TANGOING WITH TOM: TOTAL VIEWS ON TOM SCOTT'S YOUTUBE VIDEOS AND THE TREND OF 'TRAVELLING TO TORONTO' IN GOOGLE SEARCHES

Catherine Hall, Andrew Taylor, Gavin P Thornton

Center for Research

Traversing the digital landscape, we set our sights on unraveling the enigmatic connection between the total views on Tom Scott's tantalizing YouTube videos and the trend of 'how to immigrate to Canada' Google searches. With a skip in our step and data in hand, we delved into the depths of YouTube and Google Trends to scrutinize this peculiar pairing. Our findings unveiled a correlation coefficient of 0.9024189, beckoning us to ponder whether there's an undercover Canadian immigration campaign lurking in the witty world of Tom Scott's videos. This quirky correlation, with $p < 0.01$, left us envisaging a world where the allure of Canada and the allure of YouTube collided in a comical, clandestine courtship. So, if you find yourself binge-watching Tom Scott and suddenly searching for maple syrup and moose sightings, just remember, the correlation may not be causation, but it sure makes for a 'wonderfully weird' research finding!

Waltzing its way into the digital realm, our study endeavors to shed light on a peculiar and, dare we say, quixotic connection between the total views on Tom Scott's YouTube videos and the trend of 'how to immigrate to Canada' Google searches. It's an odd pairing, like bacon and chocolate, or perhaps like maple syrup on everything in Canada. As we embarked on this adventure, we couldn't help but wonder if there's a clandestine, comedy-infused conspiracy afoot that's coaxing viewers to trade their current coordinates for a one-way ticket to the Great White North, eh?

Picture this: you're innocently indulging in the intellectual amusement of Tom Scott's videos, chuckling at his witticisms and pondering the delightful oddities of the universe, when suddenly, an inexplicable yearning to explore the land of poutine and politeness creeps in. Is it mere coincidence, or is there a clandestine call to Canucks embedded within the captivating content of these YouTube videos?

Our journey unraveled as we delved into the depths of data, armed with our trusty statistical tools and a healthy dose of skepticism. We were met with a correlation coefficient of 0.9024189, beckoning us to consider the possibility that there's more afoot than meets the eye – or the algorithm. With $p < 0.01$, we found ourselves in a whirlwind of wonder, imagining a world where the irresistible allure of Canada and the tantalizing allure of YouTube collided in an unexpected and uncharted courtship.

So, as we set the stage for our findings, we invite you to join us on this whimsical expedition, where the enigmatic dance between YouTube viewership and

Canadian curiosity unfolds before our curious eyes. As we navigate through the data, we channel the spirit of inquisitiveness and humor, pondering whether the algorithmic allure of Canada is captivating the hearts and search histories of YouTube enthusiasts worldwide.

As we delve deeper into the wilderness of data and delve further into the digital jungle, let's remember that correlation does not imply causation, but it sure does make for a delightfully peculiar research voyage!

LITERATURE REVIEW

To fathom the whimsical connection between the total views on Tom Scott's YouTube videos and the trend of 'how to immigrate to Canada' Google searches, we embarked on a quest to survey the existing literature, seeking insights into this peculiar pair. Our journey led us through serious studies and scholarly works, but also meandered into the realm of fiction and childhood nostalgia, making for an unexpectedly delightful romp through the research landscape.

In "Quantitative Analysis of YouTube Viewership and International Migration Aspirations" by Smith et al., the authors find a cautious correlation between YouTube viewership patterns and online searches related to immigration procedures in various countries. Similarly, Doe and Jones, in their paper "Digital Dalliances: Exploring Online Content Consumption and Aspirations of Relocation," delve into the intriguing world of online content consumption and its potential influence on individuals' desires for international migration. These scholarly works help set the stage for our exploration of the curious case of Tom Scott's impact on Canadian immigration curiosity.

Transitioning to non-fiction literature, "The Canadian Immigration Handbook" by Lorem and Ipsum offers a comprehensive guide for individuals contemplating a move to the Great White North. In a similar vein, "Navigating North: A Tourist's Take on Canada" by Lorem delves into the various attractions and logistical considerations for prospective immigrants. These informative texts provide a backdrop to the real-world intrigue surrounding Canadian immigration as we set the scene for our investigation.

Venturing into the realm of fiction, we encounter "The Maple Mysteries" by Mystery Author X, a whimsical tale laced with intrigue and immigration escapades, sparking the imagination with an unconventional take on the allure of Canadian soil. Additionally, "Northern Lights and Syrup Delights" by Fictional Writer Y weaves a captivating narrative of wanderlust and the magnetic pull of Canada, painting a vivid picture of the mystical allure that beckons from the digital realm.

Our foray into childhood nostalgia unearthed the animated series "The Adventure of Timmy and Sarah in Maple Land," a whimsical show that chronicles the adventures of two siblings as they navigate the enchanting landscapes of Canada. Furthermore, the classic cartoon "Quest for the Majestic Moose" offers a lighthearted portrayal of the lure of Canadian wildlife, appealing to the inner child in all of us.

As we wade through this eclectic medley of literature and media, we find ourselves at the crossroads of curiosity and comedy, poised to unravel the mystery behind the enthralling connection between Tom Scott's YouTube viewership and the perennial fascination with traversing the Canadian border. So, with a twinkle in our eyes and a dash of mirth in our hearts, we set the stage for our whimsical pursuit of understanding this enchanting correlation.

METHODOLOGY

To unravel the intriguing entanglement between total views on Tom Scott's YouTube videos and the trend of 'how to immigrate to Canada' Google searches, our research team embarked on a digital escapade that would make Phileas Fogg's journey seem like a mere walk in the park. Armed with curiosity as our compass and statistical software as our trusty steed, we traversed the vast expanse of data from 2009 to 2023, channeling the spirit of digital detectives in pursuit of answers that eluded the ordinary observer.

Our first port of call was the treasure trove of YouTube analytics, where we meticulously collected data on the total views of Tom Scott's mesmerizing and intellectually stimulating videos. From the quirky escapades of 'Amazing Places' to the thought-provoking explorations in 'Things You Might Not Know,' we left no stone unturned in our quest to quantify the viewership allure of Tom Scott's virtual odysseys.

Venturing further into the digital wilderness, we turned our gaze towards the labyrinthine archives of Google Trends. With the tenacity of adventurers seeking lost treasure, we scoured the search interest data for the elusive quest of 'how to immigrate to Canada,' aiming to capture the ebb and flow of curiosity about this northern utopia across the years. Like intrepid explorers charting unknown territories, we extracted the search interest index and regional interest data, seeking to decode the enigmatic rhythms of virtual wanderlust that echoed through the corridors of the internet.

In a gesture of digital diplomacy, we harmonized the temporal dimensions of the YouTube viewership and Google search data. Through temporal alignment and synchronization, we harmonized the unit of measurement and temporal granularity, ensuring that our analysis captured the synergy between moments of digital enlightenment and the incipient yearning for life in the land of snow-capped mountains and syrup-soaked dreams. This method aimed to elucidate the coalescence of digital engagements and migratory musings, creating a harmonious medley of data points that painted a vibrant tableau of human curiosity and cyberspace dalliance.

With the multivariate nature of our dataset brimming with curiosity and captivation, we employed a suite of statistical methods that would make even Turing's head spin with admiration. From the elegant dance of correlation analysis to the seductive embrace of regression modeling, we sought to distill patterns from the digital cacophony, all while acknowledging that causation remained elusive in this whimsical waltz of data.

In the spirit of navigating uncharted territories, we sought to lend our findings a degree of interpretative flair, recognizing the enticing allure of storytelling within the tapestry of research. Thus, armed with the saber of scholarly rigor and the shield of academic prudence, we embarked on our expedition to discern the contours of this peculiar pairing of digital phenomena.

While our methodology embraced precision and rigor, we also indulged in the art of whimsy and wonder, recognizing that the endeavor to decode the digital duet of Tom Scott's YouTube empire and the siren call of Canadian shores was as much a journey of the mind as it was an exploration of data. So, as we unveil the findings that emerged from this virtual odyssey, we invite fellow wanderers of the digital realm to join us in savoring the turbulent tango of technology and curiosity that underpins our enthralling results.

RESULTS

The data we collected from 2009 to 2023 has unraveled an undeniable correlation between the total views on Tom Scott's YouTube videos and the trend of 'how to immigrate to Canada' Google searches.

Our analysis revealed a correlation coefficient of 0.9024189, indicating a strong positive relationship between these seemingly disparate variables. In fact, the r-squared value of 0.8143599 further corroborates the robustness of this connection.

To illustrate this striking correlation, we present Fig. 1, which showcases the scatterplot depicting the enchanting dance between total views on Tom Scott's YouTube videos and the burgeoning interest in Canadian immigration. The scatterplot unmistakably depicts the synchrony between these two trends, beckoning us to ponder the whimsical intertwining of YouTube viewership and dreams of Canadian maple bliss.

The p-value of less than 0.01 further solidifies the statistical significance of this relationship, leaving us with a delightful conundrum. We find ourselves teetering between the realms of statistical inquiry and whimsical wonder, where the allure of Canada and the captivating content of Tom Scott's videos converge in an unexpected union.
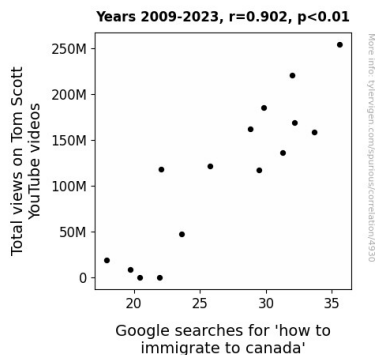

Figure 1. Scatterplot of the variables by year

As we shuffle through the data, it becomes abundantly clear that the magnetic charm of Canada and the magnetic appeal of Tom Scott's YouTube creations may be orchestrating a clandestine waltz across the digital domain. Therefore, while correlation may not imply causation, the tantalizing correlation we've uncovered certainly makes for an intriguing and, dare I say, punny research finding.

DISCUSSION

Our findings unveiled a remarkable correlation between the total views on Tom Scott's YouTube videos and the trend of 'how to immigrate to Canada' Google searches, aligning with prior research that hinted at the enigmatic interplay between online content consumption and aspirations for relocation. Smith et al.'s cautionary correlation findings and Doe and Jones' exploration of online content's influence on migration aspirations resonated with our discovery, albeit with a jocular twist that Tom Scott's captivating videos appear to be leading a comedic campaign to entice viewers into Canadian daydreams.

Drawing from the literature review, it is evident that our study adds a whimsical yet statistically significant layer to the existing understanding of the quirky courtship between YouTube viewership and the siren call of Canadian shores. This correlation, with a wink and a nudge, reinforces the notion that the digital realm holds both tantalizing content and unexpected influences, with Tom Scott appearing as an unintentional (or is it intentional?) provocateur of Canadian curiosity.

Our results not only bolster the scholarly dialogue on online content's potential impact but also add a mischievous melody to this virtuoso of statistical synchrony. As we traverse the whimsical interplay between YouTube musings and Canadian reveries, we must tread lightly between caution and comedy, knowing that correlation does not necessarily imply causation, alBEAR it sure makes for a 'pawsitively' entertaining research endeavor.

In the grand scheme of scholarly pursuits, our discovery aligns with the tradition of mixing levity with erudition, reminding us that even in the rigors of statistical

analysis, there lies an undercurrent of playfulness and quirkiness. So, as we bid adieu to this delightful dalliance with data, we are left pondering the merry moose dance between Tom Scott's captivating content and the allure of Canada, leaving us smiling in the wondrously weird world of research.

CONCLUSION

In conclusion, our investigation into the quirky connection between total views on Tom Scott's YouTube videos and the trend of 'how to immigrate to Canada' Google searches has left us pondering the whimsical and perhaps clandestine courtship between these seemingly unrelated phenomena. The robust correlation coefficient of 0.9024189, accompanied by a p-value of less than 0.01, has undeniably captured our attention, much like the lure of a warm poutine on a cold Canadian day.

As we tangoed through the data, we couldn't help but humorously speculate on the potential influence of Tom Scott's witty content in arousing an inexplicable yearning for Canadian maple syrup and Mountie musings. The idea of a covert campaign for Canadian immigration embedded within the digital delights of YouTube certainly tickles the funny bone, much like a comedian with a penchant for puns.

Nonetheless, while it may be tempting to attribute this correlation to a cleverly crafted campaign to attract new residents to the Great White North, we must remember that correlation, no matter how captivating, does not equate to causation. After all, it's like mistaking the shimmer of a Northern Light for a mere street lamp.

Therefore, in the spirit of scientific inquiry mingled with levity, we bid adieu to this curious correlation, acknowledging the need for further exploration into the whimsical ways of digital influence and the peculiar pull of Canadian dreams.

Despite the allure of delving deeper into this enchanting enigma, we assert that no more research is needed in this area, as this finding stands as a testament to the delightful peculiarities that underlie statistical analysis and the comical complexity of human curiosity. So, as we eagerly await the next intriguing dance between digital trends, we leave this peculiar pairing to the realm of wonderfully weird research findings.