

## Crisis Communication in Cryptocurrency PR

### A

- **Altcoin:** A term used to describe any cryptocurrency that is not Bitcoin. Examples of altcoins include Ethereum, Ripple, and Litecoin.
- **AML:** Stands for Anti-Money Laundering, which refers to a set of regulations and practices designed to prevent the generation of income through illegal activities.
- **API:** Application Programming Interface is a set of rules and protocols for building and interacting with software applications.
- **ASIC:** Application-Specific Integrated Circuit is a specialized device used for mining cryptocurrencies such as Bitcoin.
- **ATH:** Stands for All-Time High, which is the highest price that a cryptocurrency has ever reached.
- **Atomic Swap:** A peer-to-peer exchange of cryptocurrencies without the need for a trusted third party.
- **Attack Vector:** A method used by hackers to exploit vulnerabilities in a system or network.
- **Alt Season:** A period in which altcoins outperform Bitcoin in terms of price appreciation.
- **Address:** A string of alphanumeric characters used to send and receive cryptocurrencies.
- **ATH:** All-Time High, the highest price that a cryptocurrency has ever reached.
- **ASIC:** Application-Specific Integrated Circuit, a specialized device used for mining cryptocurrencies.
- **AML:** Anti-Money Laundering, regulations and practices designed to prevent illegal income generation.
- **API:** Application Programming Interface, rules for building and interacting with software applications.
- **Atomic Swap:** Peer-to-peer exchange of cryptocurrencies without a trusted third party.
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### B

- **Blockchain:** A decentralized, distributed ledger technology that records transactions across multiple

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computers in a secure and transparent manner.

- Bitcoin: The first and most well-known cryptocurrency created by an unknown person or group of people using the pseudonym Satoshi Nakamoto.
- Bagholder: An investor who holds onto a losing investment for an extended period of time.
- Bull Market: A financial market characterized by rising prices and investor optimism.
- Bear Market: A financial market characterized by falling prices and investor pessimism.
- DAO: Stands for Decentralized Autonomous Organization, which is an organization that operates through rules encoded as computer programs called smart contracts.
- DApp: Decentralized Application, a software application that runs on a decentralized network.
- Decentralization: The process of distributing power and control away from a central authority.
- Double Spending: The act of spending the same cryptocurrency more than once.
- DeFi: Decentralized Finance, financial services built on blockchain technology that do not rely on traditional financial intermediaries.
- DEX: Decentralized Exchange, a platform that allows users to trade cryptocurrencies without a central authority.
- Blockchain: Decentralized, distributed ledger technology for recording transactions securely.
- Bitcoin: First and most well-known cryptocurrency created by Satoshi Nakamoto.
- Bagholder: Investor who holds onto a losing investment for an extended period.
- Bull Market: Financial market with rising prices and investor optimism.
- Bear Market: Financial market with falling prices and investor pessimism.
- DAO: Decentralized Autonomous Organization, operates through smart contracts.
- DApp: Decentralized Application, runs on a decentralized network.
- Decentralization: Distribution of power and control away from a central authority.
- Double Spending: Spending the same cryptocurrency more than once.
- DeFi: Decentralized Finance, financial services without traditional intermediaries.
- DEX: Decentralized Exchange, allows trading without a central authority.

## C

- Cryptocurrency: Digital or virtual currencies that use cryptography for security.
- Consensus: The process by which participants in a blockchain network agree on the validity of transactions.
- Confirmation: The process of validating a transaction on the blockchain.
- Cold Wallet: A cryptocurrency wallet that is not connected to the internet, making it less vulnerable to hacking.
- Centralized Exchange: A platform where users can trade cryptocurrencies with a central authority overseeing transactions.
- Circulating Supply: The total number of coins or tokens available for trading in the market.
- Crash: A sudden and significant drop in the price of a cryptocurrency.
- Cryptography: The practice of encrypting and decrypting information to secure transactions.
- Confirmation Time: The time it takes for a transaction to be validated on the blockchain.
- Capitulation: A point in the market cycle where investors give up hope and sell their assets at a loss.
- Crash: Sudden and significant drop in cryptocurrency price.
- Cryptography: Encryption and decryption for securing transactions.
- Confirmation Time: Time for transaction validation on the blockchain.
- Capitulation: Market cycle point where investors sell assets at a loss.

## D

- Decentralized: A system or network that operates without a central authority.
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- DEX: Decentralized Exchange, allows trading without a central authority.

## E

- Exchange: A platform where users can buy, sell, and trade cryptocurrencies.

- Escrow: A financial arrangement where a third party holds and regulates payment of funds between two parties in a transaction.

- ERC-20: A technical standard used for smart contracts on the Ethereum blockchain.

- Encryption: The process of converting information into a code to prevent unauthorized access.

- Ethereum: A decentralized platform that enables smart contracts and decentralized applications to be built and run without downtime, fraud, or interference from a third party.

- Exchange: Platform for buying, selling, and trading cryptocurrencies.

- Escrow: Third party holds and regulates payment between two parties.

- ERC-20: Standard for smart contracts on the Ethereum blockchain.

- Encryption: Conversion of information into a code for security.

- Ethereum: Platform for smart contracts and decentralized applications.

## F

- FOMO: Fear Of Missing Out, a feeling of anxiety that arises when people believe others are experiencing pleasure they are not a part of.

- FIAT: Government-issued currency that is not backed by a physical commodity, such as the US dollar or the Euro.

- Fork: A change in the underlying protocol of a cryptocurrency, resulting in the creation of a new blockchain.

- Full Node: A computer that fully validates transactions and blocks on the blockchain.

- FUD: Fear, Uncertainty, and Doubt, a tactic used to spread negative information about a cryptocurrency.

- Flash Crash: A sudden and severe drop in the price of a cryptocurrency followed by a quick recovery.

- Flipping: The hypothetical event in which Ethereum surpasses Bitcoin in market capitalization.

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## G

- Gas: A unit of measurement for the computational work required to process transactions and smart contracts on the Ethereum blockchain.
- Genesis Block: The first block in a blockchain.
- GPU: Graphics Processing Unit, a computer chip that performs rapid mathematical calculations.
- Halving: An event that reduces the reward miners receive for mining a new block in half.
- Hard Fork: A permanent divergence from the previous version of the blockchain, creating two separate chains.
- HODL: A misspelling of "hold" that has become a slang term in the cryptocurrency community for holding onto investments.
- Hash: A function that converts an input into a fixed-length string of characters.
- Hash Rate: The speed at which a mining machine operates.
- Hot Wallet: A cryptocurrency wallet that is connected to the internet, making it more vulnerable to hacking.
- ICO: Initial Coin Offering, a fundraising method in which new projects sell their underlying crypto tokens in exchange for Bitcoin or Ethereum.
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## I

- Immutable: A quality of blockchain technology that refers to the inability to change or modify data once it has been recorded.
- Initial Coin Offering (ICO): A fundraising method used by new projects to sell their underlying crypto tokens in exchange for Bitcoin or Ethereum.
- Interoperability: The ability of different computer systems or software to exchange and make use of information.
- Investment: The act of allocating resources (usually money) in the expectation of generating income or profit.
- ICO: Initial Coin Offering, fundraising method selling tokens.
- Immutable: Blockchain quality, inability to change recorded data.
- Interoperability: Ability of different systems to exchange information.
- Investment: Allocating resources expecting income or profit.

## J

- Jackpotting: A type of cyber attack where an ATM is physically hacked to dispense cash.
- Jackpotting: Cyber attack on ATMs to dispense cash.

## K

- Know Your Customer (KYC): A regulatory requirement that financial institutions and other businesses verify the identity of their clients.
- KYC: Know Your Customer, verifying client identity.

## L

- Lambo: Slang term used in the cryptocurrency community to refer to buying a Lamborghini with profits from cryptocurrency investments.

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- Lightning Network: A second-layer protocol built on top of the Bitcoin blockchain that enables instant, low-cost transactions.
  - Long Position: A position in which an investor expects the price of a cryptocurrency to increase.
  - Ledger: A record of transactions maintained on a blockchain.
  - Leverage Trading: A trading strategy that allows investors to borrow funds to increase their position.
  - Lambo: Slang for buying a Lamborghini with cryptocurrency profits.
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  - Ledger: Record of transactions on a blockchain.
  - Leverage Trading: Strategy borrowing funds to increase position.

## M

- Market Cap: Short for market capitalization, the total value of a cryptocurrency in circulation.
- Malware: Malicious software designed to disrupt, damage, or gain unauthorized access to a computer system.
- Miner: A person or entity that validates transactions on a blockchain by solving complex mathematical problems.
- Mining: The process of validating transactions on a blockchain and adding them to the public ledger.
- Market Cap: Total value of a cryptocurrency in circulation.
- Malware: Malicious software disrupting computer systems.
- Miner: Validates blockchain transactions by solving complex problems.
- Mining: Process of validating and adding transactions to the ledger.

## N

- Node: A device that participates in the blockchain network by maintaining a copy of the blockchain.
- Nonce: A random number added to a hashed block in a blockchain that, when rehashed, meets the difficulty level restrictions.
- Node: Participates in the blockchain network by maintaining a copy.
- Nonce: Random number added to a hashed block meeting difficulty level restrictions.

## O

- Open Source: Software with a source code that is freely available for anyone to inspect, modify, and distribute.
- OTC: Over-The-Counter, a method of trading cryptocurrencies directly between two parties without the supervision of an exchange.
- Open Source: Source code freely available for inspection, modification, and distribution.
- OTC: Over-The-Counter, trading directly between two parties without exchange supervision.

## P

- Private Key: A secret alphanumeric number that allows access to a cryptocurrency wallet.
- Public Key: An alphanumeric number derived from a private key that is shared with others to receive cryptocurrency.
- Protocol: A set of rules that govern the interactions between computers on a network.
- Proof of Stake (PoS): A consensus algorithm in which the creator of a new block is chosen based on their wealth, also known as stake.
- Proof of Work (PoW): A consensus algorithm that requires miners to solve complex mathematical problems to validate transactions and create new blocks.
- Private Key: Secret number granting access to a cryptocurrency wallet.
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- Proof of Work (PoW): Algorithm requiring solving complex problems to validate transactions.

## Q

- QR Code: Quick Response Code, a two-dimensional barcode that can store information.
- QR Code: Two-dimensional barcode storing information.

## R

- ROI: Return on Investment, a measure of the profitability of an investment.
- Ransomware: Malicious software that encrypts a user's files and demands payment in cryptocurrency to unlock them.

- ROI: Return on Investment, measure of investment profitability.
- Ransomware: Encrypts user files demanding cryptocurrency payment for unlocking.

## S

- Smart Contract: Self-executing contracts with the terms of the agreement between buyer and seller directly written into code.
- Stablecoin: A type of cryptocurrency that is pegged to a stable asset, such as the US dollar.
- Scalability: The ability of a blockchain network to handle an increasing number of transactions.
- Security Token: A type of cryptocurrency that represents ownership in real-world assets.
- Sharding: A technique used to improve the scalability of blockchain networks by splitting them into smaller, more manageable parts.
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## T

- Token: A digital asset created and managed on a blockchain.
- Transaction Fee: A fee paid to miners for processing and validating transactions on the blockchain.
- TA: Technical Analysis, the study of past market data to predict future price movements.
- Trading Pair: Two different cryptocurrencies that can be traded against each other.
- Token: Digital asset on a