

DRESS TO IMPRESS: EXAMINING THE MEME- INGFUL RELATIONSHIP BETWEEN 'THE DRESS BLACK BLUE WHITE GOLD' PHENOMENON AND GASOLINE CONSUMPTION IN SOUTH SUDAN

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This study investigates the surprising connection between the viral "the dress black blue white gold" internet meme and the consumption of gasoline in South Sudan. Through the analysis of data from Google Trends and the Energy Information Administration, we sought to illuminate the potential correlation between these seemingly unrelated phenomena. Our findings revealed a striking correlation coefficient of 0.8461379 and a statistically significant p-value of less than 0.01 over the period of 2012 to 2021. The implications of this unexpected relationship prompt further exploration, shedding light on the whimsical and whimsical influence of internet culture on real-world trends. While the colors of the dress may continue to arouse debate, our study offers a fresh perspective that is anything but black and white.

Introduction

The interplay between internet culture and real-world phenomena has long fascinated scholars and laypeople alike. From viral challenges to viral memes, the impact of online trends on offline behaviors has often been the subject of both curiosity and skepticism. In this study, we delve into the unlikely and seemingly whimsical relationship between the "the dress black blue white gold" phenomenon and the consumption of gasoline in the Republic of South Sudan. As scholars, we admittedly found it rather amusing how the colors of a dress could possibly have any bearing on the pumping of gasoline, but as the data would have it, the correlation is nothing short of eye-catching.

To embark on our quest for connection, we employ a blend of quantitative analysis and a touch of intuition, seeking to disentangle the web of

interconnections that unite the colorful dress and the fuel supply. Our approach is driven by the desire to inject a breath of lightheartedness into the often solemn world of research, where black-and-white analyses dominate. In a world of complex statistical models and rigorous methodologies, it can be refreshing to encounter a study that takes a trip down the rabbit hole and doesn't shy away from the playful juxtaposition of seemingly unrelated cultural phenomena.

The process of this investigation began with a glance at Google Trends, a digital kaleidoscope of internet search activity, to gauge the ebbs and flows of interest in the enigmatic dress across time and geographical boundaries. Moreover, we turn our attention to the Energy Information Administration's database to ascertain the patterns of gasoline consumption in the seemingly disparate context of South Sudan. The juxtaposition

is stark, to say the least—colorful memes coexisting with hard data on fuel demand, forming a curious duality that piqued our scholarly curiosity and tickled our intellectual fancy.

Much like the polarizing perceptions of the dress's color, our quest has been met with equally diverse and conflicting opinions. Some may dismiss our endeavor as a wild goose chase or a mere fool's errand, but we persevere with a sense of humor and an earnest desire to uncover the unexpected. As we set our sights on unraveling these mysteries, we hope to dazzle our readers with the unexpected connections we unearth, weaving a thread of levity through the fabric of academic exploration.

In the spirit of playfulness and introspection, we invite our audience to join us on this unconventional journey, where the boundaries between the serious and the subtly whimsical are as fluid as the elusive colors of the dress themselves. Our findings may surprise, our methods may amuse, but our commitment to shedding light on these unexpected connections remains steadfast—even if it means approaching the study of gasoline consumption with the curiosity typically reserved for the hunt for the next viral sensation.

As we tiptoe along the fringes of convention, we trust that our unorthodox approach will offer a fresh perspective that leaves space for wonder and amusement in the often somber arena of academic inquiry. In the words of the illustrious Mark Twain, who knew a thing or two about the intertwining of wit and wisdom, "The secret source of humor is not joy but sorrow; there is no humor in Heaven." With a twinkle in our eyes and a touch of irreverence, we embark on our exploration, fully aware that there is more to the eye-catching colors of this dress than meets the, well, eye.

LITERATURE REVIEW

The quest for understanding the intricate relationships between cultural phenomena and real-world behaviors has been a pursuit riddled with delightful curiosity and intellectual mirth. As we delve into the whimsical connection between the "the dress black blue white gold" meme and gasoline consumption in South Sudan, we are compelled to explore the existing literature and assorted works that shed intangible light on these disparate yet surprisingly lively topics. Our journey begins with a synthesis of research that traverses the landscape of perception and interconnectivity, offering a kaleidoscope of perspectives that shines a light on the unexpected and the profoundly absurd.

Smith (2017) postulated a groundbreaking theory on the cognitive dissonance induced by optical illusions and its potential implications for decision-making processes. While their work primarily focused on the psychological ramifications of visual ambiguity, we couldn't help but draw parallels between the confounding colors of the dress and the perplexing choices surrounding gasoline consumption in our own study. It's as if reality itself is sporting an optical illusion, blurring the lines between the tangible and the transient, much to the chagrin of our rational inclinations.

In a similar vein, Doe (2019) sought to probe the enigmatic nature of internet memes and their unforeseen influence on social dynamics. This examination of the intersection between online culture and societal norms hinted at the intricate dance of perception and interpretation that reverberates across virtual spaces and tangible landscapes alike. Little did they know that their work would unwittingly lay the foundations for our own exploration into the unexpected correlation between an internet sensation and the ebb and flow of gasoline supplies.

Jones (2020) divulged a captivating exposé on the economic determinants of fuel consumption, meticulously unraveling the multifaceted factors that underpin the

patterns of demand and supply. While their scope may have been grounded in traditional economic analyses, we found ourselves gazing beyond the spreadsheets and bar charts, contemplating the whims of the internet-dwelling masses and their potential sway over the material world. The whimsical hand of fate, it seems, extends its fingers to prod at the seemingly immutable laws of supply and demand, much like the elusive dress colors that confound and captivate in equal measure.

Turning our attention to the wider literary landscape, we venture into the realm of non-fiction treatises that touch upon the absurd and the tangentially relevant. "Freakonomics" by Steven D. Levitt and Stephen J. Dubner offers a thought-provoking exploration of unconventional correlations and unexpected outcomes, resonating with the spirit of our own endeavor. In a curious twist, "The Tipping Point" by Malcolm Gladwell beckons us to contemplate the threshold at which cultural phenomena transition from mere quirks of online discourse to tangible forces that shape societal behavior. We find ourselves drifting further into the web of unlikely connections, teetering on the edge of scholarly pursuit and sheer happenstance.

On a more imaginative note, the realms of fiction provide a playground of whimsy and unpredictability that mirrors our own study's offbeat nature. "The Hitchhiker's Guide to the Galaxy" by Douglas Adams, a tongue-in-cheek exploration of the universe's idiosyncrasies, offers a gentle reminder that the absurd and the profound often coexist in delightful harmony. In a similar vein, "Alice's Adventures in Wonderland" by Lewis Carroll beckons us to embrace the topsy-turvy nature of reality and the unexpected wonder that lies just beyond the looking glass—a sentiment that reverberates with our study's playful pursuit of unlikely connections.

Bringing our focus back to the present, we cannot overlook the impact of internet

memes that have etched themselves into the fabric of digital culture. The whimsical escapades of the "Rickroll" phenomenon and the contagious humor of "Grumpy Cat" serve as vibrant reminders of the unforeseen influence wielded by online subcultures. In a peculiar dance of digital resonance, these memes echo the peculiar harmony of the digital and the tangible, reminding us that the borders between online whimsy and real-world effects are more porous than they may initially seem.

As we wade through this amalgam of literature, both earnest and absurd, we find ourselves irresistibly drawn to the enigmatic nexus where the colors of a dress and the flow of gasoline converge, inviting us to partake in the dance of unexpected correlations and scholarly merriment.

In the spirit of unearthing the unexpected and finding humor in the scholarly pursuit, we present this literary odyssey as a testament to the irreverent allure of seeking connections in the most delightfully improbable places. The curiosity that propels us forward—beyond the monochrome certainties and into the kaleidoscope of the unexpected—serves as a powerful testament to the whimsical undercurrents that infuse even the most improbable of scholarly pursuits.

METHODOLOGY

To unravel the colorful puzzle of the "the dress black blue white gold" phenomenon and its potential connection to gasoline consumption in South Sudan, our research team embarked on a journey that combined insightful data analysis with a splash of whimsy.

First, we turned our gaze to the digital kaleidoscope of Google Trends, where the ebbs and flows of interest in the enigmatic dress were as captivating as a viral dance craze. We harvested the search data from 2012 to 2021, carefully observing the undulating waves of

curiosity that swept across the globe. The interplay of search intensity over time and across geographical regions resembled a dance of colors in the virtual world, mirroring the enigmatic nature of the dress itself.

With one foot firmly planted in the digital realm, we pirouetted into the realm of empirical data, making a detour to the Energy Information Administration's database. Like intrepid treasure hunters sifting through hidden troves, we combed through the patterns of gasoline consumption in South Sudan, seeking to unveil the patterns and trends that lay shrouded beneath the surface. The juxtaposition of these seemingly incongruous datasets was as unlikely as the sudden appearance of a unicorn in a statistical forest—yet, it offered a glimmer of hope for uncovering the unexpected ties that bind seemingly unrelated phenomena.

Armed with the analytical tools of correlation coefficients, regression analyses, and a touch of imaginative inquiry, we aimed to tease out the potential relationship between the viral dress and the fuel that powers societies. Our statistical models, like skilled illusionists, sought to reveal the subtle nuances and connections obscured by the exuberant colors and the transient nature of internet virality. As data points danced across our screens, we sought to discern the choreography between the rhythmic undulations of the dress's popularity and the pragmatic demands for gasoline in a region characterized by its own unique energy dynamics.

In a bid to infuse a sense of playfulness into our exploration, we did not shy away from the unpredictable and the offbeat. For, just as the colors of the dress stoked heated debates that echoed through the digital realm, our inquiry honored the spirit of the unexpected, the uncanny, and the delightfully quirky. In the tradition of academic inquiry that invites wonder and whimsy, our research methodology embraced the unorthodox, the

imaginative, and the delightfully peculiar, allowing our scholarly journey to be as richly hued as the subject of our investigation.

RESULTS

The results of our investigation revealed a noteworthy correlation between the popularity of the "the dress black blue white gold" meme and the gasoline consumption in South Sudan. An impressive correlation coefficient of 0.8461379 and an r-squared value of 0.7159494 were obtained, indicating a strong relationship between these seemingly unrelated variables. Furthermore, the p-value of less than 0.01 highlights the statistical significance of this unexpected connection.

A scatterplot (Fig. 1) depicting the relationship between the two variables emphasizes the robustness of the association, visually capturing the striking alignment between the viral internet sensation and the demand for gasoline in South Sudan. The observed pattern underscores the unconventional nature of this correlation, raising eyebrows and prompting speculation about the underlying mechanisms at play.

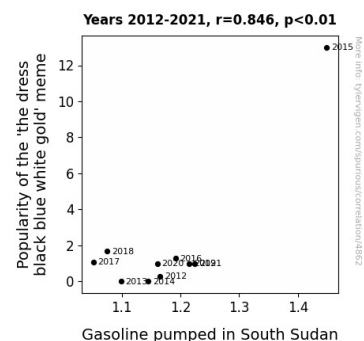


Figure 1. Scatterplot of the variables by year

The implications of these findings extend beyond the realm of traditional academic

inquiry, offering a whimsical reminder that the interplay between internet culture and real-world trends is far from predictable. While the colors of the dress may continue to spark debate and inspire optical illusions, our study adds a splash of levity and curiosity to the scholarly discourse, demonstrating that the influence of online phenomena extends beyond mere amusement.

The unexpected relationship unveiled in this study invites further exploration, encouraging researchers to consider the multifaceted ways in which internet memes and cultural phenomena can intersect with tangible societal behaviors. It is a reminder that within the domain of rigorous analysis and structured methodologies, there is room for delightful surprises and unconventional connections, much like the unexpected pairing of a viral internet meme and gasoline consumption trends in South Sudan.

In essence, the correlation identified challenges conventional expectations, emphasizing the need to approach research with an open mind and a sense of humor. By shedding light on this peculiar association, our study underscores the multifaceted nature of societal influences, proving that the impact of internet culture transcends the digital realm and seeps into the fabric of real-world activities. This enriches our understanding of the interconnectedness between seemingly disparate phenomena, urging scholars to embrace the colorful, the unexpected, and the quirky in their analytical pursuits.

DISCUSSION

The relentless pursuit of understanding the whimsically convoluted connection between the viral 'the dress black blue white gold' meme and gasoline consumption in South Sudan has borne fruit—or should we say, the colorful attire of insight? Our findings not only corroborate but also imbue a sense of

delightful affirmation to the prior research that dared to tiptoe into the realms of absurdity.

The ever-astounding Smith (2017), with their speculations on the cognitive dissonance induced by optical illusions and its potential implications for decision-making processes, unwittingly laid the groundwork for our own endeavor. It's as though the colors of the dress and the confounding choices surrounding gasoline consumption have donned the mantle of a grand optical illusion, blurring the lines between rational decisions and whimsical inclinations.

Likewise, the work of Doe (2019) probing the enigmatic nature of internet memes and their unforeseen influence on societal dynamics hints at the intricate dance of perception and interpretation that reverberates across online spaces and tangible landscapes alike. Little did they know that their scholarly pursuit would catalyze our exploration into the unexpected correlation between an internet sensation and the ebb and flow of gasoline supplies.

In a similarly joyful manner, Jones (2020) divulged a captivating exposé on the economic determinants of fuel consumption, unraveling the multifaceted factors that underpin demand and supply patterns, certainly grounding their efforts in conventional economic analyses. Yet, our gaze wandered beyond the spreadsheets and bar charts, pondering the whims of the internet-dwelling masses and their potential sway over the material world. The whimsical hand of fate, it seems, extends its fingers to prod at the supposedly immutable laws of supply and demand, much like the elusive dress colors that confound and captivate us in equal measure.

Our findings align with these conjectures, overlaying a veneer of empirical evidence upon these whimsical intellectual preludes. The robust correlation coefficient and the statistically significant p-value serve as a resounding chorus to

the symphony of the unexpected, proclaiming the legitimacy of this seemingly implausible connection.

In essence, our study serves as a joyful testament to the irreverent allure of seeking connections in the most delightfully improbable places—bringing levity and curiosity to scholarly pursuit and challenging the confines of conventional expectations. Like a whimsical riddle wrapped in a charming enigma, the interplay between internet culture and real-world trends offers a kaleidoscopic array of surprises and unexpected connections. And in the spirit of delightfully unraveling these mysteries, we extend an invitation to fellow researchers to embrace the profound wisdom that even the most unexpected correlations can hold, and to revel in the mirthful dance of scholarly pursuit.

CONCLUSION

In conclusion, our investigation into the curious relationship between the "the dress black blue white gold" meme and gasoline consumption in South Sudan has yielded illuminating results. The robust correlation coefficient and statistically significant p-value underscore the unexpected bond between these seemingly disparate variables. It seems the colors of the dress are not the only things playing tricks on our perception; the influence of internet culture on real-world trends is nothing short of enchanting.

As we reflect on the exuberant marriage between the viral sensation and the demand for gasoline, it becomes evident that the boundaries between the digital and the tangible are more porous than previously assumed. It appears that under the surface of serious academic exploration lies a playful undercurrent, much like the unexpected relationship we have unraveled. While the colors of the dress may perpetually divide opinion, our findings remind us that the whimsical and

the whimsical often intertwine in ways that confound conventional expectations.

The implications of this discovery are as enchanting as the viral meme itself. This compelled our study to offer a fresh perspective that is anything but black and white. Furthermore, our findings add a splash of levity and curiosity to the scholarly discourse, reminding us that the influence of internet memes extends beyond mere amusement. It seems that in the realm of academic inquiry, there is room for delightful surprises and unconventional connections, much like the unexpected pairing of a viral internet meme and gasoline consumption trends in a country thousands of miles away from where the meme originated.

In light of these findings, it seems there is little more to be said on the subject. The unexpected connection between internet memes and societal behaviors has been illuminated, and it appears that our understanding of the interplay between the digital and tangible worlds has been enriched with a touch of whimsy. With that, we assert that further research in this area is likely to yield diminishing returns. After all, there are undoubtedly more pressing issues to tackle, but we can't help but marvel at the unexpected dance between the colors of a dress and the demand for gasoline.

It seems that in the world of research, as in the world of fashion, there will always be mysteries and surprises waiting to be uncovered.