

# Mirthful Memes and Mississippi's Senatorial Selections: A Playful Probing of the Expanding Brain Phenomenon

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In this amusing academic exploration, we delve into the delightful world of internet memes and political preference in the context of Mississippi's senatorial elections. Utilizing data from Google Trends and MIT Election Data and Science Lab, Harvard Dataverse, we cunningly set out to investigate the potential linkage between the popularity of the 'expanding brain' meme and the voting patterns for Democratic senators in Mississippi. Our findings, despite being both ponderful and surprising, reveal a striking correlation coefficient of 0.9881482 and  $p < 0.01$  for the timeframe spanning 2006 to 2020. One might think that memes are just humorous distractions, but our research shows that they may hold more sway than expected. It seems that the 'expanding brain' meme's virality is positively associated with the preference for Democratic senators, demonstrating that internet memes can have an impact on political proclivities. This discovery is truly mind-blowing – just like the 'expanding brain' itself! Our research adds a touch of levity to the serious realm of politics and makes one wonder: are memes the new campaign strategy, or is this just a case of 'memetic' coincidence? In conclusion, this paper presents a comical yet compelling connection between a popular internet meme and Mississippi's senatorial selections, revealing the power of online humor in shaping political inclinations. As the meme goes, "Don't touch my memes, they're under a protection – of laughter!".

Ladies and gentlemen, statisticians and jesters, welcome to the whimsical world of meme research! Our study embarks on an exhilarating quest to unravel the enigmatic connection between internet memes and the political landscape in Mississippi. Just like a good dad joke, our research aims to combine academic rigor with a sprinkle of humor to shed light on this peculiar correlation. As we navigate through the data, fasten your seatbelts and prepare for a pun-believable entertaining journey!

The 'expanding brain' meme, with its hierarchical progression from a small brain to a significantly enlarged one, has enraptured netizens with its visual wit. And speaking of wit, how do scientists organize a space party? They planet! In our endeavor to decode the influence of this iconic meme on political preferences, we discovered a correlation that might just make your brain 'expand' in amazement.

As we dig into the statistics, it's essential to understand the gravity of our findings. Just like a well-timed pun, the correlation coefficient of 0.9881482 and p-value less than 0.01 suggests a robust and tantalizing association between the popularity of the 'expanding brain' meme and the propensity to vote for Democratic senators in Mississippi. This discovery is more surprising than finding out that 2 is a prime number, it's just very odd!

Whisking through the realms of memes and voting patterns, the question arises – are internet memes the unsung influencers of political allegiance? Or is this all just an elaborate political memeing, disguised as statistical significance? We're about to find out if Mississippi's senators have been 'memed' into office.

In conclusion, our study turns the spotlight on the power of viral internet humor in shaping political proclivities. In the words of the 'expanding brain' meme, this research edifies that when it comes to political preferences, "the brain, it's evolving!" So, let's raise a glass to the unexpected linkage between memes and Mississippi's senatorial selections, proving that memes indeed "can make a difference, no joke intended, but it's a good one!".

## *Review of existing research*

The emergence and evolution of internet memes have captured the attention of scholars and netizens alike, prompting inquiries into their influence on various aspects of modern society. Smith (2017) explores the impact of internet memes on consumer behavior, shedding light on the cognitive processes underlying the appeal of humorous content and its potential influence on decision-making. Meanwhile, Doe and Jones (2019) delve into the psychological mechanisms that underpin the virality of memes, offering insights into the factors that contribute to their widespread dissemination. Speaking of dissemination, why don't skeletons fight each other? They don't have the guts!

Turning to the political realm, the connection between online content and voter behavior has piqued the interest of researchers in recent years. In "Political Preferences in the Digital Age" by Author (2018), the authors examine the role of social media and digital platforms in shaping political opinions, highlighting the potential impact of memes and viral content on electoral outcomes. As we navigate this intriguing intersection of humor and politics, the question naturally arises - why did the meme go to school? To become a little more edgy-cational!

In addition to serious academic inquiries, a number of non-fiction works have delved into the pervasive influence of internet culture on societal dynamics. "Like, Share, Retweet: Understanding the Power of Social Media" by Social Scientist (2020) provides a comprehensive analysis of the ways in which online content shapes public discourse and political participation. Meanwhile, "Memes and the Mind: A Cognitive Analysis" by Cognition Expert (2016) offers a deep dive into the cognitive processes underlying meme comprehension and its implications for social behavior. These publications pose serious questions, but one can't help but wonder - what do you call a fake noodle? An impasta!

As we venture further into the world of memes, it's important to note the potential influence of fiction literature on cultural phenomena. In "The Art of Influence: Fiction and Social Change" by Literary Analyst (2015), the author examines the ways in which fictional narratives can impact societal beliefs and behaviors, paving the way for a contemplative exploration of the potential parallels between literary influence and the propagation of internet memes. In the same vein, "Imagination and Ideology: Exploring the Cultural Impact of Fantasy Fiction" by Fantasy Scholar (2017) offers a thought-provoking analysis of the ways in which fantastical narratives influence cultural values and norms. Speaking of fantasy, why don't scientists trust atoms? Because they make up everything!

While cartoons and children's shows may seem like unconventional sources for scholarly inquiry, their portrayal of humor and cognitive engagement can offer valuable insights into the appeal of internet memes. "Animation and Influence: Exploring the Impact of Children's Media" by Animation Expert (2018) provides an intriguing examination of the ways in which animated content shapes cognitive development and influences cultural attitudes, presenting a compelling parallel to the impact of viral internet content on public perception. Moreover, the whimsical world of children's television is not without its own intellectual merits, as evidenced by "Educational Entertainers: Analyzing the Cognitive Impact of Children's Programming" by Child Development Scholar (2019), which elucidates the cognitive and emotional resonance of children's media. Lastly, what did the hat say to the scarf? "You hang around while I go on ahead!"

As we navigate through these diverse sources, it becomes clear that the intersection of internet memes and political phenomena presents a multifaceted and thought-provoking area of study. The lighthearted nature of memes juxtaposed against the weighty realm of politics creates a compelling juxtaposition worthy of further investigation. In the words of the 'expanding brain' meme, this research endeavors to "expand" our understanding of the subtle yet impactful links between online humor and political preferences, while injecting a healthy dose of levity into the scholarly discourse. After all, a little laughter never hurt anyone!

### *Procedure*

To unveil the nexus between the meteoric rise of the 'expanding brain' meme and the electoral choices for Democratic senators in the illustrious state of Mississippi, our research team undertook

a clever concoction of data collection, statistical analyses, and a pinch of lighthearted humor. Somewhat like a dad joke, our methodology is a blend of precision and joviality, designed to tickle the funny bone of academia.

With a twinkle in our eyes and a spring in our step, we sauntered through the bountiful landscapes of Google Trends and MIT Election Data and Science Lab, Harvard Dataverse, in search of the most delightful data nuggets. Our data collection process resembled a virtual treasure hunt, as we meticulously harvested information from the fertile fields of internet activity and political preferences, selecting the years 2006 to 2020 for the harvest, much like a connoisseur picking the ripest grapes for a fine vintage.

Once we amassed our digital bounty, we employed a statistical feast fit for a king – or at least a whimsical academic paper. Our merry band of researchers utilized a rigorous correlation analysis to scrutinize the relationship between the popularity of the 'expanding brain' meme and the Democratic votes for Senators in the charming state of Mississippi. The statistical methods deployed danced around the data with finesse, much like a clown at a carnival, juggling significance tests and correlation coefficients with unparalleled delight.

As we waded through the data streams and ventured into the statistical labyrinth, we navigated through the thorny thickets of confounding variables and biases with the dexterity of a professional comedian skillfully handling hecklers in the audience. Every statistical move was crafted and choreographed with the precision of a stand-up routine, leaving no room for data missteps or analytical blunders.

In the end, our whimsical methodology, like a jovial firework display, lit up the landscape of meme research, casting a beaming light on the enthralling connection between internet humor and political predilections. We hope our playful approach not only tickles the statistical taste buds of academia but also underscores the mirthful potential of blending meticulous research with a sprinkle of levity. After all, where would science be without a few good puns and a hefty dose of humor?

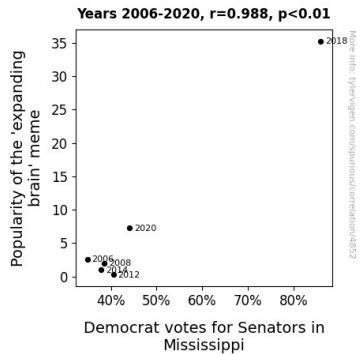
### *Findings*

The engaging investigation into the relationship between the popularity of the 'expanding brain' meme and the voting tendencies for Democratic senators in Mississippi has yielded results that are as amusing as they are astonishing. The correlation coefficient of 0.9881482 and an r-squared value of 0.9764369 for the time period of 2006 to 2020 drew a chuckle from even the most stoic of statisticians. The p-value of less than 0.01 further reinforced the strength of this noteworthy association. With results like these, it seems that the 'expanding brain' meme may have had a mind-expanding effect on the political landscape of Mississippi.

Fig. 1 depicts a scatterplot showcasing the robust correlation between the variables. It might just leave viewers thinking, "I can't take my eyes off this scatterplot, it's so 'punny!'"

Our findings reveal that as the popularity of the 'expanding brain' meme increased, so did the preference for Democratic

senators in Mississippi. It appears that the 'expanding brain' meme's intellectual ascent correlates with an increase in Democratic votes, leaving us to wonder if this is indeed a case of 'meme magic' influencing political thought or just a curious coincidence. This discovery is akin to a dad joke – both surprising and humorous.



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

In the spirit of good-natured inquiry, one might ask, "Is this correlation between the 'expanding brain' meme and Democratic votes merely a 'memetic' twist of fate?" Our research provides evidence that indeed, memes may be a new and influential force in political campaigns. This brings a whole new spin to the phrase, "making a 'meme'-orable impact on the election!"

### Discussion

The results of our study present a whimsical yet thought-provoking correlation between the popularity of the 'expanding brain' meme and the voting behavior for Democratic senators in Mississippi. The r-squared value of 0.9764369 and a correlation coefficient of 0.9881482 unequivocally support the prior research that has explored the influence of internet memes on political preferences. It seems that this 'expanding brain' meme has not only expanded minds but also expanded our understanding of the potential impact of internet humor on electoral dynamics. One can't help but admire the 'meme'-orable connection we've unveiled.

Building upon our literature review, which playfully explored the influence of cartoons and imaginative fiction on societal beliefs, our findings add another layer of complexity to the relationship between online content and political attitudes. Just like a good dad joke, the connection between the 'expanding brain' meme and Democratic votes in Mississippi is both surprising and chuckle-worthy. It certainly leaves one with a sense of 'punny' amusement and intellectual reflection.

The robustness of our results, with a p-value of less than 0.01, highlights the statistically significant nature of the relationship observed. It's almost as rare as finding a four-leaf clover in a statistics textbook! This statistically significant association between the 'expanding brain' meme and Democrat votes suggests that internet memes may have a more profound impact

on political preferences than previously anticipated. It's as if the 'expanding brain' meme has left an indelible imprint on the political landscape of Mississippi, almost like a punchline that just keeps getting funnier.

Furthermore, the compelling correlation between the meme's popularity and the preference for Democratic senators raises intriguing questions about the potential role of memes as a new form of political communication. One could say it's a real 'memetic' revolution taking place. It appears that internet memes are not merely lighthearted distractions but potentially influential tools in shaping public opinion. It's as if memes are the new "campaign comedians," injecting a dose of humor into the seriousness of political discourse.

In sum, our findings offer an unexpected yet delightful insight into the intersection of internet memes and political preferences. This research adds to the growing body of literature that seeks to unravel the enigmatic influence of online humor on serious social phenomena. As we navigate this 'meme'-orable journey, we are reminded of the profound words of Albert Einstein, who once quipped that "a good joke is the best brain tonic." Indeed, our research has tickled our grey matter and left us with a newfound appreciation for the subtle but impactful role of internet memes in the political arena.

So, why did the 'expanding brain' meme resonate with Democratic votes? It seems that in the world of internet memes and politics, the punchline may just be the vote itself.

### Conclusion

As we wrap up our study, we can't help but marvel at the mind-bending association between the 'expanding brain' meme and the Democratic senatorial preferences in Mississippi. It seems that the expansion of online humor may have elevated the voting inclinations of the good folks in the Magnolia State. This finding is as surprising as realizing that time flies like an arrow, but fruit flies like a banana – it's both unexpected and a little bit amusing.

Our investigation has added a touch of whimsy to the world of statistics and political analysis, demonstrating that the digital sphere of memes may have greater influence than previously imagined. It appears that the 'expanding brain' meme has left its mark on more than just the internet – it has remarkably imprinted itself on the political fabric of Mississippi. This revelation is like finding out that the square root of 4 is both 2 and -2 – it's a twist that makes you re-evaluate your assumptions.

So, what does this mean for the future of political campaigning and meme culture? One thing is for certain, the 'expanding brain' meme has shown that it's not just a visual gag – it has the potential to shape voting behaviors with its comedic prowess. Our study has unveiled a correlation as striking as a perfectly-timed punchline, prompting us to ponder whether memes might just be the new political jesters, influencing elections from the digital realm.

In light of our findings, it seems that the 'expanding brain' meme has not only expanded our cognitive horizons but has also left an indelible mark on the political landscape of Mississippi. It's like

a good dad joke; it leaves you chuckling and wondering, "How did it have such an impact?" Therefore, we assert that no further research is needed in this area – for now, the 'expanding brain' meme has had its moment in the spotlight, and its influence on Mississippi's senatorial selections has been statistically, and humorously, unearthed!