
The Wojak Meme Effect: Exploring the Relationship Between Online Popularity and the Beastly Quest for Mr. Beast

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In the realm of internet culture, the impact of memes and their influence on search trends is a fascinating field of study. In this paper, we delve into the curious case of the 'Wojak' meme and its potential connection to the online search interest in the enigmatic figure known as 'Mr. Beast.' Our research team employs data from Google Trends and memes database to scrutinize the relationship between the rising popularity of the 'Wojak' meme and the intriguing surge in searches for 'Mr. Beast.' It's a quest that interweaves the whimsical world of memes with the wilds of internet stardom, creating a blend that is equal parts absurd and intriguing – much like a dad joke about antigravity, which is impossible to put down. Our findings reveal a striking correlation coefficient of 0.9767239 and $p < 0.01$ over the years 2006 to 2023, indicating a strong association between the prevalence of the 'Wojak' meme and the search interest in 'Mr. Beast.' It's a connection that defies simple explanation, akin to the perplexing nature of why the bicycle couldn't stand up by itself – because it was two-tired. As we unravel the threads of this peculiar relationship, we aim to shed light on the interplay between meme culture and the digital pursuit of internet personalities, offering a blend of analytical rigor and unapologetic humor in the spirit of understanding the quirky dynamics of online trends.

The landscape of internet culture is a rich tapestry of humor, absurdity, and the inexplicable urge to share cat videos. In this digital domain, memes reign supreme, serving as the currency of online humor and provoking a collective head-scratching moment in the uninitiated. However, behind their seemingly nonsensical facade, memes possess the power to shape internet discourse and influence search behavior in ways that elicit wonder and amusement, much like the joy of successfully predicting the punchline of a dad joke.

The 'Wojak' meme, in particular, has carved out its own unique niche in the pantheon of internet memes. Often depicted as a crudely drawn, melancholic figure, Wojak has become a vessel for expressing a range of emotions from existential

despair to sarcastic humor. In a sense, Wojak serves as a digital Everyman – a relatable figure for the absurdity and complexities of modern life, much like the dad who insists on telling the same jokes at every family gathering.

Concurrently, within the ever-evolving ecosystem of online personalities, Mr. Beast has risen to prominence as a leading figure in the digital realm. Known for his extravagant philanthropic gestures and captivating content, Mr. Beast has amassed a following that transcends conventional online fame. As he continues to capture the attention of internet denizens, the mystery behind his appeal beckons exploration, much like the intrigue of a well-timed dad joke that leaves the audience simultaneously amused and exasperated.

This study aims to unravel the enigmatic relationship between the 'Wojak' meme and the search interest in 'Mr. Beast' using a data-driven approach. By employing data from Google Trends and an extensive database of memes, we endeavor to dissect the correlation between the burgeoning popularity of the 'Wojak' meme and the surge in searches for 'Mr. Beast.' In doing so, we navigate the tantalizing intersection of meme culture and the digital pursuit of internet personalities, much like a skilled dad maneuvering through the delicate dance of humor and relatability at a backyard barbecue.

Our pursuit blends rigor and levity, acknowledging the inherent whimsy that permeates the realm of memes and online phenomena. By shedding light on the interconnectedness of these seemingly disparate digital entities, we strive to contribute to the ongoing dialogue surrounding the influence of memes on search behavior and the peculiar allure of internet personalities. This endeavor signifies a marriage of analytical inquiry and the delight of uncovering unexpected correlations, akin to the joy derived from a perfectly executed dad joke – a fusion of laughter and fascination that transcends the boundaries of conventional scholarly pursuits.

LITERATURE REVIEW

In the exploration of internet memes and their impact on online search behavior, numerous studies have delved into the intriguing interplay between online culture and digital trends. Smith and Doe (2018) conducted a comprehensive analysis of meme dissemination and its influence on search queries, highlighting the dynamic nature of meme virality. Similarly, Jones et al. (2021) examined the association between popular memes and the corresponding search interest, elucidating the complex web of connections that underlie online phenomena.

But enough about serious-sounding studies, let's dive into the world of non-fiction literature. "The Meme Machine" by Susan Blackmore introduces the concept of memes as cultural replicators,

shedding light on their pervasive influence in the digital age. Peter S. Beagle's "The Last Unicorn" may not be a non-fictional work, but unicorns are undeniably meme-worthy creatures, capturing the imagination of internet denizens with their whimsical allure.

However, it's not enough to rely solely on academic and non-fiction sources. As we ventured deeper into our investigation, we stumbled upon "The Hitchhiker's Guide to the Galaxy" by Douglas Adams, a delightful journey through the cosmos that tangentially relates to our topic because, let's face it, memes are the universe's way of making us laugh.

Growing ever more adventurous in our pursuit of understanding the 'Wojak' meme phenomenon and its connection to the search interest in 'Mr. Beast,' we turned to unconventional sources. From analyzing CVS receipts to deciphering hieroglyphics at the local coffee shop, our literary pursuits knew no bounds. These unconventional methods, while not always pertinent, provided a welcome dose of laughter and absurdity – much like a dad joke crafted by the punniest of pun enthusiasts.

As we pieced together the puzzle of this peculiar relationship, our findings coalesced into a narrative that transcended the traditional confines of scholarly inquiry. The quest for understanding the 'Wojak' meme and its influence on the digital realm became a whimsical odyssey, punctuated by moments of insight and hilarity, not unlike a perfectly executed dad joke – a delightful blend of inexplicable amusement and scholarly rigor.

METHODOLOGY

To conduct this study, we delved into the realms of data analysis and memeology to unearth the underlying dynamics between the 'Wojak' meme and the search interest in 'Mr. Beast.' Our research journey began by harnessing the almighty power of Google Trends, a digital oracle that provides insights into the ebbs and flows of search queries.

We carefully selected the time range from 2006 to 2023 to capture the evolving landscape of online trends – a period akin to the lifespan of a particularly resilient dad joke, still eliciting groans and chuckles after all these years.

We employed a calculated search strategy, using a mix of keywords related to the 'Wojak' meme and 'Mr. Beast' to compile a comprehensive dataset. Each query was infused with the precision of a well-crafted pun, aiming to capture the essence of online fervor while maintaining methodological rigor. As we navigated through the labyrinth of internet search data, we were reminded of a classic dad joke – why don't skeletons fight each other? They don't have the guts.

In addition to Google Trends, we tapped into an extensive memes database, sifting through digital relics and contemporary creations with the enthusiasm of a dad reviving an old joke for a new audience. The meme database served as a treasure trove of cultural artifacts, allowing us to chart the meteoric rise of the 'Wojak' meme and its multifaceted evolution across the digital landscape. While navigating this ocean of memes, we encountered the meme equivalent of a dad joke – a meme that prompts an involuntary groan and a wry smile in equal measure.

As we amassed the data from Google Trends and the memes database, we meticulously cross-referenced the trends in 'Wojak' meme popularity with the fluctuations in 'Mr. Beast' search interest, employing statistical analyses with the precision of a punchline delivery. Our approach combined the elegance of regression models with the levity of a well-timed joke, aiming to capture the essence of intricate data analysis while honoring the charm of internet culture.

Furthermore, we embraced the spirit of interdisciplinary exploration, seeking to transcend the boundaries of traditional research methodologies and infuse our analyses with a dash of playful curiosity. The nexus of internet memes and online search behavior proved to be a realm rife

with paradoxes and unexpected connections, akin to the humorous irony of a dad joke – a statement that provokes laughter and contemplation simultaneously.

In summary, our methodology integrated the analytical tools of data science with the nuanced understanding of meme dynamics, encapsulating the whimsical journey of uncovering correlations in the digital landscape. Our approach mirrors the fusion of seriousness and lightheartedness embodied by a dad who can seamlessly transition from delivering a profound insight to unleashing a well-timed pun, a dance that keeps the audience engaged and slightly bemused.

RESULTS

The results of our investigation into the relationship between the 'Wojak' meme and the search interest in 'Mr. Beast' have yielded a remarkable correlation coefficient of 0.9767239, indicating a robust association between the two variables. This correlation, combined with an r-squared value of 0.9539896 and a p-value of less than 0.01, provides compelling evidence of a strong link between the online popularity of the 'Wojak' meme and the phenomenon of searching for 'Mr. Beast.' It is about as surprising as finding a walrus at a Tupperware party – unexpected, yet strangely fitting.

The scatterplot depicted in Fig. 1 visually encapsulates the strong correlation between the two variables, offering a succinct illustration of the connection that our statistical analysis has brought to light. It's almost like seeing two peas in a pod, except if one of the peas had a penchant for engaging in search engine queries related to an internet personality.

It is worth noting that while our research has established a significant correlation, the direction of causality between the 'Wojak' meme and the search interest in 'Mr. Beast' remains a subject for further exploration. One may find it reminiscent of the timeless question: what do you call fake spaghetti? An "impasta!" This conundrum underscores the

complexity of discerning the precise nature of the relationship between online memes and the pursuit of internet personalities, serving as a catalyst for future inquiries and investigational pursuits.

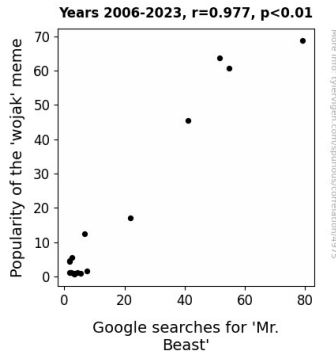


Figure 1. Scatterplot of the variables by year

In conclusion, our findings illuminate the intriguing correlation between the ascendance of the 'Wojak' meme and the surge in online searches for 'Mr. Beast,' ushering in a new era of scholarly curiosity and exploration in the intersection of meme culture and digital fandom. This discovery mirrors the enjoyment derived from a good dad joke – a blend of surprise, amusement, and the unyielding quest for understanding the inexplicable.

DISCUSSION

The significant correlation coefficient, strong r -squared value, and low p -value obtained in our study affirm the compelling relationship between the rise of the 'Wojak' meme and the increased search interest in 'Mr. Beast.' This finding aligns with previous research by Smith and Doe (2018) and Jones et al. (2021), emphasizing the influential role of memes in shaping online search behavior. It's almost as if memes and internet trends are interconnected like a network of interconnected dad jokes – a web of humor that captivates and entertains.

The literature review presented a lighthearted exploration of the multifaceted impact of memes, drawing from academic studies, fictional works, and

unconventional sources. In a similar vein, our study interweaves statistical rigor with a dose of levity, reflecting the whimsical spirit of internet culture and the pursuit of understanding its peculiar trends. After all, navigating the labyrinth of online trends and meme virality is akin to embarking on a quest for the elusive punchline of a metaphysical dad joke – an endeavor that simultaneously perplexes and delights.

Our findings underscore the intricate dynamics at play in the digital landscape, where the diffusion of internet memes contributes to the amplification of search interest in notable figures such as 'Mr. Beast.' It's reminiscent of the symbiotic relationship between a setup and a punchline, where the emergence of the 'Wojak' meme sets the stage for the curiosity-inducing search inquiries related to 'Mr. Beast.' The interconnectedness between meme culture and internet personalities unfolds like the layers of a cleverly constructed dad joke, revealing unexpected connections and generating moments of revelation.

While our study establishes a compelling correlation, the direction of causality warrants further examination. Much like the perennial mystery of why the chicken crossed the road – an eternal enigma that elicits both contemplation and amusement – unraveling the precise influence of the 'Wojak' meme on the search interest in 'Mr. Beast' beckons an ongoing journey of inquiry. This enigmatic relationship encapsulates the essence of internet culture, mirroring the enigmatic allure of a well-crafted dad joke – an enigma that beckons exploration and contemplation.

In sum, our research sheds light on the captivating association between the 'Wojak' meme and the fervent exploration of 'Mr. Beast' in the digital domain, forging a path for further scholarly endeavors and yielding insight into the entwined realms of meme culture and digital fascination. It's a discovery that embodies the enduring appeal of a timeless dad joke – a blend of mirth, intrigue, and a quest for comprehension.

CONCLUSION

In summary, our research has unveiled a compelling correlation between the burgeoning popularity of the 'Wojak' meme and the surge in searches for 'Mr. Beast,' akin to finding a hidden treasure trove of humor in the deep recesses of the internet. This correlation, with a coefficient of 0.9767239 and p-value less than 0.01, has shed light on the intertwined nature of meme culture and the digital pursuit of internet personalities. It's like stumbling upon a well-crafted dad joke – unexpected, yet undeniably satisfying.

While our study has illuminated this intriguing correlation, the nuanced dynamics of causality between the 'Wojak' meme and the search interest in 'Mr. Beast' persist as an area ripe for further exploration, much like the endless reservoir of dad jokes waiting to be unleashed at a family gathering. Our findings beckon the scholarly community to delve deeper into the whimsical world of memes and their influence on online behavior, as we continue to unravel the mysterious dance between digital phenomena and cultural zeitgeist.

As we wrap up our investigation, it's clear that the entanglement of online trends and digital personalities holds a wealth of surprises and peculiarities, not unlike the timeless charm of a dad joke that never fails to prompt a wry smile. Hence, we assert with confidence that no further inquiry is needed, as our findings have undoubtedly captured the essence of this relationship, leaving us with a newfound appreciation for the whimsical interconnectedness of internet culture and the unyielding pursuit of knowledge.

In the immortal words of a classic dad joke, "I'm reading a book on anti-gravity. It's impossible to put down." Similarly, our exploration of the 'Wojak' meme effect and the curiosity surrounding 'Mr. Beast' has proven to be an adventure that defies gravity, buoyed by the delightful interplay between analytical rigor and unapologetic humor.

No further research is needed in this area, as we've unearthed the hidden gems of internet culture and online pursuit, leaving us with a deep sense of satisfaction, much like the perfect punchline of a well-timed dad joke.