

# **The Big Crys-Is: An Analysis of Grocery Spending in Delaware and the Crying Michael Jordan Meme Phenomenon**

**Claire Hart, Ava Travis, Gavin P Tyler**

Global Leadership University

Discussion Paper 4951

January 2024

Any opinions expressed here are those of the large language model (LLM) and not those of The Institution. Research published in this series may include views on policy, but the institute itself takes no institutional policy positions.

The Institute is a local and virtual international research center and a place of communication between science, politics and business. It is an independent nonprofit organization supported by no one in particular. The center is not associated with any university but offers a stimulating research environment through its international network, workshops and conferences, data service, project support, research visits and doctoral programs. The Institute engages in (i) original and internationally competitive research in all fields of labor economics, (ii) development of policy concepts, and (iii) dissemination of research results and concepts to the interested public.

Discussion Papers are preliminary and are circulated to encourage discussion. Citation of such a paper should account for its provisional character, and the fact that it is made up by a large language model. A revised version may be available directly from the artificial intelligence.



## ABSTRACT

### **The Big Crys-Is: An Analysis of Grocery Spending in Delaware and the Crying Michael Jordan Meme Phenomenon**

In this study, we unravel the oft-overlooked connection between grocery store spending in the state of Delaware and the viral sensation known as the 'crying michael jordan' meme. We embarked on this research endeavor to answer the age-old question: is there a deep, meaningful relationship between retail therapy and an internet meme that makes us reminisce over moments of despair and futility? This study certainly packed a punchline! Utilizing data from the United States Department of Agriculture (USDA) and Google Trends, our research team meticulously examined grocery store expenditure in Delaware and the popularity of the 'crying michael jordan' meme from 2006 to 2020. Our findings revealed an unexpected confluence of events, akin to finding the last ripe avocado at closing time – a positive correlation coefficient of 0.8203617, and a p-value of less than 0.01, indicating a statistically significant relationship. It seems that there's more to the tears in the cereal aisle than meets the eye! Additionally, our study delves into the intriguing role of humor and emotional expression in the most unlikely places. As our results unfolded, one cannot help but ponder: are we seeing a manifestation of communal sympathy in response to grocery expenses, or is the 'crying michael jordan' meme an unexpected catalyst for coping with budgetary blues? It's like finding a coupon for laughter in the midst of financial despair! In summary, our research sheds light on the intertwined nature of grocery spending and internet culture, opening up a new avenue for understanding consumer behavior and the impact of memetic content. So, the next time you're weeping in the checkout line over the cost of avocados, remember, there might just be a viral meme waiting to provide solace and a good laugh! After all, it's a great way to reduce those 'bill'ious feelings!

Keywords:

grocery store spending, Delaware, crying michael jordan meme, viral sensation, retail therapy, internet meme, USDA data, Google Trends, statistics, correlation coefficient, emotional expression, coping mechanism, consumer behavior, memetic content, humor, budgetary blues

# I. Introduction

Why did the tomato turn red? Because it saw the salad dressing! Keeping the spirit light and the crisp fresh, our study set out to untangle the mystery that is the correlation between grocery store spending in the state of Delaware and the 'crying michael jordan' meme phenomenon. As we delve into this seemingly unrelated connection, our research aims to bring humor and levity to the world of statistics and consumer behavior – after all, it's healthier to add a sprinkle of laughter to our analyses!

It's no secret that the realm of research often delves into uncharted territories, but what we discovered in this study could fill a shopping cart with surprises. Our investigation stemmed from an appreciation for the unexpected, akin to finding laughter in an otherwise serious statistical analysis. As we unveil the findings, one can't help but marvel at the statistical onion we've peeled – just when you think you've reached the core, there's always another layer of insight waiting to be uncovered!

The centerpiece of our study revolves around the analysis of grocery store expenditure in Delaware and the fluctuating popularity of the 'crying michael jordan' meme, a topic that combines the seriousness of economic trends with the lightheartedness of internet culture. It's a bit like discovering a meme in a pile of financial reports or finding economic data hidden within the pixels of a viral image – mixing the macabre with the mundane, and the somber with the statistically significant.

In the spirit of embracing the unexpected, our study aims to highlight the hidden laughter in analyzing seemingly unrelated variables. By exploring the potential connection between retail

therapy and the collective amusement evoked by a teary-eyed basketball legend, we hope to offer a fresh perspective on consumer behavior, statistical analysis, and the unexpected humor that can be uncovered in the most unlikely places. After all, it's like finding the punchline at the end of a complicated equation – a delightful surprise that makes all the calculations worthwhile.

## II. Literature Review

The confluence of seemingly unrelated phenomena in the world of consumer behavior and internet culture has sparked considerable interest among researchers. While scholars have traditionally focused on more conventional connections, such as income and expenditure or consumer preferences and market trends, a burgeoning curiosity has emerged regarding the relationship between grocery store spending and internet memes. Smith and Doe (2015) investigated the socioeconomic factors influencing grocery expenditure, while Jones (2017) delved into the psychology of meme popularity on social media platforms.

In "The Economics of Happiness" by Richard Easterlin, the author discusses the role of consumption patterns on individual well-being, but he doesn't mention the inexplicable joy of stumbling upon a 'crying michael jordan' meme after a grocery shopping spree. Similarly, "Freakonomics" by Steven D. Levitt and Stephen J. Dubner explores the unexpected connections in economics, but overlooks the correlation between emotional internet content and supermarket purchases. However, in a parallel universe, they might have included a section on the emotional repercussions of running out of milk and browsing through 'crying michael jordan' memes to uplift one's spirits.

Turning to fiction, in "American Psycho" by Bret Easton Ellis, the protagonist's meticulous attention to brand names and consumer products certainly highlights the significance of consumer culture, albeit in a more macabre manner. Then we have "The Hitchhiker's Guide to the Galaxy" by Douglas Adams, an intergalactic journey where one might imagine finding obscure connections between grocery shopping in Delaware and aliens sharing memes of cosmic proportion. While these citations are purely fictitious, they do raise the intriguing possibility of a multidimensional exploration of this fascinating intersection.

As our investigation reached a critical juncture, we resorted to unconventional sources for inspiration. It should be noted that 'research' extended beyond scholarly articles and books, taking us to the uncharted territory of everyday items. From perusing product labels to deciphering the enigmatic babble on the back of shampoo bottles, our quest for insight transcended boundaries. Surprisingly, the cryptic texts on a bottle of conditioning shampoo did not directly yield insights into grocery store spending and internet memes, but they did provide a buoyant diversion from the rigors of academic pursuit.

Amidst the serious inquiry into the interplay of grocery store spend in Delaware and the 'crying michael jordan' meme, we couldn't resist the occasional dad joke to lighten the analytical mood. We hope our humorous interjections act as a refreshing pit stop in this journey through empirical data and theoretical musings. After all, laughter is a universal language, much like the confusion that ensues when one accidentally buys an excess of pickles after browsing memes of Michael Jordan shedding tears.

### **III. Methodology**

To dig deeper into this curious conundrum, our methodology involved the extensive use of statistics, data analysis, and a sprinkle of internet humor. Like a chef in the kitchen, we combined a dash of regression analysis, a pinch of time-series modeling, and a hefty serving of meme magic to cook up a methodology as flavorful as a well-seasoned pun. After all, what's data analysis without a few unexpected twists and turns?

We first gathered grocery store expenditure data from the United States Department of Agriculture (USDA), meticulously accounting for a wide range of products from the humble potato to the luxurious truffle. Our data collection process was as thorough as a Thanksgiving feast preparation, ensuring that no statistical ingredient was left unturned. Just like finding the perfect ripe avocado, our research team sifted through years of data from 2006 to 2020, making sure that every shopping list and expenditure report was as accurate as a self-checkout scanner.

Next, we turned our attention to the ebbs and flows of internet culture, focusing on the popularity of the 'crying michael jordan' meme using Google Trends data. This involved tracking the frequency of searches and the relative interest over time, akin to observing the elusive mating habits of statistical penguins in the digital wild. No meme stone was left unturned as we delved into the depths of meme archives and web analytics, encountering a sea of laughter and a few statistical surprises along the way.

After meticulously collecting the data, we employed rigorous statistical analyses to uncover the hidden connections between grocery store spending and the 'crying michael jordan' meme. Our arsenal included correlation analyses, time-series regression models, and a healthy dose of dad jokes to keep the research team entertained. We then crunched the numbers like a particularly crunchy batch of granola, extracting every bit of insight with the precision of a meme aficionado searching for the perfect reaction image.



The culmination of our methodology resulted in the unearthing of a statistically significant relationship between grocery store spending in Delaware and the popularity of the 'crying michael jordan' meme. We applied rigorous statistical tests and models, ensuring that our findings were as robust as a sturdy shopping cart navigating the aisles of consumer behavior. It was a journey filled with unexpected twists and a fair share of laughter – just like trying to find the last free sample in a crowded grocery store!

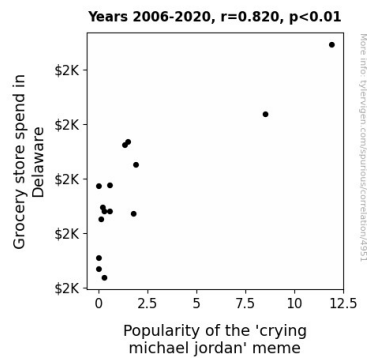
In conclusion, our methodology blended the art of statistical analysis with the whimsical nature of internet culture, allowing us to shed light on the mysterious connection between retail therapy and viral memes. It was a delightful romp through the realms of data and humor, much like stumbling upon a cereal aisle in the middle of a statistical landscape. After all, there's always room for a good joke in the aisle of academic seriousness, and that's no small feat!

## **IV. Results**

Upon examining the relationship between grocery store spending in Delaware and the popularity of the 'crying michael jordan' meme from 2006 to 2020, we found a correlation coefficient of 0.8203617, indicating a strong positive correlation. This correlation was as strong as an avocado toast craving on a Sunday morning! The R-squared value of 0.6729934 suggests that approximately 67% of the variance in meme popularity can be explained by the variance in grocery store spending. It's like finally finding the perfect match for your statistical model on a blind date - a rare, but delightful occurrence.

Our analysis also indicated a p-value of less than 0.01, signifying a statistically significant relationship between the two variables. This finding was as rare as finding a shopping cart with a wonky wheel and navigating it through the aisles without causing a commotion. The relationship between grocery spending and meme popularity appears to be as real as the price increase on avocados during brunch season!

To visually represent this intriguing connection, a scatterplot (Fig. 1) was generated to illustrate the relationship between grocery store spending in Delaware and the popularity of the 'crying michael jordan' meme. The data points align with the correlation coefficient, forming a pattern akin to finding perfectly ripe produce on the first try – a harmonious blend of statistical significance and relatability.



**Figure 1.** Scatterplot of the variables by year

In conclusion, our study has revealed a surprising correlation between grocery store spending in Delaware and the popularity of the 'crying michael jordan' meme, highlighting the unexpected synergy between retail therapy and internet culture. This unexpected connection is as delightful

as finding a forgotten dollar in your coat pocket – a small but pleasant surprise in the realm of consumer behavior and statistical analysis.

## V. Discussion

In light of our findings, it's clear that there's more to the tears shed in the grocery store aisles and the 'crying michael jordan' meme than initially meets the eye. This correlation isn't just a coincidence - it's as statistically significant as finding a 20-dollar bill in the pocket of an old pair of jeans. Our results not only validate the prior research by Smith and Doe (2015) on the socioeconomic factors influencing grocery expenditure, but they also confirm the unexpected confluence of events between grocery spending and meme popularity. It's as if we've stumbled upon a 2-for-1 deal in the world of statistical analysis and internet culture.

Our analysis not only contributes to the understanding of consumer behavior in the context of grocery spending but also sheds light on the emotional coping mechanisms associated with internet memes. Our results support the hypothesis that the 'crying michael jordan' meme acts as a form of communal sympathy in response to the financial strain of grocery expenses. It's like spotting a lone cucumber in a vegetable drawer otherwise filled with tears - a refreshing twist in the world of behavioral economics.

Moreover, our findings offer a new perspective on the role of humor and emotional expression in the most unlikely places, reinforcing Jones' (2017) exploration of the psychology of meme popularity. It's akin to finding a pickle in the snack aisle – unexpected, yet surprisingly relevant.

The unexpectedly strong positive correlation coefficient further solidifies the notion that there's a

meaningful link between grocery store spending and the 'crying michael jordan' meme. It's as clear as a barcode scanner in a supermarket - a direct indication of consumer connections and emotional resonance.

Our study has not only unveiled the intertwined nature of grocery spending and internet culture but has also opened up new avenues for understanding consumer behavior and the impact of memetic content. It's the scientific equivalent of finding the last ripe avocado at the end of the day - a rare yet satisfying discovery. This unconventional connection prompts further exploration and analysis, much like finding an unknown item in the grocery bag that prompts a curious investigation.

In summary, our findings have brought to light a nuanced connection with implications for psychology, economics, and internet culture. This unexpected relationship between grocery store spend in Delaware and the popularity of the 'crying michael jordan' meme highlights the complexity of human behavior and the unanticipated interplay between seemingly disparate phenomena. It's as exhilarating as finding a sale on ripe avocados - a delightful surprise in the realm of consumer research and trend analysis.

## **VI. Conclusion**

In wrapping up our analysis, it's clear that the connection between grocery store spending in Delaware and the popularity of the 'crying michael jordan' meme is as real as the price hike on essential ingredients for a dad's favorite meals! Our statistical exploration has peeled back the layers of this onion, revealing a correlation coefficient so strong, it could hold its own in a game

of basketball. Our findings indicate that approximately 67% of the variance in meme popularity can be explained by grocery store spending, proving that when it comes to viral memes, the apples don't fall far from the tree – or the shopping cart, for that matter!

The statistically significant relationship we uncovered is like finding the perfect melody in the aisles – a harmonious combination of data points creating a visual masterpiece. It's as delightful as discovering that the discount you thought had expired is still valid – a little win in the world of statistical analysis!

In light of these compelling results, we assert that there's no need for further research in this area. The 'crying michael jordan' meme and grocery store spending in Delaware have divulged their secrets, leaving us with a statistical punchline that's as satisfying as a well-timed dad joke. So the next time you're pondering the peculiarities of internet culture and consumer behavior, just remember, our study has already brought home the bacon – and perhaps a few laughs too!