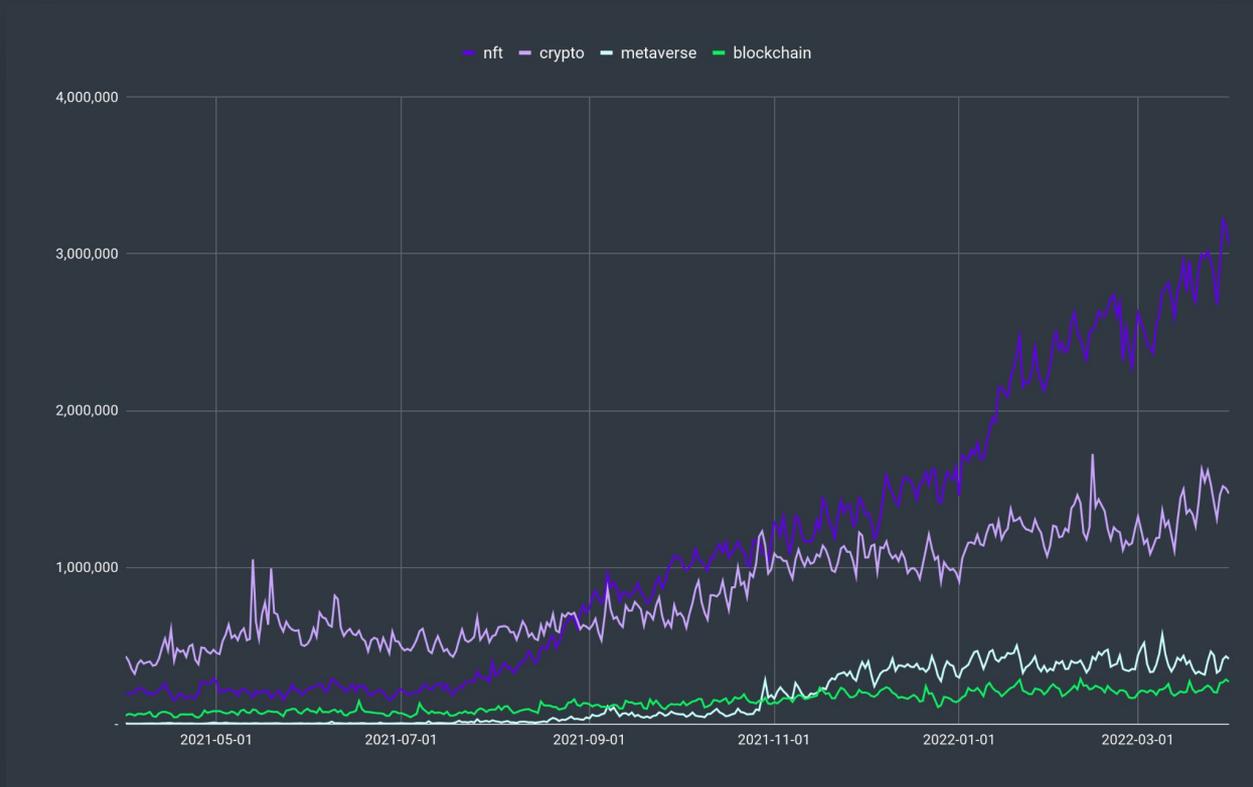


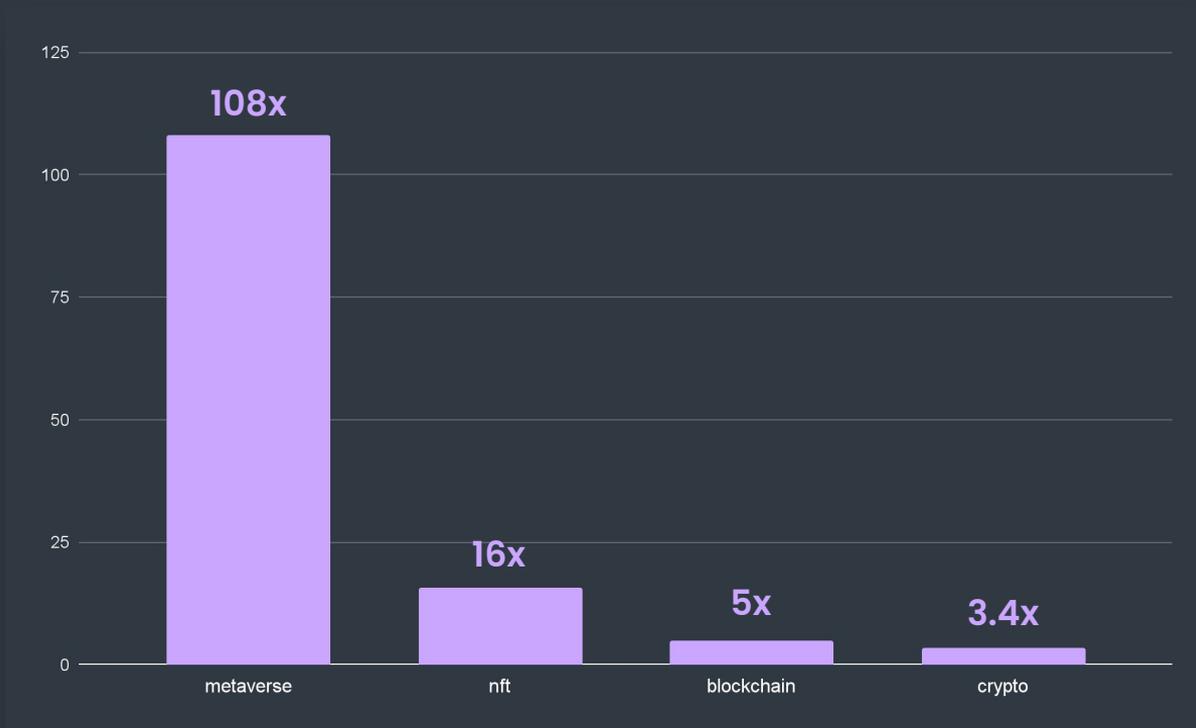
Metaverse, crypto and Web3



How many tweets are published every day about Web3?



Relative growth of Web3 topics in one year



Let's now analyse topics that were associated with Web3.

The circles represent the topics. Their size is relative to the number of tweets associated with the topic. The distance between the circles defines inter-topic proximity.

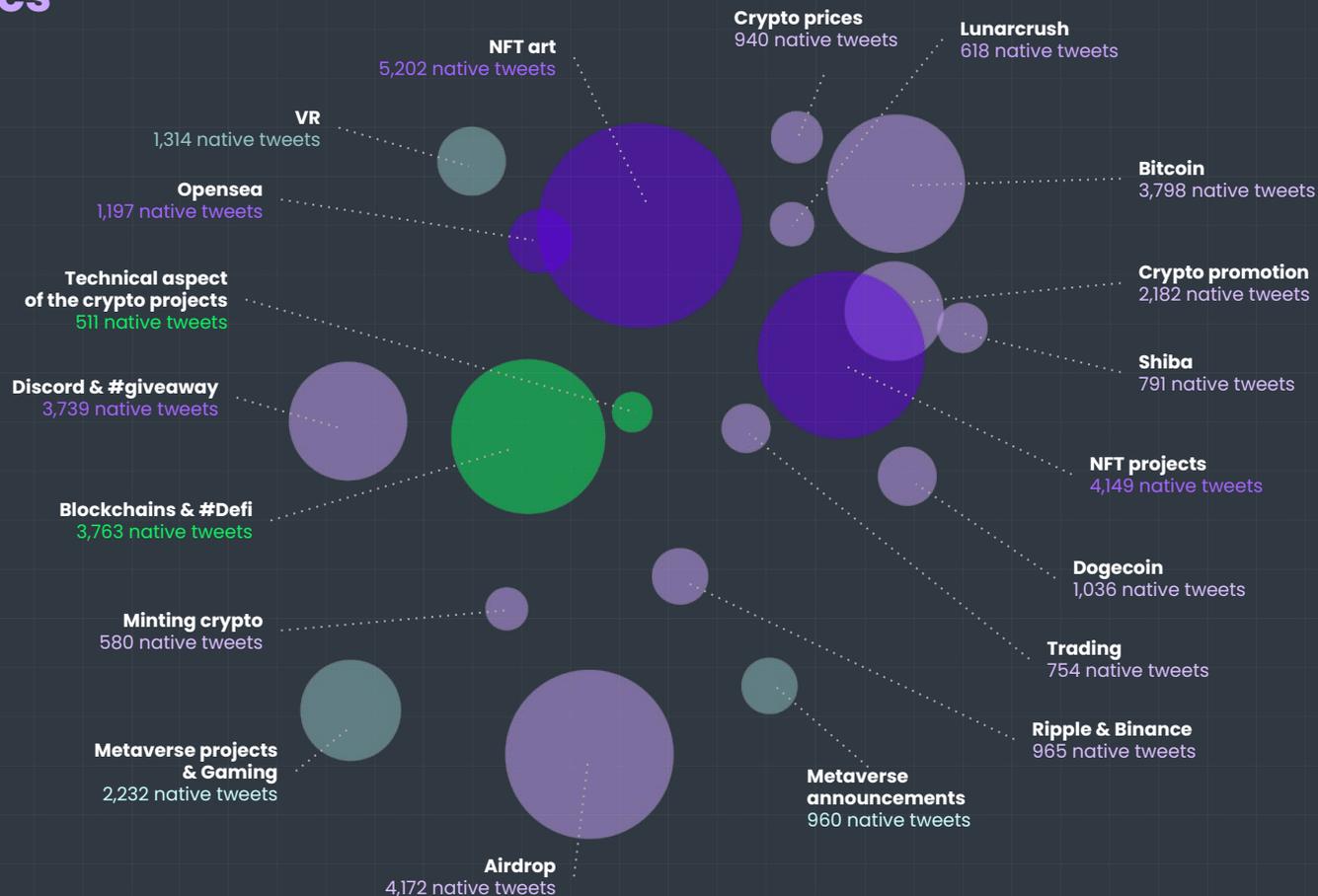
Web3 main topics*

Crypto

NFT

Metaverse

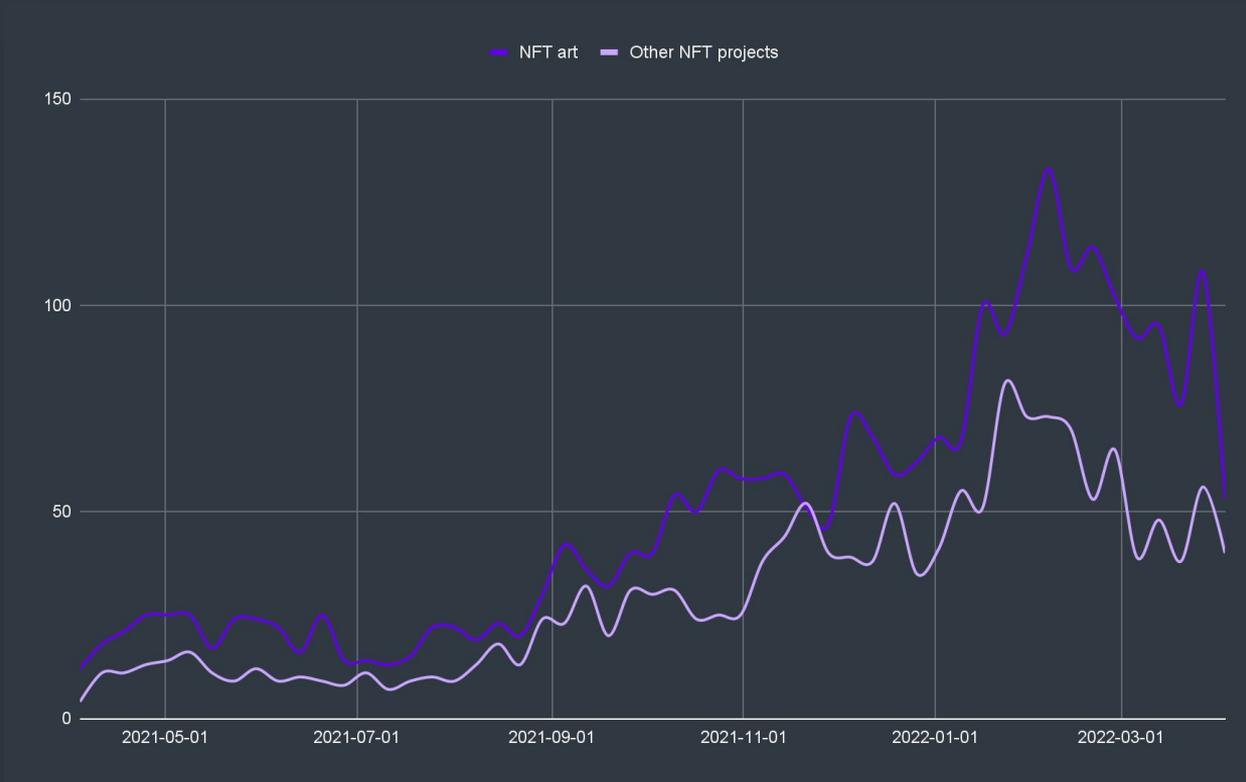
Blockchain



* based on a random sample of 300,000 tweets about Web3

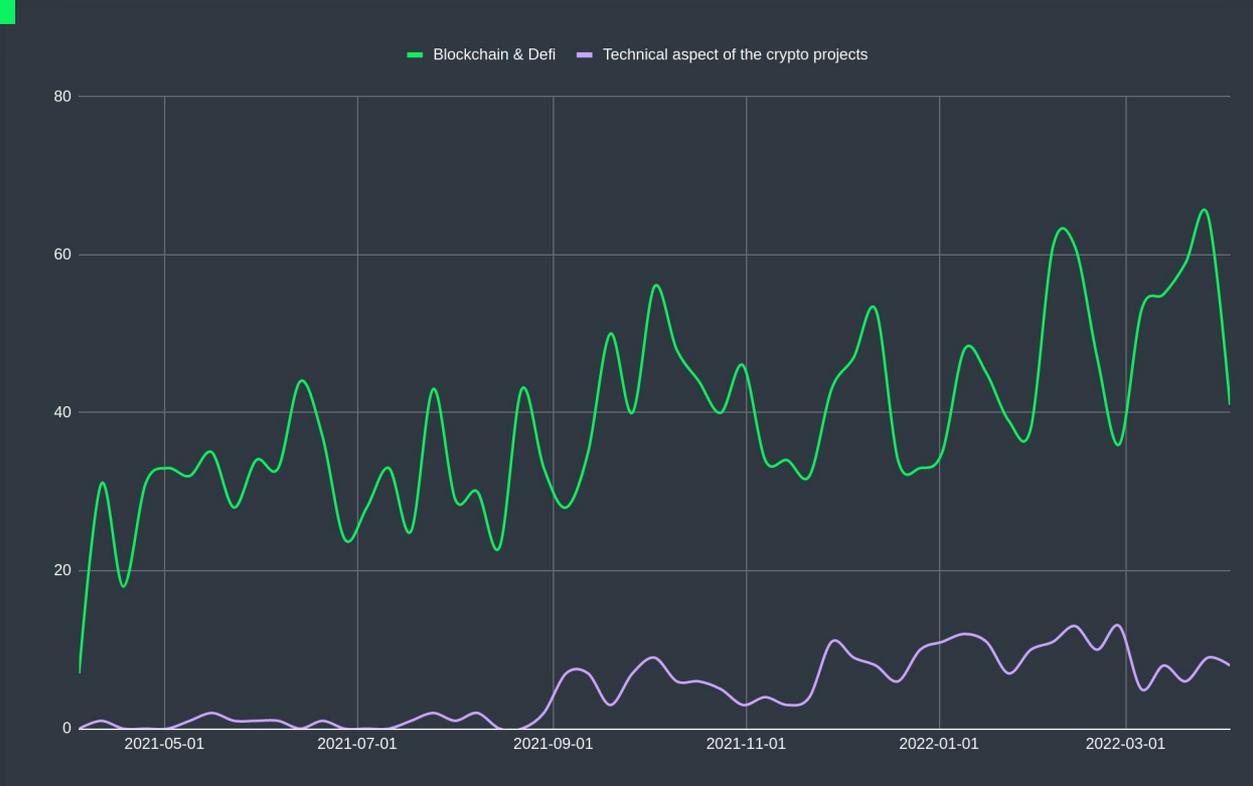
NFT

Topic evolution over time



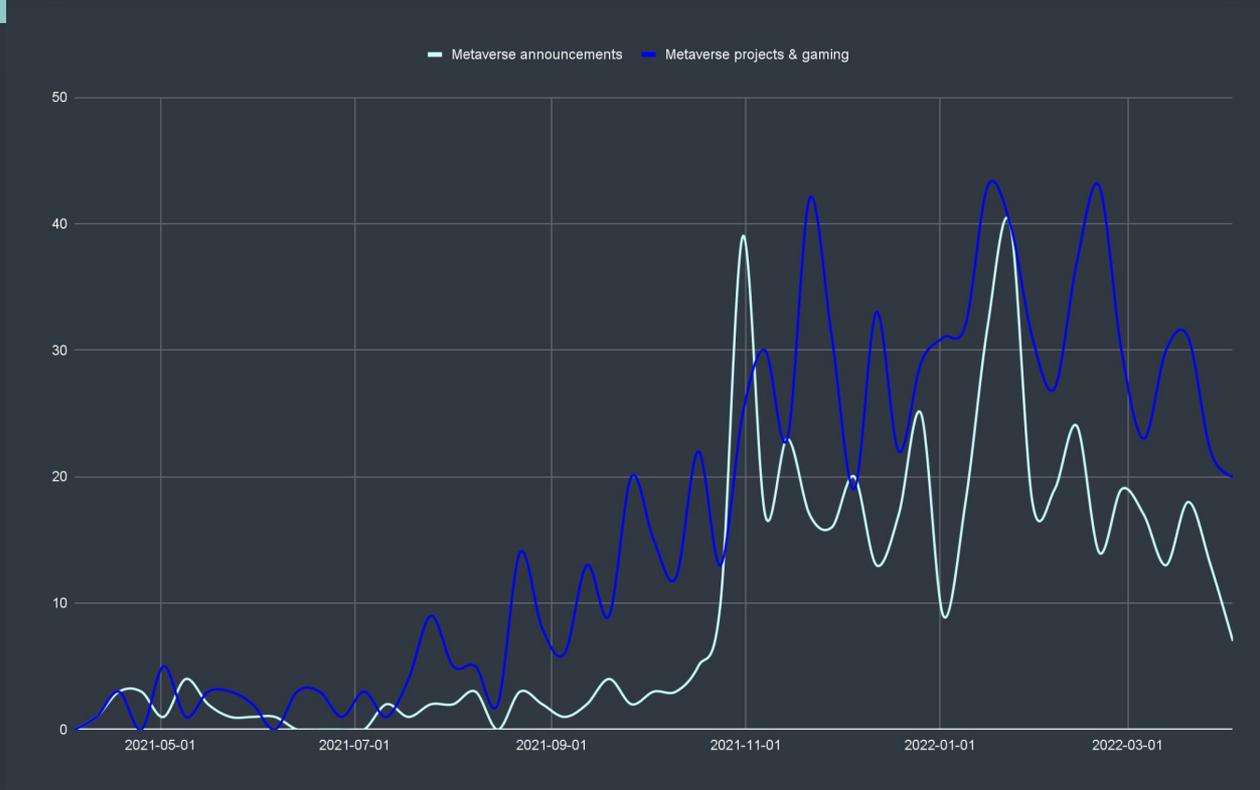
Blockchain

Topic evolution over time

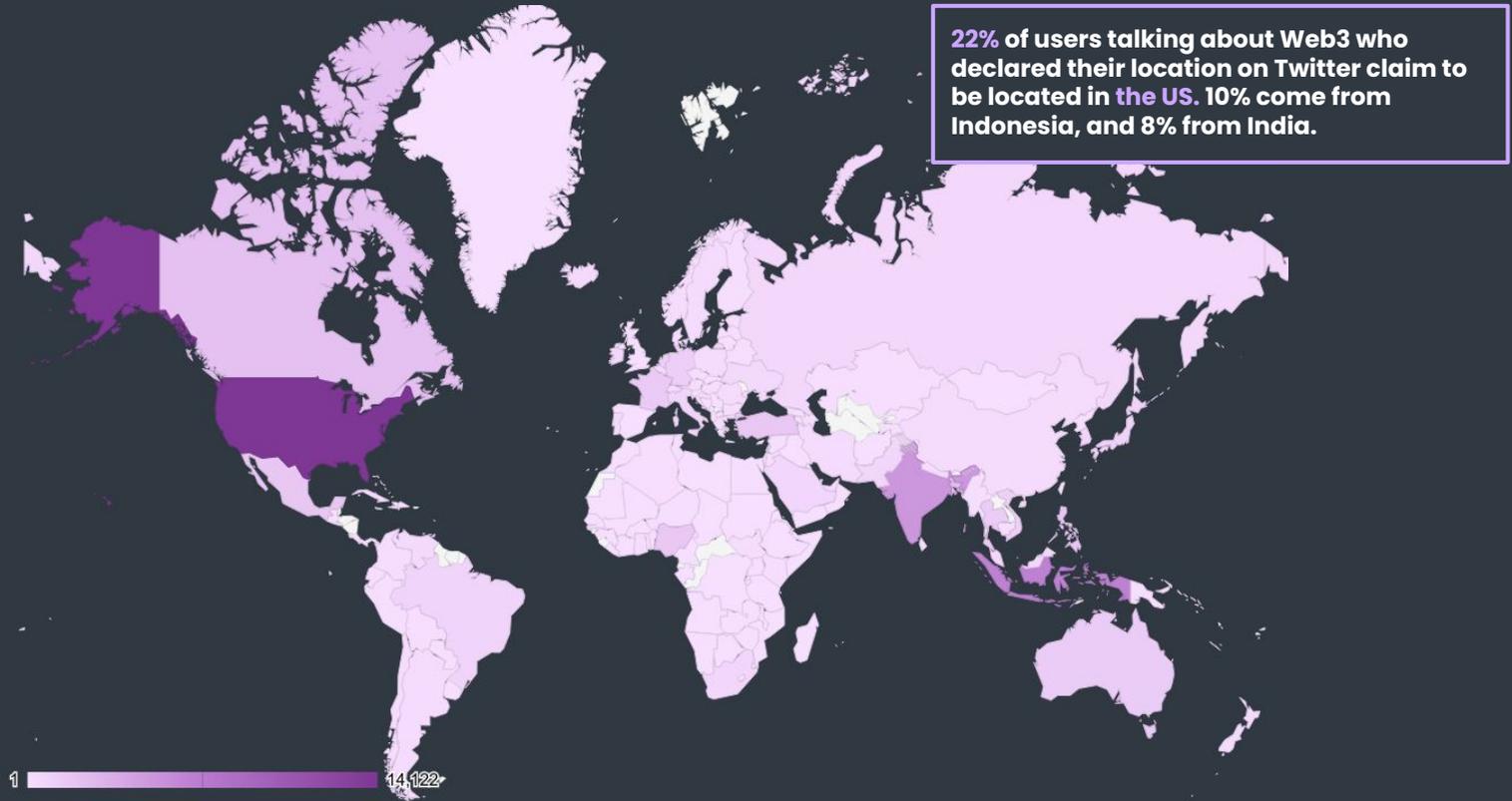


Metaverse

Topic evolution over time

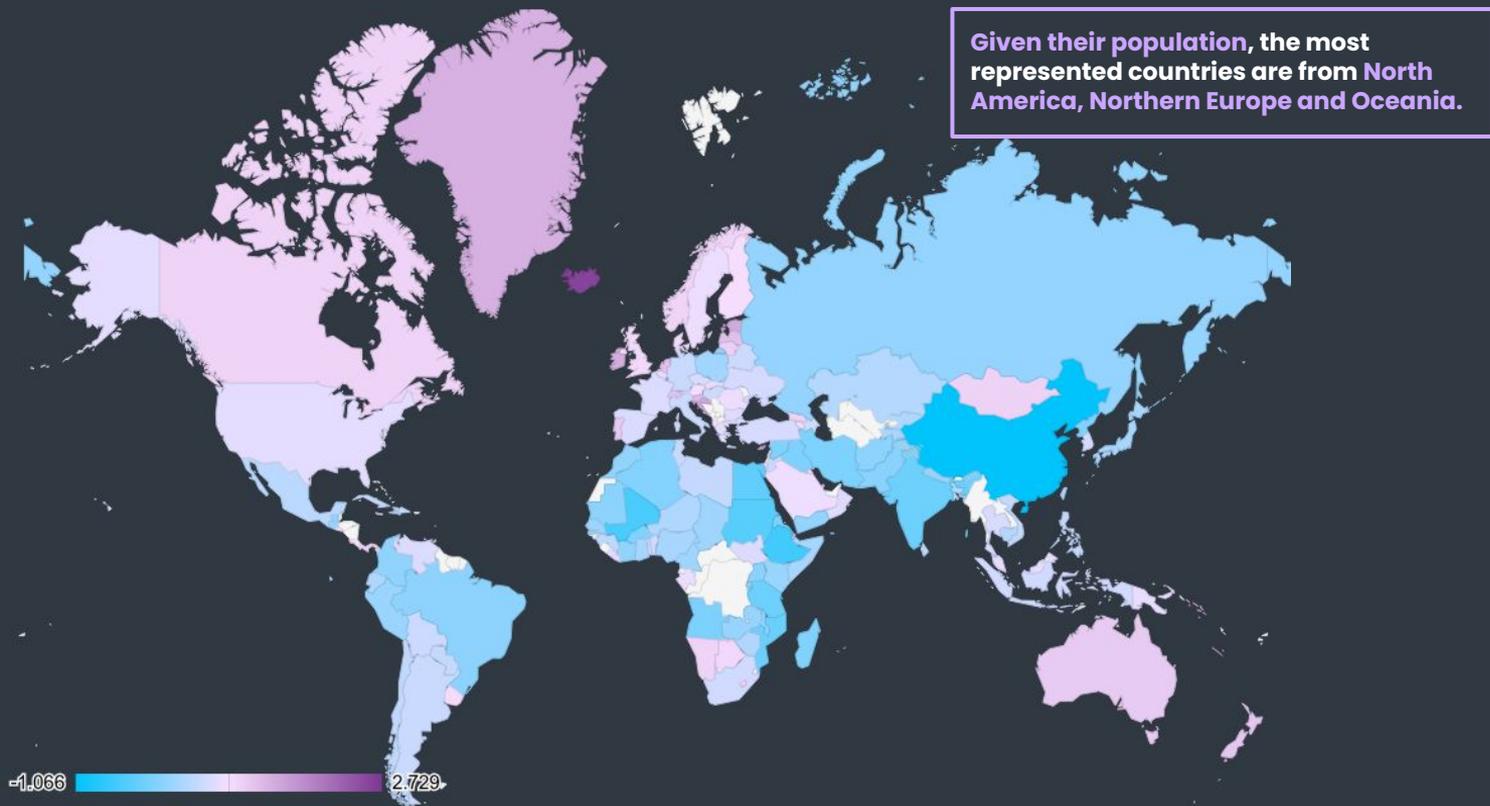


Where do the Web3 Twitter users* come from?



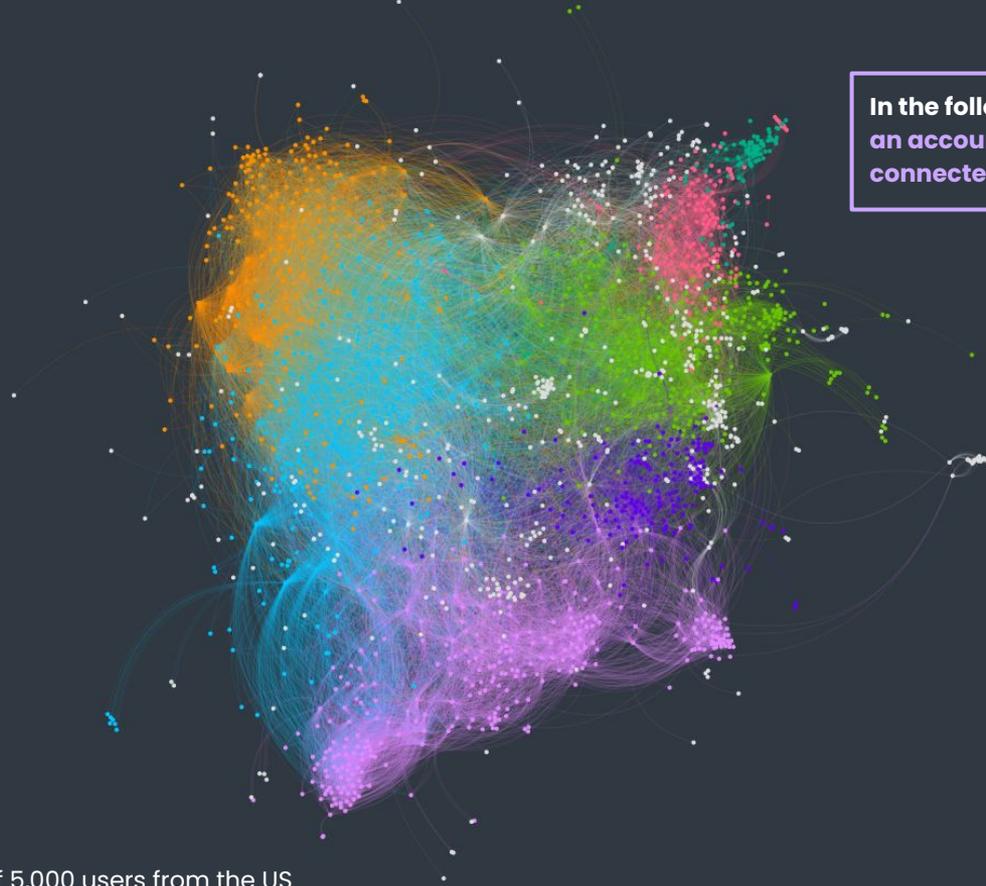
* based on a random sample of 200,000 users tweeting about Web3

What countries are overrepresented compared to their population?



* based on a random sample of 200,000 users tweeting about Web3

How do the top communities* stand out?



In the following mapping, each point is an account. Two accounts are connected if they have similar interests.

* based on a random sample of 5,000 users from the US

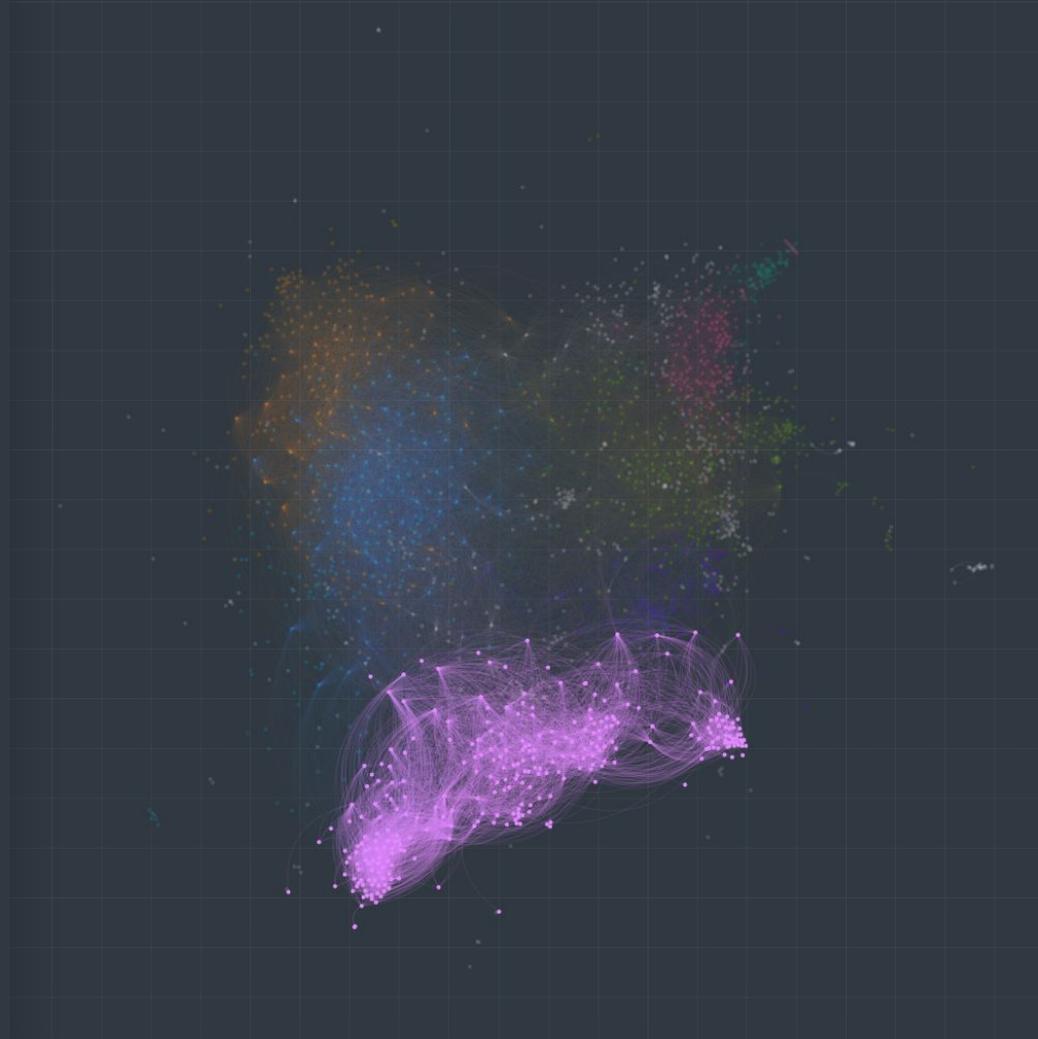
NFT trading & giveaway

15.1% of users

This community follows NFT giveaway accounts.

They typically follow:

- AlphaGangGang
- ZooverseFriends
- EnmakeX
- AgentJHC
- ClementinesGive



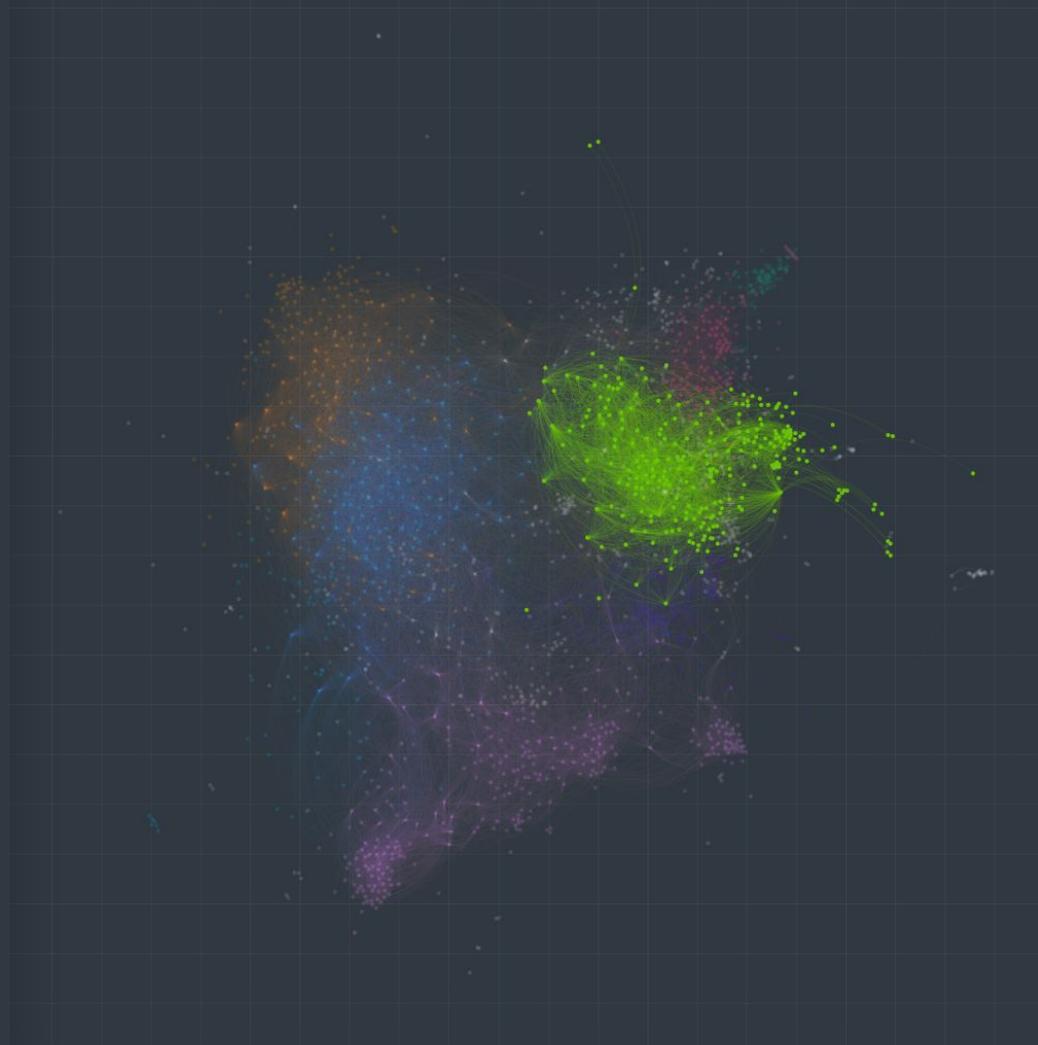
Bitcoin

13.7% of users

A community dedicated to Bitcoin trading and financial services.

They typically follow:

- ChartsBtc
- DTAPCAP
- Croesus_BTC
- parabolictrav
- pwuille



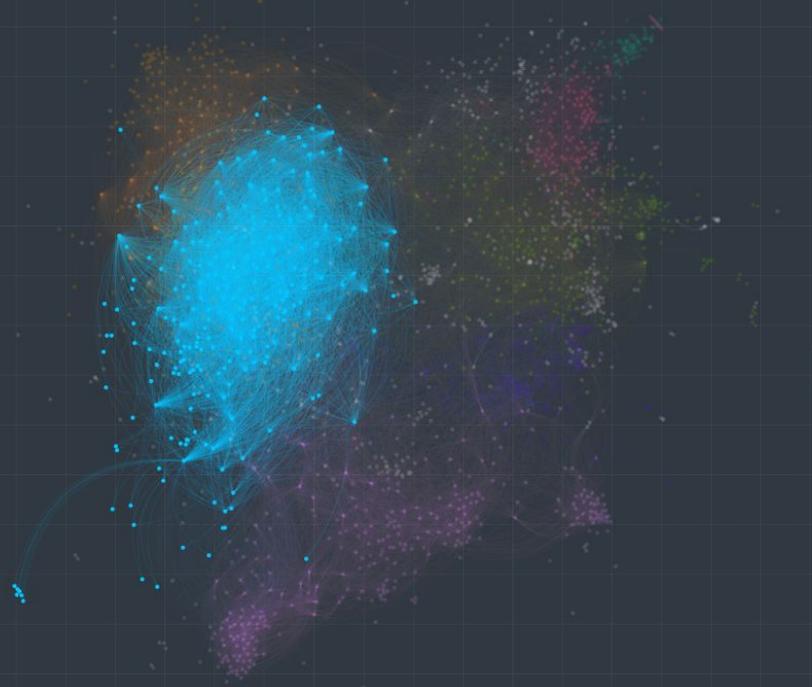
Bored Ape Yacht Club NFT

12.3% of users

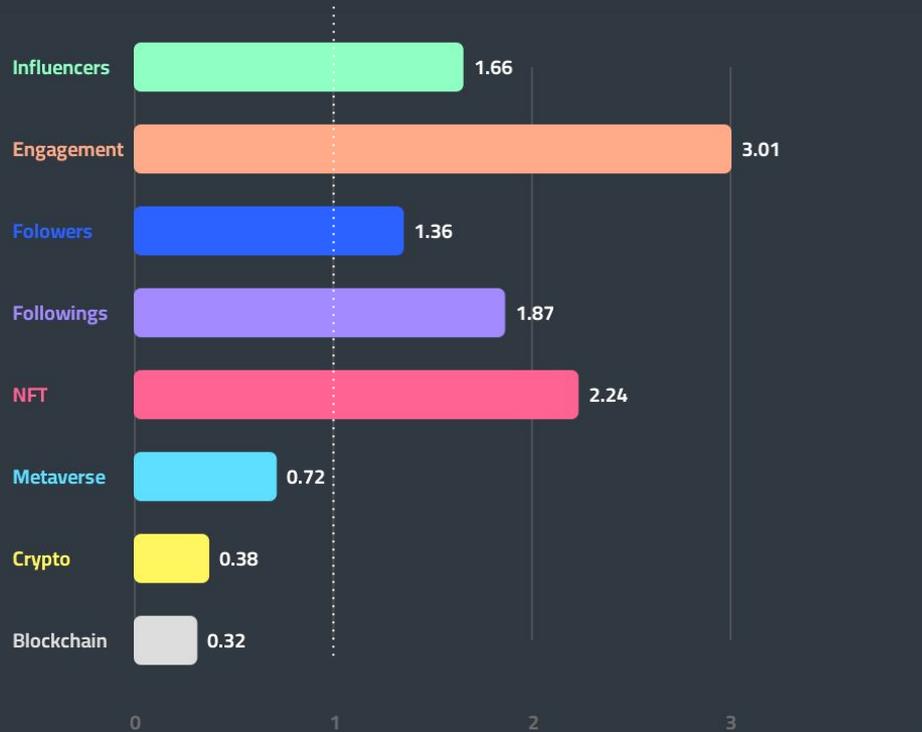
A community built around the BAYC NFTs.

They typically follow:

- Cashtronaut_eth
- smokethatdank1
- NeonApesYC
- NFApes
- boredApeCOMIC



Focus on the BAYC community, a central NFT group



If we compare the BAYC community to other users in our dataset, we observe that it is a particularly influential group, with 3x as much engagement on its posts and 1.66x more 'influencers' among its members.

This community's discussions are also more focused on NFTs, as shown in this being the only topic overrepresented in tweets from the community when compared to the rest of the dataset.

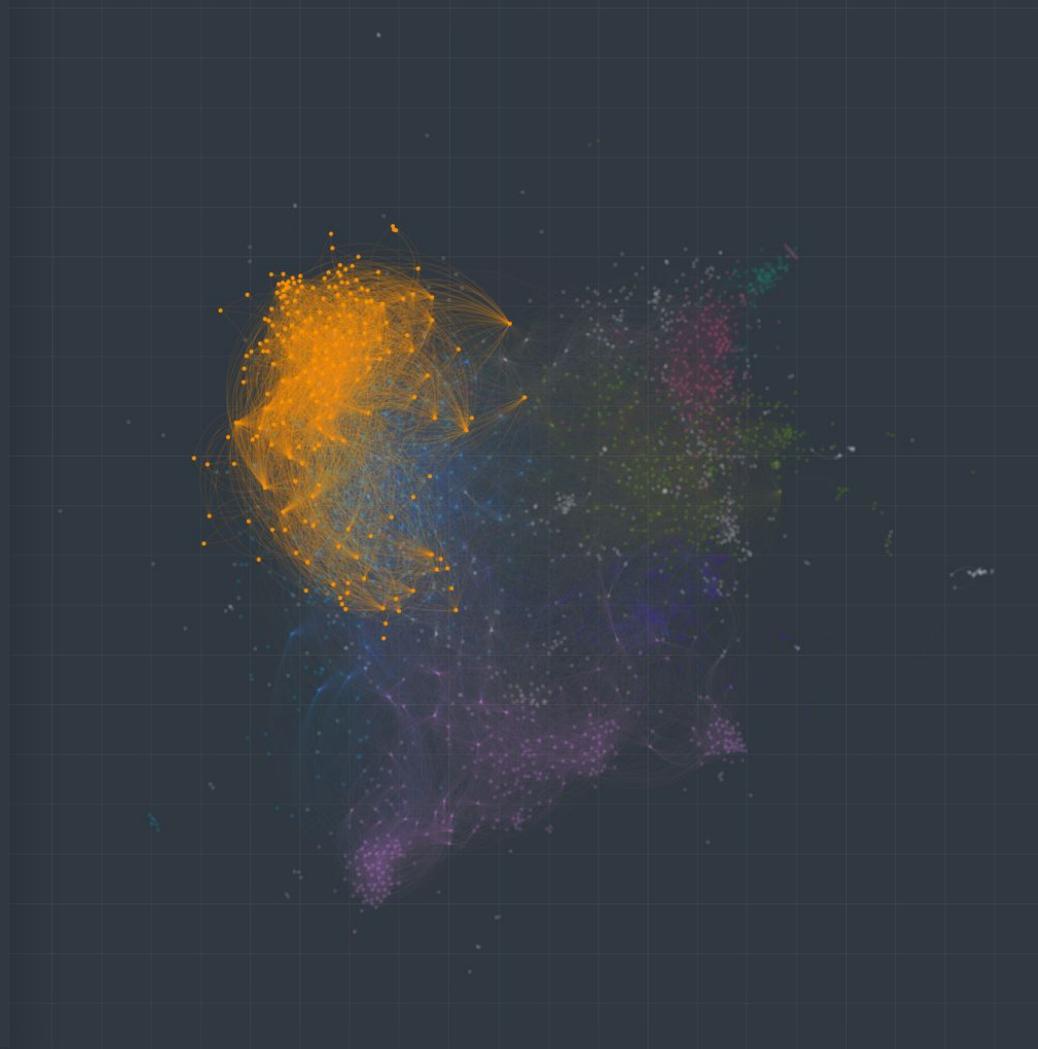
Artists

10.2% of users

A community interested by NFT art and artists (illustrators, photographers, designers).

They typically follow:

- reverse_visuals
- tina_eisen
- thatmarklee
- chissweetart
- AlisterBenn



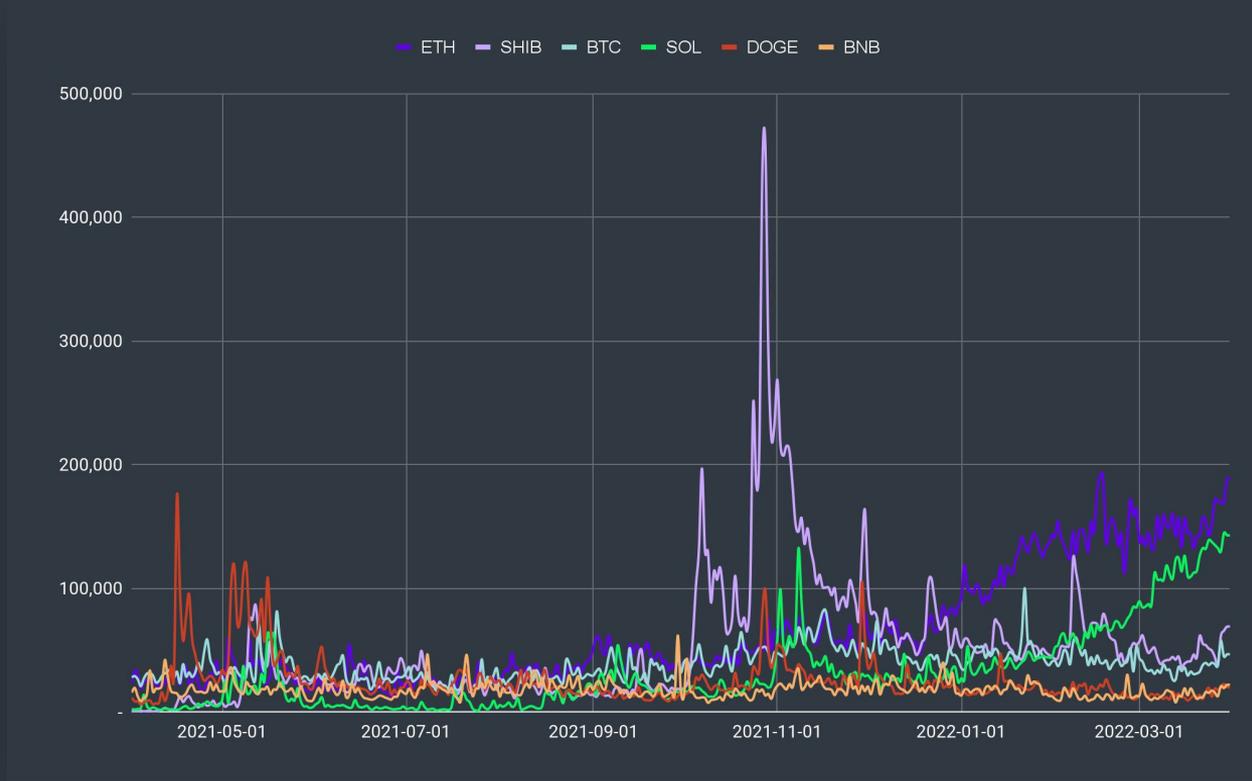
**We found no prominent community
about the metaverse in the Web3 US dataset.**

**Web3 communities seem to be almost entirely composed of users
interested in **NFTs, cryptocurrencies and gaming.****

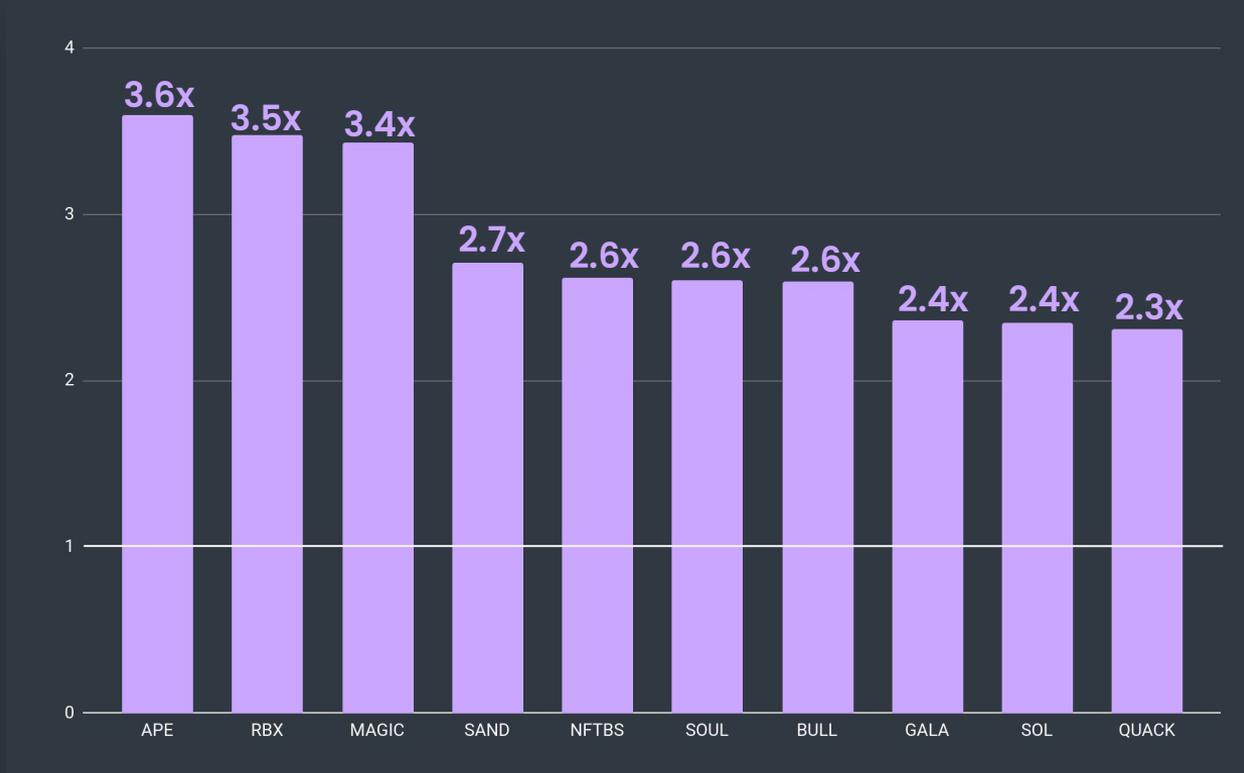
A community centered around the metaverse is yet to be built.

Cryptocurrency

How are the top 5 cryptocurrencies mentioned over time?

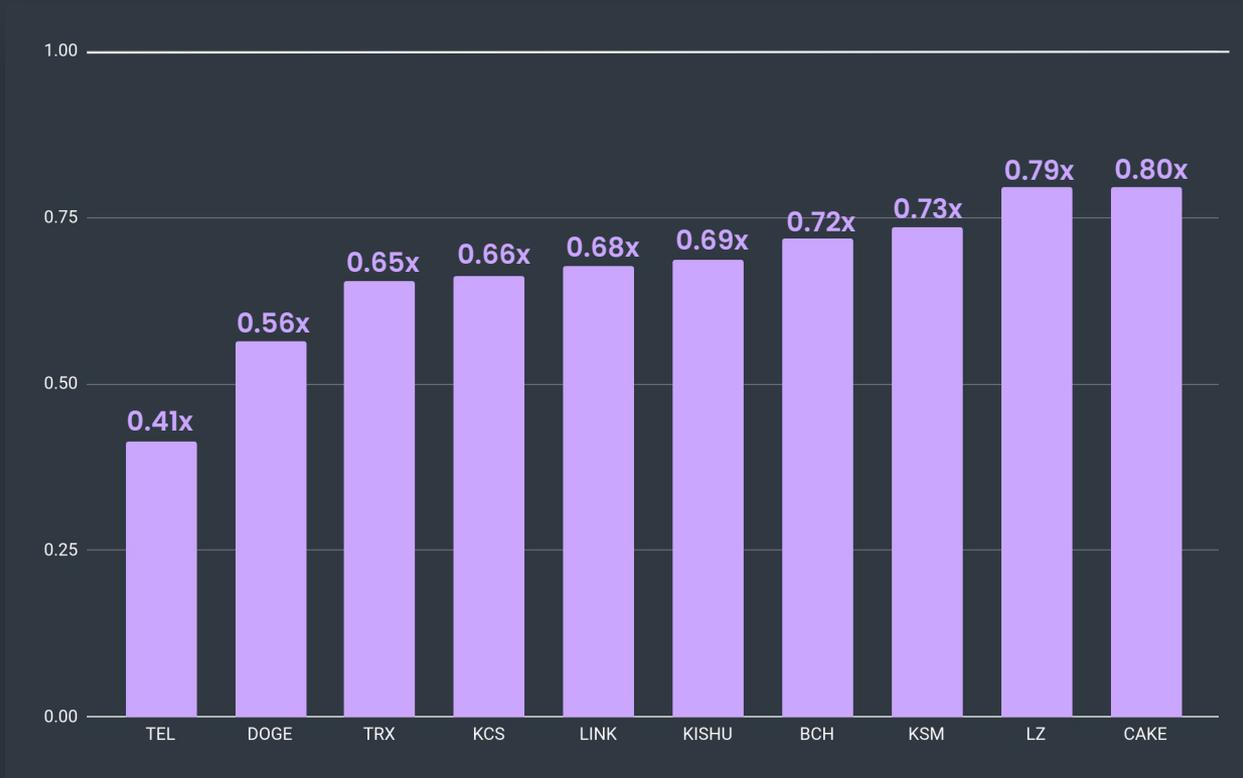


Coins whose conversations increased the most in the last 6 months*



* from September 2021 to March 2022

Coins whose conversations decreased the most in the last 6 months*



* from September 2021 to March 2022

Let's focus on some topics found in Crypto conversations

2021
03-31

2022
03-31



1%
property rights



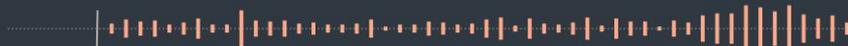
2%
crime and fraud



53%
metaverse



7%
environment



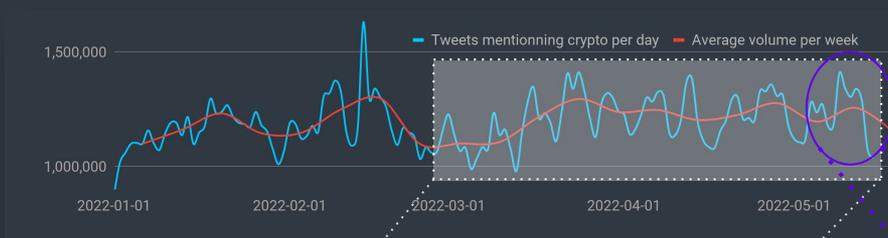
26%
politics



10%
regulation and taxes

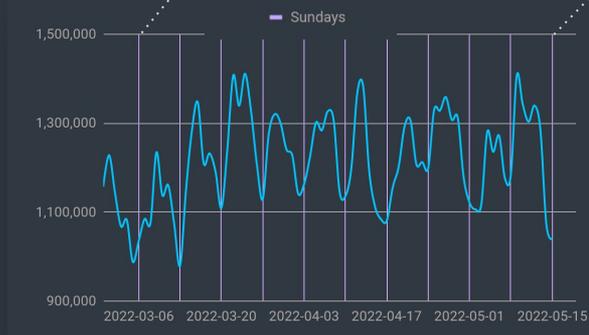
While the metaverse is the new hot topic, environmental issues are discussed less frequently now than they were a year ago in tweets related to cryptocurrencies.

Effects of the crypto crash on Twitter discussions

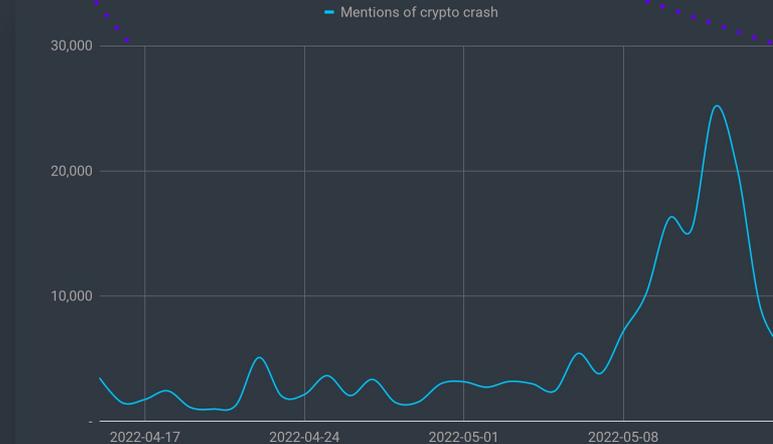


If we consider the one-year timeline of crypto mentions, one can notice that the crypto crash period doesn't stand out...

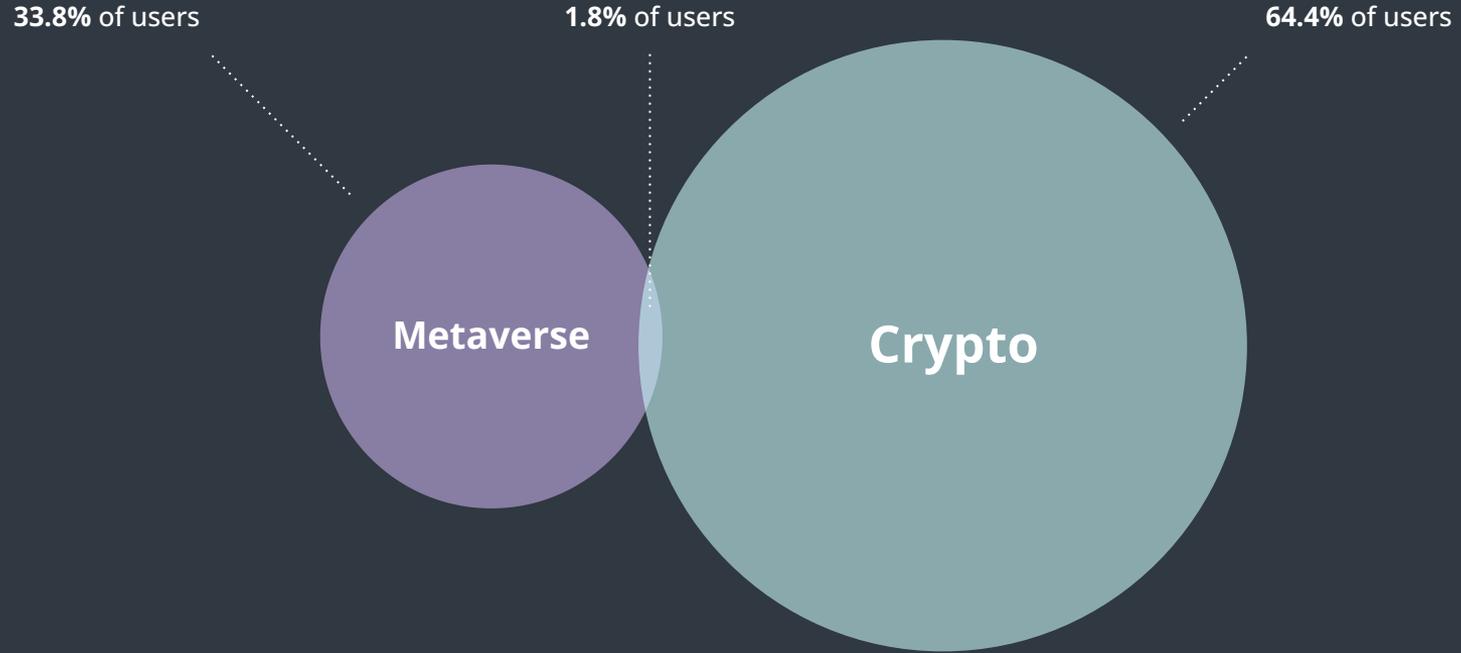
... despite an important volume of tweets mentioning this event.



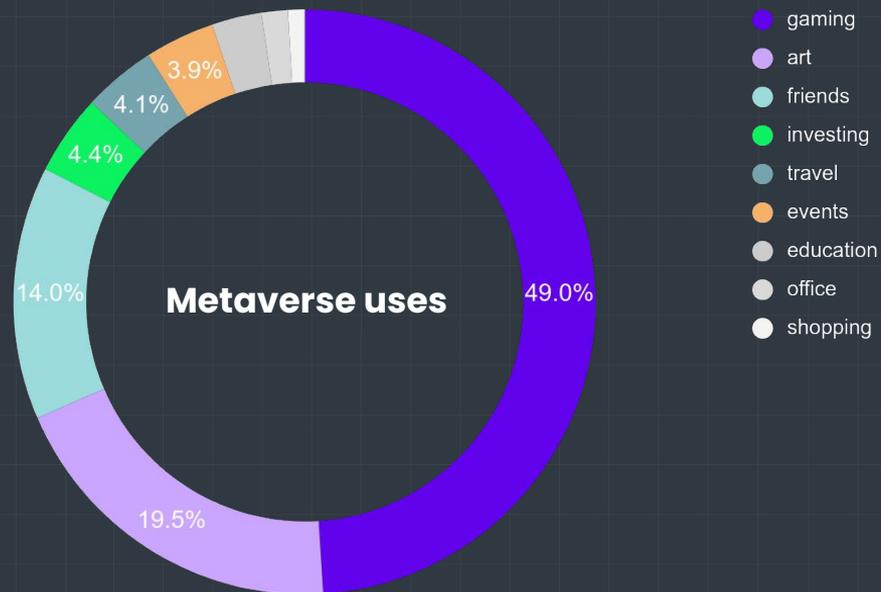
Interestingly – and especially since March – the 'volume of tweets per day' graph shows high correlation with weekdays, with peaks on Wednesdays and drops on weekends. This suggests that conversations over cryptos have become more professional and less event-oriented.



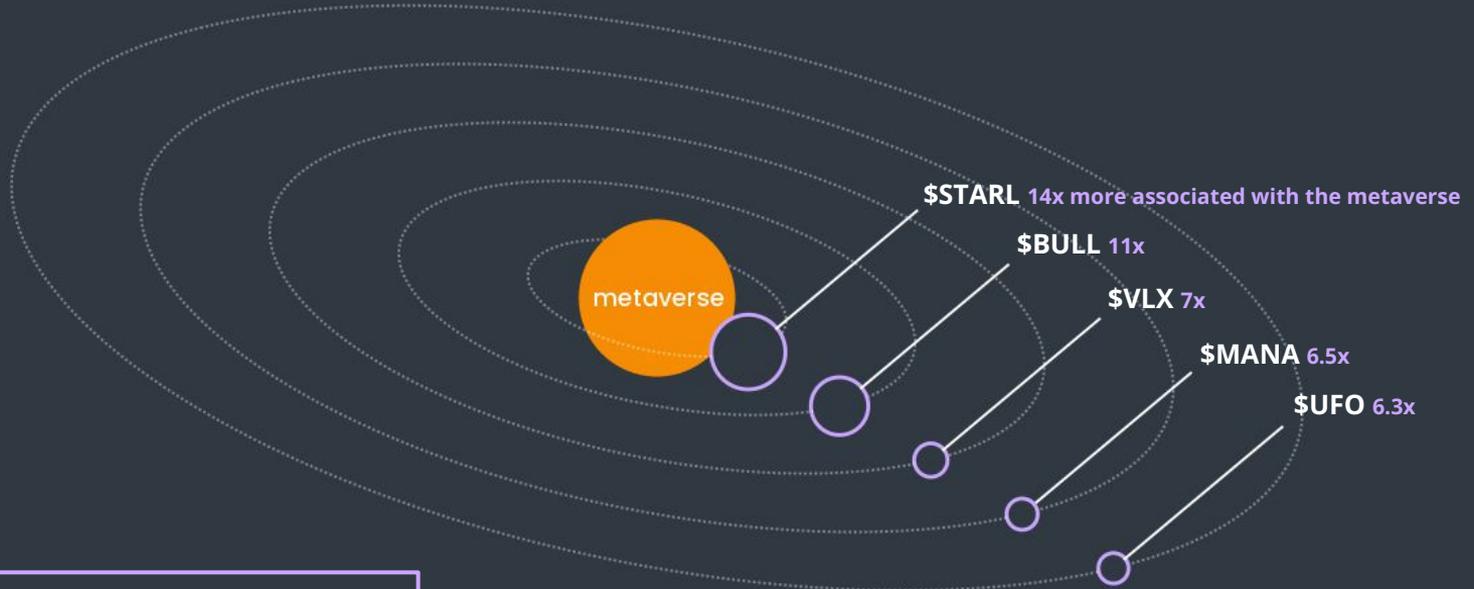
A small share of users talk about both the metaverse and crypto



What uses are people linking the metaverse to?



The 5 coins of the metaverse

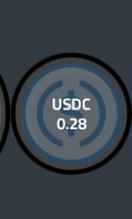


Some coins can be defined as closer to the metaverse environment, because they appear more often in tweets mentioning the metaverse compared to the rest of the dataset.

Metaverse: a place for specific coins

over-
representation

under-representation



Among the top 10 cryptocurrencies, only BNB is overrepresented in metaverse tweets. BTC, ETH, USDT, USDC, XRP, SOL, LUNA, UST and ADA are all underrepresented.

Dataset

The study was conducted by digital media agency Reputation Squad. It relies on a dataset of 620,030 tweets about Web3, written by 231,313 users, collected between 31 March 2021 and 31 March 2022. All Twitter data was collected via the Twitter API and analysed using in-house tools.

Topic computations

Topics were computed using a mixture of different methods, including BERTopic and Reputation Squad's own topic modelling algorithms.

Community detection

A proprietary algorithm was used to find communities in the Twitter graph. The following network is completely rebuilt in order to avoid biasing communities around big and unaffiliated accounts that do not accurately reflect community membership.