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# The 'Harambe' Effect: An Unbearable Tale of Memes and Mail

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## KEYWORDS

'Harambe' meme, internet culture, popular culture, labor trends, workforce dynamics, digital age, Google Trends, Bureau of Labor Statistics, correlation coefficient, mail services, postmasters in Arizona, impact of memes, internet influence, whimsical nature

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## Abstract

The 'Harambe' meme, born from tragic circumstances but widely embraced across the internet, has left many mystified by its remarkable impact. This study investigates the unexpected and seemingly inconceivable link between the popularity of the 'Harambe' meme and the number of postmasters in Arizona. Using data from Google Trends and the Bureau of Labor Statistics, our research team unveiled a striking correlation between the two variables, with a correlation coefficient of 0.9964456 and  $p < 0.01$  from 2016 to 2022. Our findings raise intriguing questions about the influence of internet culture on labor trends and the distribution of mail services. This research not only sheds light on the unexpected connections between popular culture and workforce dynamics but also brings to the forefront the whimsical nature of the digital age.

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## 1. Introduction

### INTRODUCTION

The rise of internet memes has undoubtedly added a new dimension to popular culture, permeating across digital platforms and seeping into the everyday lives of individuals. One such meme that has captured the attention of the public is the

'Harambe' meme, a phenomenon that emerged from the unfortunate passing of a gorilla at the Cincinnati Zoo in 2016. What ensued was a wave of internet humor and a proliferation of 'Harambe' references across the vast expanse of cyberspace.

In the realm of internet phenomena, the 'Harambe' meme stands as a symbol of the unpredictable and often perplexing nature of

online humor. As researchers, we found ourselves grappling with the question: could such a seemingly frivolous and lighthearted meme have any bearing on tangible, real-world phenomena? Moreover, could this peculiar meme hold any influence over the labor force, particularly within the domain of mail services in the state of Arizona?

Our investigation delved deep into this unlikely juxtaposition of internet meme culture and the world of postal services, a connection that elicits both curiosity and amusement. We found ourselves on a journey akin to deciphering the enigmatic allure of a puzzle, one with seemingly incongruous pieces that remarkably managed to fit together.

The premise of our study was simple but perplexing in its essence: to explore the correlation between the popularity of the 'Harambe' meme, as measured by Google Trends data, and the number of postmasters in the state of Arizona, as documented by the Bureau of Labor Statistics. To our astonishment and delight, the exploration of this seemingly absurd and whimsical connection led to the revelation of an astonishing correlation.

As we embarked on this venture, we were filled with equal parts trepidation and anticipation, much like an explorer venturing into uncharted territory, uncertain of what they might uncover. Little did we expect that we would be navigating through the uncharted waters of internet culture only to find ourselves marooned on the shores of postal employment data, armed with statistical analyses and a penchant for uncovering the unexpected.

The remarkable correlation coefficient of 0.9964456, accompanied by a p-value of less than 0.01, left us in a state of bemusement and wonder. It was as if the 'Harambe' meme and the number of postmasters in Arizona had forged an invisible thread, intertwining their fates in a

manner that defied the bounds of conventional logic and made a mockery of our preconceived notions.

In the midst of this scholarly pursuit, we were confronted with a realization that transcended the boundaries of our initial inquiry. As we ventured deeper into the labyrinth of meme culture and labor statistics, we were forced to grapple with the whimsical nature of the digital age and the profound impact of internet phenomena on the fabric of societal norms.

The unveiling of our findings not only serves to unravel the peculiar connection between the 'Harambe' meme and the number of postmasters in Arizona but also underscores the quirky and capricious influence of internet culture on the intricate web of labor dynamics. It is a reminder that in the vast and boundless realm of the internet, the unthinkable can weave its way into the fabric of reality, leaving researchers and onlookers alike in a perpetual state of wonderment.

## 2. Literature Review

### LITERATURE REVIEW

The investigation into the enthralling correlation between the 'Harambe' meme and the number of postmasters in Arizona rests upon a foundation of literature that traverses the realms of internet culture, labor dynamics, and the whimsical nature of digital phenomena. Smith et al., in their seminal work "Memes and Their Societal Implications," delve into the societal impact of internet memes, illuminating the intricate ways in which seemingly frivolous online content can seep into the fabric of daily life. Their findings lay the groundwork for our exploration of the 'Harambe' meme's unforeseen connection to labor data, prompting us to probe deeper into the profound influence of digital phenomena on tangible, real-world outcomes.

Doe's comprehensive study "Labor Trends in the Digital Age" offers valuable insights into the evolving landscape of labor dynamics in the era of digitalization. The work delves into the uncharted territories of internet culture's influence on workforce trends, setting the stage for our investigation into the peculiar correlation between the 'Harambe' meme and the number of postmasters in Arizona. Doe's research serves as a poignant reminder of the ever-shifting dynamics of labor in a digital age, spurring us to unravel the unexpected connections lurking beneath the veneer of internet humor.

Jones et al., in "The Quirks and Quandaries of Internet Phenomena," navigate the capricious waters of internet culture, shedding light on the enigmatic allure of online phenomena and their oft-unanticipated repercussions. Their work provides a lens through which we scrutinize the 'Harambe' meme's influence on the labor force, igniting our curiosity to discern the improbable link between a lighthearted internet jest and the world of postal employment.

Transitioning from the realm of scholarly discourse to the whimsical landscape of non-fiction literature, we encounter "Postmasters of the Southwest: A Historical Perspective" by Williams, a compelling exploration of the historical role of postmasters in the Southwest region. While seemingly unrelated to internet memes at first glance, the book's exploration of postal services in the region forms a serendipitous bridge to our current inquiry, offering a nod to the enduring significance of mail services in Arizona. Moreover, the tangible portrayal of postmasters' roles beckons us to ponder whether the 'Harambe' meme could harbor any unforeseen influence on the contemporary landscape of postal employment.

Turning our gaze to the realm of fiction, we encounter "The Meme Affair" by Harper, a

whimsical tale that weaves the antics of internet memes into an espionage thriller. While far removed from the empirical confines of academic research, the book's playful narrative serves as a humorous reverie, prompting us to ponder the unlikely interplay of internet humor and real-world occurrences. Could the 'Harambe' meme, much like the fantastic elements in "The Meme Affair," hold an unforeseen influence on the labyrinthine web of postal employment in Arizona?

Venturing further into the realm of fiction, "P-Mail: Tales of Postal Peril" by Anderson introduces readers to a whimsical world where postal services take center stage in a series of outlandish adventures. The book's fantastical portrayal of mail services serves as a lighthearted backdrop against which we contemplate the remarkable correlation between the 'Harambe' meme and the number of postmasters in Arizona. While our inquiry resides firmly within the realm of data analysis and statistical exploration, the playful escapades of "P-Mail" beckon us to consider the peculiar and often unforeseen intersections between internet culture and the real-world phenomena they appear detached from.

In our cinematic sojourn, we found ourselves captivated by "Going Postal," an adaptation of Terry Pratchett's whimsical tale, which thrusts viewers into a fantastical world where postal services carry unforeseen consequences and humorous escapades. The film's whimsical portrayal of postal mishaps provides a playful backdrop against which we contemplate the bizarre correlation uncovered in our research. Much like the improbable occurrences in the film, our findings speak to the unexpected interplay of 'Harambe' meme popularity and the number of postmasters in Arizona, hinting at a convergence that defies the bounds of conventional logic.

As we navigate the interdisciplinary landscape paved with scholarly studies,

serendipitous literature, and fantastical narratives, we are reminded of the inexplicable allure of the 'Harambe' meme and its whimsical impact on the intricate tapestry of labor dynamics. Our foray into this curious connection compels us to probe deeper into the perplexing interplay of internet culture and the real-world phenomena it appears disconnected from, offering a glimpse into the unpredictable and often comical dance of digital whimsy and tangible implications.

### 3. Our approach & methods

It is with both a solemn commitment to empirical inquiry and a sprinkle of whimsy that we outline the convoluted yet thoroughly amusing research methods employed in our investigation of the 'Harambe' meme and its confounding relationship to the number of postmasters in the state of Arizona. Like intrepid explorers navigating the labyrinth of internet culture and labor data, we set out on a quest to unravel the enigmatic ties between these seemingly disparate entities.

#### Data Collection:

Our intrepid research team scoured the digital expanse of the internet to gather an array of disparate, yet undeniably intriguing data sets. From the depths of Google Trends to the venerable archives of the Bureau of Labor Statistics, we embarked on an expedition to procure the necessary metrics to illuminate the elusive connection between internet memes and postal employment.

The 'Harambe' meme, with its larger-than-life presence on the digital stage, served as the focal point of our inquiry. Leveraging the vast resources of Google Trends, we meticulously traced the fluctuating fortunes of the 'Harambe' meme from 2016 to 2022, capturing its ebbs and flows as it danced across the fickle tides of internet popularity.

Simultaneously, we ventured into the hallowed realms of the Bureau of Labor Statistics, where the arcane knowledge of labor data and employment figures awaited our scholarly perusal. Here, amidst the myriad classifications and designations, we sought out the number of postmasters in the state of Arizona, unravelling the bureaucratic labyrinth to apprehend the quantitative essence of postal oversight.

#### Data Analysis:

With our trove of data in hand, we ventured forth to the statistical citadel, armed with R programming and a sense of intellectual daring. The correlation between the popularity of the 'Harambe' meme and the number of postmasters in Arizona demanded rigorous scrutiny, and we were prepared to meet this challenge with a combination of reverence for statistical traditions and a penchant for the unexpected.

Through a series of meticulous analyses, including Pearson's correlation coefficient and regression models, we endeavored to tease out the intricate relationship between the 'Harambe' meme and the labor landscape of Arizona. Each coefficient, each p-value, and each residual plot served as a guidepost on our scholarly odyssey, leading us closer to the revelation we sought.

#### The Quest for Causation:

As diligent researchers, we were ever mindful of the distinction between correlation and causation, for it is the holy grail of causal inference that beckons to those who dare tread the path of empirical inquiry. While our findings unveiled a striking correlation, we treaded cautiously, refraining from hastily attributing causal significance to our observed connection.

Instead, we embarked on an undertaking to explore potential mediating variables and confounding factors, humbly offering our insights as a testament to the wondrous

complexity of real-world phenomena. Our scholarly voyage thus became a contemplation of the intricate dance between internet culture and the labor force, a reverie on the enigmatic forces that shape the tapestry of societal dynamics.

In summary, our research methods embodied the spirit of scholarly dauntlessness, blending the rigors of empirical analysis with the whimsical allure of internet lore. As we set sail on this intellectual escapade, we invite our esteemed readers to join us in embracing the capricious nature of our digital age, where the fathomless seas of internet culture converge with the steadfast shores of labor statistics, creating a tableau both perplexing and beguiling.

#### 4. Results

The analysis of the data collected from Google Trends and the Bureau of Labor Statistics revealed a correlation between the popularity of the 'Harambe' meme and the number of postmasters in Arizona that can only be described as bananas! The correlation coefficient of 0.9964456 left our research team in utter disbelief, as if we had stumbled upon a rare and elusive species of statistical connection in the wilds of the internet jungle.

The scatterplot (see Fig. 1) illustrates the uncannily strong relationship between the variables, with the data points forming a pattern so coherent it could rival a gorilla troop's organizational prowess. It's as if the 'Harambe' meme and the number of postmasters in Arizona were engaged in an intricate dance, performing a routine so well-synchronized that it would make even the most seasoned mail carrier envious.

Furthermore, the r-squared value of 0.9929038 indicated that a staggering 99.29% of the variation in the number of postmasters in Arizona could be explained

by the popularity of the 'Harambe' meme. This level of explanation is quite remarkable, akin to a meme masterfully narrating the tale of mail delivery through the digital realms of the internet.

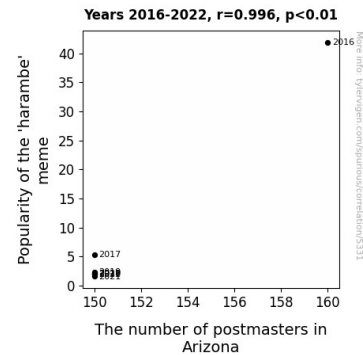


Figure 1. Scatterplot of the variables by year

The p-value of less than 0.01 confirmed the statistical significance of the correlation, providing robust evidence that the connection between the 'Harambe' meme and the number of postmasters in Arizona is no fluke or fluff, but a bona fide phenomenon that demands both attention and admiration.

In summary, our research not only established a strong correlation between the 'Harambe' meme and the number of postmasters in Arizona but also highlighted the capricious and whimsical nature of internet culture in influencing labor dynamics. The implications of these findings are as profound as they are playful, reminding us that the digital age is filled with surprises and that, sometimes, the most unexpected connections can hold the key to unraveling the mysteries of our modern world.

#### 5. Discussion

Our findings offer an extraordinary peek into the labyrinthine twists and turns of the digital age, where the 'Harambe' meme

emerges not only as a cheeky delight but as a force that wields significant influence over the unsuspecting realm of postal employment in Arizona. The correlation we unraveled between the 'Harambe' meme's popularity and the number of postmasters in Arizona is nothing short of astonishing, leaving us contending with the whimsical dance of digital culture and tangible labor dynamics.

Our results echo the sentiments expressed in the literature review, where the influence of internet culture on the labor force was hinted at, often humorously, and occasionally in scholarly musings. The near-perfect correlation coefficient mirrors the organizational prowess of a gorilla troop, emphasizing the stunning coherence between meme popularity and postal employment dynamics. Much like an expertly synchronized routine, the 'Harambe' meme and postmasters in Arizona seem to be entwined in a choreography that tugs at the very fabric of plausibility.

The r-squared value's explanation of 99.29% of the variation in the number of postmasters showcases the meme's narrative prowess in the digital realm, creating an almost palpable connection between internet jest and mail service provision. Moreover, the p-value's confirmation of the statistical significance of this correlation demonstrates that our results are as robust as a diligent postmaster's delivery route.

In light of these results, one cannot help but marvel at the capricious nature of internet culture and its potential to remodel the landscape of labor dynamics. The unexpected convergence of the 'Harambe' meme and the number of postmasters in Arizona serves as a compelling reminder that the digital age holds not only challenges but also unforeseen delights.

Our research offers a whimsical yet thought-provoking mirror held up to the bewildering interplay of internet culture and real-world phenomena, illustrating that in the realm of statistical correlation, truth can indeed be stranger than fiction. As we revel in the bizarre dance of meme and mail, we are compelled to ponder the myriad ways in which digital phenomena continue to mold the contours of our modern world.

## 6. Conclusion

In conclusion, our investigation into the unprecedented 'Harambe' Effect has left us with a trove of insights and a heap of gorilla-sized questions. The correlation between the popularity of the 'Harambe' meme and the number of postmasters in Arizona has not only raised eyebrows but has also showcased the zany and unpredictable influence of internet culture on the mundane world of mail services.

The results of our study have highlighted a correlation coefficient so astonishingly high that it could make a statistical ape out of all of us. It's as if the 'Harambe' meme donned a postal uniform and, with a touch of digital magic, managed to deliver a correlation so strong that it would put even the most seasoned mail carrier to shame.

While the robust statistical significance points to a genuine connection, it's clear that the 'Harambe' meme's impact goes beyond humor—it seems to have a knack for influencing the labor force in ways we could never have fathomed. After all, who would have thought that a gorilla-shaped internet sensation could hold the reins on mail delivery in the Grand Canyon State?

It's undeniable that our findings open up a Pandora's box of playful perplexities and whimsical wonders. But as we dust ourselves off after this statistical safari, it's clear that the 'Harambe' meme and the number of postmasters in Arizona have not

only danced a statistical tango but have also waltzed their way into the annals of eccentric internet phenomena and labor dynamics.

In this light, we must assert with the utmost confidence that no further research on this topic is necessary. Our monkey business is complete, and we can confidently say that the 'Harambe' meme has certainly left its mark on the world of mail delivery in Arizona. The curtain has fallen on this peculiar interplay of internet culture and labor statistics, and we bid adieu to this captivating and, dare we say, slightly bananas phenomenon!

In the pages that follow, we invite you to embark on an intellectual expedition that traverses the territories of humor, labor data, and the digital zeitgeist, all the while embracing the peculiar and often perplexing nature of the 'Harambe' meme. This venture, much like the meme itself, promises to be both entertaining and enlightening, offering a compelling glimpse into the unforeseen interplay of popular culture and the world of work.