

# Unrolling the Link: A Correlational Study of Arson in Florida and Google Searches for 'where to buy toilet paper'

Cameron Hoffman, Anthony Tanner, Gemma P Tillman

*Advanced Research Consortium*

This paper investigates the relationship between incidents of arson in the state of Florida and online searches for 'where to buy toilet paper'. The research team employed data from the FBI Criminal Justice Information Services and Google Trends to analyze this peculiar association. The findings revealed a remarkably strong correlation coefficient of 0.9631411 and a statistically significant p-value of less than 0.01 for the time span of 2004 to 2022. While the initial question may evoke some laughter or skepticism, our results uncover a surprisingly strong connection that calls for further exploration. The implications of this intriguing correlation may shed light on the intricate nuances of human behavior, and our research aims to spark more interest in exploring the seemingly bizarre connections that may underlie social phenomena.

## Introduction

Fire has been a subject of fascination and dread for humans throughout history. From early man's discovery of its destructive power to modern-day attempts to harness it for energy and industry, fire has both captivated and terrorized us. Arson, the deliberate setting of fires with criminal intent, adds an extra layer of complexity to the already enigmatic nature of fire. In the state of Florida, arson has been a persistent concern, prompting law enforcement agencies and researchers to explore its causes and potential correlates.

Furthermore, in the digital age, our behavior is often mirrored by our online activities, and Google searches have become a valuable tool for understanding human interests and concerns. The sudden surge in searches for toilet paper during the COVID-19 pandemic highlighted the peculiarities of human behavior and evoked a mix of amusement and bewilderment. Hence, the improbable connection between arson in Florida and online searches for 'where to buy toilet paper' presents a novel avenue for investigation.

In this paper, we endeavor to unravel the enigmatic association between these seemingly unrelated phenomena. While the initial linkage may elicit amusement or skepticism, our investigation aims to shed light on the underlying dynamics that might explain this unexpected correlation. Through rigorous analysis of data sourced from the FBI Criminal Justice Information Services and Google Trends, we have uncovered a remarkably strong association, raising thought-provoking questions and inviting further exploration. As we delve into this unexpected connection, our research seeks to unravel the layers of intrigue and elicit a chuckle or two along the way.

## *Review of existing research*

The authors begin the exploration of the peculiar correlation between arson in Florida and Google searches for 'where to buy toilet paper' by examining previous research on unlikely connections and the dynamics of human behavior.

Smith et al. (2010) delve into the psychological aspects of arson and its underlying motivations, providing insights into the complexities of this criminal behavior. Doe (2015) contributes to the literature by examining the impact of public awareness campaigns on arson prevention, highlighting the significance of societal responses to this issue. Jones (2018) focuses on the geographical distribution of arson incidents in Florida, shedding light on regional variations and potential influencing factors.

Moving beyond the realm of arson, the authors turn attention to non-fiction texts that touch on the idiosyncrasies of human behavior and societal trends. In "The Power of Habit" by Charles Duhigg, the intricate patterns of human habits and behaviors are dissected, offering a lens through which to comprehend the unorthodox correlations that may arise. Additionally, "Predictably Irrational" by Dan Ariely provides valuable insights into the irrational decision-making processes that underpin human actions, potentially illuminating the unexpected linkage between arson and toilet paper searches.

Expanding the scope to include fictional works that offer a whimsical take on human behavior and societal quirks, the authors draw from "The Hitchhiker's Guide to the Galaxy" by Douglas Adams, a science fiction novel that humorously explores the absurdities of human existence. In a similar vein, "Good Omens" by Neil Gaiman and Terry Pratchett presents a satirical portrayal of human foibles and peculiarities, providing a lighthearted perspective on the complexities of human behavior.

In the pursuit of a deeper understanding of human behavior, the authors also delved into popular television shows that touch on societal dynamics and unexpected connections. Series such as



significant correlation between arson in Florida and Google searches for 'where to buy toilet paper' aligns with the vein of prior research that delves into unexpected connections and the mysteries of human behavior.

Drawing from the literature review, it is worth recalling the insights from Dan Ariely's "Predictably Irrational," which sheds light on the irrational decision-making processes that drive human actions. Our results echo Ariely's premise by uncovering a seemingly irrational yet robust association between an illegal and destructive act and the mundane pursuit of household necessities. Similarly, Charles Duhigg's exploration of human habits in "The Power of Habit" finds resonance in our study, as it delves into the intricate patterns of behavior that may underlie this inexplicable correlation. These scholarly works validate the value of uncovering the whimsical and unexpected facets of human behavior, underscoring the broader implications of our research findings.

Furthermore, the whimsical realm of fiction and television, as illuminated in "The Hitchhiker's Guide to the Galaxy," "Good Omens," and popular shows like "MythBusters" and "Brain Games," serves as a testament to the endless enigma of human behavior. While these sources may seem tangential to rigorous academic inquiry, our study reinforces the notion that the boundaries between whimsy and scientific inquiry are often delightfully blurred.

In line with the serious investigation of arson, our statistically robust correlation aligns with previous examinations of the geographical distribution and underlying motivations of arson in Florida, as exemplified by Jones' work. Our study takes this exploration a step further by uncovering an unexpected association that hints at the intricate web of societal trends and individual behaviors. This peculiar correlation underscores the need to consider outliers and unanticipated linkages, encouraging a more holistic understanding of human behavior and its multifarious manifestations.

By incorporating these perspectives, our study underscores the importance of embracing the unexpected and the offbeat in scientific inquiry. The correlation between arson and toilet paper searches may serve as a quirky reminder that amidst the seriousness of research lies the potential for whimsy and delight, offering unexpected avenues for scholarly exploration.

### *Conclusion*

In conclusion, the findings of this study remarkably unveil a robust correlation between arson in Florida and Google searches for 'where to buy toilet paper', leaving us both amused and bemused. The statistical significance of this association, with a correlation coefficient of 0.9631411 and a p-value of less than 0.01, ignites a sense of curiosity and tickles the funny bone, prompting an array of fiery puns and quizzical musings. Our unexpected discovery underscores the whimsical and enigmatic nature of human behavior, reminding us that behind every set of data lies a tale of human quirks, cravings, and perhaps a burning desire for household essentials.

While this correlation may seem far-fetched, or should we say, far-flame-stretched, it undoubtedly opens the door to a plethora of jokes and wry observations. However, as much as we'd love to continue uncovering bizarre correlations that provide fodder for entertaining banter, we assert that no further research is needed in this area. Instead, let us savor this unexpected finding and relish the quirkiness of human behavior. After all, sometimes the most unexpected connections can spark the brightest flames of curiosity.