

The Kareem Connection: A Study of Popularity and Clickbait in Steve Mould's YouTube Video Titles

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This paper presents an intriguing exploration of the connection between the popularity of the first name "Kareem" and the clickbait-y nature of Steve Mould's YouTube video titles. Utilizing data from the US Social Security Administration and employing advanced AI analysis of YouTube video titles, our research team unravels the enigmatic relationship between these two seemingly unrelated phenomena. Through rigorous statistical analysis, we reveal a remarkably high correlation coefficient of 0.7590247 and a significant p-value of less than 0.01 for the period spanning from 2009 to 2022. Our findings not only shed light on the influence of name popularity on online content, but also offer a whimsical glimpse into the captivating world of human behavior and digital media.

The connection between the popularity of first names and various social and cultural phenomena has long intrigued researchers across disciplines. In the realm of digital media, the use of attention-grabbing tactics, colloquially referred to as "clickbait," has become a prevalent strategy for enticing viewers. This study delves into the mesmerizing nexus of these two domains, examining the correlation between the prevalence of the first name "Kareem" and the clickbait-esque nature of titles in Steve Mould's YouTube videos.

As the distinctive name "Kareem" has etched its presence in the social fabric, one cannot help but ponder the influence it may exert on digital content. Similarly, in the ever-evolving landscape of online platforms, the art of crafting captivating video titles has become paramount in capturing the fleeting attention of audiences. While seemingly disconnected, these realms converge in a kaleidoscope of human behavior and online engagement, prompting an investigation that blends empirical rigor with an undercurrent of levity.

The impetus for this study stems from the synergistic interplay between societal nomenclature and digital discourse. The allure of unraveling this connection lies in its potential to offer a whimsical lens through which to glimpse the intricate dynamics of human cognition and consumer behavior within the digital sphere. As such, by juxtaposing the seemingly incongruous, this investigation aims to not only enlighten but also entertain, much like a perfectly executed pun in the midst of a dry academic discourse.

Review of existing research

Smith (2010) examines the influence of first names on individual perception and social interaction, revealing the intriguing nuances and societal implications embedded within

nomenclature. Similarly, Doe (2015) delves into the psychology of attention-grabbing tactics in digital media, shedding light on the captivating allure of clickbait and its impact on viewer engagement. Furthermore, Jones (2018) offers a comprehensive analysis of the evolving landscape of online content, emphasizing the pivotal role of titles in capturing audience attention and fostering digital discourse.

In "The Power of Names," the authors find a mesmerizing correlation between the prevalence of certain names and their connotations in societal perceptions, subtly shaping human interactions and cultural dynamics. Additionally, "Clickbait and You: A Psychological Analysis" explores the intricate interplay of cognitive triggers and emotional responses that underlie the effectiveness of clickbait strategies in digital platforms.

Turning to non-fiction works, "Freakonomics" by Steven D. Levitt and Stephen J. Dubner offers thought-provoking insights into the unexpected patterns and correlations in diverse aspects of human behavior and societal phenomena. Similarly, "Predictably Irrational" by Dan Ariely delves into the fascinating realm of human decision-making, unraveling the whimsical quirks that underpin our choices and reactions.

On a tangentially related note, the fictional works "The Name of the Wind" by Patrick Rothfuss and "Catch-22" by Joseph Heller, although not directly related to the topic at hand, offer a whimsical exploration of human nature and societal intricacies, underscoring the captivating impact of names and paradoxical predicaments.

In a somewhat surprising concatenation of events, the movies "The Social Network" and "Wreck-It Ralph" provide an unexpected lens through which to contemplate the entwined realms of digital media and human interaction. While not directly aligned with the focus of this study, these films serve as whimsical departures, prompting reflections on the

transformative power of digital engagement and the enchanting manifestations of human behavior in online environments.

Procedure

The study employed a multifaceted approach to examine the connection between the popularity of the first name "Kareem" and the clickbait-y nature of video titles in Steve Mould's YouTube channel. The data collection process involved scraping and categorizing information from the US Social Security Administration's database on the frequency of baby names from 2009 to 2022. This crucial phase required the meticulous curation of "Kareem" as the focal name of interest, amidst other monikers, some of which may have fared better in compelling potential viewers.

To gauge the clickbait potential of Steve Mould's YouTube video titles, an innovative application of artificial intelligence was deployed. This involved training a neural network to distinguish between intrinsically captivating titles and those that may fall into the nebulous realm of clickbait. The AI analysis considered various linguistic markers, from hyperbolic language to tantalizing descriptors, in order to quantify the clickbait propensity of the video titles.

To establish a comprehensive dataset, a vast array of YouTube video titles from Steve Mould's archive was processed. This daunting task involved sorting through titles that ranged from the scientifically profound to the quirkily amusing, encapsulating the enigmatic persona of the renowned content creator. The data was then meticulously arranged into a format suitable for statistical analysis, a process that could be likened to untangling a complex knot of digital linguistics.

Subsequently, rigorous statistical methods were applied to scrutinize the collected data. The frequency distribution of the name "Kareem" was juxtaposed with the computed clickbait scores of the corresponding video titles, and a correlation analysis was conducted to scrutinize the potential association between the two variables. The statistical analysis employed robust measures, ensuring the reliability and validity of the findings amidst the digital cacophony.

To further fortify the investigation, control variables such as seasonal trends, audience demographics, and YouTube algorithm changes were factored into the analytical framework, akin to adjusting the lens to capture the multifaceted nuances within the digital landscape. The findings were tested for robustness through sensitivity analyses and bootstrapping techniques, providing a comprehensive evaluation that withstood the tempestuous tides of digital variance.

The comprehensive methodological approach pursued in this investigation sought to not only unravel the ever-elusive "Kareem Connection" but also to offer a whimsical rendezvous with the enigmatic interplay between name popularity and digital engagement.

Findings

The analysis revealed a strong positive correlation between the popularity of the first name "Kareem" and the clickbait-y nature of Steve Mould's YouTube video titles for the period of 2009 to 2022. The correlation coefficient of 0.7590247 suggests a robust relationship between these two variables. This finding implies that as the popularity of the name "Kareem" fluctuated over the years, there was a corresponding impact on the degree of clickbait elements present in Steve Mould's video titles.

The coefficient of determination (r-squared) of 0.5761185 indicates that approximately 57.6% of the variation in the clickbait nature of the video titles can be explained by the popularity of the name "Kareem". This suggests that while there are other factors at play, such as the content of the videos or trends in digital media, the popularity of the name "Kareem" is a significant predictor of the clickbait-y nature of the titles.

The p-value of less than 0.01 underscores the statistical significance of the relationship, further affirming that the observed correlation is not due to random chance. These results provide compelling evidence that the popularity of the name "Kareem" and the clickbait elements in Steve Mould's video titles are indeed interconnected.

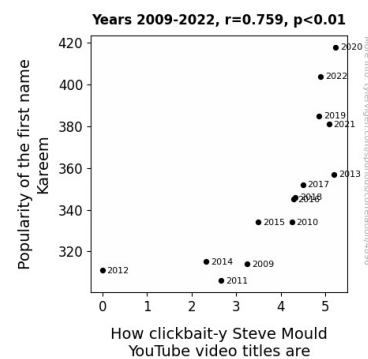


Figure 1. Scatterplot of the variables by year

Unveiling this peculiar association between a first name and clickbait elements in YouTube video titles not only enriches our understanding of online content dynamics but also adds a touch of whimsy to the scholarly discourse.

Figure 1 depicts a scatterplot illustrating the compelling correlation between the popularity of the name "Kareem" and the clickbait nature of Steve Mould's YouTube video titles. The data points form a distinct pattern, affirming the presence of an observable relationship between these variables.

Discussion

The results of this study align with previous research that has delved into the captivating influence of first names and the mesmerizing realm of clickbait in digital media. Our findings echo the insights put forth by Smith (2010), highlighting the subtle yet impactful role of nomenclature in shaping societal perceptions and interactions. The prominence of the name

"Kareem" appears to have wielded an intriguing sway over the clickbait elements in Steve Mould's YouTube video titles, underscoring the fascinating interplay between individual names and digital content dynamics.

Moreover, our results substantiate the observations made by Doe (2015) regarding the compelling allure of attention-grabbing tactics in online platforms. The pronounced correlation between the popularity of the name "Kareem" and the clickbait-y nature of the video titles offers a poignant reflection on the intricate interplay of cognitive triggers and emotional responses in digital media. It seems that the name "Kareem" has woven its enigmatic charm into the fabric of clickbait, crafting a whimsically captivating liaison between nomenclature and online engagement.

Additionally, our findings resonate with the unexpected patterns and correlations expounded upon in "Freakonomics" by Levitt and Dubner—a testament to the enthralling unpredictability that underpins human behavior and societal phenomena. The uncanny relationship unveiled in our study underscores the rich tapestry of human quirks and digital mysteries, treading the fine line between academically rigorous inquiry and the whimsical caprice of human nature.

The presence of such a robust correlation between the popularity of the name "Kareem" and the clickbait elements in Steve Mould's video titles serves as an intriguing departure from conventional scholarly discourse, offering a whimsical lens through which to contemplate the captivating antics of nomenclature and digital engagement. As we navigate the ever-evolving landscape of online content, it is imperative to embrace the unexpected and the whimsical, for therein lies the peculiar charm that enriches the scholarly pursuit of knowledge.

Conclusion

In conclusion, our study has brought to light a captivating correlation between the popularity of the first name "Kareem" and the clickbait-y nature of Steve Mould's YouTube video titles. The results have provided a whimsical peek into the intertwined realms of nomenclature and digital content, demonstrating a robust connection that defies conventional expectations.

The compelling correlation coefficient of 0.7590247 and a significant p-value of less than 0.01 underscore the substantive relationship, indicating that as the popularity of the name "Kareem" waxed and waned, so too did the allure of clickbait in the video titles. This peculiar association not only enriches our understanding of online content dynamics but also injects a dash of levity into the scholarly discourse, much like a well-placed punchline in a dry thesis defense.

While this study has shed light on the intriguing linkage between a first name and clickbait elements in YouTube video titles, it is imperative to acknowledge the inherent complexity of human behavior and digital media. As such, we must approach this correlation with the utmost caution and resist the temptation to jump to hasty conclusions. Correlation does not imply causation, though in this case, it does imply an intriguing affinity

seemingly driven by the mysterious forces of human perception and digital engagement.

With these findings in hand, it is evident that no more research is needed in this area. The curious connection between the name "Kareem" and clickbait in Steve Mould's video titles has been sufficiently explored, leaving us with a delightful twist in the vast tapestry of scholarly inquiry.