Community managers network	4	1	0	0	0	0	1
Offline events	5	2	1	1	2	0	0
Conversations	5	1	1	0	1	1	3
Being personable	2	1	0	0	0	0	1
<b>Outsourcing (green)</b>	<b>7</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>1</b>
Ambassadors	5	2	0	0	0	0	0
Freelancers	2	0	0	0	0	0	1
PR teams	1	0	0	3	0	0	0
Graphic designers	0	0	0	0	0	0	0
<b>Information (blue)</b>	<b>2</b>	<b>9</b>	<b>3</b>	<b>3</b>	<b>13</b>	<b>4</b>	<b>6</b>
Investors informed	0	0	0	3	4	0	1
Follow official	0	0	0	0	4	0	0
Promote articles	1	1	0	0	4	0	0
Content	1	8	3	0	1	4	5
<b>Negativity (purple)</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>3</b>	<b>8</b>	<b>3</b>	<b>4</b>
Address Negativity	0	3	3	1	1	2	2
Expect Negativity	0	1	0	1	1	0	1
Scamming	4	0	3	1	5	1	1
do not delete	0	0	2	0	1	0	0
offers=scams	0	0		0	0	0	0
<b>Know audience (sky blue)</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>0</b>
Know audience/community	2	4	2	0	1	2	0
Twitter	2	0	1	0	0	1	0
Bitcointalk	0	0	2	0	0	0	0
Discord	0	0	1	0	0	1	0
<b>Time (orange)</b>	<b>8</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>3</b>
Timing	8	7	0	0	1	0	3

## Appendix M: Coded Interviews with Existing Community Members

### *Interview Questions with Community Member A:*

**How long have you been a part of Amino's online crypto-community?**

A: 4 months

**What about Amino attracted you to become a member of their community?**

A: Mainly the potential the project has with 1. Being a blockchain (innovation) and 2. Being in a highly demanded industry (cloud computing)

**What are some positives and negatives of Amino's crypto-community?**

A: It is mostly a positive vibe but really **low participation**

**Now that you've mentioned your pros and cons, overall, how would you rate being part of Amino's community on a scale of 1-5, 1 being the worst, and 5 being the best?**

A: 3.

**What do you think could be improved?**

A: I think **in a bear market improving a community is hard and the main aspect which must be looked at is marketing and building a product which will be in high demand.** I think Amino rushed with even making a community before they had a clear idea of how to build one. The channel existed basically half a year ago without any idea what about.

**Are you currently in any other crypto-communities besides Amino? If so, what is your favorite community to follow (excluding Amino)?**

A: Many I think calling a favorite would be rather hard but Matrix and Apex have a very healthy chat.

**What are some of the positives and negatives of this community?**

A: A big user base (is going both ways). **There is always people to have a chat** with but on the other hand there is always people to FUD. Having a balanced community which you understand how to run is one of the most important aspects when having a crowdsale and I think both handled them in the right manner back when they had it. **Keeping the community in chat after the ICO is another goal which many projects haven't really thought about or executed on as high level as the mentioned.**

**What made you want to join another crypto-community?**

A: I am invested in it.

**What do you like about this or these crypto-communities?**

A: Always a lot going on.

**On a scale of 1 (being the worst) to 5 (being the best), how do you like these other crypto-communities?**

A: 4.

**What do you think could be improved?**

A: In a bear market again I think you have to work extra hard to gain popularity it may be through paid promotion of any kind: airdrop, influence etc. Understand that 1st of all you really have to stand out in order for which to happen every detail must be worked to perfection.

**What can Amino learn from other crypto-communities?**

A: Hard to answer as the period in which Amino is in is much more unpleasant. Maybe look at what projects which succeeded recently did in regard to marketing.

**Have you attended any offline blockchain events?**

A: Yeah.

**What events did you attend?**

A: Mostly local in my country.

**What was your motivation for attending?**

A: Networking.

**What did you like/ dislike about the event?**

A: Met people who think alike but no project got my attention.

**In general, what do you like about being a part of a community?**

A: Being actively involved in blockchain as an industry if I am invested in a project do my best in order to help it moon (lol) and if just in a general chat I like to gather knowledge.

**Is there anything you would like to mention to us, that we did not get to cover?**

A: Understand timing, it may be that you have to ask when instead of what.

*Interview Questions with Community Member B*

**How long have you been a part of Amino's online crypto-community?**

B: 3 months.

**What about Amino attracted you to become a member of their community?**

B: My friends said it's a nice project, so I joined to see their ICO process.

**What are some positives and negatives of Amino's crypto-community?**

B: They can answer most questions people asked, and I really appreciate the technical parts.

B: They don't talk much about ICO, which decreased our confidence on it.

**Now that you've mentioned your pros and cons, overall, how would you rate being part of Amino's community on a scale of 1-5, 1 being the worst, and 5 being the best?**

B: 4.

**What do you think could be improved?**

B: They can talk more about plans in the future, mostly about ICO.

**Are you currently in any other crypto-communities besides Amino? If so, what is your favorite community to follow (excluding Amino)?**

B: MATRIX.

**What made you want to join another crypto-community?**

B: Also due to my friend's suggestion.

**What do you like about this or these crypto-communities?**

B: MATRIX tele group is the most active one among the crypto-communities, and you can always get answers no matter what kind of questions you have.

**On a scale of 1 (being the worst) to 5 (being the best), how do you like these other crypto-communities?**

B: 5.

**What do you think could be improved?**

B: I don't know. It seems good now.

**What can Amino learn from other crypto-communities?**

B: Make the community more active through online Q&A and token games.

**Have you attended any offline blockchain events?**

B: Yeah I had.

**What events did you attend?**

B: Local blockchain summit.

**What was your motivation for attending?**

B: To know more about new projects and blockchain technologies.

**What did you like/ dislike about the event?**

B: I like it, as I learned much from it.

**In general, what do you like about being a part of a community?**

B: I can learn knowledge and make new friends there. But I still wait for the ICO in most communities.



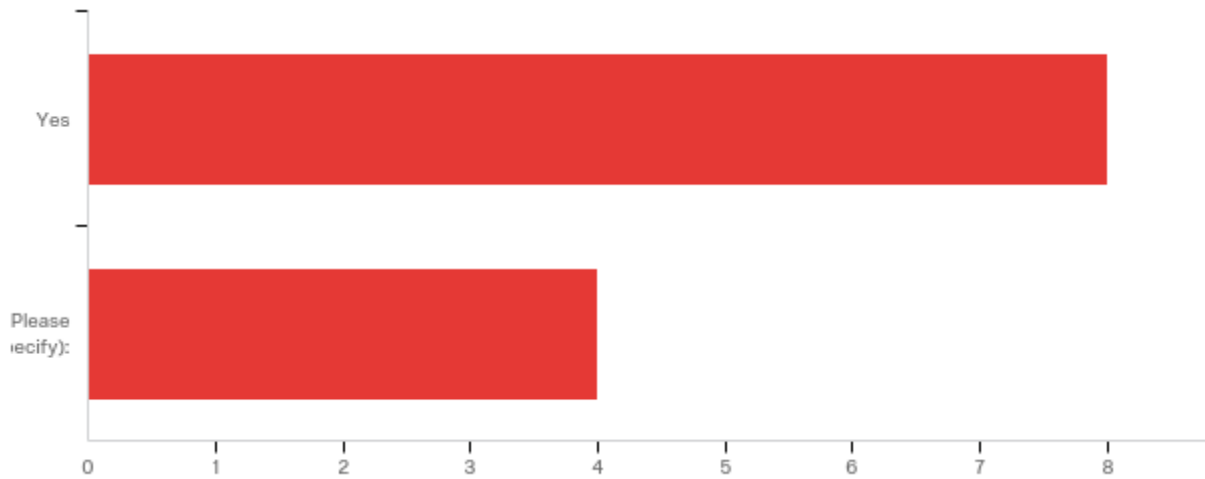
## Appendix N: Survey Data and Coding

### Q1 - What is your gender?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your gender? - Selected Choice	1.00	2.00	1.25	0.43	0.19	12

#	Answer	%	Count
1	Male	75.00%	9
2	Female	25.00%	3
3	Other:	0.00%	0
	Total	100%	12

### Q2 - Are you a student?

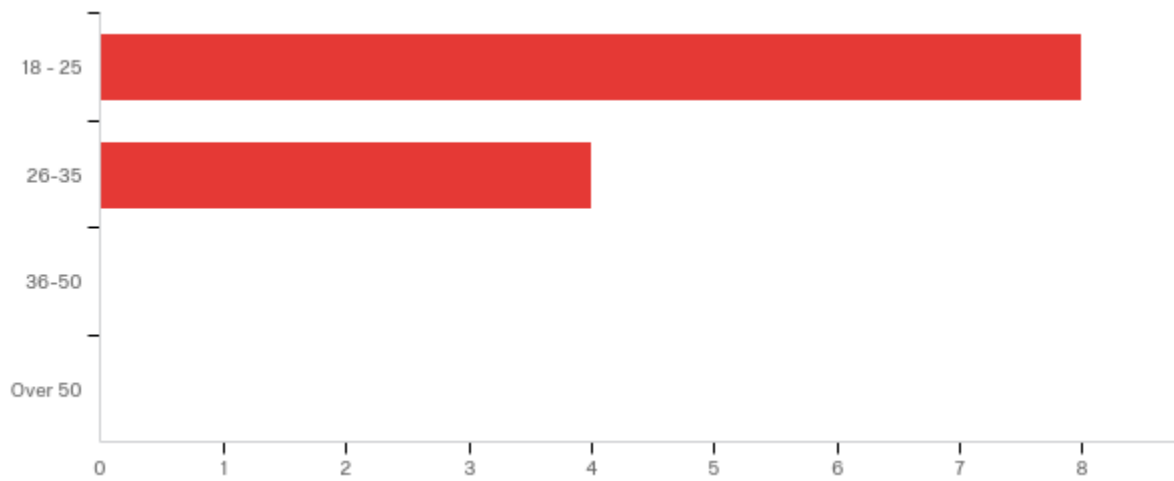


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you a student? - Selected Choice	1.00	2.00	1.33	0.47	0.22	12

#	Answer	%	Count
1	Yes	66.67%	8
2	No (Please specify):	33.33%	4

	Total	100%	12
--	-------	------	----

### Q3 - How old are you?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How old are you?	1.00	2.00	1.33	0.47	0.22	12

#	Answer	%	Count
1	18 - 25	66.67%	8
2	26-35	33.33%	4
3	36-50	0.00%	0

4	Over 50	0.00%	0
	Total	100%	12

#### Q4 - Why did you join this WeChat group?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Why did you join this WeChat group? - Selected Choice	1.00	2.00	1.33	0.47	0.22	12

#	Answer	%	Count
1	I wanted to learn more about blockchain	66.67%	8
2	I wanted to meet other people involved in blockchain	33.33%	4
3	Other (Please specify):	0.00%	0
	Total	100%	12

#### Q6 - Why are you interested in blockchain?

Newness (Green)

Potential (Sky Blue)

Many Possibilities (Yellow)

Why are you interested in blockchain?

Decentralization. I think it is interesting how blocks of data/information can be connected together and how transactions/ processes can be made without a central authority. Also, there are many applications of blockchain.

My major is Cryptography.

I feel blockchain technology has huge potential in streamlining several industries and business models. Within such a short time, the technology has been able to show several use cases and with time, this will only grow. This is why I'm interested in blockchain.

I heard a lot about blockchain in the past year and I wanted to learn more about it.

Because it's a new digital trend but there's still plenty of room to work or at least get interested into it

It's new and exciting

Blockchain is new and potential life-changing technology

It is becoming popular nowadays, like internet in '90s

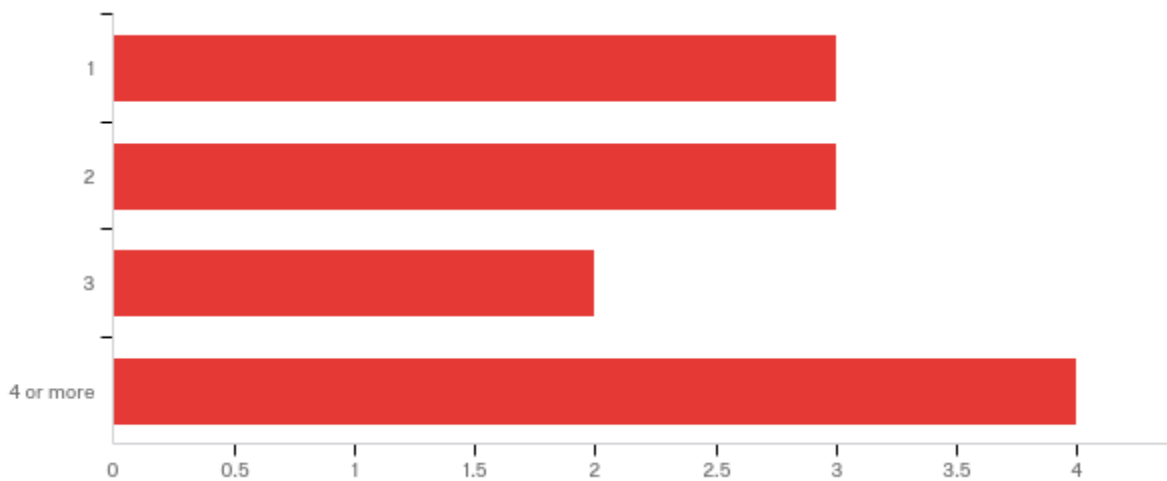
It's a **new** way of technology, wanted to see what's goin on.

**Q7 - On a scale of 1-5, how much do you know about blockchain, with 1 meaning no prior knowledge and 5 being highly knowledgeable?**

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	On a scale of 1-5, how much do you know about blockchain, with 1 meaning no prior knowledge and 5 being highly knowledgeable?	1.00	5.00	2.50	1.12	1.25	12

#	Answer	%	Count
1	1	16.67%	2
2	2	41.67%	5
3	3	25.00%	3
4	4	8.33%	1
5	5	8.33%	1
	Total	100%	12

**Q8 - Approximately how many blockchain events have you attended?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Approximately how many blockchain events have you attended?	1.00	4.00	2.58	1.19	1.41	12

#	Answer	%	Count
1	1	25.00%	3
2	2	25.00%	3
3	3	16.67%	2
4	4 or more	33.33%	4
	Total	100%	12

### Q9 - What events relating to blockchain do you enjoy attending?

Events that focus on networking and not specific company (Yellow)

What events relating to blockchain do you enjoy attending?

CryptoMondays

Technical Events.

Networking and Information Sharing

Events hosted by young people that are pretty generalist

Bitcoin's Birthday

Crypto-mondays

I have just started studying about blockchain

Entrepreneurship

### Q10 - What do you like about these events?

Learning from others (Yellow)

Meeting others (Green)

Learning about projects (Sky Blue)

What do you like about these events?

I met a lot of people in CryptoMondays. I also learned more about blockchain projects and how people who are involved in the industry think about blockchain.

It is very convenient to understand some of blockchain projects.

Exchange of ideas , meeting people

I like meeting new people and learning from them. It's also nice to be able to make connections and contact people after the events.

The simplicity of the people who are more open to explaining

Nothing

I like question and answer and the focus on community.

Because business is my passion

### Q11 - Are you involved in any online blockchain communities?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you involved in any online blockchain communities? - Selected Choice	1.00	2.00	1.25	0.43	0.19	12

#	Answer	%	Count
1	Yes (What do you like about those communities?):	75.00%	9
2	No (Why not?):	25.00%	3
	Total	100%	12

Answer	%	Count
CryptoMondays, Fudan Blockchain Association	20.00%	1
I like that I can connect online anytime	20.00%	1
It is a good place to meet people and learn about blockchain	20.00%	1
Only the event I attended in Shanghai	20.00%	1
The sense of community	20.00%	1
Total	100%	5

Answer	%	Count
Because I don't know enough yet	50.00%	1
Didn't have opportunity, didn't have interest...	50.00%	1

Total	100%	2
-------	------	---

## Q12 - What do you expect from a blockchain project's offline community (Events, workshops, etc.)? Why?

Education (Yellow)

Meeting people (Sky Blue)

Learn technical things (Green)

What do you expect from a blockchain project's offline community (Events, workshops, etc.)? Why?

I can meet new people who have similar interests.

It should focus on technologies and we need more interaction.

Create awareness, educate people. Because we lack that currently.

I think that I would like to meet with the team in person and ask them questions related to the project.

Create a community and learn together

To meet new people who are interested in blockchain

To be educational and try to inform people, and attend lots of events.

To help people understand blockchain better, keep us updated and share ideas and opinions so everyone can make sth out of it. Also people who attend events should share their ideas and interests and help hosts.

To learn a lot, stimulate industry and do something

## Q13 - What do you expect from a blockchain project's online community (Social media, website, etc.)? Why?

Be active and respond (Sky Blue)

Keep members updated (Yellow)

What do you expect from a blockchain project's online community (Social media, website, etc.)? Why?

Staying in touch with the people I meet at offline events and getting updates/informations.

Quick answer from project guys.

They should definitely have a website where I can learn about their project. I also think that its helpful to have a Q/A page, but I think that telegram covers that sometimes. Its also important for them to have multiple different social media sites so that different people can learn about them.

Pretty much the same

To keep me updated on that project's progress

To be active and responsive to feedback

To start more to bother a world about this technology, so we could go on next step

### Q14 - How often do you use social media?

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often do you use social media?	1.00	1.00	1.00	0.00	0.00	12

#	Answer	%	Count
1	Everyday	100.00%	12
2	A few times a week	0.00%	0
3	Once a week	0.00%	0
4	Once a month	0.00%	0
5	I do not use social media	0.00%	0
	Total	100%	12

### Q15 - Which social media platforms do you use most often for blockchain-related news (Select all that apply)?

#	Answer	%	Count
1	Telegram	18.75%	6
2	Medium	21.88%	7
3	Facebook	12.50%	4
4	Twitter	12.50%	4
5	WeChat	31.25%	10
6	Other (Please specify):	3.13%	1
	Total	100%	32

### Q16 - What do you like about those particular social media platforms?

Talk to people (Yellow)

Accessibility/Easy to use (Green)

Can learn from interesting articles (Sky Blue)

What do you like about those particular social media platforms?

---

For Telegram, it is a good place for people to join and learn more about their blockchain project and

---



---

ask questions about their confusions. For Medium, it is a good platform to **read interesting articles** about particular projects and to get updated with the process of the project. For WeChat, it is a good platform **to stay in touch with the people you met at the offline events.**

---

**we can join group to talk with other guys who are also interested in blockchain.**

---

Medium is a very casual way to get information about blockchain and WeChat is **very accessible** since I already used it beforehand

---

**Easy to use**, lot of content

---

I like Telegram and WeChat because that is where a lot of my friends are. I like Medium because there are a lot of **interesting articles there to read**

---

Nothing specific

---

Precise and clear information, attractive too

---

Nothing

---

I need it

---

### **Q17 - In general, what do you like about being a part of a community.**

Being in a group of people with common interests **(Green)**

Staying updated **(Yellow)**

In general, what do you like about being a part of a community.

---

**Being updated** with upcoming events/ process of projects/ **meeting new people.**

---

**Mind Sharing** and Collaboration.

---

**Staying updated on the latest technology**, learning about different projects, and the excitement of **other community member** on topics related to blockchain

---

Being involved to **improve as a community** and have a great role

---

I have **people to talk to about things I'm interested in.**

---

I like that people can **join together over a common interest**, and you meet people that you otherwise no way would have met. Being a part of a community makes me feel like I am a part of something "bigger" in life.

---

Sharing, **growing together**, hearing sth else from other people and sharing my ideas so you can find out sth new

---

I like being an innovator and to be open to new ideas, not everyone have this interest and not anyone have wide open mind. I think we who are following this kind of stuff, we are more advanced than others.

---

## Appendix O: Offline Observations

Event Name	Bitcoin Birthday
Event Date	11/02/2018
Event Location	Restaurant in Shanghai, China
Purpose	Celebrate Bitcoin and Crypto-currencies
Event Structure	Enter the restaurant to get a badge, a small gift, and a ticket for one drink Network, share business cards
Use of technology	WeChat group to share photos, used WeChat to exchange contact information as well
Additional Details	The event was open to anyone who wanted to come For many people this was the first time coming to an event and they didn't know each other Other groups were more experienced

Event Name	Crypto-Mondays
Event Date	11/05/2018
Event Location	WeWorks in Shanghai
Purpose	General Crypto meetup in Shanghai
Event Structure	Panel for about an hour The audience and the moderators ask the panelists questions using mics and a WeChat group Networking for about an hour

Use of technology	Use WeChat to create a group for that specific crypto-Mondays Put a Crypto-Mondays poster
Additional Details	Free food and drinks were available Many people continued to network after the event as well

Event Name	BlockchainGo Shanghai
Event Date	11/22/2018
Event Location	OathProtocol office
Purpose	Educate students about blockchain and give them the opportunity to network with one another
Event Structure	Panel where the students get to ask questions to people that work in blockchain projects Networking portions
Use of technology	WeChat group was created prior to the events to share details about the event, before during and after the event took place
Additional Details	Due to the timing of this event, the team was not able to attend this event this event in person.