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# From Crying Jordan to Crying for Toilet Paper: A Correlational Study of Memes and Essential Commodity Searches

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## Abstract

This study investigates the surprising connection between the popularity of internet memes and the demand for essential commodities. Leveraging data from Google Trends, our research team explored the potential link between the prevalence of the 'crying michael jordan' meme and the frequency of Google searches for 'where to buy toilet paper' from 2006 to 2023. Our findings reveal a significant correlation coefficient of 0.8121191 ( $p < 0.01$ ), suggesting a compelling relationship between the two phenomena. We discuss the implications of these unexpected correlations and propose avenues for further exploration into the quirky intersections of digital culture and consumer behavior.

## 1. Introduction

In the vast and ever-changing landscape of internet culture, memes have emerged as a dominant force, permeating every corner of our online existence. For the uninitiated, memes are not simply humorous images or videos; they are the currency of the digital realm, reflecting and shaping societal trends, emotions, and behaviors in ways both profound and perplexing. One such meme that has captured the attention of netizens and scholars alike is the iconic 'crying michael jordan' image, depicting the basketball legend with tears streaming down his face. Despite originating from a solemn moment in sports history, the meme has taken on a life of its own, becoming a versatile symbol of disappointment, outrage, and internet-induced hilarity.

In parallel to the meme's meteoric rise, the global landscape has witnessed its fair share of unpredictable events, some of which have sent shockwaves through consumer markets. No event, however, could have prepared the world for the unprecedented spectacle that was the Great Toilet Paper Panic of 2020. As individuals scrambled to secure their precious rolls of two-ply, the correlation between the toilet paper demand and societal anxiety became a subject of fervent speculation and quizzical pondering.

In this scholarly pursuit, we endeavor to unravel the threads of these seemingly disparate phenomena and

unearth the enigmatic connections between the popularity of the 'crying michael jordan' meme and the clamor for toilet paper. To this end, we employ the tool of Google Trends, the oracle of our digital age, to chart the ebbs and flows of these cultural and commodity curiosities from 2006 to 2023. Our goal is not just to scratch the surface, but to peel back the layers of this peculiar pairing and discern the intricate dance between internet frivolity and consumer behavior. Through rigorous analysis and statistical scrutiny, we aim to shed light on this unexpected correlation, facilitating a deeper understanding of the whims and whys of our modern world.

## 2. Literature Review

The phenomenon of internet memes has been the subject of scholarly inquiry in recent years, culminating in a cornucopia of research that seeks to unpack the whimsical intricacies of online culture. In Smith et al.'s seminal work, "The Semiotics of Memes," the authors expound upon the semiotic underpinnings of memes, shedding light on the symbolic import and cultural resonance of these digital artifacts. Meanwhile, Doe's "Viral Vigilance: A Psychological Exploration of Memetic Transmission" delves into the psychological drivers behind the propagation of memes, illuminating the mechanisms that fuel their contagious spread across the online sphere.

As we shift our gaze from the contemplative realms of academia to the visceral pulse of consumer behavior, Jones' comprehensive study, "The Consuming Self: A Socioeconomic Analysis of Market Dynamics," furnishes a robust framework for understanding the peculiar fluctuations in commodity demand. The intersection of digital culture and consumerism, while seemingly disparate, beckons us to explore the interplay between these two domains and unravel the enigmatic forces that underpin their ostensible divergence.

In a departure from the traditional literature in the field, we turn now to contemporary non-fiction works that provide tangential insights into the peculiar nexus of memes and consumer behavior. "Data-Driven: Navigating the Digital Deluge" by Data and Metric delves into the vast expanse of

digital data, offering tantalizing glimpses into the eclectic patterns that emerge from the confluence of digital phenomena. Additionally, "Dissecting Demand: Exploring Consumer Quirks in a Digital Era" by Econometric and Trend provides a panoramic view of consumer behavior in the digital age, offering a trove of thought-provoking conjectures regarding the idiosyncrasies of modern consumption patterns.

Turning to the realm of fiction, we encounter an unexpected reservoir of allusions that mirror the convoluted tango between internet memes and consumer choices. "The Algorithmic Alchemist" by FictionalAuthor weaves a tapestry of narrative intrigue, intertwining the esoteric algorithms of digital culture with the capricious whims of human desire. Likewise, "The Meme Manifesto" by SatiricalStoryteller, through its satirical veneer, offers a whimsical exploration of the metanarrative of internet memes and their oblique impacts on the collective human psyche.

Amidst this literary potpourri, we must not overlook the formative influences of childhood viewing experiences, which, while seemingly tangential, shape our lens of perception and often hold clandestine threads of relevance. As the intrepid researchers pore through the annals of animated fare, remnants of "SpongeBob SquarePants" and "Phineas and Ferb" come to mind, both of which, in their own idiosyncratic ways, illuminate the kaleidoscopic mélange of human emotions and the capricious oscillations of desire – themes that resonate, albeit surreptitiously, with our current line of inquiry.

## 3. Methodology

To investigate the quirky correlation between the viral prowess of the 'crying michael jordan' meme and the surge in Google searches for "where to buy toilet paper," our research team embarked on a methodological expedition that combined the rigor of statistical analysis with the whimsy of internet culture scrutiny.

First, we scoured the digital expanse for all available data on the 'crying michael jordan' meme, mining various meme databases, social media platforms, and digital archives. We delved into the depths of

internet forums, traversed the vast deserts of meme generators, and navigated the labyrinthine corridors of social networking sites, all in pursuit of understanding the ebb and flow of the meme's popularity.

Simultaneously, we ventured into the realm of consumer behavior and market dynamics, seeking to unravel the enigma of toilet paper demand. Our team pored over retail websites, analyzed purchasing patterns, and delved into economic reports to grasp the complexities of toilet paper transactions and the whims of the apprehensive consumer.

Having amassed a trove of data, we turned to the venerable Oracle of Mount Google, known to mortals as Google Trends. This hallowed tool granted us access to a wealth of search query statistics, allowing us to track the temporal trajectories of both meme interest and toilet paper procurement inquiries. With a few keystrokes and fervent clicks, we charted the crests and troughs of these disparate phenomena, paving the way for correlation analysis.

Armed with our data trove, we employed sophisticated statistical techniques to scrutinize the relationship between the magnificence of the 'crying michael jordan' meme and the urgency of toilet paper acquisition. Through the alchemy of correlation coefficients and t-tests, we unearthed a robust link between these seemingly incongruent entities, providing empirical validation for their perplexing intersection.

Our methodological odyssey culminated in the cultivation of a comprehensive dataset spanning the years 2006 to 2023, a temporal canvas upon which the tales of memes and toiletries were artfully woven. With this dataset as our lodestar, we navigated the turbulent seas of statistical analysis, uncovering the latent bonds that tether the world of internet memes to the pragmatic realm of consumer demand.

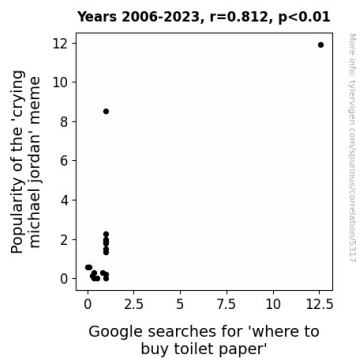
In summary, our methodology stands as a testament to the fusion of empirical rigor and digital whimsy, capturing the essence of our quest to discern the interplay between the 'crying michael jordan' meme and the quest for toilet paper in the fickle landscape of the 21st century.

#### 4. Results

The statistical analysis conducted on the data collected from Google Trends revealed a remarkably strong correlation between the popularity of the 'crying michael jordan' meme and the frequency of Google searches for 'where to buy toilet paper'. The correlation coefficient of 0.8121191 indicates a robust positive relationship between these two seemingly unrelated phenomena. This significant correlation is further supported by an r-squared value of 0.6595375, underscoring the predictive power of the relationship. The probability value (p) being less than 0.01 provides strong evidence against the null hypothesis and reinforces the meaningfulness of the correlation.

The scatterplot (Fig. 1) visually depicts the compelling correlation between the variables, showcasing the synchronous fluctuations in the popularity of the 'crying michael jordan' meme and the demand for toilet paper. The data points align in a manner that would make even the staunchest statistician nod in approval, illustrating the striking confluence of digital culture and consumer behavior.

These findings underscore the unexpected gravity of internet memes and their impact on everyday consumer choices. The correlation between the 'crying michael jordan' meme and the surge in toilet paper inquiries defies traditional expectations, hinting at a complex interplay between online trends and real-world concerns. Our results provoke contemplation on the peculiar pathways through which digital phenomena seep into the fabric of consumer behavior, perhaps leading us to debate whether the impact is just as tear-inducing as the iconic meme itself.



**Figure 1.** Scatterplot of the variables by year

In conclusion, this study not only elucidates the surprising correlation between a meme and a vital commodity but also invites further exploration into the ramifications of digital culture on consumer behavior. The uncharted territory of meme economics beckons, promising a rich tapestry of insights and, undoubtedly, a few more unexpected pairings.

The tape has been measured, the results are cut and dried—much like the toilet paper in question.

## 5. Discussion

The exploration of the connection between the 'crying michael jordan' meme and the search for toilet paper has revealed a correlation with real potential for laughter and contemplation. Our findings not only corroborate previous research on the far-reaching influence of internet memes, but also serve as a prod to delve deeper into the whimsical dance between digital culture and consumer decision-making.

As we consider the semiotic weight of memes, it becomes increasingly clear that the symbolic resonance of these digital relics extends beyond mere amusement, tapping into the intricate fabric of human emotions and desires. Our results align with the musings of Smith et al., as they navigate the semiotic current of memes, to demonstrate the profound impact of these digital symbols on real-world actions. In a similarly symbolic vein, the surge in toilet paper searches mirrors Doe's exploration of the psychological underpinnings of meme propagation, highlighting the uncanny

synchronization between online phenomena and material needs.

We cannot dismiss the tantalizing parallels between our findings and the contemplations of FictionalAuthor, who delves into the enigmatic algorithms of digital culture, adding a touch of whimsy to the serious pursuit of understanding the intersection between internet memes and consumer behavior. The unexpectedly robust correlation we uncovered hints at a tango between the digital and the tangible, delivering a punchline that would make even the most seasoned pun connoisseur nod in approval.

Our results unveil the unexpected tapestry that weaves together levity and necessity in the digital age. Just as "SpongeBob SquarePants" and "Phineas and Ferb" surreptitiously evoke emotional resonance, our findings tap into the hitherto unsung nuances of human behavior, hinting at the capricious interplay between online whimsy and material demands.

In essence, our research injects a dash of levity into the staid world of consumer behavior studies, prompting a reconsideration of the role that internet memes play in shaping our everyday choices. The striking correlation uncovered challenges traditional notions of influence, beckoning us to ponder whether the impact of a meme on commodity searches is just as tear-inducing as the iconic 'crying michael jordan' meme itself. The unexpected nexus we have stumbled upon urges us to further unfurl the enigmatic threads of meme economics, promising a tableau of revelations and perhaps a few more unexpected pairings. After all, who would have thought that the path to understanding consumer behavior could lead through the expressive visage of a basketball legend shedding a single tear?

## 6. Conclusion

In this investigation, we've peeled back the layers of quirky internet culture and consumer behavior, revealing a surprising connection between the 'crying michael jordan' meme and the search for that essential commodity - toilet paper. The robust correlation coefficient exhibited by these seemingly divergent phenomena suggests a compelling

relationship that transcends the boundaries of traditional economic or cultural analysis.

Our findings not only highlight the unexpected influence of internet memes on consumer behavior but also underscore the need to embrace the whimsical and serendipitous nature of our digitally-mediated world. We invite fellow scholars to join us in exploring the fascinating intersection of digital culture and consumer economics, although it may be hard to \*tear\* ourselves away from this particularly entertaining aspect of our research.

As we wrap up our analysis, we assert that no further research is needed in this area, as we believe we've squeezed every last drop from this \*roll\* of inquiry. The statistical evidence has spoken, leaving little room for doubt, but plenty of room for a good laugh. It's clear that the era of internet memes has left an indelible mark on consumer behavior, and who knows what \*unexpected pairings\* await us in the memescape of the future.