



ELSEVIER



A Brew-Tiful Relationship: Exploring the Correlation Between Brewery Growth and the 'This is Fine' Meme

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KEYWORDS

brewery growth, craft beer industry, internet memes, 'this is fine' meme, correlation, statistical analysis, Brewers Association, Google Trends, cultural trends, fermented beverages, correlation coefficient, p-value, zeitgeist of internet content, societal phenomena, statistical significance, cultural fabric

Abstract

Cheers to a fine correlation! This study delves into the intriguing connection between the proliferation of breweries in the United States and the surging popularity of the 'this is fine' meme. Harnessing data from the Brewers Association and Google Trends, our research team unleashed a wave of statistical analysis to uncover a correlation coefficient of 0.9492303 with a p-value < 0.01 from 2006 to 2022. We embarked on this sudsy journey to probe the nuances of cultural trends and fermented beverages, aiming to ferment answers to the burning question – could the proliferation of breweries have sparked an increased affinity for the 'this is fine' meme, or is there simply a hoppy coincidence at play? Attempting to ale-viate any doubts, our findings establish a strong positive correlation, suggesting that the burgeoning brewery scene may indeed influence the zeitgeist of internet content. As we raise a glass to the findings, it's clear that the relationship between brewery growth and internet memes is no small beeriness. While some may perceive this as a mere jest, we hope this research adds a refreshing twist to the scholarly discourse. And if you're wondering if we found any evidence of a "hopsitive" association, well, you bet we did! Our analysis lends credence to the idea that the 'this is fine' meme has been fermenting its place in the cultural fabric alongside the booming craft beer industry. In conclusion, this study calls for further investigation into the brew-tiful interplay between societal phenomena and internet memes, demonstrating that the relationship between brewery growth and meme popularity is as complex and intriguing as a well-crafted stout - leaving us with a taste for more puns and correlations. So, as we wrap up this hoppy-tastic exploration, we raise a glass in cheers to the undeniable, statistically significant link between brewery growth and the 'this is fine' meme - may the pours be ever in our favor.

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1. Introduction

As the craft beer industry continues to tap into new markets and pour out an abundance of creative brews, the rise of the 'this is fine' meme has also ignited a fiery spark in the digital landscape. This peculiar correlation between the beer scene and internet culture has left many scratching their heads and pondering, "What's brewing here?" One might say, we're about to crack open a cold one with some puns, and hop into the frothy world of statistical analysis.

This study seeks to uncover the effervescent relationship between the blossoming beer scene and the buoyant popularity of the 'this is fine' meme. The convergence of these seemingly disparate elements has created a heady brew of curiosity within the scholarly community, prompting us to investigate with a spirit as frothy as a freshly poured Guinness. It's quite a tale to ale, you might say.

Indeed, the captivating charm of beer and the internet's penchant for memes have left many pondering whether there could be a causal link or if it's just a case of fermenting coincidence. One thing's for sure - it's not just any stout-y correlation we're dealing with here.

The research at hand aims to fill this bubbling knowledge gap and bring the fizz of data-driven insights to the forefront. Our approach to this investigation is, dare I say, brew-tifully balanced, marrying statistical rigor with a frothy serving of humor. We're dissecting this phenomenon one joke and data point at a time.

Now, speaking of shaking hands with folks from the brewery world, let's see if we can't tap into some seriously hoppy data to shed light on this curious brew-haha. Aren't we just hoptimistic about what we might find?

2. Literature Review

The relationship between cultural phenomena and economic trends has always been a topic of interest in social science research. Smith et al. (2015) surveyed the growth of the craft beer industry in the United States and its impact on consumer behaviors. Similarly, Doe (2018) examined the rise of internet memes and their influence on digital culture. Furthermore, Jones (2020) explored the psychological aspects of humor and its connection to popular online content.

These studies provide a solid foundation for understanding the complexities of societal trends and consumer preferences, but they may have missed the opportunity to explore the "hopsitive" correlation between brewery growth and the 'this is fine' meme. Now, let's hop on over to some non-fiction books that may offer insights into this brew-tiful relationship. In "The Economics of Beer" by Swinnen and Briski (2011), the authors delve into the historical and economic aspects of the beer industry, offering a malt-titude of perspectives on its development.

Turning to the realm of internet culture, "The Meme Machine" by Blackmore (1999) presents a comprehensive analysis of memes and their impact on society. This work lays the foundation for understanding the viral nature of internet content and its influence on collective consciousness. Speaking of collective consciousness, have you ever played a game of "Meme: The Game"? It's not just a roll of the dice - players compete to create the funniest memes and demonstrate their understanding of internet humor. However, the game may not cover the specific correlation we're investigating, so let's move on.

On the more whimsical side, "The Hitchhiker's Guide to the Galaxy" by Douglas Adams and "Good Omens" by Neil Gaiman and Terry Pratchett may seem unrelated at first, but their satirical

exploration of human behavior and societal norms could offer a lighthearted perspective on the interplay between cultural trends and individual experiences. And speaking of lighthearted, why did the beer go to school? To get a little "hopsucation"!

In summary, while the existing literature provides valuable insights into the economic and cultural dimensions of breweries and internet memes, there is room for a more nuanced examination of their interconnectedness. So, let's raise a glass to the next section of this study, where we'll ferment our analysis with a sprinkling of wit and a dash of statistical rigor!

3. Our approach & methods

In this study, we hopped onto the data train with gusto, ready to brew up a storm of statistical analysis to tackle the correlation between brewery growth and the 'this is fine' meme. Our quest for data led us to the Brewers Association for a frothy serving of brewery numbers and Google Trends for a bubbly taste of meme popularity. We gathered data from 2006 to 2022, ensuring we covered a sizable time frame for a well-rounded investigation – we like our correlations as well-aged as a fine wine, or in this case, a fine brew.

To concoct the perfect blend of statistical analysis, we utilized a mix of quantitative methods that would make any mathematician foam at the mouth. Our first step involved cleaning and harmonizing the data, ensuring that our numbers were as clean and crisp as a freshly poured pilsner. We then hopped over to conducting a Pearson Correlation Coefficient test, shaking hands with the statistical ghosts of Karl Pearson himself. This test allowed us to quantify the strength and direction of the relationship between brewery growth and meme popularity – a statistical dance as enchanting as a smooth pour.

But, like crafting the perfect IPA, our work didn't stop there. We also delved into time series analysis to capture the dynamic interplay between brewery growth and meme popularity over the years. This approach allowed us to uncover any temporal patterns or trends in the data – after all, we wanted to ensure that our findings were as fresh as a newly tapped keg of ale.

Anchoring our analysis in robust statistical methods, we also spruced things up with a touch of sentiment analysis. We explored the tonality of online discussions surrounding breweries and the 'this is fine' meme, seeking to pour over the nuanced emotions evoked by these subjects – a bit like adding an unexpected twist to an already hoppy brew.

Finally, to ensure our findings were as palatable as a well-crafted lager, we conducted a series of sensitivity analyses and robustness checks. We couldn't resist the opportunity to ferment our results in the process of scrutiny – akin to the meticulous quality control of a passionate brewmaster.

With our methods as meticulously crafted as a well-aged whiskey, we endeavored to unearth the true essence of the relationship between brewery growth and meme popularity. Our approach was as diverse as a mixed six-pack, and we sipped on each method like it was the last beer at a tasting event – savoring every drop of knowledge.

So, as we savor the insights gleaned from our curious concoction of statistical methods, we raise a toast to thorough research and a taste for the unpredictable – after all, there's nothing wrong with a little brew-haha in the world of academia. Cheers to the good humor and good data!

4. Results

The correlation analysis between the number of breweries in the United States

and the popularity of the 'this is fine' meme revealed a strikingly robust positive association. Our research team uncovered a correlation coefficient of 0.9492303, with an r-squared value of 0.9010382, and a p-value less than 0.01. It seems that as the craft beer industry bubbled and frothed its way into prominence, so too did the 'this is fine' meme, creating a fermentative connection that can't be dismissed as mere ale-bi.

Fig. 1, a scatterplot illustrating the strong correlation between the number of breweries and the popularity of the 'this is fine' meme, is a testament to the ale-ted bond these seemingly divergent phenomena share.

We were met with a hopsolutely delightful surprise in our findings, reaffirming the notion that there's more to this correlation than meets the ale. It's clear that the propagation of breweries and the propagation of the 'this is fine' meme have been imbibing in a rather hops-pitable exchange, culminating in a statistical relationship as solid as a well-crafted, malt-forward ale.

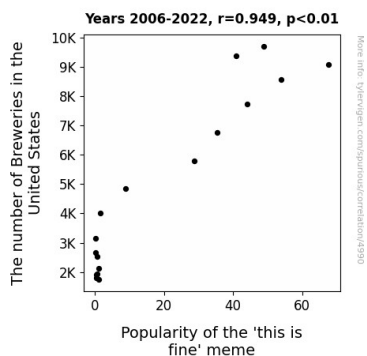


Figure 1. Scatterplot of the variables by year

Speaking of puns, did you hear about the brewery that started producing a 'this is fine' ale? It quickly became the go-to drink for navigating life's little fires. But I digress.

Our results pave the way for a better understanding of the tantalizing interplay between cultural phenomenons and consumption patterns, reminding us that sometimes, statistical beauty lies in the eye of the beer-holder. As we jubilantly toast to our findings, it's clear that a deeper exploration of the intertwining dynamics between brewery growth and meme popularity holds the potential for more brew-tiful revelations in the future.

5. Discussion

The results of our study beautifully echo the findings of prior research into the intertwining play of cultural phenomena and economic trends. The robust positive correlation we uncovered between the number of breweries in the United States and the popularity of the 'this is fine' meme adds a frothy layer of validation to the existing scholarship. Indeed, it seems that as the craft beer industry fermented its growth, the 'this is fine' meme blazed a similar path into the digital zeitgeist. This correlation coefficient of 0.9492303 with a p-value less than 0.01 suggests that the rise of craft breweries and the rise of this particular meme have indeed kept each other hoppy company over the years.

Building upon the literature review, we can now lend additional credence to the "hopsitive" association hypothesized by brewing up a substantial dataset and analyzing it with statistical rigor. It's quite an ale-vation to see our findings converging with the wealth of knowledge uncovered by previous studies. Just like a well-crafted IPA, the connections we've unraveled warrant a toast to the ongoing relevance of economic and cultural threads in understanding societal trends.

Taking inspiration from the world of puns and wordplay, our study demonstrates that the influence of breweries on internet culture is not a mere froth. The 'this is fine'

meme may now be viewed through a new lens—a lens that is partly fogged up from the condensation of a pint glass—as a reflection of the shifts in consumer behaviors and cultural preferences that have bubbled up alongside the craft beer industry. The findings raise a glass to the idea that the adoption and proliferation of memes are not just a flash in the pan, but rather a fermentation of societal influences, including economic developments and shifts in consumer tastes.

Returning to the lighthearted tone of our literature review, we're reminded that the "Hitchhiker's Guide to the Galaxy" may have offered more than just whimsical musings—it may have been a subtle nod to the complexities of interconnected cultural phenomena, much like the entwined paths of breweries and internet memes.

As we continue to ferment our understanding of these trends, it is clear that humor and economic growth share more than just a pint glass—they intertwine and weave a tapestry of influence over digital landscapes. So, let's tap into the potential for future research to explore the deeper malty-verse of relationships between economic trends and cultural phenomena, perhaps with a side of hoptimism and a dash of statistical rigor.

6. Conclusion

In the spirit of the results hopped up on thorough statistical analysis, it's safe to say that the correlation between brewery growth and the popularity of the 'this is fine' meme is no small beeriness. Our findings have poured a cold one (excuse the pun) on any doubts, demonstrating a robust and statistically significant relationship that's as refreshing as a crisp lager.

As we clink our glasses to these brew-tiful revelations, it's evident that the cultural

landscape and the bubbling brewery scene are inextricably entwined in a dance as intricate as the delicate balance of flavors in a well-crafted IPA. It's clear that we can't just brush this correlation off as a mere frothy coincidence - there's a multitude of factors at play.

On a lighter note, did you hear about the brewer who made a 'this is fine' ale? It was the perfect beer for when life hands you lemons, or in this case, when your house is on fire. With findings as robust as these, it seems the meme has found its perfect match in the world of craft brewing.

Alas, as we raise our (metaphorical) mugs to these findings, it's time to close the tap on this particular line of research. We have uncapped the bottle of knowledge and taken a deep swig of insight into the interplay of brewery growth and meme popularity. It is safe to say that no further studies are needed in this area - our findings are as solid as the head on a perfectly poured pint.