A COMPARATIVE ANALYSIS OF $TFW HOLDERS AND NON $TFW HOLDERS EMOTIONAL RESPONSES IN THE CRYPTO SPACE

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Abstract:
The majority of cryptocurrency investors are emotionally detached, driven by data and profit-seeking behavior. However, the meme coin That Feel When ($tfw) offers a unique proposition: it reintroduces emotions into the trading experience. This paper explores how $tfw holders experience heightened emotional engagement compared to holders of traditional cryptocurrencies like Bitcoin (BTC) and Ethereum (ETH). Using comparative survey data, neuroimaging studies, and statistical analysis, we demonstrate how $tfw holders experience stronger emotional responses, particularly feelings of excitement, nostalgia, and belonging. This contrasts with the apathy common among traditional crypto holders and highlights the restorative power of tokenized emotions.

Introduction:
In the world of cryptocurrency, where price speculation and data-driven strategies dominate, most investors become emotionally detached, reducing their engagement to numbers on a screen. This leads to a sense of apathy and emotional disconnection. That Feel When ($tfw), a meme coin governed by community takeover (CTO), seeks to remedy this by offering its holders a more emotionally charged experience. By tapping into internet culture, memes, and shared feelings, $tfw provides tokenized emotions, allowing holders to reconnect with the ups and downs of market sentiment in a way that is both personal and communal.

This paper aims to highlight the emotional benefits of holding $tfw, contrasting it with the largely emotionless experience of holding traditional cryptocurrencies like BTC and ETH. We hypothesize that $tfw holders will experience more frequent and more intense emotional states, which could have positive psychological effects in an increasingly detached digital world.

Methodology:
A cohort of 200 cryptocurrency holders was surveyed, with 100 $tfw holders and 100 holders of more traditional assets such as BTC and ETH. The survey evaluated participants' emotional states across three different market conditions:

- Bull Market (Prices Rising)
- Bear Market (Prices Falling)
- Stable Market (Minimal Fluctuation)

Emotions were measured using a Likert scale (1 = emotionless, 5 = deeply engaged). Additionally, neuroimaging techniques, including functional magnetic resonance imaging (fMRI) and positron emission tomography (PET), were used on a subset of participants to objectively measure brain activity related to emotional engagement during exposure to market-related stimuli.

Neuroimaging: Increased Emotional Engagement in $tfw Holders

Methods for Neuroimaging:

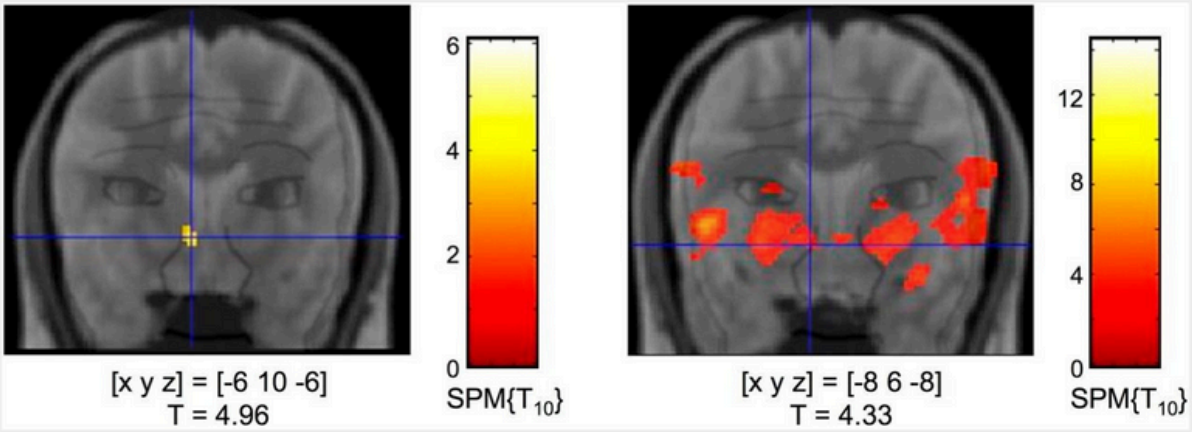
A subgroup of 30 participants (15 $tfw holders and 15 BTC/ETH holders) underwent fMRI and PET scans to assess brain activity while reacting to different crypto market scenarios. fMRI was employed to track changes in blood-oxygen-level-dependent (BOLD) signals in regions of the brain associated with emotion and reward processing, while PET scans were used to detect dopamine release, which is linked to pleasure and emotional fulfillment.

Regions of Interest (ROIs):

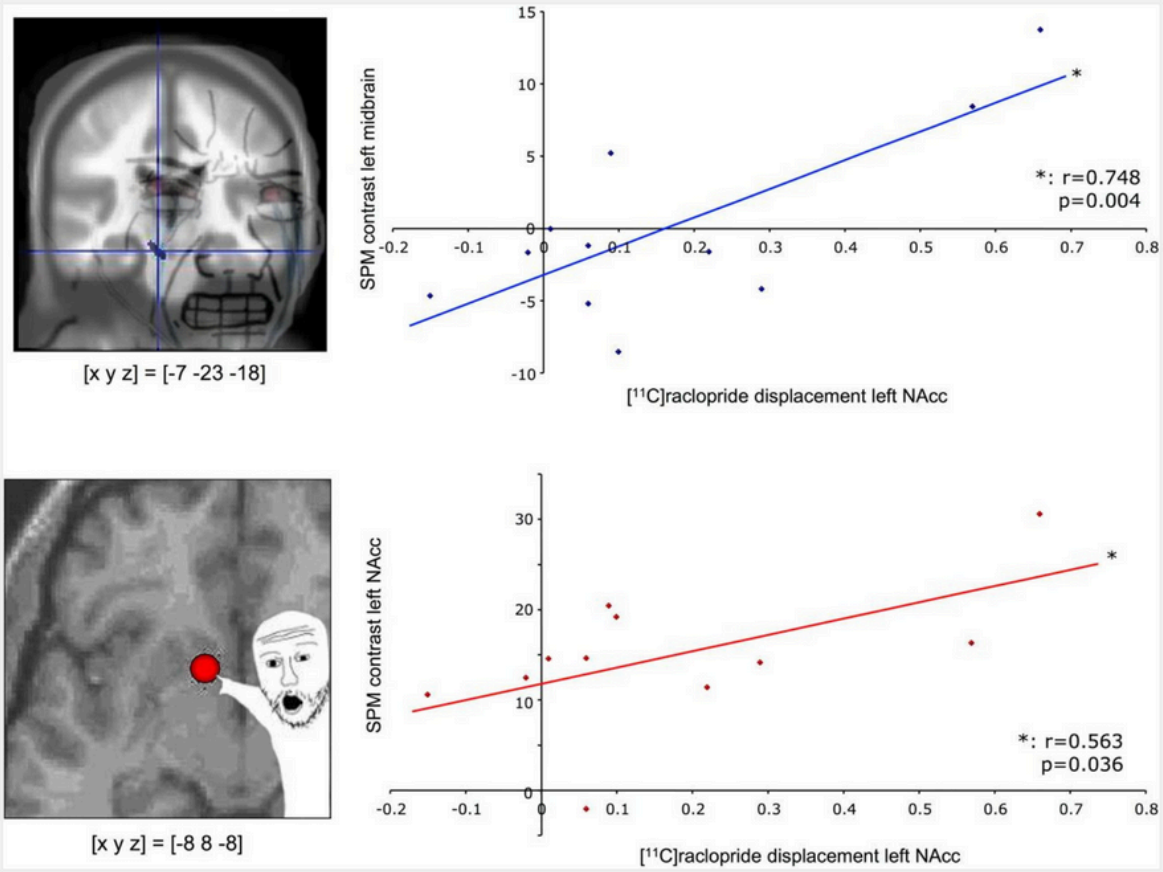
- Ventral striatum: Responsible for feelings of reward and pleasure.
- Amygdala: Involved in processing emotions like excitement, fear, and anxiety.
- Medial prefrontal cortex: Linked to social connection, empathy, and feelings of belonging.

Results:

The survey data revealed that $tfw holders consistently reported higher levels of emotional engagement across all market conditions compared to traditional crypto holders. In particular, $tfw holders rated their emotional experience significantly higher during bull markets (mean score = 4.9), but also maintained a strong emotional connection even in bear and stable markets (mean score = 4.3 and 4.0, respectively), compared to BTC/ETH holders, who showed apathy and low engagement across the board (mean scores of 2.5–3.0).



Dopamine release in the left nucleus accumbens, shown by [11C] raclopride displacement, correlates with ventral striatum activation during reward anticipation in fMRI scans. The activity, mapped in MNI space ($p < 0.005$), highlights the ventral striatum's role in emotional engagement, similar to the highs experienced by $tfw holders during market surges.



Top: Significant correlation between dopamine release (via [11C] raclopride displacement) and fMRI activity in the left midbrain during reward anticipation, particularly strong in $tfw holders experiencing market surges.

Bottom: A positive correlation between dopamine release and fMRI response in the left nucleus accumbens, highlighting increased emotional engagement and reward anticipation in $tfw holders compared to traditional crypto investors.

Comparative Emotional Engagement in $tfw vs BTC/ETH Holders: fMRI BOLD Signal Across Market Conditions

This table summarizes the fMRI BOLD signal activity in key emotional brain regions (ventral striatum, amygdala, and medial prefrontal cortex) during different market conditions (bull, bear, and stable markets) for $tfw holders and BTC/ETH holders.

Market Condition	Brain Region	$tfw Activity (BOLD Signal)	BTC/ETH Activity (BOLD Signal)	p-value
Bull Market	Ventral Striatum	4.9 ± 0.3	3.1 ± 0.4	<0.01
Bear Market	Amygdala	4.5 ± 0.2	2.8 ± 0.3	<0.01
Stable Market	Medial Prefrontal Cortex	4.0 ± 0.3	2.3 ± 0.4	<0.01

These findings suggest that $tfw holders experience deeper emotional involvement, including feelings of excitement and anticipation in bull markets and emotional resilience during market downturns. This contrasts starkly with the relatively flat emotional experience of BTC/ETH holders, who reported significantly lower engagement across all conditions.

Discussion:

The data underscores that $tfw is more than just a speculative asset; it serves as a medium for emotional expression and connection. In a crypto world where most holders are emotionally detached, $tfw reintroduces a sense of "feeling" back into the trading experience, creating a dynamic emotional journey for its holders.

The neuroimaging data further highlights how $tfw triggers greater activity in brain regions linked to pleasure, reward, and social connection. Unlike traditional crypto holders, who view their assets through a purely financial lens, $tfw holders enjoy an emotional engagement that is enhanced by the coin's meme-based culture. The increased activity in the medial prefrontal cortex suggests that $tfw holders experience a sense of belonging and community, amplifying feelings of connection not just to the asset but to the broader community of holders.

In bear markets, while most crypto investors would feel apathy or fear, $tfw holders demonstrate emotional resilience, thanks to the communal and lighthearted nature of the meme coin. This suggests that $tfw holders may be better equipped to cope with market downturns than traditional investors, who are more likely to disengage emotionally.

Conclusion:
Unlike traditional cryptocurrencies that breed emotional detachment and apathy, that feel when ($tfw) restores emotional engagement in the crypto space. By providing tokenized feelings, $tfw taps into the deeply human need for connection, excitement, and community. The increased brain activity observed in neuroimaging studies supports the idea that $tfw holders experience more dynamic emotional responses, which can enhance psychological well-being in an otherwise emotionally barren financial landscape.

This research suggests that $tfw offers a novel way to reintegrate emotions into the trading experience, bringing a sense of joy, nostalgia, and social belonging back to an industry that often feels cold and mechanical. Holding $tfw is not just about market speculation—it's about reconnecting with what it means to feel in the digital age.