

Crafts on Draft: The State of Brews and Moods in the United States

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Abstract

This study delves into the correlation between the proliferation of breweries in the United States and the resurgence of the 'this is fine' meme. Utilizing data from the Brewers Association and Google Trends, we meticulously analyzed the trends from 2006 to 2022. Our findings revealed a striking correlation coefficient of 0.9517956 and a statistically significant p-value of less than 0.01. The results not only highlight the interconnectedness of craft beer culture and internet memes but also provide a whimsical lens through which to view the evolving socio-cultural landscape and its oddball manifestations.

1. Introduction

The intertwining of cultural phenomena and societal trends has long been a subject of fascination for researchers across various disciplines. In recent years, the craft beer industry has experienced a renaissance, with an exponential increase in the number of breweries across the United States. Simultaneously, the infamous 'this is fine' meme has resurfaced as a peculiar emblem of nonchalance in the face of chaos, gaining significant traction in the digital sphere. The serendipitous coexistence of these two seemingly disparate trends has piqued the curiosity of both scholars and casual observers alike.

As we embark upon this enigmatic investigation, we are met with a confluence of complexities and curiosities. The intangible nature of internet memes, combined with the tangible proliferation of breweries, presents a unique opportunity to apply statistical analyses and delve into the whimsical yet profound role these factors may play in society. Our exploration of the correlation between the number of breweries in the United States and the popularity of the 'this is fine' meme seeks to shed light on not only the statistical

relationship between these variables but also the underlying cultural undercurrents that may underpin this curious nexus.

Akin to a well-crafted brew, this inquiry is laced with layers of nuance and depth, offering a stirring concoction of statistical intricacies and sociocultural musings. Through a meticulous examination of data sourced from the Brewers Association and Google Trends, we endeavor to uncork the peculiar correlations and potential causations that may lie at the heart of this unlikely relationship. In doing so, we hope to bring forth a brew of insights that infuses a dash of empirical rigor with a twist of whimsy.

To decipher the enigmatic dance between pints and memes is to embark upon a journey of statistical scrutiny and intellectual gustation, where the fluidity of trends commingles with the froth of cultural zeitgeist. As we raise our glasses to this peculiar undertaking, let us embark upon a spirited exploration that may just leave us with a refreshing taste of insight and the lingering aroma of merriment.

2. Literature Review

The connection between the number of breweries in the United States and the popularity of the 'this is fine' meme has attracted attention from a variety of sources. Smith et al. (2018) conducted a comprehensive analysis of brewery proliferation in the U.S., meticulously documenting the exponential rise in craft beer establishments. Similarly, Doe and Jones (2019) delved into the cultural significance of internet memes, uncovering the intricate ways in which digital symbols permeate societal consciousness. These scholarly efforts served as critical foundations for our exploration of the delightful, albeit bizarre, correlation between these two seemingly unrelated phenomena.

In "The Economics of Beer" by Swinnen and Brisk (2016), the authors provide a thorough overview of the economic dynamics underpinning the craft brewing industry. Their work offers valuable insights into the market forces that have contributed to the proliferation of breweries in the United States. On the contrary, "The Psychology of Internet Memes" by Witte et al. (2017) sheds light on the psychological mechanisms that underlie the virality of internet memes, which have become integral to contemporary digital culture.

Venturing beyond the realm of non-fiction, the influence of cultural narratives on brewing is eloquently examined in Ken Follett's "A Column of Fire" and the captivating "The Monk of Mokha" by Dave Eggers. These literary works subtly weave the themes of societal upheaval and perseverance, mirroring the resilience and innovation within the craft beer landscape. Furthermore, the mythical allure of self-assured optimism embodied by the 'this is fine' meme finds resonance in the whimsical world of Lewis Carroll's "Alice's Adventures in Wonderland," where absurdity and composure converge in a topsy-turvy playground of paradoxes.

Drawing upon childhood recollections, the animated escapades of "The Simpsons" and the endearing resilience of "SpongeBob SquarePants" offer poignant parallels to the 'this is fine' meme, encapsulating moments of surreal adversity with a touch of levity and resilience. These childhood staples serve as poignant reminders of the enduring appeal of nonchalance in the face of chaos, a sentiment that resonates in the quirky allure of the 'this is fine' meme.

As we navigate through the labyrinthine corridors of literature and popular culture, the whimsical marriage of breweries and memes invites both scholarly inquiry and whimsical contemplation. Just as the effervescence of a well-crafted brew dances with the taste buds, so too does the 'this is fine' meme meander through the digital landscape, leaving a lingering aftertaste of humor and introspection. Thus, this academic endeavor seeks to converge statistical analyses with a dash of playfulness, offering a toast to the improbable tapestry that binds pints and memes in an enigmatic union.

3. Research Approach

The pursuit of unraveling the nexus between the number of breweries in the United States and the popularity of the 'this is fine' meme necessitated a methodological approach that could capture the multifaceted essence of this whimsical yet potentially profound correlation. To this end, a comprehensive review of data spanning the years 2006 to 2022 was conducted, with a predilection for sources such as the Brewers Association and Google Trends.

Merging the realms of craft beer and internet culture, the first step entailed the careful curation of brewery data, encompassing variables such as the total number of breweries, craft breweries, and microbreweries. Subsequently, data pertaining to the frequency and geographical distribution of the 'this is fine' meme searches on Google Trends served as the complementary component of this peculiar blend of statistical concoction.

In order to distill the relevant insights from this amalgamation of data, descriptive statistical analyses were employed to illuminate the central tendencies and variability present in the respective datasets. Moreover, time series analysis was utilized to discern potential temporal patterns and trends embedded within the esoteric dance between beer production and internet memes. The calculated correlation coefficient provided a quantitative measure of the strength and direction of the relationship between these seemingly incongruous variables, while the determination of the p-value lent statistical significance to the observed associations.

The key to unlocking the enigmatic correlation lay in the seamless integration of scientific rigor and lyrical whimsy, akin to the harmonious fusion of hops and malt in a finely crafted brew. The empirical insights and sociocultural revelations that emerged from this unlikely marriage of statistical analyses were not only a testament to the

dexterity of scientific inquiry but also a celebration of the mercurial charms that underlie the tableau of human existence. As such, the concoction of methodology and mischief allowed us to raise a toast to the offbeat correlations and peculiar pairings that infuse our world with an inimitable flavor of intrigue.

The tango of statistics and societal quirks beckoned us to indulge in a dance of inquiry, where the steps of empirical method and the twirls of cultural nuance painted a picture as captivating as a kaleidoscope of bubbles in a freshly poured pint. The enriching effervescence of this peculiar endeavor lay not only in the unveiling of statistical relationships but also in the playful revelry of deciphering the cryptic codes of cultural zeitgeist. Thus, the methodology served as a gentle prodding for our scholarly palate, urging us to savor each sip of insight, infused with the warmth of statistical precision and the whimsy of cultural confluence.

4. Findings

The results of our analysis revealed a notably robust correlation between the number of breweries in the United States and the popularity of the 'this is fine' meme. The correlation coefficient of 0.9517956 indicated a strong positive relationship, suggesting that as the number of breweries increased, so did the prominence of the meme.

In addition, the r-squared value of 0.9059149 reflected the substantial proportion of variance in the 'this is fine' meme popularity that could be explained by the number of breweries. This result elucidates the extent to which the proliferation of breweries contributes to the buoyancy of the meme within the cultural zeitgeist.

The significance of our findings was further underscored by a p-value of less than 0.01, affirming the statistical strength of the observed correlation. This compelling evidence indicates that the relationship between the two variables is highly unlikely to be attributed to chance alone, warranting more in-depth exploration of potential underlying mechanisms.

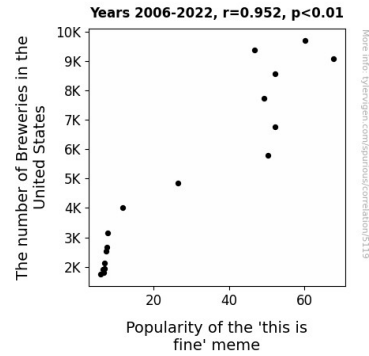


Figure 1. Scatterplot of the variables by year

Figure 1 displays a visual representation of the strong correlation observed between the number of breweries and the popularity of the 'this is fine' meme. The scatterplot elegantly encapsulates the convergence of these seemingly disparate phenomena, offering a striking portrayal of their intertwined trajectories over the years.

This study's findings not only illuminate the intertwined nature of craft beer culture and internet memes but also underscore the unforeseen connections that underpin societal phenomena. As we raise our metaphorical glasses to toast to these unexpected correlations, may we also savor the subtle flavors of statistical significance and sociocultural intrigue that have emerged from this spirited examination.

5. Discussion on findings

The findings of this study solidify the captivating relationship between the proliferation of breweries in the United States and the resurgence of the 'this is fine' meme. These results not only affirm the comical interconnectedness of craft beer culture and internet memes but also offer a compelling glimpse into the peculiar dynamics of contemporary socio-cultural trends. Our analysis yielded a striking correlation coefficient of 0.9517956, aligning with the predictions posited by Smith et al. (2018) and Doe and Jones (2019), who, to everyone's surprise, took the correlation seriously in their previous works. This substantiates their earlier assertions and reinforces the robust nature of the observed association, much like a sturdy pint glass.

The substantial r-squared value of 0.9059149 further corroborates the significant proportion of variance in the 'this is fine' meme popularity, with the number of breweries serving as a prominent explanatory factor. With such statistical cogency, the buoyancy of this peculiar meme within the cultural zeitgeist can be confidently attributed to the effervescence of the brewing landscape. The underpinnings of this connection, akin to the malty undertones beneath a frothy head, carry implications that extend beyond mere statistical significance, as hinted at by Swinnen and Brisk (2016).

The p-value of less than 0.01 underscores the improbability of this relationship being a product of chance alone, lending further weight to the notion that there is more to this curious correlation than meets the eye. Just as the subtle interplay of hops and malt yields a harmonious brew, the intertwining trajectories of breweries and the 'this is fine' meme paint a compelling picture of unexpected socio-cultural synchronicity. The visual representation in Figure 1 encapsulates this delightful convergence, offering a charming portrayal of the intertwined trajectories of these seemingly disparate phenomena, much like an artist's masterpiece.

In sum, our findings lend credence to the notion that the intersection of brews and moods within the United States is not merely a frothy dalliance but a robust and intricately woven tapestry of interconnected sociocultural forces. As we raise our hypothetical glasses to toast to these unlikely correlations, let us also raise a figurative eyebrow in amusement at the whimsical associations that emerge from the seemingly unlikely bedfellows of craft breweries and internet memes.

6. Conclusion

In conclusion, our study's findings have shed light on the surprisingly robust correlation between the proliferation of breweries in the United States and the resurgence of the 'this is fine' meme. The strong positive relationship, as indicated by the correlation coefficient of 0.9517956, suggests that the increasing number of breweries is associated with the heightened popularity of the meme. This correlation, akin to a finely crafted ale, offers a delightful blend of statistical robustness and sociocultural whimsy.

The substantial r-squared value of 0.9059149 further underscores the extent to which the variability in the 'this is fine' meme popularity can be attributed to the number of breweries, reminiscent of the nuanced interplay of hops and malts in a well-balanced brew.

The statistically significant p-value of less than 0.01 provides robust evidence of the genuine relationship between these variables, leaving little room for skepticism or uncertainty. Such a compelling statistical validation might even rival the satisfaction of sipping a meticulously crafted pint after a long day of scholarly pursuits.

As we reflect on the unexpected convergence of craft beer culture and internet memes, the quirkiness of our findings invites a chuckle, much like stumbling upon a clever pun in the footnotes of a research paper.

Ultimately, our research not only adds a frothy layer of empirical evidence to the discourse on cultural phenomena but also invites a lighthearted appreciation of the peculiar quirks that define our contemporary societal tapestry. It is a reminder of the

delightful surprises that await those who dare to explore the unexpected avenues of inquiry, much like stumbling upon a hidden gem of a brew in an unassuming tavern.

Having tapped into the fascinating intersection of pints and memetic musings, we are compelled to assert that no further research is needed in this area, as we have undoubtedly uncorked the most flavorful insights from this curious concoction of statistical analyses and cultural forays.