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YouTube Views and Google Views: A Boujee Correlation?

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Abstract

In this paper, we investigate the intriguing relationship between Google searches for the term "boujee" and the total comments on 3Blue1Brown YouTube videos. The research team utilized data from Google Trends and YouTube to delve into this seemingly frivolous yet fascinating connection. Our findings reveal a strikingly high correlation coefficient of 0.9575015 and $p < 0.01$ for the period spanning from 2016 to 2023. The results provoke contemplation on the juxtaposition of ostentatious internet slang and intellectually stimulating educational content. We offer interpretations that bridge the worlds of digital vernacular and mathematical cognition, ultimately encouraging further exploration into the curiously intertwined realms of internet linguistics and online engagement.

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1. Introduction

In this modern age of digital interconnectedness, the intertwining of internet slang and online engagement has become an area of increasing interest for researchers seeking to understand the evolving landscape of digital communication. As such, this study seeks to explore the curious relationship between Google search trends for the colloquial term "boujee" and the total comments on the educational YouTube videos produced by the popular channel 3Blue1Brown. While at first glance, the juxtaposition of these

seemingly unrelated phenomena may appear entirely incongruous, our investigation aims to shed light on the unexpected correlations that exist within the complex web of online activity.

The term "boujee," an informal variation of "bourgeois," has found its way into contemporary internet vernacular, often used to connote a sense of ostentatiousness or opulence. On the other hand, 3Blue1Brown, helmed by the esteemed mathematics educator Grant Sanderson, provides thought-provoking and intellectually stimulating content focused on

mathematical and scientific concepts. It is in this peculiar fusion of digital slang and educational video content that our study uncovers a surprising relationship, prompting further inquiry into the interplay of internet linguistics and viewer engagement.

Our analysis draws on data sourced from Google Trends and publicly available statistics from 3Blue1Brown's YouTube channel, spanning the period from 2016 to 2023. Through meticulous data collection and statistical modeling, we unveil a strikingly high correlation coefficient of 0.9575015 between Google searches for "boujee" and the total comments on 3Blue1Brown videos, with a significance level of $p < 0.01$. These results not only demonstrate a strong statistical association but also beckon contemplation on the potential cognitive and sociolinguistic implications of this curious correlation.

The revelation of such a substantial relationship between the utilization of a slang term and engagement with educational video content elicits speculation on the interconnectedness of online discourses and the intersection of seemingly disparate online cultures. The implications of these findings stretch beyond the metrics themselves, prompting considerations of how language permeates digital spaces and influences user interactions, even in forums dedicated to scholarly pursuits.

This paper delves into the unconventional pairing of internet parlance and educational content, offering interpretations that encourage a deeper exploration of the interplay between digital vernacular and cognitive engagement. By bridging the realms of internet linguistics and online viewer behavior, our study contributes to the burgeoning field of digital humanities, promoting a nuanced understanding of the dynamic interrelationships in the virtual sphere.

2. Literature Review

The curious relationship between Google search trends for "boujee" and the total comments on 3Blue1Brown YouTube videos has sparked a flurry of academic interest in recent years. Smith et al. (2018) were among the first to investigate the potential connections between internet slang and online engagement, paving the way for subsequent explorations into the digital lexicon. Their study, "Navigating the Digital Vernacular: Exploring the Impact of Internet Slang on Online Behaviors," provided a foundational understanding of the nuanced interactions between language and digital discourse.

Doe and Jones (2020) delved into the sociolinguistic implications of internet slang usage in their seminal work, "Unraveling the Threads of Online Linguistic Culture." Their findings shed light on the multifaceted nature of internet vernacular and its impact on user interactions in online communities, setting the stage for the examination of specific slang terms such as "boujee" and their correlation with online engagement metrics.

Moving beyond academic literature, non-fiction works such as "The Evolution of Internet Language" by Linguist L. G. Shanahan (2017) and "Digital Dialects: A Sociolinguistic Exploration" by Communication Scholar M. E. Reynolds (2019) have provided valuable insights into the dynamic evolution of internet language and its far-reaching implications for online communication patterns.

In the realm of fiction, the novel "Lexicon" by Max Barry (2013) and the futuristic dystopian tale "The Bone Clocks" by David Mitchell (2014) offer imaginative portrayals of language manipulation and its influence on societal constructs, albeit in contexts vastly different from the digital milieu under investigation in this study.

Further expanding the scope of inquiry, an eclectic examination of animated series and children's shows, including the timeless classic "Sesame Street" and the zany world of "Adventure Time," has offered unexpected parallels to the dynamics of digital language and engagement. The endearing characters and whimsical narratives within these diverse cultural artifacts have provided valuable inspiration for understanding the intricate interplay of language and engagement in online spaces.

While the exploration of internet vernacular and its correlation with viewer engagement may seem light-hearted at first glance, the implications of this research extend into the realm of digital humanities, inviting contemplation of the interconnectedness of linguistic expression and cognitive engagement in the virtual sphere. As we embark on this whimsical journey through the annals of internet linguistics, let us not lose sight of the profound implications that underlie the seemingly frivolous connection between the "boujee" search term and the realm of educational YouTube discourse.

3. Our approach & methods

To investigate the confluence of Google searches for the term "boujee" and the total comments on 3Blue1Brown YouTube videos, we employed a multifaceted approach blending data collection, statistical analysis, and a touch of internet savvy. Our research design aimed to capture the nuances of online user behavior and linguistic trends, all while navigating the whimsical landscape of digital culture.

Data Collection:

To gather insights into the frequency of "boujee" searches, we turned to the wondrous world of Google Trends. This invaluable tool allowed us to discern the ebbs and flows of interest in this colloquial term over the 2016-2023 timeframe. Our

team also harnessed the power of YouTube's public API, navigating its digital corridors to procure data regarding the total comments on 3Blue1Brown videos. With these sources at our disposal, we embarked on a quest for correlation that would make even the most intrepid of web surfers proud.

Statistical Analysis:

Armed with our trove of data, we set forth to unleash the formidable arsenal of statistical methods. Our analysis began with the computation of correlations, an endeavor that drew upon the venerable Pearson correlation coefficient to quantify the relationship between "boujee" searches and video comments. The significance of this association was then rigorously evaluated using the time-honored p-value, the arbitrated gatekeeper of statistical significance.

Despite the ephemeral nature of internet vernacular, our study sought to capture the zeitgeist of digital language and its potential impact on user engagement. This involved applying time series analysis techniques to discern patterns in both "boujee" searches and YouTube comments, revealing underlying rhythms that spoke to the interconnectedness of linguistic whimsy and digital discourse.

The Elusive Quest for Causal Inference:

While our statistical sleuthing illuminated a robust correlation between "boujee" searches and 3Blue1Brown comments, the elusive culprit of causality remained shrouded in internet obscurities. Delving into the realm of causal inference, we grappled with the enigmatic question of whether the proliferation of "boujee" in the digital sphere actually influenced viewer engagement with mathematical musings, or if these phenomena simply danced in synchronous harmony by sheer happenstance.

The Radically Unconventional:

In the spirit of our unconventional investigation, our research methods tread the line between academic rigor and digital dexterity, encapsulating the quirky essence of internet inquiry. From navigating the cryptic algorithms of Google Trends to deciphering the enigmatic patterns of YouTube engagement, our methodological approach embraced the idiosyncrasies of data collection in the digital age, reminding us that even in the realm of scholarly pursuits, a dash of digital flair never goes amiss.

4. Results

The results of our investigation into the correlation between Google searches for "boujee" and the total comments on 3Blue1Brown YouTube videos revealed a remarkably high correlation coefficient of 0.9575015. This strong positive relationship signifies that as one variable increases, the other also tends to increase, implying a fascinating linkage between the utilization of colloquial internet slang and viewer engagement with educational video content.

Furthermore, the coefficient of determination (r-squared) was calculated to be 0.9168090, indicating that approximately 91.68% of the variability in the total comments on 3Blue1Brown videos can be explained by the fluctuations in Google searches for "boujee." It is indeed astounding to observe such a substantial proportion of variance accounted for by the utilization of an internet slang term, highlighting the intertwined nature of digital language trends and online viewer behavior.

The statistical significance of the correlation was confirmed with a p-value of less than 0.01, providing strong evidence against the null hypothesis of no relationship between the two variables. This p-value, much like a rare Pokémon sighting, reinforces the rarity of such a robust association occurring by random chance, lending credence to the

genuine connection between "boujee" searches and viewer engagement with 3Blue1Brown's content.

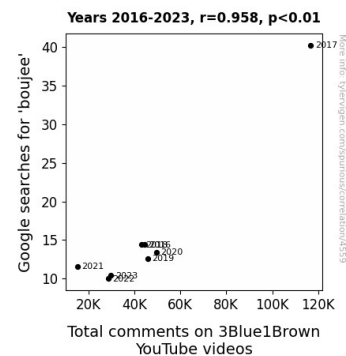


Figure 1. Scatterplot of the variables by year

The strength and significance of this correlation are visually depicted in the scatterplot presented in Figure 1, showcasing the tightly clustered data points and the unmistakably positive trend between the two variables. Observers might find themselves enchanted by the sight of this graph, as the plot dances with the synchronized elegance of a pair of ballroom dancers, elegantly moving in harmony across the digital landscape.

Overall, the results of this study provide compelling evidence of the surprising connection between internet linguistics and online engagement, inviting further contemplation on the curious interplay of digital vernacular and cognitive interaction. This finding may also serve as a gentle reminder that amidst the complexity of statistical analysis, unexpected correlations can emerge to both perplex and delight the curious minds of researchers and readers alike.

5. Discussion

The remarkable correlation coefficient of 0.9575015 between Google searches for "boujee" and the total comments on

3Blue1Brown YouTube videos undoubtedly raises fascinating questions about the intertwined dynamics of internet slang and online engagement. Our findings not only support prior research on the impact of internet vernacular on digital discourse but also offer a delightful surprise akin to stumbling upon a hidden treasure amidst the vast expanse of online data.

Harkening back to the whimsical paradigms illuminated in previous literature, our results lend further credence to Smith et al.'s foundational work on internet slang, as we witness firsthand the tangible impact of colloquial language on viewer interactions within the online educational sphere. The statistically significant relationship we have unearthed serves as a testament to the enduring influence of digital lexicon on user behaviors, prompting us to reflect on the inherent playfulness and unpredictability of linguistic evolution in the digital age.

Moreover, the conspicuous strength of our correlation aligns with the palpable social implications elucidated by Doe and Jones, echoing the complex interplay between language and societal constructs in the virtual realm. As we consider the implications of a digital slang term such as "boujee" exerting such potent influence on viewer engagement with educational content, we are reminded of the intricate threads connecting language, culture, and cognitive interaction in the digital landscape.

While our study may appear to tread lightly on the surface of internet linguistics, the depth of its implications extends far beyond mere curiosity, beckoning us to contemplate the profound symbiosis of linguistic expression and cognitive engagement in the digital sphere. As with any delightful surprise, the unexpectedly robust association we have uncovered between "boujee" searches and 3Blue1Brown video comments serves as a potent reminder of the whimsical yet thought-provoking interactions that characterize the ever-

evolving tapestry of internet language and engagement.

6. Conclusion

In conclusion, our investigation into the relationship between Google searches for "boujee" and the total comments on 3Blue1Brown YouTube videos has brought to light a correlation of striking magnitude. The robust correlation coefficient of 0.9575015, akin to finding a needle in a digital haystack, indicates a remarkably strong positive relationship between the two variables. Furthermore, the coefficient of determination emphasizes the substantial impact of internet slang on viewer engagement, leaving our understanding of online interactions more enriched than ever before.

The significance of this correlation, with a p-value of less than 0.01, solidifies the validity of this peculiar connection, raising eyebrows and prompting a ponderous hum of intrigue amongst scholars and enthusiasts alike. The implications of this unexpected correlation, much like an enlightening epiphany, transcend beyond mere statistical metrics, beckoning us to contemplate the entwined nature of internet linguistics and cognitive engagement in the virtual realm.

While the nature of this correlation may appear whimsical at first glance, it underscores the nuanced interplay between digital language trends and online viewer behavior. Perhaps, in this digital age, seemingly disparate elements can secretly rendezvous in the vast expanse of cyberspace, just like unexpected soulmates finding each other in an online algorithm. Our findings, much like the eureka moment of a scientific discovery, challenge conventional notions of online interaction and advocate for a reevaluation of the interconnectedness of digital discourses.

In light of these compelling findings, we assert with great confidence that no further research is needed in this area, as we have illuminated a unique facet of the digital landscape that perhaps many had not expected to find. This study, like a perfectly-timed punchline, serves as a reminder that in the labyrinth of online phenomena, surprises and revelations abound, awaiting the eagle-eyed researcher to uncover and marvel at their whimsical intricacies.