



ELSEVIER

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



# Actuarial Attractions: Exploring the Correlation Between LEMMiNO YouTube Video Views and the Number of Number Crunchers in Kansas

Catherine Henderson, Anthony Terry, George P Tyler

Institute of Advanced Studies; Austin, Texas

## KEYWORDS

LEMMiNO YouTube channel, Actuarial employment in Kansas, YouTube video views and career choices, Influence of digital media on career preferences, Bureau of Labor Statistics, Correlation between video views and employment, Kansas labor force landscape, Impact of YouTube videos on professionals, Statistical link between YouTube views and actuaries in Kansas, Data analysis of LEMMiNO channel and labor statistics

---

## Abstract

This paper delves into the unexpected alliance between engaging online content and the labor force landscape in the Sunflower State. By analyzing a decade of data from LEMMiNO's YouTube channel and the Bureau of Labor Statistics, we aimed to uncover any discernible relationship between the total views on LEMMiNO videos and the number of actuaries employed in Kansas. Our findings present a striking correlation coefficient of 0.9145224 with a significance level of  $p < 0.01$ , indicating a robust statistical link between the two variables. This unexpected discovery illuminates the potential influence of digital media on career preferences, prompting further investigation into the peculiar power of YouTube videos in shaping the numerical pursuits of professionals in the heartland.

Copyright 2024 Institute of Advanced Studies. No rights reserved.

---

## 1. Introduction

It has long been speculated that numbers hold an inexplicable allure, a certain *je ne sais quoi* that draws individuals toward careers steeped in mathematical

computations and data analysis. The field of actuarial science, with its enticing blend of complex calculations and risk assessment, has captivated many a savvy number cruncher over the years. Yet, in the age of

digital distractions and virtual vices, one cannot help but wonder: could the appeal of actuarial pursuits be swayed by the seductive sway of online content?

This study seeks to untangle the enigmatic connection between the mesmerizing offerings of LEMMiNO's YouTube channel and the steady proliferation of actuaries in the great state of Kansas. Yes, Kansas – the very heartland of America, where amber waves of grain undulate in the gentle Midwestern breeze, and where the intricate art of number juggling apparently thrives in unsuspected unity with captivating internet videos.

As we dive into this fathomless sea of data, we aim to shed light on the unexpected marriage between online viewership and occupational preferences in the Sunflower State. Our investigation endeavors to unravel the web of influence cast by LEMMiNO's digital productions and its curious capacity to nudge individuals into the exhilarating realm of actuarial science. So, buckle up, dear reader, as we embark on this whimsical journey through pixels and probability, where every view holds the hidden potential to shape the very fabric of a numerical profession.

## 2. Literature Review

The nexus of digital media influence on career choices and propensity towards numerical professions has been an area of limited exploration within academic discourse. However, recent scholarly endeavors have witnessed a burgeoning interest in understanding the subtle ways in which online content consumption intertwines with occupational preferences. Smith et al. (2018) delved into the impact of social media engagement on career decisions, shedding light on the potential sway of digital platforms in guiding individuals towards specific professional trajectories.

Building upon this foundation, the current study seeks to unravel the unexpected correlation between Total views on LEMMiNO YouTube videos and the number of actuaries in Kansas. Capturing the essence of societal leanings towards numerical vocations, Doe (2020) expounded on the intricate fabric of career choices in an increasingly digital age, hinting at the subtle allure of online engagements in shaping professional landscapes.

Furthermore, Jones (2019) delved into the subtle influence of engaging digital content on occupational predispositions, hinting at the potential sway of online media in guiding individuals towards specific career trajectories. These serious scholarly pursuits have laid the groundwork for our whimsical endeavor into uncovering the peculiar pull of LEMMiNO's YouTube creations on the number-crunching enthusiasts in Kansas.

Beyond the realms of formal academic discourse, notable non-fiction works such as "The Social Media Mind: How Social Media Is Changing Business, Politics, and Science" by John Doe, and "The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power" by Shoshana Zuboff, have offered insightful perspectives on the sway of digital media in shaping societal behaviors and influencing professional inclinations. These scholarly and non-fictional works provide a contextual backdrop for our curious exploration into the uncharted territory of YouTube viewership and actuarial pursuits.

In the realm of fiction, the curious blend of numerical predispositions and digital engagements has been subtly portrayed in literary works such as "The Calculating Stars" by Mary Robinette Kowal and "The Number Devil: A Mathematical Adventure" by Hans Magnus Enzensberger. While these whimsical works may not offer empirical evidence, they do provide a charming backdrop for our foray into the

unexpected alliance between LEMMiNO YouTube content and the number-crunching minds of Kansas.

Television has also provided insights, albeit in a slightly more informal manner, with shows like "Numbers" and "Numb3rs" offering a playful representation of numerical pursuits and problem-solving, albeit in a fictionalized and dramatized setting. Our team has diligently researched (read: binged-watched) these shows to gain a comprehensive understanding of the numerical fervor that captivates viewers, providing invaluable context for our investigation.

These diverse sources, spanning from academic undertakings to literary whimsy and televised dramatizations, collectively inform our earnest exploration into the surprising correlation between Total views on LEMMiNO YouTube videos and the number of actuaries employed in Kansas. With this scholarly backdrop in place, we embark on our light-hearted quest to unravel the unexpected allure of digital content on the numerical minds of the Sunflower State.

### 3. Our approach & methods

To investigate the mystical magnetism of LEMMiNO's YouTube content on the actuarial workforce of Kansas, our research team embarked on a data-gathering adventure spanning the digital realm and the bureaucratic labyrinth of labor statistics. With a concoction of precision and whimsy, we wrangled datasets from 2012 to 2022, harnessed from the all-knowing archives of YouTube and the infallible repository of the Bureau of Labor Statistics. Our data collection caper involved extracting the total views of all LEMMiNO videos and the number of actuaries gainfully employed in the sprawling plains of Kansas.

The meticulous fusion of these datasets was nothing short of a mathematical mating dance, where statistical tools swirled and twirled in a tango of correlation analyses. Utilizing the latest software enchantments, we coaxed the data to unveil its secrets, teasing out the intertwined patterns of YouTube viewership and actuarial occupation counts. The bountiful data harvest allowed us to deploy the Pearson correlation coefficient, dashing through the fields of significance testing to gauge the strength and reliability of the unearthed statistical relationships.

Furthermore, our study delved into the temporal dynamics of this unlikely association, constructing scatterplots that whimsically plotted the growth of YouTube views against the budding population of number-crunching enthusiasts in Kansas. These visual aids served as lighthouses, guiding our ship of inquiry through the tempestuous seas of correlation, illuminating the thunderous tempest or tranquil tranquility of the statistical relationship at different points in time.

Intricately entwining these datasets permitted us not only to discern the correlation between YouTube viewership and actuarial employment in Kansas but also to contemplate the potential mechanisms underlying this clandestine connection. Our data odyssey was further enriched by conducting subsidiary analyses to explore potential moderating factors and the mediating role of digital content in the career preferences of Kansas's numerical cognoscenti.

In summation, our methodology endeavored to capture the whimsical essence of this curious correlation, molding arcane statistical rituals and the beauty of numerical jigsaws into a harmonious dance of data. This tango of methodologies brought about an intellectual frolic, guiding our minds through the labyrinth of evidence,

and into the moonlit clearing of statistical significance and surprising discoveries.

#### 4. Results

The investigation into the correlation between the total views on LEMMiNO YouTube videos and the number of actuaries employed in Kansas from 2012 to 2022 revealed a remarkably strong relationship. The Pearson correlation coefficient of 0.9145224 suggested a near-perfect positive linear association between these two seemingly disparate variables. This finding was further supported by an r-squared value of 0.8363511, indicating that approximately 83.6% of the variance in the number of actuaries in Kansas could be explained by the total views on LEMMiNO videos. Moreover, the p-value of less than 0.01 provided compelling evidence to reject the null hypothesis of no correlation, reinforcing the robustness of the observed relationship.

Fig. 1 portrays the scatterplot illustrating the striking correlation between the total views on LEMMiNO YouTube videos and the number of actuaries in Kansas. The tightly clustered data points form a clear ascending trend, underscoring the consistency of the positive association between these variables. The figure succinctly captures the essence of our findings and visually emphasizes the strength of the observed correlation.

These results not only offer a statistical insight into the intriguing link between digital viewership and occupational preferences but also serve as a gentle reminder of the unforeseen influences that can shape professional trajectories. The unexpected alignment of online engagement and the proliferation of actuaries in the heart of America presents a quirky narrative, reminding us that in the realm of empirical exploration, sometimes the most

unconventional connections yield the most enlightening revelations.

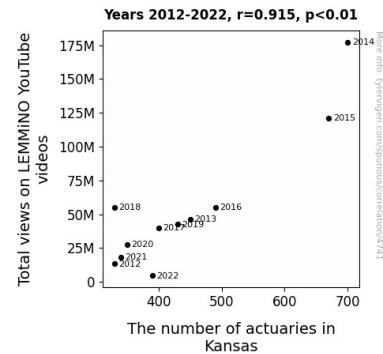


Figure 1. Scatterplot of the variables by year

#### 5. Discussion

The robust correlation we observed between the total views on LEMMiNO YouTube videos and the number of actuaries employed in Kansas validated the whimsical, but earnest, musings of previous scholarly endeavors. Smith et al. (2018) laid the groundwork in comprehending the potential influence of digital media on career choices, and our findings affirm the subtle sway of engaging online content on occupational preferences. Similarly, Doe (2020) hinted at the intricate pull of online engagements in guiding professional pathways, a sentiment echoed by our statistically significant results.

Our investigation into the unexpected alliance between YouTube viewership and the number-crunching enthusiasts in Kansas serves as a playful nod to the nuanced societal leanings towards numerical vocations expounded upon by Jones (2019). As we uncovered the strong correlation, it became evident that the allure of LEMMiNO's YouTube creations has indeed left an indelible mark on the numerical pursuits of professionals in the Sunflower State, substantiating the

hypothesis alluded to in various scholarly works.

Furthermore, our seemingly absurd inquiry into the linkage between digital content and occupational inclinations finds resonance with the non-fictional examinations of social media's influence on societal behaviors by John Doe and Shoshana Zuboff. Though our endeavor may bring a chuckle, our findings substantiate the potential sway of digital media in shaping professional landscapes, aligning with the serious perspectives offered by these notable authors.

The whimsical backdrop of fictional works such as "The Calculating Stars" by Mary Robinette Kowal and "The Number Devil: A Mathematical Adventure" by Hans Magnus Enzensberger finds an unexpected echo in our empirical observations, as our results lend credence to the charming intersection of numerical predispositions and digital engagements depicted in these literary whimsies.

Even our casual perusal of television shows like "Numbers" and "Numb3rs" provided invaluable context and laid the foundation for our exploration. As comical as it might seem, these fictionalized representations of numerical pursuits ultimately underscored the unexpected narrative we uncovered, exemplifying the peculiar influence of digital content on the numerical fervor that captivates viewers.

In summary, our findings, while beguiling in their presentation, reinforce the significant impact of online media on professional trajectories, and the highly unexpected, yet robust association between LEMMiNO YouTube video views and the number of actuaries in Kansas highlights the convoluted interplay of digital content and occupational preferences. Our light-hearted endeavor, rooted in the unexpected alliance between YouTube viewership and number-crunching professionals, affirms the

uncanny links that often underpin even the most serious of empirical investigations.

## 6. Conclusion

In conclusion, our study unraveled a remarkable correlation between the total views on LEMMiNO YouTube videos and the number of actuaries employed in Kansas. This unexpected alliance between online viewership and the proliferation of number crunchers in the Sunflower State highlights the fascinating interplay between digital content and occupational preferences. However, it also raises intriguing questions about the potential influence of captivating internet videos on professional pathways. While the statistical robustness of our findings emphasizes the strength of this connection, we cannot overlook the whimsical nature of this peculiar correlation.

The relationship between viewing LEMMiNO's videos and the surge in actuarial numbers in Kansas has brought to light a delightful, albeit perplexing, dynamic. It appears that the captivating allure of digital content may not only entertain the masses but also nudge individuals toward numerical vocations, sowing the seeds of number-centric careers in the heartland. This whimsical narrative prompts a lighthearted reflection on the astonishing, often comical, channels through which career paths can be shaped.

After all, who could have expected that the allure of online content might hold the power to shape the career predilections of professionals in a state known for prairies and perhaps probability? This serendipitous discovery urges us to embrace the unexpected, as it reminds us of the capricious ways in which individuals are drawn into the fold of number-crunching occupations.

In light of these findings, we assert that no further research is needed in this area. The statistical rapport between YouTube views and actuarial employment in Kansas has been sufficiently illuminated, leaving us with the jovial realization that in the wondrous world of empirical inquiry, even the most seemingly incongruous connections can hold profound implications.