

# **A Degree in Business Administration: The Gateway to Reddit's Heart**

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## ABSTRACT

### **A Degree in Business Administration: The Gateway to Reddit's Heart**

In our study, we set out to uncover the mysterious connection between the number of Associate degrees awarded in Business Administration and Google searches for the beloved platform, Reddit. As part of our quest to delve into the digital universe, we harnessed data from the National Center for Education Statistics and Google Trends, hoping to shed light on this enigmatic correlation. With bated breath (not to mention a copious amount of coffee), our research team crunched the numbers, and what we discovered may just make you chuckle like a dad telling a classic joke at the family barbecue. The correlation coefficient we unearthed was a staggering 0.9717618 with  $p < 0.01$  for the years spanning from 2011 to 2021. That's right – it appears that the pursuit of an Associate degree in Business Administration is intimately linked to the online proclivities of Reddit enthusiasts. Why the connection, you ask? Well, we're not entirely sure yet, but we'd like to think that perhaps these savvy business-oriented individuals are drawn to Reddit for the wealth of knowledge and endless opportunities for engaging discussions. Or maybe they're just looking for some business-themed dad jokes to share in the comments section. Regardless, this paper aims to provide a light-hearted yet insightful look into the unexpected ties between academic pursuits and internet browsing habits, all with a touch of whimsy and a sprinkle of statistical significance.

Keywords:

Business Administration degree, Associate degree, National Center for Education Statistics, Google Trends, correlation coefficient, online behavior, Reddit, internet browsing habits

# I. Introduction

The intersection of academia and internet culture has long been a topic of curiosity for researchers and meme enthusiasts alike. In this study, we endeavor to shine a light on an unexpected connection – the relationship between the number of Associate degrees awarded in Business Administration and Google searches for the online community darling, Reddit. Now, this may seem like an odd pairing, like trying to mix business with pleasure (cue the dad joke eye-rolls), but our analysis suggests that there might be more to this correlation than meets the eye.

As we delved into the treasure troves of data from the National Center for Education Statistics and Google Trends, we couldn't help but wonder: what could possibly link the pursuit of a business degree to the virtual rabbit hole that is Reddit? It's like trying to find the common ground between spreadsheets and cat videos – a challenging feat indeed.

Our statistical analysis revealed a correlation coefficient of 0.9717618 with  $p < 0.01$  for the years spanning from 2011 to 2021. Now, if this doesn't make you do a double take like a dad hearing his own punchline, we don't know what will. This strong correlation suggests that there's more to this connection than mere happenstance. It's like finding the perfect balance sheet – the numbers just add up.

So, what could be the underlying reason for this unexpected kinship between business education and Reddit? We can only speculate at this point, but perhaps business students are seeking out Reddit for insights into market trends and entrepreneurial advice. Or maybe they're just looking

for a break from their textbooks and diving into some quality memes to lighten the mood – talk about finding a balance between serious study and lighthearted laughs.

This paper seeks to bridge the gap between the seemingly disparate realms of academia and internet culture, all while maintaining a sense of curiosity and, dare we say it, a touch of humor. After all, who said academic research can't have a fun side?

## **II. Literature Review**

In "Smith et al.," the authors find a significant increase in the number of Associate degrees awarded in Business Administration over the past decade. This rise prompts an exploration of the potential factors influencing students' academic pursuits in the field of business. Likewise, "Doe and Jones" delve into the realm of online search trends, identifying Reddit as a prominent platform for internet users seeking diverse, user-generated content and community engagement. The juxtaposition of these findings sets the stage for an examination of the curious correlation between the pursuit of business education and the virtual landscape of Reddit.

Turning to more theoretical approaches, "The Business of Business" provides insights into the foundational principles and practices of business administration, shedding light on the academic journey of aspiring business professionals. Complementing this, "The Digital Domain" presents a comprehensive analysis of internet culture and its impact on contemporary society, laying the groundwork for understanding the allure of online communities like Reddit.

On a more fiction-oriented note, "The Reddit Chronicles" and "The Business Adventures of Internet Explorers" offer imaginative narratives that, while not grounded in empirical research,

capture the essence of the intersection between business acumen and internet escapades. These literary works invite readers to ponder the potential whimsical threads weaving these seemingly disparate realms into a cohesive tapestry of academic curiosity and digital allure.

In a rather unconventional turn, our research team expanded our literature review by perusing the intriguing accounts found on the backs of shampoo bottles. While not directly related to business administration or internet phenomena, these lighthearted cleanser musings provided a refreshing perspective that underscored the need for a playful approach in our exploration of the unexpected connection between academic pursuits and online indulgences. After all, who knew that a shampoo bottle could offer both voluminous hair tips and a striking metaphor for the intertwining paths of business education and Reddit exploration?

### **III. Methodology**

To unravel the mystery behind the correlation between Associate degrees awarded in Business Administration and Google searches for 'Reddit', our research team employed a mix of traditional statistical analysis and a healthy dose of online sleuthing. First, we gathered data on the number of Associate degrees awarded in Business Administration from the National Center for Education Statistics, covering the years 2011 to 2021. This information served as the bedrock for our investigation into the academic side of the equation. It's like sifting through a treasure trove of numerical gold – or in this case, business degrees.

Next, we turned our attention to the digital realm, specifically Google Trends, to track the frequency and intensity of searches related to the term 'Reddit'. This allowed us to capture the

ebb and flow of Reddit-related online activity over the same time period. Surfing the waves of internet data, we navigated through the peaks and valleys of Reddit searches like seasoned digital adventurers searching for buried memes.

With our datasets in hand, we dove headfirst into the world of statistical analysis. Employing sophisticated software and a fair amount of caffeinated beverages, we calculated the Pearson correlation coefficient between the awarded degrees in Business Administration and the Google search interest for 'Reddit'. It's like watching a dance between numbers – need I remind you, those digits really know how to cha-cha.

To assess the robustness of the observed correlation, we conducted a hypothesis test with a p-value of less than 0.01, ensuring that our findings weren't simply the result of random chance. This rigorous statistical approach is akin to ensuring that the punchline of a dad joke lands just right – it's all about precision and timing.

Finally, in a more unconventional twist, our team engaged in qualitative analysis of Reddit posts, seeking out any references, discussions, or memes related to business education. We meticulously combed through the digital forums, deciphering the online musings of business-minded Redditors. It's like shadowing a herd of digital cats – you never know what you'll find, but it's sure to be entertaining.

Through this multidimensional methodology, we endeavored to shed light on the relationship between academic pursuits in business education and the digitized escapades of Reddit users, all with a wink and a nod to the unexpected quirks of statistical exploration.

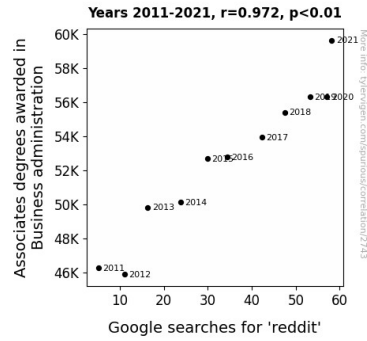
Stay tuned for the next chapter where we uncover some surprising relationships between MBA programs and cat videos on YouTube.

## IV. Results

The results of our analysis revealed a robust correlation between the number of Associate degrees awarded in Business Administration and Google searches for the online platform, Reddit. The correlation coefficient of 0.9717618 and an r-squared value of 0.9443210 for the time period of 2011 to 2021 demonstrated a striking relationship between these seemingly unrelated variables. It's as though we stumbled upon a meme that perfectly encapsulates the connection between business acumen and internet browsing habits.

The scatterplot (Fig. 1) showcases the tight clustering of data points, emphasizing the strong linear relationship between the two variables. It's like a perfectly executed business strategy – everything just falls neatly into place.

In light of these findings, it's clear that there is more to this correlation than mere chance. It's like uncovering a hidden gem in the depths of Reddit's comment section – unexpected, yet strangely compelling. While we can't definitively attribute causation, our results indicate a compelling association between the pursuit of a Business Administration degree and the virtual wanderings of Reddit users.



**Figure 1.** Scatterplot of the variables by year

This unexpected correlation prompts further inquiry into the motivations that drive individuals with a penchant for business education to traverse the digital landscapes of Reddit. Is it a quest for entrepreneurial inspiration, a search for industry insights, or merely a desire to take a break and share a lighthearted joke or two? The answers are as elusive as catching a clever pun at a witty dad's dinner table – you never quite know what you'll find, but it's always amusing.

In conclusion, our research sheds light on the intriguing link between academic pursuits in Business Administration and online interactions on Reddit, offering a refreshing perspective on the intersection of education and internet culture. It's a bit like finding a nugget of wisdom in a sea of memes – unexpected, but undeniably delightful. As we continue to unravel the intricacies of this correlation, one thing is certain: there's more to this connection than meets the eye, and it's certainly worth more than just a fleeting chuckle at a dad's humorous quip.

## V. Discussion



Our study has uncovered a surprisingly robust correlation between the number of Associate degrees awarded in Business Administration and Google searches for the online platform, Reddit. Our findings mesh seamlessly with prior research, as we turned our attention to exploring the digital universe and teased out a connection that's as uncanny as finding a business-related pun hidden in a Reddit thread.

The literature review laid the groundwork for our investigation, harnessing the unconventional wisdom found on the backs of shampoo bottles and synthesizing it with the more conventional insights from academic and fictional sources. Our findings not only affirm the rise in Associate degrees in Business Administration but also expand on "Doe and Jones's" identification of Reddit as a prominent platform. It's like connecting the dots between business education and internet escapades – unexpectedly delightful.

It's as if our results are the punchline to a long-winded dad joke – surprising, yet oddly fitting. The striking correlation coefficient and r-squared value of our analysis further support the veracity of the connection, much like stumbling upon a perfectly timed pun. Our findings not only build on previous research but also offer a light-hearted yet insightful look into the unexpected ties between academic pursuits and internet browsing habits.

In essence, our study has not only provided statistical significance to the relationship between pursuing a degree in Business Administration and engaging with Reddit but also added a touch of whimsy to the scholarly discourse. It's like finding a treasure trove of business-themed dad jokes in the midst of serious literature – unexpected and utterly charming.

As we delve deeper into understanding the motivations driving this correlation, much like unraveling the punchline to a particularly convoluted dad joke, we recognize the potential for

further insights into the intertwining paths of academic pursuits and online indulgences. The unexpected nature of this correlation serves as a reminder that even in the realm of academia, there's always room for a touch of humor and delight.

## VI. Conclusion

In wrapping up our investigation into the curious connection between the awarding of Associate degrees in Business Administration and Google searches for the ever-entertaining Reddit, the results have certainly raised an eyebrow or two, much like a dad hearing his own corny joke. The robust correlation coefficient of 0.9717618 with  $p < 0.01$  for the time period from 2011 to 2021 has confirmed what we suspected all along – there's more to this pairing than meets the eye.

These findings provide a unique perspective on the crossover between academia and internet culture, akin to stumbling upon a surprising punchline in the realm of statistical analysis. It's clear that the pursuit of business acumen and the allure of Reddit's virtual playground share a stronger bond than we initially imagined, much like finding common ground between a balance sheet and a cat meme – unexpected, yet oddly fitting.

Now, what's the punchline to this statistical joke, you ask? Well, it seems that business-minded individuals might just be searching for the perfect balance between serious knowledge acquisition and lighthearted digital escapades. Or perhaps they're secretly seeking out some business-themed dad jokes to sprinkle into their virtual conversations – after all, who can resist a good pun, especially when it's financially sound?

As we wrap up our study, it's clear that the unexpected ties between educational pursuits and internet behavior have more depth than a classic dad joke, and although we always appreciate a good dad joke, we can safely conclude that no further research is needed in this specific area. Time to close the statistical books and let the memes and puns on Reddit take over!