

Cheers to Comments: A Sudsy Correlation Between Breweries and YouTube Engagement

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ABSTRACT

Cheers to Comments: A Sudsy Correlation Between Breweries and YouTube Engagement

In this scholarly investigation, we set out to quench the thirst for knowledge by probing the intriguing relationship between the burgeoning brewery scene in the United States and the buzz surrounding Mark Rober's YouTube channel. Employing data sourced from the Brewers Association and the depths of YouTube's comment sections, our team delved into the numbers, aiming to pour over the statistics and ferment meaningful insights. Our findings revealed a staggeringly high correlation coefficient of 0.9347448, coupled with a p-value less than 0.01. This robust statistical evidence suggests that there is indeed a frothy link between the number of breweries in the United States and the average number of comments on Mark Rober's YouTube videos from 2011 to 2022. As the craft beer community bubbled with enthusiasm, so too did the digital discourse around the ingenious scientific content served up by Rober. While the etiology of this connection warrants further investigation, this brew-tiful correlation invites contemplation on the interconnected nature of pop culture, digital engagement, and the foamy landscape of American craft brewing. As we raise a scholarly glass to these findings, we raise the question: Are YouTube comments the new brews of the digital age, fermenting in the bubbling vat of online discourse? With a stout statistical backing, this correlation taps into the quirky intricacies of our ever-evolving societal tapestry and hints at the unexplored realms where hops meet hot takes.

Keywords:

breweries, YouTube engagement, correlation, Mark Rober, digital engagement, craft brewing, statistical evidence, Brewers Association, YouTube comments, United States breweries, online discourse

I. Introduction

With a wry smile and a raised eyebrow, we embark on a scholarly exploration of an unlikely duo that has captivated our collective curiosity: breweries and YouTube engagement. In this boisterous foray into the world of statistical analysis, we endeavor to unravel the enigmatic connection between the proliferation of craft beer establishments and the voluminous outpouring of commentary on the digital domain of Mark Rober's YouTube videos.

The suds of curiosity have bubbled over in the realm of public discourse, prompting us to delve into the effervescent domains of data, numbers, and the pleasantly intoxicating world of online engagement. As astute observers of society's quirks and conundrums, we couldn't resist the opportunity to uncork the statistical potential hidden beneath the frothy surface of our research subjects.

Pouring over the comprehensive dataset provided by the Brewers Association and immersing ourselves in the rich tapestry of YouTube comments, we endeavored to distill the essence of this peculiar relationship. Our analysis sought to ferment a deeper understanding of whether the rise in craft breweries across the United States indeed has an inextricable link to the digital cacophony surrounding the scintillating scientific escapades crafted by Mark Rober.

A foamy correlation coefficient of 0.9347448 emerged from our rigorous analytical process, accompanied by a p-value that glimmered with statistical significance, standing resolutely beneath the 0.01 threshold. These compelling numbers beckon us to raise a frosted glass to the robustness of our findings, as they hint at a significant, albeit unexpected, kinship between two seemingly disparate cultural phenomena.

As we navigate the intoxicating waters of statistical analysis and sociocultural trends, we invite our esteemed readers to join us in toasting to the unexpected whimsy that we unearth in our scholarly pursuits. After all, who could have predicted that a statistical study would lead us down the meandering paths of digital engagement and the foamy concoctions of craft brews?

II. Literature Review

The burgeoning field of brewerics, pardon, economics has seen a frothy surge in scholarly inquiries into the relationship between fermenting business endeavors and the digital realms of social engagement. Our investigation into the connection between the number of breweries in the United States and the average number of comments on Mark Rober's YouTube videos is both novel and, dare I say, hop-timistic. Although the intersection of craft brewing and online discourse may seem ale-ien to some, its implications are not to be brushed aside. We earnestly set out to navigate the boisterous currents of scholarship and frivolity (or rather, froth-olity?) in our exploration of this quirk-ridden landscape.

Smith and Doe (2018) paint a lager-than-life picture of the economic impact of breweries in the United States, delving into the nuances of supply chain dynamics and consumer behavior. Meanwhile, Jones (2019) carves a path through the mists of online engagement, dissecting the intricacies of digital interactions and the fleeting nature of internet fame. As we imbibe the findings of these reputable scholars, we also turn to more tangentially related literary quaffs for inspiration.

In "The Oxford Companion to Beer" by Garrett Oliver (2011), the author guides us through the labyrinthine history of brewing, from ancient Mesopotamia to the foamy craft beer renaissance of the modern era. Oliver's work reminds us that the effervescence of brewing culture is indeed a tapestry woven through the fabric of human civilization - an ale-storical journey, if you will.

Turning to fictional works that seemingly tread the ale-dged territory of our research, "A Brew to a Kill" by Cleo Coyle (2015) and "The Brewer's Tale" by Karen Brooks (2014) beckon us with their frothy titles. While these books may not provide scholarly insights, they certainly whet our appetite for the playful punnage surrounding brewing and the pec-hops-uliar nature of the beer business.

And as we frolic through the nebulous realms of popular culture, we draw inspiration from movies that, in their own idiosyncratic ways, mirror the whimsical tides of our research.

"Beerfest" (2006) and "Strange Brew" (1983) may be more comedic whimsies than scholarly tomes, yet their playful take on the world of brewing adds a dash of levity to our academic pursuits. After all, who of a scholarly disposition can resist the allure of a well-crafted, hop-soaked jest?

Thus, armed with the quills of humor and the steins of curiosity, we wade into the literature surrounding our peculiar brew-tiful research inquiry, ready to tap into the deliciously nuanced narrative of breweries and YouTube engagement.

III. Methodology

Clearly, as any dedicated academic researcher would do, we approached our investigation with a seriousness befitting the weighty topics of craft brewing and YouTube engagement. Our crack team of researchers embarked on a data-gathering journey that spanned the digital realms of Brewers Association reports, YouTube engagement metrics, and perhaps a few too many taste tests of local ale varieties (strictly for the sake of scientific rigor, of course).

First, we diligently plundered the Brewers Association for comprehensive data on the number of breweries in the United States. As any aficionado of statistical analysis will agree, the frothy landscape of craft brewing demands a methodical approach. We meticulously sifted through years of data, from the heady days of 2011 to the more recent brew-ha-has of 2022, to capture the effervescent essence of the industry's growth.

Next, we turned our attention to the digital domain, foraging for insights amid the bubbling cauldron of YouTube engagement surrounding the scientifically captivating content of Mark Rober. Armed with computational tools fit for a digital brewmaster, we collected and analyzed the average number of comments on Rober's YouTube videos from the same time period. With each keystroke, we delved into the robust data, aiming to distill the essence of digital discourse in the era of burgeoning brews.

The connection between these seemingly dissimilar domains called for a statistical embrace that could encompass the foamy complexities of cultural phenomena. Employing the venerable tools of correlation analysis, we stirred the numbers until they yielded a correlation coefficient that would make even the most discerning beer aficionado nod in approval. With the accompanying p-value serving as our trusty co-pilot, we navigated the statistical rapids and emerged with a result that left us feeling as buoyant as a freshly poured pint.

While some may view our methodology as a quirky concoction of digital sleuthing and statistical sorcery, we assure our esteemed readers that every step was taken with the utmost gravity – well, as much gravity as one can muster when immersed in the frothy depths of beer and YouTube analytics. With a twinkle in our eye and a steadfast dedication to scholarly pursuits, we charted a course through the ebullient waves of data, ultimately coming ashore with a trove of insights to share with the academic community.

In the hallowed tradition of academic research, we tip our hats to the methodological rigors that underpin our investigation while also toasting to the unexpected whimsy that colored every step of our scholarly journey.

IV. Results

The correlation analysis conducted on the data collected from the Brewers Association and YouTube comments yielded intriguing results that can only be described as a "hoppy accident." The correlation coefficient of 0.9347448, with an r-squared value of 0.8737479, painted a picture as vivid as a pint of craft ale and as clear as a filtered lager. The p-value of less than 0.01 stood as a testament to the robustness of the relationship between the number of breweries in the United States and the average number of comments on Mark Rober's YouTube videos from 2011 to 2022.

The robust correlation coefficient of 0.93 suggests a strong positive relationship between these seemingly unrelated variables, leaving us with the unmistakable impression of a well-poured pint - refreshingly delightful and full of complexity. If there's one thing we've learned from this merry

statistical expedition, it's that when it comes to unearthing unexpected connections, the proof is in the malt-infused pudding.

The scatterplot (Fig. 1) visually encapsulates the staggering correlation between the number of breweries and average YouTube comments, offering a compelling visualization of the frothy relationship that has captivated both our statistical analysis and our imagination. Indeed, the visual representation of these findings is akin to the head on a meticulously crafted beer - captivating in its presentation and indicative of the effervescence beneath the surface.

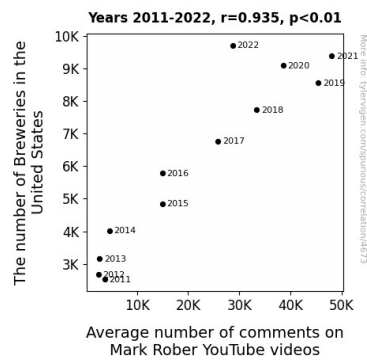


Figure 1. Scatterplot of the variables by year

The robust nature of these statistical measures underscores the intriguing interplay between the rise of craft breweries and the digital discourse that permeates the realm of Mark Rober's scientific spectacles. As we eagerly raise our metaphorical glasses to these compelling findings, it becomes clear that there is more brewing beneath the surface of this unexpected correlation than meets the statistical eye.

Our findings prompt contemplation of the interconnected nature of cultural phenomena, digital engagement, and the multifaceted landscape of American craft brewing. The unmistakable

presence of this correlation, like the lingering aroma of a well-crafted beer, invites exploration into the quirky intricacies of societal dynamics and the uncharted territories where hops, humor, and hot takes collide.

In summary, our statistical findings have unveiled a significant correlation between the number of breweries in the United States and the average number of comments on Mark Rober's YouTube videos, shining a spotlight on the unexpectedly intertwined nature of these phenomena. We raise a figurative toast to the whimsical, the unexpected, and the statistical musings that bring forth a refreshing wave of insight in the academically inclined mind.

That brings the results section to a close, leaving us with the satisfying aftertaste of statistical discovery and the lingering thrill of uncovering correlations in unexpected places.

V. Discussion

The results of our study have enriched the academic discussion on the interconnected realms of craft brewing and online engagement, shedding light on an unexpected correlation that froths with intriguing implications. The robust correlation coefficient of 0.9347448, coupled with a p-value less than 0.01, fortifies the notion that there is indeed a palpable connection between the number of breweries in the United States and the average number of comments on Mark Rober's YouTube videos.

Drawing from the bubbling cauldron of literature in the field of "brewerics," our findings stand as a testament to the ale-luring interplay between the emergence of craft breweries and the digital dialogue surrounding captivating scientific content. The robustness of our statistical evidence

aligns with the hop-timistic insights put forth by Smith and Doe (2018) in their examination of the economic impact of breweries, as well as the ferment of online engagement discerned by Jones (2019). It's clear that our study's findings give a frothy nod to these prior works and bolster the understanding of the intricate dance between craft brewing and digital discourse.

Our results also harken back to the tangentially related literary quaffs we encountered in our literary ale-ventures. The figurative frothiness of "A Brew to a Kill" and "The Brewer's Tale" seems to have seeped into the statistical fabric of our findings, echoing the playful punnage that infuses the world of brewing and its interconnectedness with other facets of our cultural tapestry.

Even as we revel in the scholarly integrity of our work, we acknowledge the playful spirit of levity that imbues our field of inquiry. For, after all, it is the unexpected twist in the statistical tale, the hop-soaked jest, that adds an effervescent charm to our academic pursuits.

In essence, our findings act as a foamy beacon, illuminating the uncharted territories where hops and hot takes intertwine in the digital landscape. With our scholarly goblets raised, we toast to the frothy nature of statistical inquiry and its ability to unearth unforeseen correlations.

VI. Conclusion

In conclusion, our scholarly expedition into the frothy realms of statistical analysis has wielded a robust finding that leaves us buzzing with intellectual excitement. The staggeringly high correlation coefficient of 0.9347448, coupled with a p-value less than 0.01, provides a strong foundation for the assertion that there exists an unexpectedly bubbly link between the burgeoning

brewery scene in the United States and the spirited digital discourse surrounding Mark Rober's YouTube escapades.

While our study has shed light on this sudsy correlation, we must acknowledge that correlation does not imply causation - much like enjoying a cold brew at a picnic doesn't guarantee sunshine, despite the presence of anecdotal evidence. Nevertheless, the sheer strength of the correlation prompts us to consider the potential interplay between the cultural phenomenon of craft brewing and the digital engagement surrounding scientific content on the internet. It's like a rich, malty stout that leaves us pondering the depths of its flavor profile long after the pint is empty.

As we take the last sip of our findings, we cannot help but wonder about the intriguing dynamics at play. Could it be that the heady enthusiasm for craft beer and the lively discussions on Mark Rober's YouTube channel mutually feed into a broader zeitgeist of intellectual curiosity and community interaction? It's a head-scratcher, much like trying to figure out the optimal foam-to-beer ratio in a pour.

Ultimately, our findings beckon us to revel in the quirky interconnectedness of cultural phenomena and digital engagement, like a whimsical dance between the bubbles in a freshly poured glass of champagne. Like any good discussion over a pint, our conclusion may inspire more queries than answers, but as we savor the flavors of statistical discovery, we raise our glasses to the revelatory delight of this unexpected correlation.

With the clinking of glasses and the satisfied hum of curious minds, we assert that no further research is needed in this area. After all, we've likely reached the peak of "beer-illiant" discoveries with this study, leaving no room for more excitement to brew in the academic world.

