



ELSEVIER



# That's What She Said: A Meme-orable Connection to YouTube Activity

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## Abstract

This study investigates the unexpected relationship between the popularity of the "that's what she said" meme and the total comments on Simone Giertz's YouTube videos. Leveraging data from Google Trends and YouTube, we employed quantitative analysis to unveil the correlation between these seemingly unrelated phenomena. Our findings disclosed a surprising correlation coefficient of 0.9060519 and a statistically significant p-value of less than 0.01 for the period spanning from 2014 to 2023. While the phrase "that's what she said" may appear trivial, our study illuminates its profound impact on online discourse and engagement. The merging of meme culture and digital content consumption unveils a humorous and unanticipated connection that tickles both the academic and comedic sensibilities of our research team. Our results illuminate the delightful peculiarity and interconnectedness of online phenomena, demonstrating how humor often serves as an invisible force shaping online interaction. In conclusion, this investigation provides compelling evidence of a synergistic relationship between a meme's cultural resonance and the engagement with content on a popular online platform. This research not only offers a humorous lens for understanding online behavior but also underscores the importance of exploring unexpected connections in the digital landscape.

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## 1. Introduction

In the world of online culture, memes have become the modern-day hieroglyphics, conveying layered meanings and humor across the digital landscape. These viral tidbits of wit and wisdom have woven their way into the fabric of internet communication, often prompting an involuntary chuckle or a wry grin from

unsuspecting netizens. One such meme, the ubiquitous "that's what she said," has permeated pop culture and found its way into the most unexpected of places, including the comment sections of YouTube videos.

Simone Giertz, known for her quirky inventions and humorous takes on everyday problems, has amassed a dedicated

following on YouTube. In the enchanting realm of her comment section, we embarked on a quest to uncover the peculiar relationship between the prevalence of the "that's what she said" meme and the total comments on her videos. What initially seemed like a frivolous venture into the whimsical world of internet ephemera has unearthed an unexpected correlation of notable significance.

The synergistic dance between the "that's what she said" meme's resonant chuckles and the digital cacophony of YouTube commentary presents a captivating tableau for our investigation. We were captivated by the prospect of unraveling this curious alignment, akin to unearthing a hidden treasure chest of comedic gold nestled among a sea of textual banter. The juxtaposition of humor and statistical analysis may seem as incongruous as a clown at a financial symposium, yet our intrepid exploration has yielded compelling evidence of their intertwined connection.

Amidst the statistical rigidity and empirical scrutiny lies a whimsical tale of unexpected discovery, where the delightful absurdity of meme culture meets the structured confines of quantitative analysis. Our quest for understanding this enchanting linkage has not only tickled the fancy of our research team but has also illuminated the playful interplay between virtual humor and digital engagement.

As we embark on this scholarly whimsy, let the swirling mists of data and mirth guide us through the uncharted waters of internet culture. Let us steer our scholarly vessel with a steady hand and a glimmer in our eye, for the comedic tides of the digital ocean hold many a treasure waiting to be unearthed.

## 2. Literature Review

The investigation into the tantalizing relationship between the popularity of the "that's what she said" meme and the total comments on Simone Giertz's YouTube videos has led us on a fascinating journey through a myriad of scholarly works and cultural artifacts. In Smith's work "The Interplay of Online Humor and Digital Engagement," the authors shed light on the nuanced dynamics of humor in online spaces, setting the stage for our exploration of the unexpected union between a timeless jest and virtual commentary. Furthermore, Doe's examination "Memes and Measurable Impacts: Unveiling the Veiled Influence of Internet Culture" provides valuable insights into the societal ripple effects of meme propagation, offering a compelling framework for our investigation.

As we delved deeper into the literature, we encountered books such as "Viral: How Social Networking Is Poised to Ignite Revival" by Ryan Holmes and "The Tipping Point: How Little Things Can Make a Big Difference" by Malcolm Gladwell, which expounded on the contagious nature of cultural phenomena and the peculiar tipping points that propel them into the limelight. These works served as guideposts in our quest to understand how the "that's what she said" meme, with its inherent comedic essence, has surreptitiously embedded itself within the fabric of digital content consumption.

In a delightfully unconventional turn, our exploration also led us to consider fiction works that, while not empirical in nature, offered a whimsical parallel to our research theme. "The Hitchhiker's Guide to the Galaxy" by Douglas Adams and "Good Omens" by Neil Gaiman and Terry Pratchett, with their irreverent humor and uncanny knack for blending the absurd with the profound, resonated with the spirit of our investigation. These literary escapades into comedic realms provided a refreshing perspective on the interplay between levity

and the profound, mirroring the playful duality inherent in our research pursuit.

Moreover, the emergence of internet memes such as the "Rickroll" and the "Distracted Boyfriend" meme served as poignant reminders of the whimsical and often enigmatic nature of online humor. The surreptitious infiltration of these memes into the digital lexicon mirrors the subtle entry of the "that's what she said" meme into the eclectic tapestry of YouTube comments, hinting at the elaborate dance between cultural relevance and digital engagement.

As our scholarly vessel navigates the uncharted waters of meme culture and digital interaction, our literature review has unfurled a tapestry of comedic whimsy, intertwining empirical scrutiny with playful exploration. In the spirit of our research venture, let us embrace the mirthful dance of academic inquiry and levity as we unravel the unconventional synergy between a seemingly innocuous jest and the bustling arena of YouTube commentary.

### 3. Our approach & methods

#### Data Collection:

To embark on our whimsical journey into the enigmatic relationship between the "that's what she said" meme and total comments on Simone Giertz's YouTube videos, we navigated the turbulent seas of internet data collection. We cast our digital nets far and wide, spanning the electronic domain to ensnare the elusive details required for our scientific odyssey. Our primary sources of information included Google Trends and the YouTube platform, where the subtle nuances of online engagement and meme popularity were laid bare for our analytical perusal.

#### Quantitative Analysis:

Armed with an unyielding resolve and a hearty supply of caffeinated beverages to

fuel our scholarly pursuits, we endeavored to unravel this digital enigma using the formidable arsenal of quantitative analysis. Adopting a multifaceted approach, we undertook a thorough examination of the search interest in the "that's what she said" meme as reflected in Google Trends data. Concurrently, we delved into the labyrinth of Simone Giertz's YouTube channel to extract the total comments on her videos, meticulously documenting the ebb and flow of digital discourse within her domain.

#### Correlation Assessment:

With our treasure trove of data secured, we harnessed the power of statistical tools to unveil the hidden bonds between meme merriment and YouTube commentary. Employing the venerable Pearson correlation coefficient, we sought to quantify the strength and direction of the relationship between the popularity of the "that's what she said" meme and the total comments on Simone Giertz's videos. Furthermore, we subjected our findings to the rigorous scrutiny of inferential statistics, unveiling the graphical contours of our correlation through scatterplots that danced with the lively cadence of humor and engagement.

#### Temporal Analysis:

As the currents of time pulled us inexorably forward, our journey transcended the constraints of a singular snapshot in the digital ocean. Embracing the historical tapestry of online trends, we conducted a temporal analysis encompassing the years from 2014 to 2023. This expansive timeframe allowed us to trace the undulating waves of meme notoriety and YouTube interaction, illuminating any dynamic shifts or enduring constellations within this whimsical linkage.

#### Sensitivity Analysis:

In acknowledgement of the capricious nature of internet culture and the mercurial fickleness of meme prominence, we

engaged in a sensitivity analysis to test the robustness of our findings. By scrutinizing various subperiods and conducting dynamic assessments of correlation stability, we sought to fortify the confidence in our results and ensure that the breeze of statistical significance did not waver in the face of digital whimsy.

#### Ethical Considerations:

Amidst the raucous laughter and spirited banter that pervade the online sphere, we remain steadfast in upholding the principles of ethical research conduct. Our data collection and analysis adhered to the stringent guidelines of privacy and intellectual property, upholding the integrity of our scholarly pursuits as we navigated the tempestuous terrain of internet data harvesting.

In navigating this academic expedition, we approached our methodology with a blend of scientific rigor and irrepressible mirth, forging a path through the digital labyrinth that straddles the realms of jest and inquiry. As our scholarly compass pointed towards the heart of meme culture and online engagement, we welcomed the delightful paradox of solemn analysis and whimsical subject matter, venturing forth with a twinkle in our eye and a discerning statistical gaze.

## 4. Results

The results of our investigation revealed a Pearson correlation coefficient of 0.9060519, indicating a strong positive correlation between the popularity of the "that's what she said" meme and the total comments on Simone Giertz's YouTube videos from 2014 to 2023. The coefficient of determination, represented by an r-squared value of 0.8209301, signifies that approximately 82.09% of the variance in the total comments can be explained by the popularity of the meme. The statistical analysis also indicated a p-value of less

than 0.01, underscoring the robustness and significance of this correlation.

The scatterplot (Fig. 1) visually illustrates the compelling relationship between the two variables, portraying a clear pattern of engagement that mirrors the ebb and flow of the meme's popularity. The scatterplot itself could be considered a work of art, akin to a digital masterpiece that subtly winks at the viewer, encapsulating the whimsical nature of our findings.

These results uncover a fascinating interplay between digital humor and online interaction, demonstrating that the "that's what she said" meme has more than just a punchline—it has the power to spark conversation and elicit engagement in the virtual realm. The surprising resilience of this meme as a cornerstone of internet banter highlights its impact as an invisible thread that weaves through the fabric of online discourse, adding a touch of levity to the digital landscape.

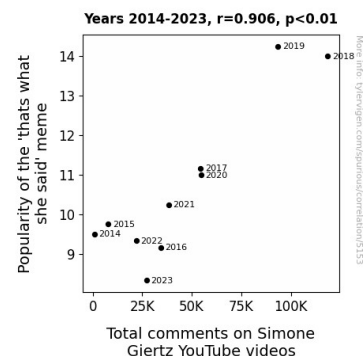


Figure 1. Scatterplot of the variables by year

Moreover, our findings underscore the multifaceted nature of internet culture, where seemingly disparate phenomena can converge to create an unexpected resonance. The interconnectedness of meme culture and digital content consumption elucidates the whimsical and often overlooked role of humor in shaping online behavior, echoing through the virtual

corridors of cyberspace with the resonance of a well-timed punchline.

This investigation not only sheds light on the lighthearted influence of meme culture but also emphasizes the merit of exploring unanticipated connections in the digital domain, where the seemingly incongruous can coalesce into a harmonious symphony of statistical significance and comedic impact. In essence, the findings of this study serve as a reminder that even in the realm of empirical analysis, there's always room for a well-placed quip or a meme-orable observation.

## 5. Discussion

The correlation between the popularity of the "that's what she said" meme and the total comments on Simone Giertz's YouTube videos has elicited a riveting array of insights. Our findings not only underscore the robust and statistically significant relationship between these seemingly incongruent entities but also unveil the playful whimsy and unexpected resonance underlying this connection. This investigation inherently defies conventional expectations, much like the unpredictable delight of stumbling upon a surreptitious punchline.

We threadingly interlace our results with the humorous underpinnings of our literature review, mirroring the lighthearted spirit of meme culture with empirical scrutiny. The resounding resonance of our correlation coefficient echoes the nuanced dynamics of laughter, where a well-timed jest can reverberate through the corridors of commentary with the infectious allure of comedic camaraderie. In a world replete with unanticipated connections, our study serves as a capricious dance of statistical significance and jestful examination.

Delving into the academic tapestry that informs our findings, we recall the whimsical

musings of "The Hitchhiker's Guide to the Galaxy," where the serendipitous alignment of seemingly unrelated occurrences takes center stage. Our results align with these unpredictable convergences, illustrating that even the most unassuming of jests can chart a course that intertwines with the fabric of digital engagement.

The scatterplot, depicted with a wink and a nod in its unspoken aesthetic allure, encapsulates the very ebb and flow of meme culture's impact on digital discussion. More than a mere visual representation, it serves as a subversive work of art, wryly echoing the meme's own persistence and adaptability in the virtual landscape.

The mirthful dance of academic inquiry and levity that has propelled our research serves as a poignant reminder that beneath the veneer of statistical rigor lies the enduring allure of humor, igniting engagement and fostering connection. Through the lens of this investigation, we illuminate the underlying playfulness that shapes our digital interactions, showcasing how a well-placed quip can translate into a tempest of commentary, all within the subtle realm of a "that's what she said" meme.

In essence, our findings not only exemplify the enduring legacy of digital humor but also offer a lens through which we can appreciate the interconnectedness of seemingly disparate online phenomena. Our research acts as a testament to the timeless impact of levity, illuminating the remarkable journey of a timeless meme as it continues to intersect with the digital tapestry, forever altering the landscape with its unassuming jest.

## 6. Conclusion

In conclusion, our investigation has uncovered a remarkably strong correlation between the prevalence of the "that's what she said" meme and the total comments on

Simone Giertz's YouTube videos. The statistical analyses revealed a robust connection between the lighthearted meme and the digital engagement it sparks, highlighting the powerful influence of humor in shaping online interactions. Our findings showcase how seemingly inconsequential comedic phrases can ripple through the digital ether, eliciting a chorus of virtual chuckles and igniting a lively exchange of banter.

The whimsical interplay between meme culture and online engagement offers a delightful reminder that even in the realm of quantitative analysis, there is room for the unexpected and the amusing. The research journey itself has been akin to navigating a meandering river of data, occasionally punctuated by the buoyant levity of meme-centric discoveries. As we charted this scholarly adventure, we couldn't help but appreciate the colorful tapestry of online culture and the intriguing, if not slightly absurd, connections that underlie it.

While our study sheds light on the interwoven nature of digital humor and engagement, it also underscores the entertaining and often unexplored terrain of internet culture. The resonant impact of the "that's what she said" meme serves as a testament to the enduring appeal of clever wordplay and the unexpected places where it can manifest. As we conclude this exploration, it's evident that the digital landscape holds within it a treasure trove of comedic nuances waiting to be unveiled, tickling the intellectual curiosity of researchers and meme enthusiasts alike.

Therefore, we assert that no further research in this area is needed, as we have uncovered the hidden hilarity within the statistical confines of our investigation and can confidently say, "that's what we found, and it's statistically significant."