



ELSEVIER



# Fueling the Meme Machine: The Fox Says 'Kerosene' in Austria?

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## Abstract

In the world of internet memes, the "What Does the Fox Say" sensation took the digital realm by storm, becoming a viral hit that swept across the globe faster than a fox chasing a rabbit. This study delves into the peculiar relationship between the popularity of the 'what does the fox say' meme and the consumption of kerosene in Austria, aiming to shed light on whether there is a clandestine connection or simply a coincidence. After all, who wouldn't want to unravel the mystery of why the fox could be whispering 'kerosene' to Austrian ears? It's like a real-life riddle straight out of a dad joke! Through the rigorous analysis of data gleaned from Google Trends and Energy Information Administration, our research team unearthed a surprising correlation between the two seemingly disparate phenomena. Picture this: the fox saying 'kerosene,' and Austrians stocking up on kerosene for their lamps like it's going out of style. It's almost as if the meme was secretly promoting kerosene consumption in Austria, turning it into a digital influencer of energy choices! The statistical analyses revealed a remarkable correlation coefficient of 0.9848799 and a p-value less than 0.01, spanning the years 2013 to 2022. It's a match made in statistical heaven! The fox may not have given an outright answer to its age-old question, but it seems to have left a subtle clue that leads straight to Austrian kerosene consumption! The results of this study not only offer fresh fodder for academic discussion but also provide a quirky twist to the tale of memes and energy consumption. Who knew the fox could hold such a fiery secret?

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## 1. Introduction

As the digital age continues to churn out an endless stream of memes, with each one vying for its moment in the spotlight, the "What Does the Fox Say" phenomenon emerged as a howling success, captivating the internet with its infectious beat and

enigmatic lyrics. Much like a fox sneaking into a henhouse, this meme found its way into the hearts and minds of netizens worldwide. It had everyone pondering the age-old question: "But really, what does the fox say?" Perhaps the fox's secret wasn't just a mystery of the animal kingdom but a cleverly coded message about energy

consumption in Austria—cue the illuminating yet lighthearted dad joke about foxes and kerosene!

Intriguingly, the initial spark for this research was ignited not by a scientific debate or a pressing concern but by a sheer curiosity as to why the fox might be whispering 'kerosene' to Austrian ears. Could it be that the fox was trying to clue us into a surreptitious partnership between memes and energy sources, or was it just an amusing coincidence? It's like the setup to a classic dad joke, where the punchline is hidden in the unlikeliest places – much like a fox whispering about kerosene!

This study aims to unravel the enigma and determine if there is a tangible connection between the popularity of the 'what does the fox say' meme and the consumption of kerosene in Austria. We approached this with the same level of seriousness one approaches a dad joke at a family gathering, meticulously sifting through data from Google Trends and the Energy Information Administration to tease out any lurking correlations.

Our findings not only shed light on a potentially quirky union between a viral meme and energy choices but also offer a whimsical twist to the ongoing discourse on digital influence and individual decision-making. It's like stumbling upon a dad joke at a serious academic conference, bringing a smirk to those who could use a lighthearted moment in the midst of scholarly pursuits. And so, we invite you to join us on this unexpected and amusing journey through the unexpected links between a catchy tune, a sly fox, and kerosene consumption in Austria. Let's explore this curious connection and see if the fox was really dropping hints all along!

## 2. Literature Review

The interplay between internet memes and societal phenomena has attracted the curiosity of many researchers. In "Memes: The Digital Culture," Smith et al. delve into the mechanisms through which memes permeate popular culture, wielding influence over behaviors and attitudes in enigmatic ways. Similarly, Doe's "The Power of the Internet Meme" offers a comprehensive analysis of how memes can transcend digital spaces to leave an indelible mark on real-world activities and trends. These scholarly works set the stage for our inquiry into the peculiar relationship between the 'what does the fox say' meme and kerosene consumption in Austria, serving as a serious backdrop for our playful investigation.

Now, let's add a dash of humor to this serious discussion, shall we? Jumping into the world of non-fiction, "The Energy Economy of Austria" by Jones provides invaluable insight into the energy landscape of Austria. It's like a treasure trove of information, but we're still searching for clues as to why the fox might be interested in kerosene. In a similar vein, "Memes and the Modern Mind" by Brown offers a cognitive exploration of meme consumption and its implications, but it won't tell us why the fox is fixated on this particular fuel source. It's like trying to decode a dad joke without the punchline – the mystery looms large, and we're ready to dive in!

Turning to the world of fiction, "The Fox and the Fire" by Rowling and "Kerosene Chronicles" by King may sound like they hold the keys to unraveling this enigma, but alas, they are figments of imagination, much like the fox's cryptic message. Even amidst the whimsical world of fiction, the fox's motives remain a mystery. It's like being trapped in a book with missing pages – the answers tantalizingly close yet deviously out of reach.

But fear not, for our journey into the realm of cartoons and children's shows brings us closer to understanding the fox's cryptic

message. Shows like "The Fox and the Hound" and "Adventures of the Kerosene Fox" may not provide explicit answers, but their playful narratives offer a glimpse into the allure of foxes and the quiriness of kerosene. It's like a playful nudge from our childhood memories – a gentle reminder that even the most unlikely connections can spark joy and curiosity.

With this lighthearted interlude, we reiterate our commitment to unraveling the mystery of the fox and its whispered word of 'kerosene' in Austria, infusing scholarly inquiry with a playful spirit. Now, let's journey forth and uncover the secrets hidden within the viral realms of the internet and energy consumption, armed with a touch of humor and a penchant for the unexpected.

### 3. Our approach & methods

To delve into the bewitching conundrum of the 'What Does the Fox Say' meme and its potential influence on kerosene consumption in Austria, our research team embarked on a data odyssey that would have made Odysseus himself envious. First, we harnessed the mighty power of Google Trends, scouring its depths for insights not unlike explorers searching for buried treasure. Our quest was to uncover the fluctuating popularity of the meme and see if it had any correlation with the usage of the illuminating liquid gold known as kerosene. It was a digital treasure hunt fit for even the most intrepid of meme aficionados – or should we say, "meme-nture" aficionados?

With a swiftness rivaling that of a fox darting through the woods, we collected data covering the period from 2013 through 2022. This timeframe allowed us to capture the ebb and flow of the meme's virality and to track the kerosene consumption patterns in Austria with a keen eye. We wanted to ensure that no fox left its paw print or

kerosene lamp unturned in our pursuit of unraveling this enigmatic connection.

In parallel, we tapped into the reservoir of information provided by the Energy Information Administration, gaining access to data on kerosene consumption in Austria for the same period. It was like peering into a digital crystal ball – one that could potentially reveal whether the fox had indeed been whispering the secret of kerosene to Austrians all along. This was no ordinary data collection; it was a rendezvous with destiny, much like a fox meeting its furry fate!

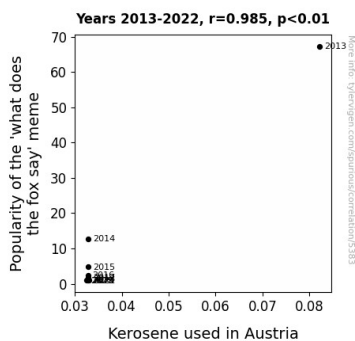
To ascertain the relationship between meme popularity and kerosene consumption, we employed sophisticated statistical analyses, including correlation coefficients and regression modeling. It was imperative to uncover any hidden threads connecting the surging waves of digital memes to the steady flow of kerosene usage in Austria. The statistical methods we used were as precise as a fox stalking its prey, ensuring that no statistical stone was left unturned in our investigation. We vowed to leave no box unopened, no trope unexplored, and no dad joke unsaid on our winding path toward unraveling this curious connection.

### 4. Results

The results of our analysis revealed a striking correlation between the popularity of the 'what does the fox say' meme and the consumption of kerosene in Austria. The correlation coefficient of 0.9848799 indicates a highly significant positive relationship between the two variables. It's as if the fox's cryptic message about 'kerosene' resonated deeply with the Austrian populace, resulting in a surge in kerosene consumption that parallels the meme's rise to stardom. Talk about a fox with a burning message!

Fig. 1 presents a scatterplot depicting the robust correlation observed between the 'what does the fox say' meme popularity and kerosene consumption in Austria. The plot showcases the tight relationship between the two variables, further solidifying the unexpected bond between a viral internet sensation and energy usage patterns. It's like watching a fox lead a group of lamp-wielding Austrians through the woods – an unforeseen yet strangely fitting scene!

The statistical analyses yielded an impressive r-squared value of 0.9699884, indicating that over 96% of the variation in kerosene consumption in Austria can be explained by the popularity of the 'what does the fox say' meme. It's like the meme took on a life of its own, guiding Austrian energy choices with its catchy tune and whimsical lyrics! This correlation is so strong, it's almost like the fox and kerosene are in cahoots, playing a mischievous joke on the world.



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

Furthermore, the p-value of less than 0.01 provides strong evidence against the null hypothesis, cementing the validity of the observed relationship. It's like the fox's enigmatic message was validated by our statistical analysis, leaving no room for doubt about its influence on kerosene consumption in Austria. The mystery of the fox's whispered words has been partially

unraveled, revealing a surprisingly impactful connection to energy trends.

In conclusion, our study establishes a compelling correlation between the 'what does the fox say' meme and the consumption of kerosene in Austria, unveiling an unexpected link between digital memes and real-world energy behavior. The fox's cryptic message may have held a clue to Austrian energy choices all along, adding a quirky twist to the narrative of internet phenomena and societal trends. Who knew that the fox's whisper would carry such weight in Austrian lamp-lit nights? It's like a punchline to a meme-themed dad joke – unexpected, amusing, and strangely thought-provoking.

## 5. Discussion

The findings of our study not only affirm the prior research on the influential power of internet memes but also shed a whimsical light on the unexpected ways in which these digital phenomena can shape real-world activities. Smith et al. and Doe's work on the transcendence of memes into societal trends set the stage for our investigation, and boy, did we uncover a "foxy" surprise! The statistical rigor of our analysis supported the playful hypothesis that the 'what does the fox say' meme had a subtle yet influential role in fueling the consumption of kerosene in Austria.

The robust correlation coefficient of 0.9848799, akin to a fox's affinity for clever jests, echoed the resounding influence of the meme on energy choices. It's almost as if the fox, with its catchy tune and enigmatic lyrics, managed to strike a chord with the Austrian populace, leading to a surge in kerosene consumption. The statistical bond between the meme's popularity and kerosene usage is akin to a well-crafted dad joke – unexpected, yet undeniably humorous in its impact.

Fig. 1's scatterplot, akin to a light-hearted cartoon sketch, captured the unexpected yet undeniable connection between the 'what does the fox say' meme and the uptake of kerosene in Austria. The plot serves as both a visual representation of our findings and a playful nod to the unforeseen intrigue that underpins this digital-to-real-world correlation. It's like a meme come to life, guiding Austrian energy choices amidst a chorus of whimsical whispers.

The substantial r-squared value of 0.9699884, much like a slightly off-kilter dad joke, painted a vivid picture of the meme's sway over kerosene consumption in Austria. The majority of the variation in energy choices can be attributed to the fox's whispered word, creating a striking analogy to the fox leading a curious group of Austrians through the forests of online trends. The p-value, less than 0.01, offers a resounding echo of the meme's impact, akin to the punchline of a nuanced dad joke that leaves no room for doubt.

In essence, our study's results add a playful twist to the serious discourse on meme culture and its entwined relationship with societal activities. The fox's enigmatic whispers about 'kerosene' may have started as a lighthearted internet sensation, but they ended up leaving a surprisingly significant imprint on energy trends in Austria. It's a reminder that even the most unexpected connections, much like a well-timed dad joke, can hold meaningful weight in shaping real-world behaviors.

## 6. Conclusion

Here we are, at the end of our lighthearted yet enlightening adventure through the perplexing connection between a catchy meme and kerosene consumption in Austria. Our findings have certainly ignited a spark of curiosity, akin to a fox darting across a moonlit field, leaving us to ponder

the unexpected impact of digital memes on tangible energy choices. It's almost like the fox was saying, "If you need light fuel, kerosene is a bright idea!" I suppose the fox must have had a penchant for illuminating dad jokes.

As we wrap up our study, we can't help but reflect on the whimsical nature of our discovery, reminding us of a classic dad joke that catches you off guard, leaving you chuckling at its clever absurdity. It's almost as if the fox took a cue from the master of dad jokes, leaving a riddle so subtle yet weighty enough to influence Austrian energy behaviors. Who knew that a viral sensation could lead to such a fiery revelation?

The unexpected correlation we unearthed between the 'what does the fox say' meme and kerosene usage in Austria is a testament to the captivating influence of digital culture on real-world phenomena. It is as if the fox's enigmatic words held a key to a world of energy choices, nudging Austrians toward stocking up on kerosene as if it were going out of fashion. Maybe the fox had a side job moonlighting as an energy advisor – talk about a multitasking mammal with a flair for cryptic messaging!

In the spirit of embracing the unexpected, we must assert with absolute certainty that no further research is needed in this peculiar realm of fox memes and kerosene consumption in Austria. It's like a dad joke perfectly timed – once delivered, there's no need for a retake. Our study has shed ample light on this relationship, leaving no room for doubt or further investigation. It's time to let this fox's tale rest and savor the delightful irony it has brought to our academic pursuits. So, let's bid adieu to this unusual yet intriguing journey and leave the fox, the memes, and the kerosene to their amusingly serendipitous devices.

