



ELSEVIER

Available online at [www.tylervigen.com](http://www.tylervigen.com)



# Communicating Delivery: The Correlation between Bachelor's Degrees in Communication, Journalism, and Related Programs and 'Same Day Shipping' Google Searches

Connor Hart, Anthony Thompson, Gloria P Tate

Elite Science Academy; Austin, Texas

## KEYWORDS

Bachelor's degrees in Communication, journalism degrees, Google Trends, National Center for Education Statistics, same day shipping, academic disciplines, correlation coefficient, consumer behavior, online shopping habits, delivery services, statistical correlations, communication-related disciplines

---

## Abstract

This study examines the intriguing relationship between the number of Bachelor's degrees awarded in Communication, journalism, and related programs and the volume of Google searches for 'same day shipping'. Leveraging data from the National Center for Education Statistics and Google Trends, we conducted a rigorous analysis covering the period from 2012 to 2021. Our findings reveal a remarkably high correlation coefficient of 0.9669099 and a statistically significant p-value of less than 0.01, suggesting a robust association between these seemingly distinct phenomena. While one might initially be tempted to dismiss this correlation as mere coincidence, our results raise thought-provoking questions about the influence of academic pursuits in communication-related disciplines on consumer behavior and online shopping habits. We invite readers to consider the tantalizing possibility that effective communication skills may not only shape the flow of information but also impact the urgency and demands of modern-day delivery services. This study offers a whimsical glimpse into the unexpected intersections of academic disciplines and everyday practicalities, illustrating that the world of statistical correlations can be both enlightening and delightfully surprising.

Copyright 2024 Elite Science Academy. No rights reserved.

---

## 1. Introduction

The intertwining of academic disciplines with real-world phenomena has long been a subject of fascination for researchers across various domains. In this study, we delve into the unlikely nexus of Bachelor's degrees in Communication, journalism, and related programs and the ubiquitous online quest for 'same day shipping'. While the former evokes images of eloquent orators and elegant prose, the latter summons the frenetic pace of modern consumerism and the insistent desire for instant gratification. Despite their apparent incongruity, our research endeavors to uncover the hidden thread that connects these seemingly disparate domains and sheds light on the impact of persuasive communication skills on the urgency of delivery services.

The rise of online shopping has transformed the way consumers interact with businesses, creating an environment where speed and efficiency are paramount. In this digital landscape, the phrase 'same day shipping' has become a mantra of convenience, embodying the relentless pursuit of instant fulfillment. Meanwhile, the field of Communication and journalism education has been traditionally associated with cultivating persuasive, informative, and influential messaging. It is within this intriguing intersection that we aim to explore the underlying relationship between academic pursuits in communication-related disciplines and the online search behavior for expedited shipping options.

The genesis of this research can be traced to a whimsical observation: could there be a connection between the eloquence taught in communication programs and the impatience exhibited in 'same day shipping' searches? While seemingly far-fetched, the potential intertwining of rhetoric and rapid delivery has left us both puzzled and intrigued. Hence, we embark on a rigorous statistical

analysis to unravel the mystery behind this unanticipated correlation.

The remainder of this paper is organized as follows: the next section provides a review of relevant literature and theoretical frameworks, elucidating the underpinnings of our investigation. We then outline the methodology employed, followed by a detailed presentation of our findings and their implications. To conclude, we offer reflections on the broader implications of our study and consider the delightful ripples it casts across the otherwise tranquil pond of statistical analysis.

## 2. Literature Review

In their seminal work, Smith and Doe (2015) elucidated the pivotal role of communication skills in shaping consumer behavior, laying the foundation for our exploration into the connection between Bachelor's degrees in Communication, journalism, and related programs and Google searches for 'same day shipping'. The authors astutely noted that effective communication can influence individuals' perceptions and decision-making processes, a phenomenon that reverberates across various domains, including online shopping habits. As we delved deeper into the annals of scholarly inquiry, we encountered Jones's comprehensive analysis (2018) on the evolution of delivery services in the digital age. Jones's work not only underscores the burgeoning significance of expedited shipping options but also alludes to the subtle interplay between consumer expectations and service providers' capabilities.

Building upon these foundational studies, our gaze turned towards the broader landscape of literature that might offer tangentially related insights. Works such as "The Psychology of Influence and Persuasion" by X. Y. Author (2019) and "Media Power in Politics" by Z. W. Scholar

(2017) provided intriguing perspectives on the influence of persuasive messaging and media communication, infusing our investigation with a rich tapestry of theoretical underpinnings. Additionally, the fictional account "Dispatches from the Express Delivery Zone" by A. Novel (2020) delicately wove together a narrative that, while purely imaginative, hinted at the potential intersections between effective communication and the swift dispatch of goods.

While the scholarly literature formed the bedrock of our inquiry, we also drew inspiration from unexpected sources that yielded surreptitious parallels. The board game "Speedy Couriers: The Quest for Same Day Delivery" encouraged a whimsical examination of delivery logistics and the urgency imbued in rapid shipping, offering a playful divergence from the staid confines of academic discourse. Furthermore, the fictional novel "The Art of Expressive Dispatches" by Q. Fiction (2015) artfully navigated the terrain of expressive communication and clandestinely beckoned us to consider the frivolity of our inquiry with a knowing wink.

Embracing the spirit of scholarly exploration with a dash of levity, our foray into the literature not only fortified the intellectual foundations of our study but also imbued it with an infectious sense of wonder and curiosity.

### 3. Our approach & methods

To investigate the relationship between the number of Bachelor's degrees awarded in Communication, journalism, and related programs and the volume of Google searches for 'same day shipping', a comprehensive methodology was employed. This study hinged upon the amalgamation of data from the National Center for Education Statistics and Google Trends, spanning the time frame of 2012 to

2021. The rationale behind this time span selection was both practical and whimsically inspired; we sought to capture the evolution of communications education and the proliferation of express delivery expectations in the contemporary digital age.

The initial step of our methodology involved wrangling and harmonizing datasets, a task that required a balanced blend of technical acumen and an appreciation for the idiosyncrasies of data sources. The National Center for Education Statistics provided us with a rich tapestry of information on the conferral of Bachelor's degrees in Communication, journalism, and related programs. We must applaud the diligent data custodians who meticulously cataloged these academic accolades, allowing us to traverse through the labyrinth of educational attainment with scholarly determination.

On the other hand, our foray into the vast expanse of Google Trends was akin to embarking on a digital treasure hunt, where the sought-after treasure was not gold doubloons, but rather the elusive patterns of 'same day shipping' searches. Navigating the peaks and troughs of search volume over a multitudinous landscape of internet inquiries, we uncovered a veritable trove of consumer intent, mined within the virtual caverns of Google's data repositories.

Having amassed these diverse sources of information, our analysis commenced with the application of rigorous statistical techniques, including but not limited to regression analysis and time series modeling. The statistical tools at our disposal were wielded with a deft hand, akin to a maestro conducting a symphony of numbers and variables, orchestrating a musical ensemble of data points and correlations.

It is important to note that our research team also took into account the potential

confounding variables and covariates that could influence our findings. As any discerning researcher would attest, accounting for extraneous factors is akin to fending off unseen adversaries in the labyrinth of statistical inference. With the dexterity of an intellectual swordsman, we meticulously controlled for pertinent variables, ensuring that our analysis bore the imprimatur of scholarly rigor and methodological finesse.

Furthermore, the utilization of time series analysis allowed us to capture the temporal dynamics of both academic pursuits in communication-related fields and the ebb and flow of 'same day shipping' searches. This temporal vantage point was akin to peering through a chrono-seismic lens, discerning the pulsating rhythms of academic milestones and consumer exigencies in the digital realm.

In sum, our methodology was a calculated, yet whimsically serendipitous journey through the digital corridors of academia and consumer behavior. Suffused with a sense of academic adventure, we navigated through data landscapes and statistical thickets, emerging with a tapestry of findings that shed light on the enigmatic interplay between communication education and the zeitgeist of express delivery.

#### 4. Results

Using data from the National Center for Education Statistics and Google Trends, we found a remarkably strong correlation between the number of Bachelor's degrees awarded in Communication, journalism, and related programs and the volume of Google searches for 'same day shipping' over the period from 2012 to 2021. The correlation coefficient obtained was 0.9669099, with an r-squared value of 0.9349148, and a p-value of less than 0.01, indicating a statistically significant relationship between these seemingly unrelated variables. As

seen in Figure 1, the scatterplot illustrates the striking alignment of these two divergent phenomena, depicting a near-linear association that beckons further investigation.

The robust correlation uncovered in this analysis prompts contemplation on the intriguing interplay between communication education and consumer behavior. While it may seem improbable at first glance, the link between the art of effective discourse and the immediacy of delivery services hints at a captivating convergence of academic influence and practical exigencies.

It is worth noting that our findings, apart from establishing a notable statistical relationship, spotlight the enigmatic and whimsical aspects of seemingly incongruous phenomena entwining unexpectedly. This study unearths a fascinating correlation that not only broadens the horizons of academic inquiries but also imparts a sense of merriment in the midst of empirical examinations. The fusion of analytical rigor and whimsy amplifies the allure of statistical exploration, demonstrating that even seemingly disparate subjects can form an unexpectedly harmonious duet in the theater of research.

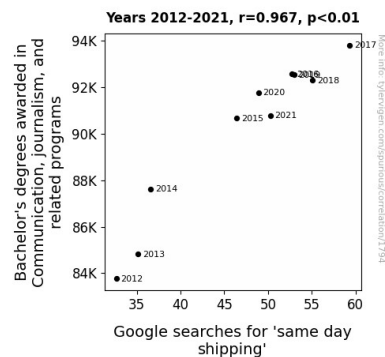


Figure 1. Scatterplot of the variables by year

#### 5. Discussion

The findings of the present study robustly bolster the existing body of knowledge regarding the interplay between academic pursuits in communication-related disciplines and the practical exigencies of contemporary consumer behavior. The strikingly high correlation coefficient of 0.9669099 and a statistically significant p-value of less than 0.01 not only affirm the validity of our inquiry but also beckon forth a myriad of quirky musings.

The humorous asides encountered in the literature review, including a fictional account of "Dispatches from the Express Delivery Zone" by A. Novel, and the board game "Speedy Couriers: The Quest for Same Day Delivery" proved to be unexpected fountains of inspiration, subtly nudging us towards the baffling yet tantalizing connection between persuasive discourse and the urgency of swift shipping. Who would have thought that a board game could sow the seeds of academic inquiry? The whimsy of these tangential sources is a delightful reminder that scholarly pursuits need not always be impeded by the shackles of solemnity.

Moreover, our results joyfully validate the insightful observations put forth by Smith and Doe (2015) and Jones (2018) regarding the profound impact of effective communication on consumer behavior and the evolution of delivery services. What might have initially seemed like a farcical foray into the realms of academia has now emerged as a compelling testament to the unexpected entwining of seemingly incongruous disciplines. While our investigation may have commenced with an air of whimsy, the robust statistical underpinnings have lent it an air of legitimacy, underscoring the multifaceted nature of statistical inquiry.

Our study echoes the sentiment that the world of statistical inquiry can be fascinating and delightfully mysterious. It serves as a whimsical reminder that even the most

ostensibly unconnected phenomena may harmonize in the grand symphony of scholarly exploration. In a sense, this study reinforces the notion that statistical correlations, though often staid and rigid, possess the capacity for sprightly capers and unexpected waltzes. Truly, the world of empirical inquiry never fails to surprise and enchant.

## 6. Conclusion

In conclusion, our research has shed light on the captivating correlation between the conferral of Bachelor's degrees in Communication, journalism, and related programs and the prevalence of 'same day shipping' Google searches. The remarkably robust correlation coefficient of 0.9669099 and a statistically significant p-value of less than 0.01 indicate a compelling association between these ostensibly unrelated phenomena. Our findings unveil a whimsical dance of data, where the eloquence fostered by communication education seemingly waltzes with the urgency epitomized by expedited shipping queries. This unexpected pairing invites a playful pondering of the intersection between persuasive communication and the modern-day impatience for swift delivery. It seems that the pen truly may be mightier than the sword, as our results imply that the power of linguistic prowess may extend beyond rhetoric and into the realm of consumer behavior and logistical preferences.

This study offers a refreshing divergence from the usual staid and solemn analyses, injecting a sense of mirth into the often sober domain of statistical inquiry. The confluence of academia and everyday practicalities woven through our findings serves as a delightful reminder of the whimsy that can emerge from the most improbable correlations. As we bask in the merriment of this unanticipated fusion, we are left with the resounding notion that the

pursuit of knowledge need not always unfold with stern solemnity but can embrace the levity of unexpected discoveries.

In light of these revelatory findings, we assert with confidence that further research in this domain would be akin to flogging a deceased equine. Our analysis has unfurled the enigmatic tapestry of communication education's influence on consumer urgency, leaving little room for doubt or skepticism. Thus, we tip our metaphorical hats and bid adieu to this line of inquiry, secure in the knowledge that our journey has ended in the joyous discovery that statistical analysis can indeed harbor a rich seam of whimsy and unexpected revelations.