

UNIVERSITY OF AMSTERDAM

CRYPTO: Fungible digital coins (e.g., BitCoin, Ethereum, Dogecoin)

IMAGINARIES: The way in which people make sense of crypto (e.g., attributing value)

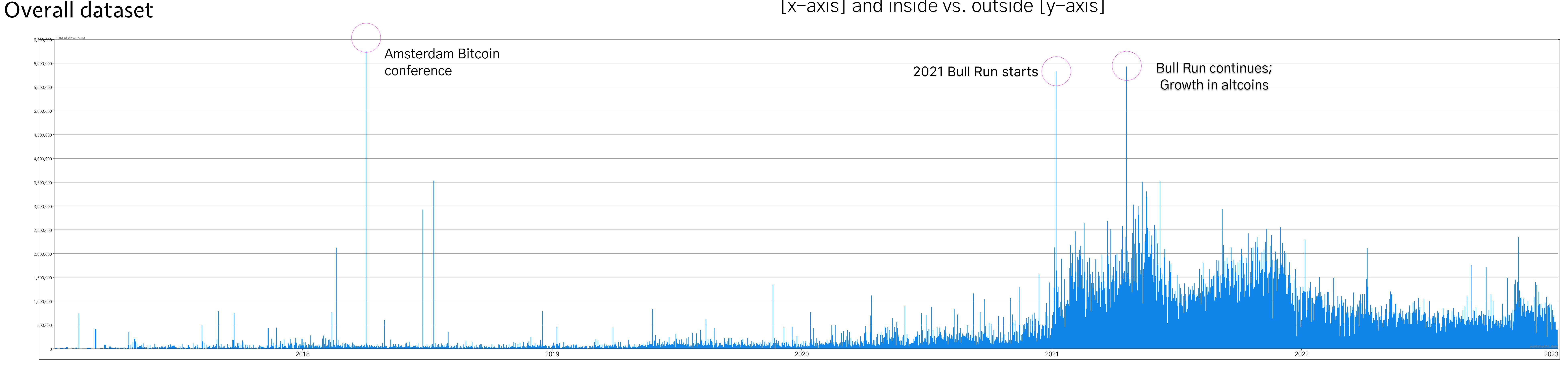
Imagining a Crypto World

Exploring the way the value of crypto is imagined by YouTube "fin"-fluencers

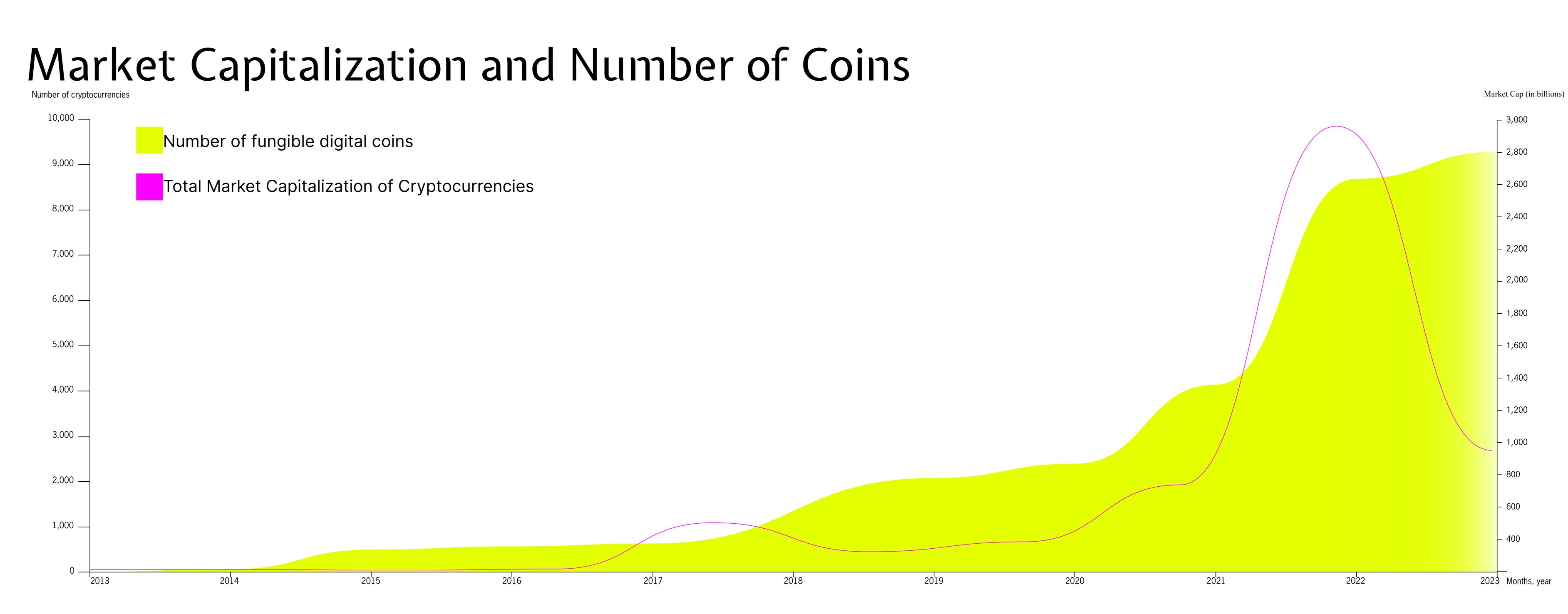
Summary and findings

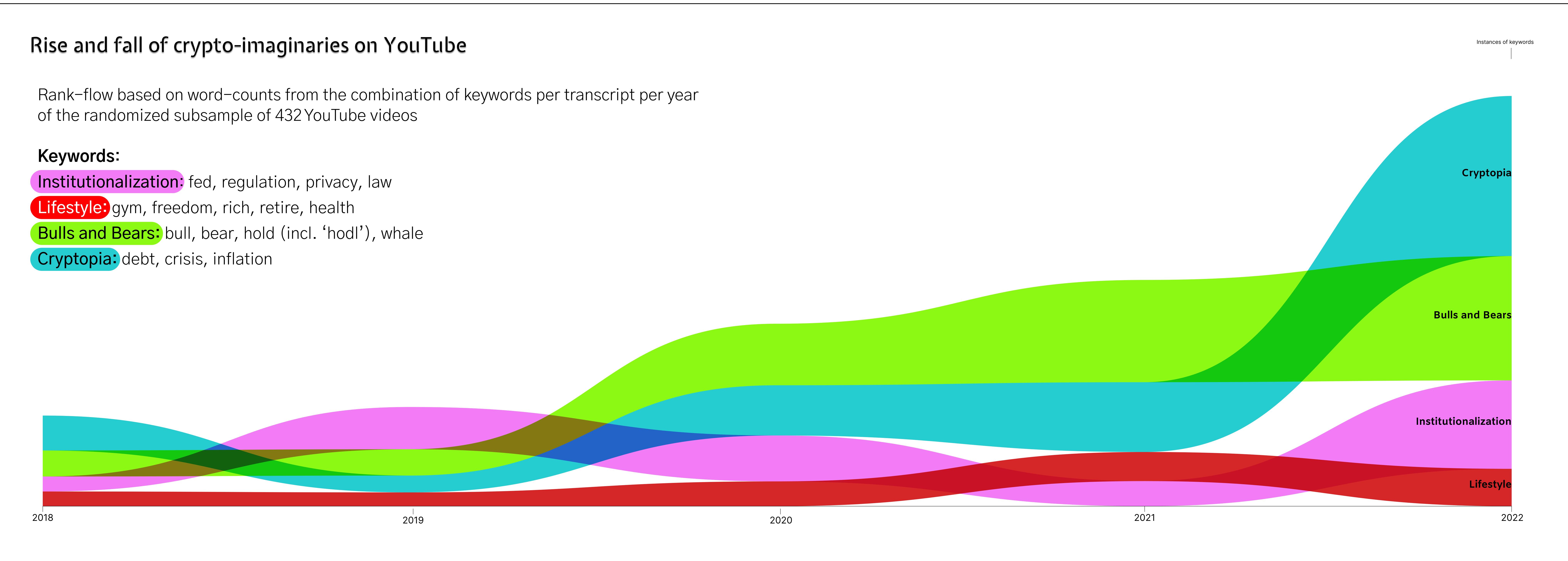
DATA: Total sample (n=19k videos), sample of transcripts (n=432), and qualitative sample (n=16) **METHODS**: Natural language processing & quali-quantitative thematic content analysis **FINDINGS**:

- Four main imaginaries: cryptopia, bulls and bears, institutionalization and lifestyle
- Fluctuation of imaginaries over time, sometimes relating to historical events concerning cryptocurrencies
- Matrix of 'field positions' (= socio-technical actors' relation to crypto): currency vs. asset [x-axis] and inside vs. outside [y-axis]

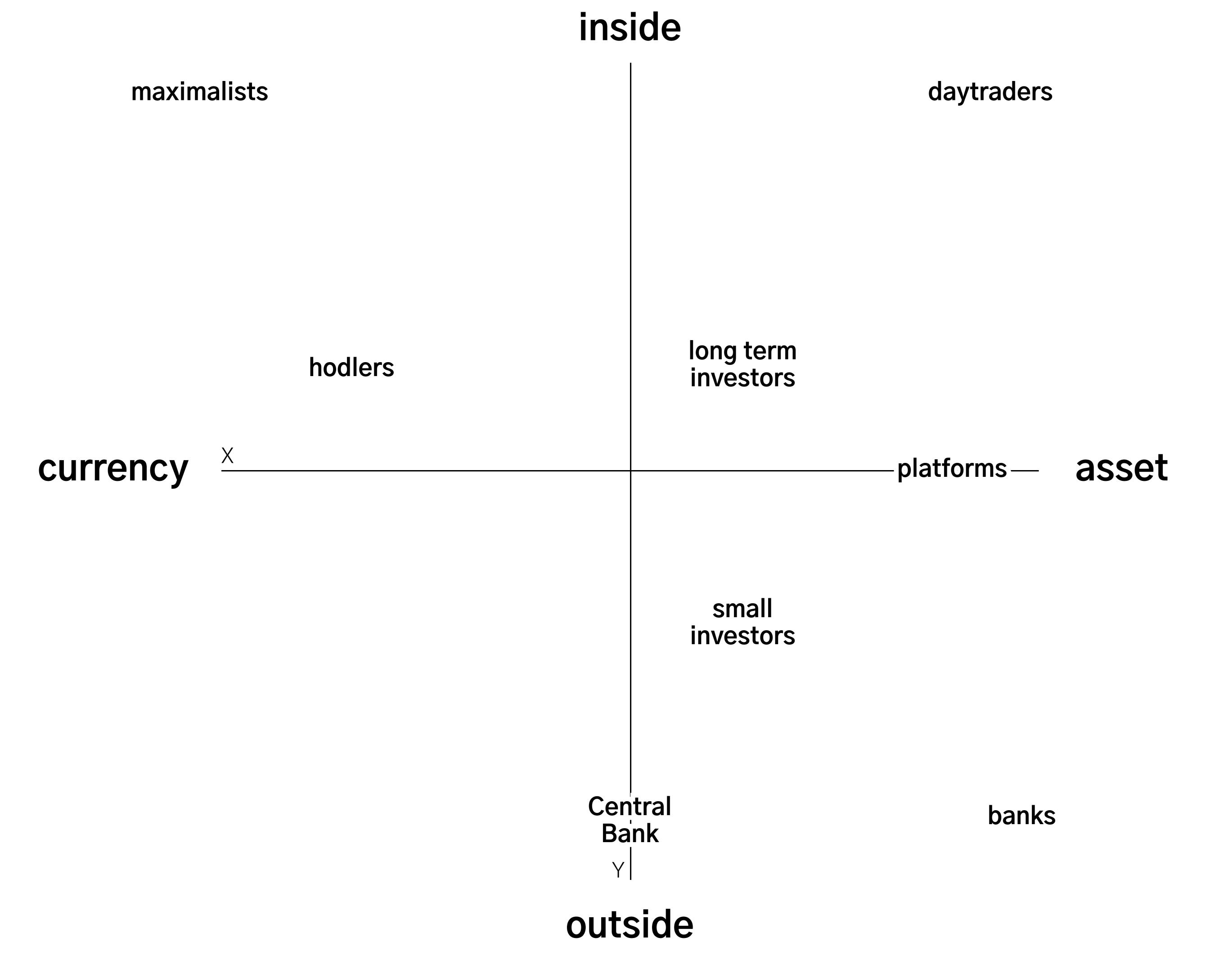


Timeline of events Crypto ads dominate super bowl March: Major Crypto Hack & US First major debate of US Senate about May 8th: Elon Musk contributed Daily no. of transactions grew 343% from: 98k to January 5th: Ethereum 51% attack EU Commision discusses the dangers Fed Begins to Raise Interest cryptocurrencies September 7th: El Salvador May: Terra-Luna crashes Bitcoin's hash rate, a key Bitcoin to overtake Germany starts June 31st: Singapore-based 3AC working on framework Mastercard in the filed for Chapter 15 bankruptcy number of daily July 5: Voyager and its partners filed for Chapter South Korea prohibited Jamie Dillon (JP Morgan UK starts working on a framework for regulation calls Bitcoin a fraud trading using anonymous 2021 2018 2019 July 11th: Celsius filed for bankruptcy Sep 15th: Ethereum merge Dec 13th: FTX-CEO SBF arrested in





Matrix of field positions



Aesthetics of videos in corpus

