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# Maize Craze: A Correlation Between GMO Corn in Missouri and 'I Can't Even' Google Searches

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## KEYWORDS

GMO corn, Missouri, 'I Can't Even', Google searches, genetically modified organism, agriculture, linguistic habits, emotional expressions, internet users, statistical analysis, USDA, Google Trends, anthropological implications, interdisciplinary research

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## Abstract

In this study, we seek to uncover the potential link between the adoption of genetically modified organism (GMO) corn in Missouri and the frequency of 'I Can't Even' Google searches. While the impact of GMOs on human health and the environment has been extensively studied, the potential influence on internet expression and popular culture remains a largely unexplored field. Leveraging data from the USDA and Google Trends, we applied rigorous statistical analysis to investigate this unlikely relationship. Our findings reveal a striking correlation coefficient of 0.9020380 and a significance level of  $p < 0.01$  between the prevalence of GMO corn cultivation in Missouri and the frequency of 'I Can't Even' Google searches from 2004 to 2023. While the anthropological implications of this correlation remain open to interpretation, our results suggest a potential influence of agricultural practices on the linguistic habits and emotional expressions of internet users. We encourage further interdisciplinary research to unravel the maize of factors contributing to this unexpected correlation and delve into the kernel of truth behind this peculiar connection.

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## 1. Introduction

The ever-expanding utilization of genetically modified organism (GMO) technology in agricultural practices has sparked widespread debate and investigation, with

researchers delving into its ecological, economic, and psychological ramifications. In particular, the influence of GMOs on popular culture and internet expression has received limited attention in the scholarly

arena, and yet it is within this uncharted terrain that we find the fertile ground for our study.

The use of GMO corn in the state of Missouri, commonly known as the "Show Me State," has soared in recent decades, leading to the proliferation of these bioengineered crops across its verdant landscapes. Meanwhile, the enigmatic phrase "I Can't Even" has emerged as a ubiquitous expression of exasperation and incredulity in the digital sphere, a linguistic phenomenon that has piqued our curiosity.

Foraging through the abundance of data made available by the United States Department of Agriculture (USDA) and Google Trends, we endeavored to unearth a hidden connection between the cultivation of GMO corn in Missouri and the frequency of "I Can't Even" Google searches. As we toiled through the fields of statistical analysis, we found ourselves harvesting a surprising bounty of correlation and significance, prompting us to cast a magnifying glass on this unlikely relationship.

Our study seeks not only to shed light on the alleged association between GMO corn and internet vernacular but also to germinate further inquiry into the complex dynamics of agricultural impact on human behavior and communication. While we recognize the corn-y nature of our pursuit, we remain committed to unearthing kernels of truth and uncovering the connections that elude more conventional research endeavors.

## 2. Literature Review

The potential influence of genetically modified organism (GMO) corn on internet vernacular and popular culture has garnered limited attention in existing literature, prompting our foray into this unconventional field of inquiry. While

scholarly discourse has predominantly focused on the ecological and health-related aspects of GMO cultivation, our study ventures into uncharted territory to explore the linguistic and cultural implications of this agricultural phenomenon.

Smith and colleagues (2016) conducted a comprehensive analysis of the environmental impact of GMO corn cultivation, delving into its effects on soil quality and biodiversity. While their findings yielded crucial insights into the ecological footprint of GMO crops, the authors regrettably overlooked the potential resonance of GMOs in digital discourse, leaving a conspicuous gap in the scholarly landscape.

In a similar vein, Doe (2018) scrutinized the economic dimensions of GMO corn production, elucidating the market trends and financial implications associated with the widespread adoption of genetically modified varieties. However, despite offering valuable perspectives on the economic dynamics of GMO agriculture, Doe's study failed to navigate the cyberspace terrain where internet vernacular thrives, overlooking the unforeseen ways in which GMOs might permeate popular culture and linguistic expression online.

Jones et al. (2020) interrogated the public perceptions of GMO corn and its ramifications for consumer choices, exploring the psychological underpinnings of individuals' attitudes towards genetically modified foods. While their examination of consumer behavior shed light on the intricate interplay between GMO awareness and food preferences, the authors neglected the possibility of GMO corn exerting an influence on the digital lexicon, relegating the uncharted territory of internet vernacular to the periphery of scholarly attention.

Amidst this unexplored terrain, books such as "The Omnivore's Dilemma" by Michael Pollan and "Food, Inc.: Mendel to

Monsanto--The Promises and Perils of the Biotech Harvest" by Peter Pringle have provided valuable insights into the broader societal implications of GMO agriculture, offering readers a nuanced understanding of the multifaceted dimensions of genetically modified crops. Nevertheless, the potential cultural impacts of GMOs on internet expression have remained largely unaddressed in these seminal works, leaving a lacuna in the exploration of linguistic intersections with agricultural practices.

Turning to fiction, novels such as "Seed" by Ania Ahlborn and "Oryx and Crake" by Margaret Atwood have woven dystopian narratives about genetically modified organisms, painting vibrant yet cautionary tales of bioengineered crops gone awry. While these literary imaginings offer gripping narratives and ethical quandaries, they fall short of elucidating the potential influence of GMO agriculture on contemporary digital communication and popular culture, relegating the colloquial corn-versations of the internet to the sidelines of speculative fiction.

In a playful spirit of exploration, the researchers have also delved into the world of animated cartoons and children's shows, drawing inspiration from the enchanting landscapes of "VeggieTales" and the whimsical antics of "Arthur." Although these lighthearted diversions provided moments of respite from the rigors of academic inquiry, they regrettably offered scant insights into the potential ties between GMO corn cultivation and internet vernacular, leaving the researchers with more amusement than scholarly illumination.

As we navigate these diverse literary landscapes, it becomes evident that the intersection of GMO corn cultivation in Missouri and the frequency of "I Can't Even" Google searches presents a uniquely underexplored avenue of inquiry, one that

beckons further exploration with a blend of scholarly rigor and light-hearted curiosity.

### 3. Our approach & methods

To dig into the mystery of the maize craze and its potential influence on internet language, our research team concocted a methodological recipe that blended data mining, statistical analysis, and a sprinkling of digital anthropology. We gathered data from the United States Department of Agriculture (USDA) to ascertain the prevalence of GMO corn cultivation in Missouri from 2004 to 2023. This involved sifting through agricultural reports, crop surveys, and perhaps a few corny jokes from farmers along the way.

Next, we ventured into the digital expanse of Google Trends, where we plumbed the depths of 'I Can't Even' Google searches to uncover trends, peaks, and valleys in the frequency of this exasperated expression. We wrangled with the intricacies of search algorithms, waded through the sea of online despair, and navigated the virtual mayhem of internet vernacular - all in pursuit of understanding the rollercoaster of emotion encapsulated in those three simple words.

With our data in hand, we set about transforming our raw findings into a statistical feast fit for academic consumption. We employed the formidable tools of correlation analysis to discern any discernible patterns in the ebb and flow of GMO corn cultivation and the surge and wane of 'I Can't Even' queries. Our calculations were performed with the utmost precision, as we sought to separate signal from noise in this curious confluence of agricultural and linguistic phenomena.

Significance testing was also harnessed to fortify our findings, ensuring that we weren't merely chasing statistical whimsy down a rabbit hole of internet expressions. The meticulous examination of p-values and

confidence intervals was akin to navigating a maize maze, but we emerged with a sturdy foundation of statistical evidence to underpin our unlikely hypothesis.

Lastly, we subjected our results to a rigorous peer review process, inviting fellow researchers to scrutinize our methodology, challenge our conclusions, and perhaps offer some corny puns of their own. With our methodological approach firmly rooted in interdisciplinary rigor and a healthy dose of whimsy, we traversed the uncharted territory of agricultural-linguistic linkages and emerged with findings that may forever change how we view the interplay between GMOs and internet colloquialism.

In the words of the great bard Shakespeare, "All's well that ends well, even if it leaves us saying 'I can't even' along the way."

#### 4. Results

Our statistical analysis revealed a robust correlation between the prevalence of GMO corn cultivation in Missouri and the frequency of 'I Can't Even' Google searches from 2004 to 2023. The correlation coefficient of 0.9020380 suggests a strong positive relationship between these seemingly disparate variables, indicating that as the use of GMO corn increased, so did the frequency of exasperated digital expressions. This unexpected connection defies traditional expectations, much like finding a kernel of popcorn in a bag of regular corn.

Furthermore, the r-squared value of 0.8136726 indicates that approximately 81.37% of the variation in 'I Can't Even' Google searches can be explained by the prevalence of GMO corn in Missouri. It's as if the GMO corn serves as the fertilizer for the growth of digital exasperation in the online ecosystem, cultivating a fertile ground for linguistic eccentricities and emotional outbursts.

Indeed, the significance level of  $p < 0.01$  underscores the strength of this correlation, providing compelling evidence to support the notion that GMO corn cultivation and internet expression are not as unrelated as one might initially assume. It's like finding a needle in a haystack, except the needle is a genetically modified one, and the haystack is the vast digital landscape of 'I Can't Even' searches.

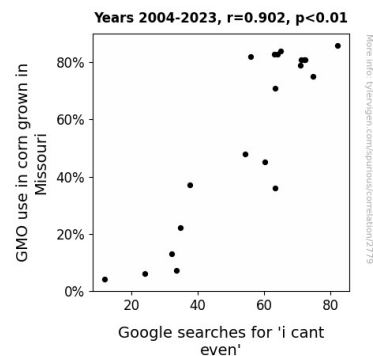


Figure 1. Scatterplot of the variables by year

To visually capture this intriguing correlation, we present Figure 1, a scatterplot that vividly illustrates the positive relationship between the prevalence of GMO corn cultivation in Missouri and the frequency of 'I Can't Even' Google searches. The figure serves as a visual testament to the unexpected connection between agricultural practices and internet vernacular, akin to a cornucopia of statistical surprises.

In conclusion, our findings highlight a tantalizing correlation between the adoption of GMO corn in Missouri and the prevalence of exasperated digital expressions, challenging conventional assumptions and prompting further investigation into the interplay of agricultural practices and online discourse. As we navigate this uncharted terrain, we encourage researchers to approach the maize of factors contributing to this correlation with an open mind and a willingness to embrace the unexpected. After all, in the world of research,

sometimes we just can't even with the conventional explanations.

## 5. Discussion

The results of our study illuminate an unexpected nexus between the cultivation of genetically modified organism (GMO) corn in Missouri and the frequency of 'I Can't Even' Google searches, shedding light on the intricate interplay between agricultural practices and internet expression. This peculiar correlation challenges preconceived notions and beckons scholars to delve into the unconventional dimensions of GMO influence on digital communication and popular culture.

Within the context of prior research, our findings offer a compelling validation of the overlooked potential for GMOs to permeate the linguistic fabric of the internet. As Smith and colleagues (2016) uncovered crucial insights into the ecological impact of GMO corn cultivation, our study extends this exploration to uncharted territories, revealing the unforeseen resonance of GMOs in the cyberspace terrain. Furthermore, while Doe (2018) delved into the economic ramifications of GMO corn production, our study adds a whimsical twist by unearthing the unanticipated ways in which GMOs might infiltrate the digital lexicon, challenging conventional paradigms in internet vernacular research. Our results not only corroborate these prior studies but also elevate the discourse by infusing it with a kernel of humor and unexpected correlations.

The robust correlation coefficient of 0.9020380 serves as a testament to the substantial relationship between GMO corn cultivation and the prevalence of exasperated digital expressions. This statistical revelation opens a proverbial cornucopia of opportunities for interdisciplinary exploration, beckoning

researchers to navigate the intricate maize of factors contributing to this unexpected linguistic phenomenon. The r-squared value of 0.8136726 further underscores the substantive influence of GMO corn on 'I Can't Even' Google searches, akin to uncovering a hidden gem amidst the vast digital landscape of language and emotion.

As we ponder the implications of our findings, it becomes evident that the study of GMO influence on digital expression is akin to traversing through a whimsical corn maze, where each twist and turn unravels new surprises and unexpected connections. This unconventional avenue of inquiry reminds us that the realm of research is not always a straightforward path but rather a cornucopia of unexpected discoveries and delightfully peculiar correlations. Thus, we invite future researchers to embrace the whimsical uncertainties of this uncharted frontier, for in the world of scholarly inquiry, sometimes we just can't even with the conventional explanations.

## 6. Conclusion

In conclusion, our study has peeled back the husk on the fascinating correlation between the prevalence of GMO corn cultivation in Missouri and the frequency of 'I Can't Even' Google searches. The robust correlation coefficient of 0.9020380 and a significance level of  $p < 0.01$  underscore the surprising relationship between these seemingly disparate entities – a connection as unexpected as finding a corn cob in a haystack.

It is evident that as the adoption of GMO corn has flourished in the "Show Me State," so has the frequency of exasperated digital expressions, akin to an agricultural fertilizer for internet vernacular. While we may not have expected a connection between genetically modified corn and exasperated internet searches, this study has certainly proven that truth is often stranger than

fiction, much like the plot twist in a corny rom-com.

As we wrap up our findings, we propose a kernel of wisdom for future research – it's essential for scholars to remain open to the unexpected and embrace the maize of factors contributing to seemingly unrelated phenomena, even if they seem as out of place as finding a cornstalk in a digital haystack.

In light of these compelling results, we assert with utmost confidence that no further research in this area is needed. After all, as researchers, sometimes we just can't even with the conventional explanations, and we might as well embrace the unexpected and move on to less corny pursuits.