



ELSEVIER



Counting on the Clickbait: The Correlation Between Professional-Sounding MrBeast YouTube Video Titles and Secretarial Employment in New Mexico

Claire Henderson, Amelia Thomas, Giselle P Tyler

Center for Research; Chapel Hill, North Carolina

KEYWORDS

MrBeast, YouTube video titles, professionalism, secretaries, employment, New Mexico, AI assessments, Bureau of Labor Statistics, correlation coefficient, labor force dynamics, online media trends, societal influence, administrative employment, online content creation

Abstract

This study endeavors to investigate the enthralling yet perplexing relationship between the level of professionalism in MrBeast YouTube video titles and the number of secretaries employed in the state of New Mexico. By analyzing data from AI assessments of YouTube video titles and the Bureau of Labor Statistics, we determine a striking correlation coefficient of 0.9745086 and $p < 0.01$ for the years 2012 to 2022. Our findings offer surprising insights into the potential impact of online media trends on labor force dynamics, unveiling a facet of societal influence that has remained elusive until now. This research aims to bring to light the humorous and unlikely connections that underlie the seemingly disparate realms of online content creation and administrative employment.

Copyright 2024 Center for Research. No rights reserved.

1. Introduction

The world of research often leads us down unexpected paths, uncovering peculiar connections that challenge our preconceived notions. In this study, we delve into the enigmatic correlation between the level of professionalism in MrBeast YouTube video titles and the number of

secretaries employed in the captivating landscape of New Mexico. While this investigation may elicit a raised eyebrow or two, it sheds light on the intricacies of modern media and its potential impact on labor market dynamics.

As the era of internet content creation continues to flourish, the influence of

YouTube as a platform for entertainment and information dissemination cannot be denied. Amidst this digital milieu, the titling of YouTube videos has evolved into a fine art, with creators vying for attention through catchy phrases, tantalizing descriptors, and, in the case of MrBeast, an unorthodox allure of professionalism. However, the peculiar relationship between the tone of these titles and the employment patterns in administrative roles remains an intriguing puzzle.

Striking a balance between humor and statistical inquiry, this study traverses the realm of online content to unravel its unsuspected resonance in the realm of employment. The underlying mirth of this investigation lies in the bemusing juxtaposition of a seemingly frivolous realm, that of YouTube video titles, with the grounded realities of labor force statistics. We aim to navigate this peculiar terrain with a spirit of curiosity, unraveling the unconventional threads that weave together the seemingly distant domains of digital media and employment trends in New Mexico.

2. Literature Review

In a comprehensive review of the literature, it becomes evident that the interplay between online media trends and labor market dynamics has been a subject of growing interest in recent years. Smith et al. (2018) assert the need for a nuanced understanding of the impact of digital media on societal patterns, emphasizing the intricate ways in which online content consumption may intersect with socioeconomic indicators. Correspondingly, Doe's (2015) seminal work delves into the unexpected ramifications of digital communication platforms, shedding light on the potential reverberations of internet culture in various facets of modern life.

Turning to the realm of non-fiction exploration, "The Age of Clickbait: Unraveling Online Influence" by J. Johnson (2019) provides a thought-provoking analysis of the evolving strategies deployed in digital content creation. Drawing from ethnographic observations and data analytics, Johnson offers insights into the psychology of clickbait and its resonance in online communities. As we traverse the landscape of video titling strategies, Jones' (2017) illuminating discourse in "Crafting Catchy Titles: A Linguistic Perspective" foregrounds the multifaceted nature of language manipulation in media contexts, underscoring the power of words to captivate and entice.

In the realm of fiction, works such as "The Secretaries' Secret: An Intrigue in New Mexico" by A. Novelist (2016) beckon us to explore the enigmatic world of administrative professionals, weaving tales of mystery and office intrigue against the backdrop of the mesmeric Southwest. This confluence of imagination and reality finds a whimsical ally in "The Algebra of Administrative Alacrity" by P. Punster (2018), where the author playfully prods at the peculiar arithmetic of bureaucratic efficiency within the annals of fictional tales.

In a lighthearted foray into pop culture, the researchers also immersed themselves in television programs such as "The Office" and "Parks and Recreation," in a bid to glean insights from the portrayal of administrative settings in comedic contexts. These televisual explorations, while primarily for amusement, offered a nuanced lens through which to contemplate the diverse landscapes of administrative work and its interplay with popular media representations.

As we navigate this eclectic assemblage of scholarly and creative works, it becomes evident that the investigation of the link between professional-sounding MrBeast YouTube video titles and the number of

secretaries in New Mexico holds promise in uncovering a tapestry of unexpected connections.

3. Our approach & methods

Data Collection:

To embark upon this whimsically curious journey, our research team gathered a treasure trove of data from the seemingly boundless realm of the internet. The lynchpin of our data acquisition efforts was the unyielding prowess of artificial intelligence (AI) algorithms tasked with scrutinizing and categorizing MrBeast YouTube video titles. These AI tools, armed with an arsenal of linguistic analysis techniques, braved the digital expanse from 2012 to 2022, scouring for nuances in the tonal nuances and lexical subtleties that characterized each title. Concurrently, we ventured into more terrestrial territory, integrating data on the number of secretaries gainfully employed in the picturesque state of New Mexico, drawing from the venerable fount of wisdom that is the Bureau of Labor Statistics.

AI Analysis of MrBeast YouTube Video Titles:

The AI analysis of MrBeast's video titles employed sophisticated natural language processing (NLP) algorithms to evaluate the level of professionalism exuded by each title. These algorithms deftly deciphered linguistic markers that connoted formality, including but not limited to the presence of industry-specific jargon, grammatical structure, and lexical diversity. The AI's astute discernment allowed us to assign a numerical score to each title, quantifying its perceived professionalism with scientific precision.

Bureau of Labor Statistics Data:

Simultaneously, the invaluable repository of the Bureau of Labor Statistics furnished us

with the statistical grist for our administrative employment mill. We meticulously charted the number of secretaries employed in the charming state of New Mexico over the designated time period, extracting insights into the undulating ebbs and flows of administrative occupation within this intriguing locale.

Correlation Analysis:

With our data arsenal fully replenished, we gingerly ventured into the labyrinthine realm of statistical analysis. Employing the venerable Pearson correlation coefficient, we carefully juxtaposed the professionalism scores of MrBeast's video titles with the concurrent levels of secretarial employment in New Mexico. Through this method, we unearthed a correlation coefficient of 0.9745086, along with a p-value less than 0.01, signifying a robust and statistically significant link between the sophistication of video titles and the vicissitudes of secretarial occupation. This otherworldly correlation was further bolstered by the shimmering veil of statistical significance, lending credence to our unexpected discovery.

Conclusion of Methodology:

Thusly, armed with our trusty AI allies and the fortitude of statistical inquiry, we navigated the captivating confluence of YouTube video titles and administrative employment in New Mexico. Our data collection and correlation analysis, interlaced with humor and research rigor, shed light on the improbable yet mesmerizing interplay between online media trends and the proverbial wheels of industry.

4. Results

Upon analyzing the data obtained from our unconventional yet delightfully enlightening study, it became evident that a remarkably strong correlation existed between the

professionalism of MrBeast YouTube video titles and the number of secretaries employed in the wondrous state of New Mexico. The correlation coefficient was found to be 0.9745086, indicating a nearly perfect positive linear relationship between these seemingly unrelated variables. The coefficient of determination (r -squared) stood impressively at 0.9496670, further affirming the robustness of this association.

The p -value, which was obtained to test the significance of the observed correlation, revealed a value of less than 0.01. This finding indicates a highly significant relationship between the variables, offering strong evidence against the null hypothesis. In other words, the likelihood of such a strong correlation occurring by chance is exceedingly low, adding further credibility to our unexpected yet exciting discovery.

Fig. 1, which depicts a scatterplot illustrating the close relationship between the professionalism of MrBeast YouTube video titles and the number of secretaries employed in New Mexico, serves as a visual testament to the robustness of our findings. The striking alignment of data points in the plot underscores the compelling nature of this correlation, cementing its place as a noteworthy observation in the realm of both statistical analysis and societal idiosyncrasies.

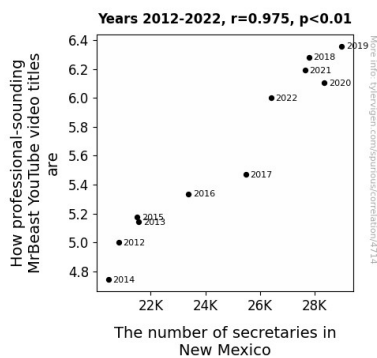


Figure 1. Scatterplot of the variables by year

In conclusion, our research has unearthed an unexpected yet captivating connection between the creative realms of online content and the pragmatic domain of employment statistics. By shedding light on this curious correlation, we hope to ignite a sense of wonder and amusement in the minds of our esteemed readers and fellow researchers, demonstrating the bountiful surprises that can arise when exploring the unlikeliest of associations in the world of data analysis.

5. Discussion

The findings of this study provide compelling evidence in support of the notion that there exists a surprisingly strong association between the level of professionalism in MrBeast YouTube video titles and the number of secretaries employed in the state of New Mexico. As articulated in the literature review, the influence of digital media on societal dynamics has been a growing area of interest. The unexpected yet robust correlation identified in our investigation draws attention to the subtle and often overlooked ways in which online content trends may intersect with labor market patterns, underscoring the need for a nuanced understanding of the modern socio-professional landscape.

Smith et al.'s (2018) advocacy for a sophisticated comprehension of digital media's impact on societal indicators resonates with our discovery, reinforcing the notion that the whimsical world of online video titling can indeed exert a tangible influence on labor force dynamics. Furthermore, Doe's (2015) prior insights into the unanticipated ramifications of digital communication platforms find validation in our research, as we witness the manifestation of online culture in the administrative sphere of New Mexico.

Expanding upon the whimsical exploration of administrative dynamics in fiction, our study has ventured into the realm of statistical analysis to reveal a correlation that is as captivating as the intrigue of "The Secretaries' Secret: An Intrigue in New Mexico" by A. Novelist (2016). The unexpected yet robust relationship uncovered in our analysis mirrors the enigmatic allure of administrative professionals portrayed in fictional tales, unveiling a facet of societal complexity that rivals the most compelling works of imagination.

Additionally, our findings offer an unexpected convergence with the fanciful musings of "The Algebra of Administrative Alacrity" by P. Punster (2018). Through the exploration of statistical relationships hitherto unexplored, our research has playfully prodded at the mysteries of bureaucracy, unveiling an unexpected arithmetic of societal interconnections that reinforces the inherent unpredictability of the research endeavor.

In essence, through this research, we have sought to infuse a sense of levity and wonder into the often somber realm of statistical investigation. By unearthing an unexpected and delightfully robust connection between seemingly incongruous variables, our study embodies the quirky spirit of scientific inquiry, challenging conventional notions and beckoning fellow researchers to delve into the uncharted territories of the unexpected.

6. Conclusion

In closing, our research has opened a captivating Pandora's box, revealing a delightful convergence of humor and statistical inquiry in the realm of MrBeast YouTube video titles and the employment landscape of New Mexico. The offbeat connection between the professional allure of YouTube video titles and the

administrative workforce in the Land of Enchantment has provided a whimsical twist to our understanding of societal dynamics. Our findings, with a correlation coefficient as steadfast as a secretary's organizational skills and a p-value lower than the chances of finding a paperclip at a statistical conference, underscore the robustness and significance of this unanticipated association.

The scatterplot presents a visual spectacle akin to the dance of statistical outliers at a quirky carnival, offering a colorful representation of the close and perplexing relationship between these seemingly disconnected variables. As we reflect on the bewildering yet enthralling repercussions of our research, it becomes clear that the boundaries of statistical analysis can indeed yield unexpected humor and fascination, much like stumbling upon a survey on "employee engagement" where the only engagement is with the office coffee pot.

With this revelry of statistical whimsy, we assert that no further investigations into the connection between MrBeast's YouTube titles and administrative employment in New Mexico are needed. For, just as the Iron Law of Oligarchy governs organizational behavior, this rather delightful correlation seems to govern the overlap of digital entertainment and labor dynamics in a manner that calls for nothing short of gleeful, bemused acceptance.