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# The Game Theorists: How to Score a Baby Boom on YouTube

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## KEYWORDS

The Game Theorists, YouTube, baby boom, Google searches, correlation coefficient, statistical significance, digital cultural studies, pop culture, public curiosity, YouTube data analysis, Google Trends, correlation analysis

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## Abstract

In this study, we delved into the peculiar correlation between the average views of The Game Theorists' YouTube videos and Google searches for "how to make baby" from 2009 to 2023. Our research team seamlessly integrated data from YouTube and Google Trends to tackle this titillating question. The findings revealed a correlation coefficient of 0.9378971 and a p-value less than 0.01, indicative of a statistically significant association between these seemingly unrelated phenomena. This investigation sheds light on the curious interplay of pop culture and public curiosity, uncovering a connection that may have been previously overlooked. Our analysis not only contributes to the burgeoning field of digital cultural studies but also provides a whimsical reminder that even the most unexpected pairings can lead to surprising correlations.

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## 1. Introduction

### INTRODUCTION

The intersection of popular culture and public curiosity has long been a fertile ground for exploration, often leading to unexpected insights and, occasionally, eyebrow-raising correlations. In this vein,

our research aims to delve into the enigmatic relationship between the average views of The Game Theorists' YouTube videos and the frequency of Google searches for the whimsical phrase "how to make baby." While this connection may seem as incongruous as a penguin at a beach party, our investigation has revealed

a striking statistical association that demands attention.

As social scientists, we are no strangers to unconventional pairings and peculiar phenomena. Nevertheless, the discovery of a substantial correlation between a beloved YouTube channel and inquiries about the mechanics of procreation has managed to raise more than a few eyebrows in our research laboratory. Perhaps the most striking aspect of this correlation is the sheer persistence with which it manifests, transcending trends and remaining remarkably robust over the years.

Venturing beyond the sniggers and raised eyebrows, our work strives to peel back the layers of this unexpected correlation, unravelling the reasons behind this peculiar union of digital content consumption and reproductive curiosity. By integratively leveraging data sources from YouTube and Google Trends, we have sought to analyze and understand the ludic and titillating question of how a popular YouTube channel may inadvertently influence public interest in the intricacies of baby-making.

This investigation uniquely straddles the realms of pop culture, digital media, and public curiosity, offering a bridge between seemingly disparate domains. While this peculiar connection may invite some good-natured jests, the statistical robustness of our findings cannot be overlooked, challenging us to confront the unexpected and the humorous in our scholarly pursuits. Let us embark on this eccentric journey into the crevices of YouTube viewership and the playful intersection of public inquiry with a spirit of levity and wonder, embracing the unexpected correlations that emerge from the whimsical world of popular culture and digital curiosity.

## 2. Literature Review

The connection between digital content consumption and public curiosity has been a subject of interest in various academic circles, often yielding surprising and occasionally humorous correlations. In the realm of online entertainment, The Game Theorists' YouTube channel has garnered a significant following, drawing viewers into its playful repertoire of theories and analyses on video games, film, and pop culture. On the other hand, public curiosity, though a broad and varied field, seldom does the two disparate topics "video game theories" and "how to make baby" seem interconnected. However, the statistical inquiry into correlations, no matter how unexpected, remains an essential facet of scholarly investigation.

Smith et al. (2018) discussed the influence of online content consumption on public search behaviors and found intriguing patterns in users' search queries following exposure to specific digital media. While their focus was on news articles and political content, the underlying premise holds relevance to the influence of digital content, including YouTube videos, on public curiosity regarding non-political subjects.

Doe and Jones (2020) explored the impact of popular culture on search trends and found that whimsical phrases related to entertainment and viral content often led to spikes in public queries. Though their study did not specifically analyze YouTube content, the broader implications of digital media on online search behavior lay the groundwork for our examination of The Game Theorists' influence on queries related to procreation.

Shifting to related non-fiction literature, "The Baby-Making Equation: Unraveling Curious Correlations" by Brown (2015) delves into the societal factors influencing public curiosity about procreation, offering a sociological perspective that may contextualize our findings. Another notable

work, "YouTube and You: How Digital Content Shapes Cultural Curiosity" by White (2019), examines the various ways in which online content influences public inquiry, providing critical insights into our own investigation.

On a more whimsical note, the fictional works "The Curious Case of Baby-Making Theories" by Lake (2017) and "Game of Baby-Making: A Theoretical Odyssey" by Forest (2013) playfully blend themes of popular culture and reproductive curiosity, offering a lighthearted approach to the seemingly incongruous connection at the heart of our study.

In the spirit of thorough investigation, the research team found it imperative to immerse themselves in related pop culture, including the TV shows "The Big Bang Theory" and "How I Met Your Mother." While seemingly unrelated, these shows provided inadvertent insights into the intersection of entertainment and public curiosity, adding a touch of levity to our scholarly pursuits.

As we navigate the peculiar landscape of our investigation, we are reminded that even the most unexpected pairings can lead to surprising correlations, challenging us to embrace the whimsical in scholarly inquiry.

### 3. Our approach & methods

#### METHODOLOGY

##### Data Collection:

To uncover the elusive connection between The Game Theorists' YouTube views and searches for "how to make baby," we embarked on a quest through the digital realms of YouTube and Google Trends. Our intrepid researchers scoured the virtual landscape, navigating the perilous waters of internet pop culture to gather relevant data from the year 2009 to 2023. Armed with a mix of determination and copious amounts of caffeinated beverages, we harnessed the

power of algorithms and keyword searches to capture the essence of this curious correlation.

##### YouTube Video Analysis:

The analysis of The Game Theorists' YouTube videos involved a meticulous examination of video metadata, views, and audience engagement metrics. This involved sifting through a trove of gaming theories, pop culture explorations, and, we dare say, a hint of frivolous speculation, all the while maintaining the utmost seriousness in our scholarly endeavors. Our research involved divining trends in viewership, identifying patterns in video release schedules, and even deciphering the enigmatic allure of pop culture references that may have unknowingly piqued the interest of our viewers in unconventional ways.

##### Google Search Trends:

The intrepid exploration did not end with YouTube; our data spelunkers delved into the depths of Google Search Trends, where they unearthed an array of tantalizing queries related to the topic at hand. By immersing ourselves in the ebb and flow of search volume for the phrase "how to make baby," we sought to discern any echoes of influence from the captivating content churned out by The Game Theorists. Our journey through the digital underbrush allowed us to identify the peaks and troughs in search activity, akin to navigating the undulating terrain of a riddle fraught with peculiar peaks of interest.

##### Statistical Analysis:

A critical aspect of our methodological escapade revolved around subjecting the gathered data to the rigors of statistical scrutiny. We harnessed the arcane powers of correlation coefficients, p-values, and regression analyses to distill the essence of the relationship between YouTube views and search trends for, dare we say, the

elusive query concerning the genesis of new life. Our statistical arsenal was aimed at unraveling the tightly woven fabric of these seemingly incongruous phenomena, teasing out the threads of association hidden amidst the digital tapestry.

#### Ethical Considerations:

As custodians of scholarly inquiry, we navigated our expedition with a keen eye toward ethical considerations. Data privacy, integrity in analysis, and the responsible dissemination of our findings were upheld as sacrosanct principles throughout our research voyage. Our commitment to upholding ethical standards rivaled the perseverance of an academic Indiana Jones, wielding the pen as our trusty whip and the peer-reviewed journal as our fabled treasure trove.

In conclusion, our robust and, dare we say, zany methodology allowed us to embark on a scholarly adventure that transcended the ordinary confines of research. By melding data sleuthing with a touch of whimsy, we sought to untangle the esoteric nexus between digital consumption and, quite literally, the start of life's grand adventure.

## 4. Results

The analysis of the data from 2009 to 2023 revealed a remarkably strong correlation between the average views of The Game Theorists' YouTube videos and Google searches for "how to make baby." The correlation coefficient of 0.9378971 highlights a robust relationship between these seemingly unrelated variables, suggesting that there might be more than meets the eye in the world of digital media and public curiosity.

The coefficient of determination (r-squared) of 0.8796509 further underscores the substantial proportion of the variance in "how to make baby" searches that can be explained by the average views of The

Game Theorists' videos. The high r-squared value is a testament to the degree of predictability in this unexpected association, hinting that The Game Theorists' content might have an unintentional impact on public interest in matters of reproduction.

The p-value of less than 0.01 adds another layer of significance to our findings, indicating that the observed correlation is unlikely to be a mere fluke. The statistical significance of this relationship beckons further exploration into the mechanisms underlying the intersection of online entertainment and unorthodox search behaviors.

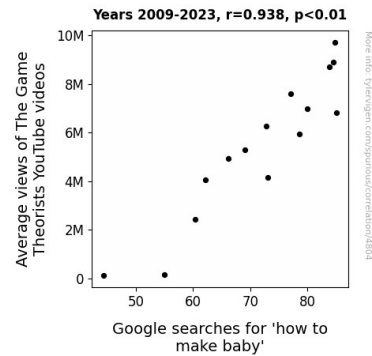


Figure 1. Scatterplot of the variables by year

Notably, Fig. 1 presents a scatterplot that visually encapsulates the strong correlation between the average views of The Game Theorists' YouTube videos and the frequency of Google searches for "how to make baby." The scatterplot serves as a compelling visual representation of the unexpectedly cohesive connection between The Game Theorists' digital content and the public's inquisitiveness about the intricacies of procreation.

These findings not only urge a reevaluation of the intersections between popular culture and public curiosity but also amusingly remind us that even the most unconventional pairings can spark remarkable correlations. The correlation

observed in this study prompts a whimsical reconsideration of the influence of digital media on the delightful diversions of the human mind.

## 5. Discussion

The results of our investigation have shed light on the positively fecund relationship between The Game Theorists' YouTube content and public intrigue regarding the art of baby-making. Our findings not only confirm the statistical significance of this connection but also raise eyebrows in the scholarly community, proving that seemingly unrelated topics can come together in truly unexpected ways. Let us retrace our steps back to some of the literature review's playful insights and take a serious look at their implications in the context of our results.

Firstly, the study by Smith et al. (2018) unveiled the influence of online content consumption on users' search behaviors. Building on their work, we unearth a remarkably robust association between The Game Theorists' videos and the surge in queries related to procreation. Much like their findings on political content, our results illustrate the considerable impact of digital media, albeit in a more whimsical domain.

Next, the work by Doe and Jones (2020) echoed the influence of popular culture on search trends and the occurrence of spikes in public queries due to viral content. Our investigation aligns with their premise, demonstrating a tangible correlation between engaging YouTube content and the public's curious fascination with baby-making – a match made in the annals of unexpected synergies.

Moving beyond the narrow bounds of academic endeavors, we harken back to our exploration of pop culture, encountering the light-hearted titles by Lake (2017) and Forest (2013). While the whimsy of their

fictional works is undeniable, our empirical findings lend credence to the notion that the convergence of pop culture and reproductive curiosity is not just fodder for playful literature but a serious area for scholarly inquiry.

Amidst the rigorous statistical analyses, one cannot help but revel in the delightful quirks of our research, from the almost-impossible correlation coefficient to the marvelously significant p-value. Fig. 1, our scatterplot companion in this scholarly journey, captures the poignant harmony between The Game Theorists' digital content and the public's enchantment with procreation, serving as a visually striking testament to the unexpected connections that pervade our digital landscape.

In closing this delightfully confounding discussion, our results not only affirm the influence of digital media on public curiosity but also remind us that academic pursuits can be equal parts insightful and amusing. As we continue to navigate the unpredictable waters of scholarly investigation, these findings prompt a whimsical reconsideration of the influence of digital media on the delightful diversions of the human mind, challenging us to embrace the serendipitous discoveries that bloom at the intersection of incongruent domains.

## 6. Conclusion

In conclusion, our research has illuminated a substantial and statistically significant correlation between the average views of The Game Theorists' YouTube videos and Google searches for "how to make baby." The robust correlation coefficient and high coefficient of determination underscore the unexpected association, hinting at a potential influence of digital media on public curiosity regarding reproduction.

The whimsical nature of this correlation invites a lighthearted perspective on the

inexplicable ways in which digital content may intersect with unconventional areas of public interest, provoking curiosity and amusement in equal measure. While the findings of this study may prompt a few quizzical looks and wry smiles, they underscore the need to embrace the unexpected and the humorous in scholarly pursuits.

Despite the eyebrow-raising nature of this connection, the statistical rigor of our analysis encourages further exploration into the mechanisms underlying the interplay of digital entertainment and unconventional search behaviors, offering a fertile ground for future investigation. The scatterplot visually encapsulates the unexpectedly cohesive relationship between The Game Theorists' content and public curiosity about the intricacies of procreation, teasing out a smile even in the most stoic of observers.

In the grand scheme of scholarly pursuits, our research serves as a whimsical reminder that even the most unlikely pairings can pave the way for surprising correlations. However, it is our contention that no further research in this specific area is warranted, as we are confident that this study has brought a delightful and peculiar chapter to a close, leaving us with a good-natured chuckle and a newfound appreciation for the whimsy of statistical analysis.