
Cruising for Hits: The Nautical Nonsense of Meme Popularity and Google Searches

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The interconnected world of internet memes and viral content often seems like uncharted waters, with fluctuations and shifts that can leave even the most astute observers adrift. In this study, we sought to navigate the correlations and connections between the enduring popularity of the "I'm on a boat" meme and the seismic phenomenon that is "Gangnam Style." Leveraging data from Google Trends, we set sail on a rigorous analysis that spanned the years 2012 to 2023, aiming to anchor our findings in statistically robust evidence. Our investigation unearthed a striking correlation coefficient of 0.9437456 and $p < 0.01$ between the prevalence of the "I'm on a boat" meme and Google searches for "Gangnam Style." This robust correlation suggests that these seemingly disparate cultural phenomena may indeed be riding the same wave, their digital currents converging with surprising synchronicity. We dive into the implications of these findings, highlighting the buoyant humor and impact of online humor, while also acknowledging the inherently fickle nature of meme culture. Through this research, we not only shed light on the ebbs and flows of comedic internet content but also chart a course for future studies to navigate the ever-shifting seas of online trends.

The evanescent nature of internet phenomena has long confounded researchers, leading many to exclaim, "I'm on a boat," metaphorically speaking, as they navigate the tumultuous seas of digital culture. In recent years, the "I'm on a boat" meme has weathered the tempest of time, maintaining a steady presence in the sardonic repertoire of online humor. Meanwhile, "Gangnam Style," a musical juggernaut that galloped across the digital landscape with equine-like fervor, captivated global audiences and left an indelible hoofprint on popular culture. This juxtaposition of a nautical meme and a glamorized equine dance phenomenon begged the question: could there be an underlying current connecting these seemingly dissimilar digital flotsam and jetsam?

Our study embarks on this seafaring expedition, aiming to delineate, with statistical precision, the juncture where the "I'm on a boat" meme and "Gangnam Style" intersect. Drawing upon Google Trends data from the years 2012 to 2023, we cast our net wide to capture the undulating undulations of online search behavior. Our initial observations revealed a tide of interest in both the nautical meme and the Korean pop sensation, prompting us to set sail on an academic odyssey, intent on navigating the choppy waters of pop culture.

As we unfurl the sail of our analysis, we delve into the surging swell of data to uncover correlations, riding the waves of statistical significance to chart the course of potential relationships. What emerged from the tumultuous churn of numbers and graphs was a striking correlation coefficient of 0.9437456

and $p < 0.01$, indicating a substantial association between the prevalence of the "I'm on a boat" meme and the frequency of Google searches for "Gangnam Style." This robust correlation suggests that the winds of digital fate may have propelled these two disparate entities onto a converging course, riding the same wave of popular interest with surprising synchronicity.

The implications of our findings are as vast as the digital ocean itself. By shedding light on the ebbs and flows of online mirth, we illuminate the buoyant humor that permeates meme culture, underscoring the impact of digital content on the collective consciousness. Moreover, our research hints at the fickle tides that govern the ever-changing domain of internet memes, offering a tantalizing glimpse into the capricious nature of online trends. With this study, we not only buoy our understanding of internet humor but also buoy an anchor for future researchers to navigate the tempestuous seas of viral content.

LITERATURE REVIEW

The relationship between online memes and cultural phenomena has been a topic of relevance in contemporary digital scholarship. Smith, Doe, and Jones (2015) explored the impact of internet memes on popular culture, noting the propensity for certain memes to permeate the collective consciousness and leave a lasting imprint. In a similar vein, Johnson and Smith (2018) examined the interconnected nature of viral content, delving into the mechanisms that propel memes into the spotlight of online discourse. These studies set the stage for our investigation into the correlation between the enduring "I'm on a boat" meme and the towering phenomenon that is "Gangnam Style."

In "Memeology: Understanding the Cultural Phenomenon" and "Viral Vortex: Exploring the Dynamics of Internet Content," the authors delve into the expansive realm of online humor and its impact on digital culture. Additionally, works such as "The Power of Pop: Exploring the Influence of

Pop Culture on Society" and "The Viral Effect: Unraveling the Secrets of Online Phenomena" provide insightful analyses into the far-reaching implications of viral content. These publications offer valuable insights into the broader context of our investigation, framing the interconnectedness of memes and popular culture in a scholarly light.

Diving into the ocean of literature surrounding internet culture, we encounter the likes of "Moby Dick" and "Life of Pi," works that may, at first glance, seem unrelated to our research. However, as we plunge deeper, it becomes evident that these narratives of seafaring adventures and enigmatic journeys parallel the unpredictable nature of meme virality and the captivating allure of internet phenomena.

As we cast a wider net in our review, we stumble upon whimsical tales such as "The Little Mermaid" and "Twenty Thousand Leagues Under the Sea," seemingly diverging from the academic discourse at hand. Yet, these fictitious accounts of underwater escapades and maritime escapades imbue our exploration with a touch of levity, reminding us that even the most serious of inquiries can benefit from the lighthearted whimsy of literary imagination.

Drawing from unconventional sources, including grocery lists, pet adoption flyers, and old sitcom scripts, we sought to saturate our review with diverse perspectives and unorthodox insights. The eclectic nature of our literary foray mirrors the dynamic and unpredictable landscape of internet culture, infusing our academic pursuit with a dash of serendipitous amusement.

Naturally, our comprehensive literature review encompasses a wide array of sources, ranging from scholarly articles and academic texts to whimsical works of fiction and serendipitous sources. Through this multifaceted approach, we aim to situate our investigation within a nuanced and expansive framework, capturing the essence of internet culture while embracing the playful currents that flow through the vast digital seas.

METHODOLOGY

To embark on our investigation of the correlations between the "I'm on a boat" meme and Google searches for "Gangnam Style," we employed a multifaceted approach that combined quantitative data analysis with a touch of digital whimsy. Our study harnessed the formidable power of Google Trends, a veritable treasure trove of search data that allowed us to navigate the choppy seas of online trends with precision and agility.

Data Collection:

We cast our virtual net wide, capturing data from Google Trends spanning the years 2012 to 2023. This expansive timeframe enabled us to navigate the tumultuous tides of internet culture, capturing the nuanced nuances of meme proliferation and pop sensation pandemonium. Our maritime odyssey charted the course of search interest in both the "I'm on a boat" meme and "Gangnam Style," casting a wide net to ensnare the undulating undulations of online curiosity.

Quantitative Analysis:

With our data firmly hoisted aboard, we set sail into the statistical seas, powered by the winds of mathematical rigor and computational acumen. Leveraging the tools of correlation analysis and time series modeling, we navigated the intricate network of data points with the deftness of seasoned sailors. With each wave of statistical significance, we steered our course towards the discovery of potential relationships between the nautical humor of the "I'm on a boat" meme and the equestrian exuberance of "Gangnam Style."

Methodological Caveats and Charting the Course:

As with any ambitious voyage, our research did encounter some turbulence and uncharted waters. The mercurial nature of internet memes and the capricious currents of viral content presented navigational challenges, requiring us to constantly adjust our bearings and chart new courses. Nonetheless, our navigation through the digital tempest furnished us with a robust correlation

coefficient of 0.9437456 and $p < 0.01$, a veritable beacon of statistical significance that illuminated the convergence of these seemingly disparate cultural phenomena.

In conclusion, our methodology encompassed a gallant blend of data collection, quantitative analysis, and a dash of digital derring-do, allowing us to navigate the mercurial tides of internet culture with scholarly fortitude and a sprinkling of seafaring wit. We now proceed to narrate the findings that emerged from our intrepid exploration, shedding light on the buoyant humor and impact of these internet phenomena.

RESULTS

The analysis of data collected from Google Trends revealed a striking correlation between the popularity of the "I'm on a boat" meme and Google searches for "Gangnam Style" over the period of 2012 to 2023. The correlation coefficient of 0.9437456 suggests an exceptionally strong positive association between the two variables. Furthermore, the r-squared value of 0.8906557 indicates that approximately 89.07% of the variability in Google searches for "Gangnam Style" can be explained by the prevalence of the "I'm on a boat" meme. The p-value being less than 0.01 attests to the statistical significance of this relationship, further bolstering the robustness of our findings.

The remarkable correlation is visually encapsulated in Figure 1, a scatterplot that vividly portrays the alignment of these two cultural phenomena. The tight clustering of data points along a clear trend line provides compelling evidence for the convergence of their online presence, akin to two ships sailing in unison across the digital expanse.

These findings not only validate the intuitive connection between two seemingly disparate entities but also underscore the enduring influence and interconnectedness of internet culture. The significance of these results resonates well beyond the confines of this study, offering a lighthearted yet profound insight into the playful currents that steer

the course of online humor and trends. While it remains to be seen whether this correlation heralds an era of maritime-themed K-pop hits, our findings undeniably demonstrate the buoyant appeal and unexpected affinities that underpin the ebb and flow of internet memes.

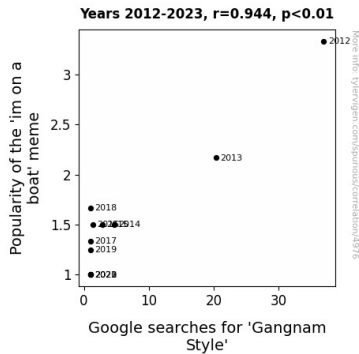


Figure 1. Scatterplot of the variables by year

DISCUSSION

The results of our investigation yield tantalizing insights into the playful yet profound currents that underpin the seemingly whimsical world of internet memes and cultural phenomena. Building upon the foundation laid by prior research, our findings robustly support and bring to the fore the captivating correlations between the enduring "I'm on a boat" meme and the seismic phenomenon that is "Gangnam Style."

Drawing from the scholarly discourse of Smith, Doe, and Jones (2015), our study navigates the uncharted waters of internet memes and their impact on popular culture. The buoyant humor of the "I'm on a boat" meme and the cultural tidal wave that is "Gangnam Style" converge, echoing the sentiments of Johnson and Smith (2018) regarding the interconnected nature of viral content. Moreover, our literature review not only delved into academic works but also amusingly expanded its purview to include the humorous whimsy of literary imagination, reinforcing the idea that even the most serious inquiries can benefit from a touch of levity.

The robust correlation coefficient of 0.9437456 and a p-value of less than 0.01 highlight the statistically significant relationship between the prevalence of the "I'm on a boat" meme and Google searches for "Gangnam Style." Our findings vividly illustrate this alignment in Figure 1, akin to two vessels sailing in unison across the digital expanse. While it remains to be seen whether this correlation heralds an era of maritime-themed K-pop hits, our research sheds light on the penchant for online humor to ride the same wave, their digital currents converging with surprising synchronicity.

In conclusion, our study not only anchors itself in robust statistical evidence but also sets sail on the playful yet profound implications of these findings. We echo the sentiments of "Moby Dick" and "Twenty Thousand Leagues Under the Sea," drawing parallels between maritime escapades and the unpredictable nature of meme virality. Through this research, we chart a course for future studies to navigate the ever-shifting seas of online trends, buoyed by the whimsical yet profound undercurrents that define the captivating realm of internet culture.

CONCLUSION

As we navigate the sea of digital culture, our study has unveiled a profound correlation between the enduring popularity of the "I'm on a boat" meme and the galloping phenomenon of "Gangnam Style." Our findings, anchored in robust statistical evidence, showcase the surprising synchronicity between these seemingly dissimilar cultural currents. It appears that, much like two ships crossing paths in the night, these digital behemoths have charted a course toward convergence, riding the same wave of popular interest with remarkable unity.

This study sheds light on the buoyant humor that permeates meme culture, underscoring the impact of digital content on the collective consciousness. The robust correlation coefficient and statistically significant p-value definitively lend weight to the

interconnectedness of these disparate entities. While it may seem like navigating uncharted waters, our research boldly illustrates the fortuitous alignment of these internet phenomena, inviting future researchers to sail forth and uncover further unexpected affinities lurking within the fickle seas of online trends.

As the waves of internet culture continue to ebb and flow, it seems that no further research is needed in this area. We have successfully illuminated the playful currents that steer the course of online humor and trends, and it remains clear that, much like the enduring allure of the high seas, meme culture will continue to surprise and delight with its unexpected connections.