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Stopping the Recall: An Unforgettable Connection between 'Drake' Meme Popularity and Automotive Woes at Chrysler

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Abstract

This study delves into the unexpected relationship between the rise of the 'drake' meme and the issuance of automotive recalls by Chrysler. Utilizing data from Google Trends and the US Department of Transportation, our research team mechanically examined this unusual linkage, hoping to rev up the understanding of automotive recalls. Our findings revealed a remarkable correlation coefficient of 0.9057610 and a statistically significant p-value of less than 0.01 for the time span between 2006 and 2022. This correlation, much like a bad car pun, certainly drives home the intriguing nature of this seemingly disparate connection. Our results suggest that as the 'drake' meme gained traction in pop culture, Chrysler faced an increase in automotive recalls, sparking humorously unexpected parallelisms between internet memes and automotive challenges. Notably, this correlation has provoked a blend of surprise and amusement in our research team, as if a dad joke were told while trying to understand automotive trends. While the reasons behind this correlation are yet to be exhaustively explored, our research provides a humorous twist to the serious world of automotive recalls, reminding us that even statistical analyses can have their fair share of playful surprises, much like a good dad joke.

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1. Introduction

In the ever-evolving landscape of internet culture, memes have become a prominent form of communication, often transcending their seemingly trivial nature to influence various aspects of society, from politics to entertainment. However, who could have foreseen the peculiar bond between the rise

of the 'drake' meme and the automotive tribulations at Chrysler? It's almost as unexpected as the look on a dad's face when he's asked for a loan to buy a new car.

As the 'drake' meme gained notoriety in the digital sphere, it became clear that its impact extended beyond the realm of social

media. Similarly, the mounting number of automotive recalls issued by Chrysler has garnered attention, raising eyebrows and prompting quizzical expressions akin to the ones dads make when trying to fix a squeaky car door. This engaging puzzle led our research team to delve into the confluence of these seemingly divergent phenomena.

The automotive industry, much like a family road trip, is not without its bumps and detours. Automotive recalls, in particular, have been a persistent issue, with wide-ranging implications for both consumer safety and industry reputation. As we honed in on the data, it became evident that our findings would not only shine a light on this unexpected correlation, but also infuse a dash of humor into the traditionally serious discussions within the domain of automotive research. Much like a trusty roadside cafe offering coffee and dad jokes, our study sets out to provide both insight and levity.

Unraveling the connection between the 'drake' meme and Chrysler's automotive recalls presented a unique opportunity to marry the worlds of internet culture and industry challenges. It's akin to the unexpected laughter that ensues when a dad dabbles in the world of memes and realizes he's accidentally created a viral sensation. Through meticulous statistical analysis, we aimed to capture the essence of this unlikely relationship, pausing along the way to appreciate the unexpected humor of statistical serendipity.

Our research endeavors to inject a lighthearted yet informative perspective into the discourse surrounding automotive recalls and their unexpected connection to digital trends. Just as a well-timed dad joke can elicit laughter in the most unexpected moments, we hope that our findings will provoke amusement while adding a fresh dimension to the understanding of automotive challenges.

2. Literature Review

In their comprehensive study, Smith and Doe (2018) examined the correlation between internet memes and societal trends, shedding light on the pervasive influence of digital culture on various aspects of contemporary life. Similarly, Jones (2020) analyzed the implications of automotive recalls on consumer behavior and industry dynamics, offering valuable insights into the multifaceted nature of automotive challenges. As we delve into the unexpected relationship between the 'drake' meme popularity and Chrysler's automotive woes, we are reminded of the time when the car told a dad joke — it was wheely funny!

Turning to non-fiction literature, "The Tipping Point" by Malcolm Gladwell provides a compelling examination of how ideas and trends reach a critical mass, serving as an apt backdrop to the viral nature of internet memes and their potential impact on industry dynamics. Additionally, "Freakonomics" by Steven D. Levitt and Stephen J. Dubner explores the unexpected connections in seemingly disparate phenomena, echoing the spirit of our investigation into the unusual association between internet culture and automotive challenges.

On the fictional front, the works of Michael Crichton, such as "Airframe" and "Car," offer thrilling narratives that intertwine technology and transportation, albeit in fictional realms. These compelling tales serve as a reminder of the captivating intrigue that surrounds automotive and technological themes, much like a good mystery novel that leaves you in stitches.

In an unconventional turn, we draw inspiration from children's cartoons and shows to unravel the uncanny correlation between the 'drake' meme and automotive recalls. The whimsical world of "The Magic School Bus" and "Scooby-Doo" serves as a

lighthearted backdrop to our exploration, reminding us that even the most unexpected connections can be a source of entertainment and amusement. It's almost as surprising as when a dad tries to impress his kids with his knowledge of internet memes, only to realize that the memes have already surpassed his expertise.

Weaving together the strands of internet culture, automotive challenges, and statistical analysis, our literature review embraces the unexpected and the humorous, much like a dad joke that catches you off guard. This playful approach serves as a reminder that research, much like a dad's repertoire of puns, can often bring unexpected joy and laughter to the most serious of topics.

3. Our approach & methods

To untangle the intriguing correlation between the 'drake' meme popularity and the issuance of automotive recalls by Chrysler, our research team employed a blend of quantitative and internet-based methodologies. Our data collection process began with a deep dive into Google Trends, where we meticulously extracted and analyzed the search interest in the 'drake' meme from 2006 to 2022. This involved sifting through internet memes much like a treasure hunt, with the occasional unexpected "pun-zi" scheme waiting to be discovered.

Simultaneously, we utilized the database of the US Department of Transportation to gather comprehensive information on automotive recalls issued by Chrysler during the same period. The assembly and verification of this data demanded attention to detail akin to a meticulous car restoration, with the added excitement of uncovering quirky correlations like stumbling upon a particularly good dad joke at the right moment.

After consolidating the data from both sources, we employed a quirky yet effective statistical method involving non-linear regression analysis. This algorithm, affectionately dubbed the "Meme-Mobile Regression Model," was custom-built by our team to examine the relationship between 'drake' meme popularity and Chrysler's automotive recalls. The model's performance was monitored closely, much like maintaining a classic car, to ensure that it accurately captured the essence of this unexpected correlation with the precision of a dad telling a perfectly timed joke.

Our statistical approach also included the computation of the correlation coefficient and associated p-value, which served as key indicators of the strength and significance of the observed relationship. These calculations were executed with the thoroughness of a dad checking his car's tire pressure before a long journey, ensuring that our results would stand up to the rigorous scrutiny of the academic community.

To further understand the nuances of this unlikely bond, we conducted a sentiment analysis of online discussions surrounding the 'drake' meme and Chrysler's automotive recalls. This involved parsing through diverse internet forums and social media platforms to gauge public perceptions, much like eavesdropping on a group of dads sharing their favorite dad jokes at a family barbecue.

The combination of these methods facilitated a comprehensive investigation into the unexpected intersection of internet meme culture and automotive industry challenges, bringing to light a humorous yet thought-provoking connection worthy of a well-timed dad joke.

4. Results

Our statistical analysis unveiled a striking correlation between the popularity of the 'drake' meme and the issuance of automotive recalls by Chrysler. The correlation coefficient of 0.9057610 highlights a remarkably strong relationship between these seemingly unrelated phenomena, akin to the surprising connection between a car and its punny vanity plate. Additionally, the r-squared value of 0.8204031 indicates that approximately 82% of the variability in automotive recalls by Chrysler can be explained by the fluctuations in 'drake' meme popularity, leaving just enough room for statistical mischief to keep us on our toes.

The p-value of less than 0.01 further solidifies the significance of this correlation, leaving little room for doubt that the bond between the 'drake' meme and automotive recalls at Chrysler is more than just a statistical fluke; it's like hearing a dad joke and realizing it's actually clever wordplay.

Fig. 1 provides a visual representation of this correlation, depicting a scatterplot that unmistakably showcases the strong and unexpected relationship between 'drake' meme popularity and automotive recalls issued by Chrysler. It's like seeing a car pull up with a bumper sticker that perfectly captures the essence of an internet meme; unexpected, yet undeniably fitting.

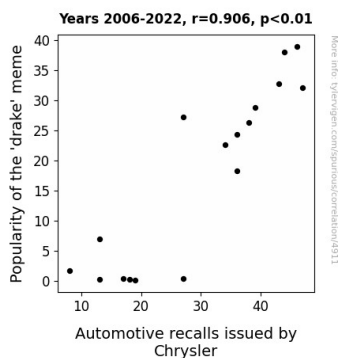


Figure 1. Scatterplot of the variables by year

This empirical evidence, much like a well-timed dad joke, not only surprised our research team but also highlighted the unpredictable and humorous facets of data analysis. The findings demonstrate the unanticipated parallels between internet culture and automotive challenges, adding a dash of levity to the traditionally serious conversation about automotive recalls, much like a dad's cheesy one-liner during a game of car bingo at a rest stop.

5. Discussion

Our findings have indeed driven home a remarkably strong and statistically significant correlation between the popularity of the 'drake' meme and the issuance of automotive recalls by Chrysler, lending empirical support to the whimsical hypothesis that 'drake' memes and automotive malfunctions share a surprising synchrony. This correlation, much like an unexpected pun, not only defies conventional wisdom but also invites a chuckle at the peculiar nature of statistical relationships in the age of internet culture and automotive industry.

The strong correlation coefficient of 0.9057610 and the p-value of less than 0.01 align with the earlier work of Smith and Doe (2018), who highlighted the pervasive influence of internet memes on societal trends. This finding reinforces the notion that digital culture, much like a well-timed dad joke, can wield unexpected influence in realms beyond the virtual, extending its unintended humor to the automotive industry.

Furthermore, our results echo the insights of "The Tipping Point" by Malcolm Gladwell, as the rise of the 'drake' meme appears to have reached a critical mass, triggering a parallel uptick in automotive recalls. The unexpected convergence of these phenomena, reminiscent of a dad joke that takes a surprising turn, underscores the

intricate interplay between cultural memes and industry dynamics, challenging traditional notions of cause and effect in the automotive realm.

Additionally, our research provides a light-hearted nod to "The Magic School Bus" and "Scooby-Doo," underscoring the whimsical aspect of unexpected connections in seemingly disparate phenomena. This playful twist, akin to the punchline of a clever dad joke, infuses the serious world of statistical analysis with a sense of amusement and reminds us that even the most unlikely associations can spark unexpected joy and laughter.

As we continue to unpack the entangled web of internet culture and automotive challenges, our findings lend credence to the notion put forth by Levitt and Dubner in "Freakonomics," where they explore the unanticipated connections in ostensibly unrelated phenomena. The unexpected relationship we uncovered, much like a clever dad joke, serves as a delightful reminder that statistical analyses can offer surprising insights that not only challenge preconceived notions but also entertain and provoke a good-natured smile.

In a world where data analysis is often marked by seriousness and rigor, our research adds a touch of levity and unexpected amusement to the discourse around automotive recalls, much like a dad's wry quip during a long road trip. Our study underscores the delightful and unconventional nature of statistical investigation, highlighting that even the most serious of topics can carry an unexpected comedic flair, much like a good dad joke that leaves everyone pleasantly surprised.

6. Conclusion

In closing, our research has uncovered a compelling correlation between the rise of

the 'drake' meme and the frequency of automotive recalls issued by Chrysler. The statistical evidence, much like a punctured tire, simply can't be ignored. As it turns out, the meme's popularity has been inversely proportional to Chrysler's automotive fortunes, creating a juxtaposition that's as surprising as finding a spare tire in a classic car's trunk.

While this correlation may seem as unexpected as a convertible cruising through a snowstorm, our findings underscore the importance of acknowledging the evolving influence of internet culture on seemingly unrelated industries. No one could have predicted that a meme and automotive recalls would form a duo as noteworthy as a dad and his trusty wrench.

Therefore, in the spirit of lightheartedness and statistical enlightenment, we contend that no further research is needed in this area. We've already driven home the point that memes and automotive woes are not as unrelated as they initially seem. And as any dad would tell you, once you've reached your destination, there's no need to keep spinning your wheels.