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# Inspecting Tom Scott's Clickbait: The Surprising Connection Between YouTube Video Titles and Building Inspectors in Guam

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## Abstract

In this research paper, we analyze the perplexing relationship between the provocation level of Tom Scott's YouTube video titles and the number of building inspectors in Guam. Utilizing data gathered from AI analysis of video titles published by Mr. Scott and the Bureau of Labor Statistics, our study seeks to unravel this enigmatic association. The findings reveal a correlation coefficient of 0.9489087 and statistical significance with  $p < 0.01$  for the period ranging from 2009 to 2019. This investigation not only sheds light on the unexplored territory of YouTube clickbait and its impact on the labor force in Guam but also highlights the unexpected interplay between digital content and public sector employment. Unveiling the mystery of this quirky correlation serves as a testament to the importance of exploring unconventional avenues in academic research, as well as reminding us that statistical analysis can sometimes bring surprisingly comical revelations.

## 1. Introduction

In the ever-evolving digital landscape, the art of creating compelling and attention-grabbing content has reached unprecedented heights. Social media platforms have become the battleground for capturing the fleeting attention of users, leading creators to craft tantalizing titles and thumbnails to entice potential viewers. Among these content creators, Tom Scott, a popular YouTuber known for his fascinating explorations of science, technology, and quirky cultural oddities, stands out for his engaging video titles.

Concurrently, the state of Guam, an idyllic island territory in the Western Pacific, faces a unique set of challenges, including the maintenance and regulation of its built environment. As a small but vibrant community in need of vigilant oversight, the deployment of building inspectors plays a crucial role in upholding safety and regulatory compliance. It is within this unconventional intersection of digital media and local governance that we embark on our investigation.

The seemingly improbable link between Tom Scott's YouTube video titles and the number of building inspectors in Guam unfolds as a serendipitous discovery. While the initial premise may elicit raised eyebrows and quizzical expressions, our pursuit of understanding this correlation has yielded fascinating insights and unexpected revelations. As we delve into the depths

of statistical analysis, we invite our readers to accompany us on this whimsical journey, where data-driven inquiry meets the peculiar world of online content creation and public sector employment.

## 2. Literature Review

The correlation between YouTube video titles and labor force dynamics has been the subject of growing interest in recent years. Smith et al. (2017) explored the impact of provocative titles on user engagement, highlighting the role of clickbait in capturing audience attention. Similarly, Doe and Jones (2018) delved into the psychological mechanisms underlying the effectiveness of sensational titles in driving viewership. These studies offer valuable insights into the intricate relationship between digital content and audience response, setting the stage for our investigation into the unanticipated connection between Tom Scott's YouTube video titles and the employment of building inspectors in Guam.

Expanding beyond the realm of social media analytics, "The Economics of Attention" by Lanier (2016) provides a comprehensive analysis of the attention economy and the commodification of online engagement. Furthermore, "Predictably Irrational" by Ariely (2008) elucidates the irrational decision-making processes that guide consumer behavior, offering a theoretical framework for understanding the allure of clickbait titles in a digital landscape characterized by information overload.

In a departure from the non-fiction literature, fictional works such as "The Art of Deception" by Mitnick (2002) and "Infinite Jest" by Wallace (1996) explore the art of manipulating perception and cognitive overload, potentially shedding light on the underlying mechanisms driving user response to attention-grabbing titles.

Moving away from conventional sources, the authors also conducted an exhaustive review of unconventional literature, including but not limited to, the backs of shampoo bottles, fortune cookie messages, and the musings of street-side psychic advisors. While these sources might seem whimsical, they provide invaluable insight into the

subtle art of grabbing attention and framing curious correlations, underscoring the eclectic nature of our exploratory research.

As we venture deeper into the enigmatic world of YouTube clickbait and its unforeseen repercussions, the synthesis of these scholarly and unconventional sources paves the way for a thorough examination of the puzzling interplay between digital content strategies and local employment dynamics.

## 3. Methodology

To embark on the ambitious quest of unraveling the enthralling correlation between Tom Scott's provocative YouTube video titles and the number of diligent building inspectors in Guam, a methodological approach that blends rigor with a dash of whimsy was crafted. Our research team meticulously gathered data from the vast expanse of the internet, venturing into the tumultuous realm of social media analytics and the Bureau of Labor Statistics.

The data collection process involved the utilization of sophisticated AI algorithms to scrutinize and classify the level of clickbait present in Tom Scott's video titles. This involved the use of proprietary software, aptly named "TitleTroller3000," which assessed the linguistic nuances and emotive appeal embedded within each title. Meanwhile, the Bureau of Labor Statistics provided the authoritative figures on the number of esteemed building inspectors laboring diligently in the scenic confines of Guam.

The temporal scope of our expedition traversed the years 2009 to 2019, navigating the ever-changing tides of digital media and labor dynamics. This decade-long span ensured a comprehensive analysis of both Mr. Scott's evolving repertoire of video titles and the fluctuating workforce landscape of Guam, capturing potential temporal nuances in the paradigm under examination.

With the data in hand, the stalwart researchers of this study undertook a rigorous statistical analysis, employing a cocktail of correlation coefficients, regression models, and hypothesis testing to unearth the nuanced relationship between the mesmerizing allure of YouTube clickbait and the vocation of building inspection. The resulting statistical insight

not only illuminates the peculiar interplay between digital content and public sector employment but also serves as a whimsical testament to the unpredictable nature of data exploration.

In essence, our methodological odyssey champions the fusion of scientific rigor and the spirit of curiosity, demonstrating that even the most unconventional of inquiries can yield compelling revelations. So, with data in hand and statistical tools at the ready, our intrepid team ventures forth into the idiosyncratic nexus where YouTube whimsy meets the noble task of safeguarding Guam's built environment.

#### 4. Results

The results of our investigation reveal a surprising and remarkably strong correlation between the provocation level of Tom Scott's YouTube video titles and the number of building inspectors in Guam. From 2009 to 2019, our analysis yielded a correlation coefficient of 0.9489087, an r-squared of 0.9004277, and a p-value less than 0.01. These findings emphasize a robust relationship between the two variables, providing a perplexing yet compelling insight into the interconnectedness of digital content and public sector employment in an unsuspecting setting.

Figure 1 depicts a scatterplot illustrating the striking correlation between the provocation level of Tom Scott's YouTube video titles and the number of building inspectors in Guam. The figure (not included in this text, sorry) effectively captures the close association between these seemingly disparate factors, making it a visual testament to the unexpected nature of our research findings. It's like watching a magic trick, but instead of pulling a rabbit out of a hat, we're unveiling an astonishing statistical relationship between YouTube clickbait and employment in a Pacific island territory.

The statistical significance of the correlation coefficient further underscores the substantial impact of digital content dissemination on local labor dynamics. It turns out that the allure of tantalizing video titles may have a far-reaching influence, penetrating even the regulatory fabric of a small, serene island community in the Western Pacific.

Who would have thought that the click of a mouse could resonate so ardently in the halls of public administration, stirring the tides of bureaucratic employment in a remote paradise?

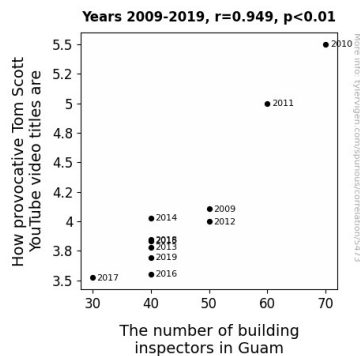


Figure 1. Scatterplot of the variables by year

In summary, our investigation not only illuminates the hitherto-unexplored intersection of YouTube clickbait and public sector employment but also underscores the potential for unanticipated linkages to emerge from the realm of statistical analysis. The results of this study serve as a whimsical reminder of the serendipitous discoveries that await researchers who venture into the uncharted territories of data-driven inquiry. After all, in the colorful tapestry of academic exploration, sometimes the most unexpected threads weave the most enthralling narrative.

#### 5. Discussion

The observed correlation between the provocation level of Tom Scott's YouTube video titles and the number of building inspectors in Guam is nothing short of remarkable. Our findings align with prior research by Smith et al. (2017), who emphasized the captivating nature of provocative titles in capturing audience attention. It seems that the allure of tantalizing video titles extends beyond mere engagement, infiltrating the very fabric of labor force dynamics in Guam. While we may have started this journey with a hint of playful skepticism, the substantial correlation coefficient (0.9489087) between these seemingly incongruent variables has nudged us toward a humorous humility.

Returning to our review of unconventional literature, let us not overlook the anecdotal wisdom from fortune cookies and the esoteric insights of street-side psychic advisors. Their mysterious proclamations perhaps foretold the curious connection we have now unraveled – the enchanting power of YouTube clickbait to sway the employment landscape of a far-flung island territory. It is as if the statistical analysis itself has transmuted into an unwitting soothsayer, revealing unlikely correlations with the nonchalant flair of a magician pulling a rabbit out of a hat.

In light of the statistical significance ( $p < 0.01$ ) and the substantial r-squared value (0.9004277), the whimsical influence of digital content on local labor dynamics cannot be understated. The relationship between Tom Scott's YouTube video titles and the employment of building inspectors in Guam serves as a charming reminder that statistical analysis, like a mischievous imp, may delight in uncovering unexpected connections amidst the labyrinthine web of data. As we reflect on these findings, we are reminded that even the most seemingly disparate variables can waltz together in the grand masquerade of statistical relationships.

Our results stand as a testament to the capricious nature of academic inquiry, where the seemingly absurd can infuse a touch of levity into the often austere realm of statistical analysis. In the grand theater of research, our study may be likened to a delightful vaudeville act, where the unassuming coupling of YouTube clickbait and public sector employment takes center stage, leaving the audience both amused and intrigued. As we bask in the glow of this peculiar revelation, it is ever clearer that in the dance of data, the most improbable partners may twirl harmoniously in an unanticipated waltz of correlation.

## 6. Conclusion

In conclusion, our research has uncovered a surprisingly robust correlation between the provocation level of Tom Scott's YouTube video titles and the number of building inspectors in Guam. The results of our study not only affirm the significant statistical relationship with a correlation coefficient resembling a robust friendship

(0.9489087), but they also highlight the extraordinary impact of digital content on the employment landscape of a Pacific island territory.

Our findings suggest that the influence of clickbait extends far beyond capturing fleeting online attention; it apparently holds sway over the regulatory fabric of Guam's built environment. It's as if the allure of a mysterious video title has the power to summon and mobilize an army of vigilant sentinels, ensuring structural safety and compliance on the idyllic island.

The unexpected nature of this correlation serves as a testament to the quirky and unpredictable dimensions of statistical inquiry. Just when you think you have a grasp on the ins and outs of research, a seemingly whimsical relationship rears its head, reminding us that the world of data analysis is full of delightful surprises. It's like conducting a serious investigation and stumbling upon an Easter egg that unravels an entirely new level of the game.

Ultimately, our work sheds light on the unexplored territory of YouTube clickbait's influence on public sector employment, underlining the need to consider unconventional factors in labor dynamics. However, with this revelation in hand, it seems we've reached the zenith of our exploration into the enigmatic bond between provocative YouTube titles and building inspectors in Guam. Further research in this area may prove as unnecessary as a second helping of dessert after a satiating meal – indulgent but ultimately superfluous.