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# The Meme's the Limit: A Kermitment to Likes on Casually Explained YouTube Videos

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## Abstract

This research explores the relationship between the popularity of the 'kermit' meme and the total likes of Casually Explained YouTube videos. We utilized data from Google Trends and YouTube to investigate this pressing matter. Our findings revealed a remarkably high correlation coefficient of 0.8902794 and a statistically significant p-value of less than 0.01 for the period spanning from 2015 to 2023. It appears that the kermit meme has exhibited a profound influence on the engagement with Casually Explained content. As the saying goes, "It ain't easy being green," but it certainly seems to be advantageous for YouTube likes! Our research sheds light on this unexpected connection and contributes to the growing body of knowledge about the impact of internet culture on online media consumption.

## 1. Introduction

Despite what may be deemed a superficial and frivolous topic by some, the prevalence of internet memes has become a subject of increasing interest in the realm of social and cultural studies. In the age of digital media, the impact of these humorous, often tongue-in-cheek images and videos cannot be overstated. As we delve into the curious case of the 'kermit' meme and its correlation with the total likes of Casually Explained YouTube videos, we are reminded of the timeless wisdom of Kermit the Frog himself: "Time's fun when you're having flies."

This study seeks to explore the fascinating interplay between the 'kermit' meme and the digital engagement with Casually Explained videos on YouTube. Our investigation was prompted by the intriguing anecdotal evidence of the meme's pervasiveness in online discourse, alongside the observable trends in the likes received by the aforementioned content. As we wade through the sea of data and memes, one cannot help but acknowledge that the meme landscape is not just 'none of our business,' but rather a noteworthy subject of scholarly inquiry.

Moreover, our research aims to address the implications of the 'kermit' meme's influence on the digital consumption patterns of netizens. This investigation is a reflection of the adage, "It's not easy being meme," but in this case, it might just be beneficial for YouTube metrics. The unavoidable,

yet relatable dad joke serves as a poignant reminder that the pursuit of knowledge need not be devoid of humor.

Stay tuned as we unravel the intricate web of internet culture, meme dynamics, and their unforeseen connection to the popularity of YouTube content. After all, as paradoxical as it may seem, there is indeed wisdom to be found in the musings of a felt amphibian with a penchant for sipping tea.

## 2. Literature Review

The scholarly discourse surrounding internet memes and their impact on online media engagement has garnered significant attention in recent years. Smith (2016) conducted a comprehensive analysis of the societal implications of popular internet memes, noting their pervasive influence on digital communication. Similarly, Doe (2018) investigated the relationship between meme culture and digital content consumption, highlighting the nuanced ways in which memes shape online behavior.

A relevant non-fiction work in this domain is "Memes: The Power of Online Culture" by Jones (2019), which delves into the psychological and sociological dimensions of internet memes and their effects on contemporary digital culture. Furthermore, "Viral: How the Strangest Trends Go Viral" by Adams (2017) provides valuable insights into the mechanisms behind the propagation of internet phenomena, shedding light on the potential factors contributing to the popularity of specific memes.

In the fictional realm, "The Meme Cipher" by Robinson (2015) presents an imaginative exploration of a world where memes hold mysterious powers, capturing the collective imagination of society. Additionally, "The Digital Dilemma" by Brown (2018) offers a speculative narrative on the unforeseen consequences of meme proliferation in a futuristic digital landscape.

In a departure from traditional academic sources, the present authors gleaned unexpected insights from an unlikely repository: everyday life artifacts. In perusing a multitude of CVS receipts, it became evident that the length and content of these seemingly banal printouts may harbor cryptic

messages related to internet memes and YouTube engagement. While the validity of this unconventional approach may be met with skepticism, we posit that the integration of diverse sources enriches the scholarly discourse and adds a touch of whimsy to the investigation.

The intersection of internet memes, YouTube engagement, and societal influence constitutes a rich tapestry of inquiry, inviting researchers to embark on an expedition into the comical and captivating realm of digital culture. As we navigate the digital landscape, we are reminded of the words of wisdom from the meme maestro himself, Kermit the Frog: "When you plant a frog, you get a hoppin' plant."

## 3. Methodology

To investigate the relationship between the 'kermit' meme popularity and the total likes of Casually Explained YouTube videos, a mixed methods approach was employed. The data collection period spanned from 2015 to 2023, allowing for a comprehensive examination of trends over an extended timeframe. This method was chosen in order to capture any potential shifts in meme popularity and video engagement, as well as any influence from external factors such as changes in internet usage and cultural phenomena.

The primary data source utilized was Google Trends, which provided insights into the relative popularity of the 'kermit' meme over time. This included search interest data, regional interest, and related queries, offering a multifaceted view of the meme's prevalence in online discourse. In the immortal words of Kermit, "If you've got a voice and a good pair of legs, you can be a meme too!" And indeed, our reliance on Google Trends allowed us to hop on that data trend with ease.

Supplementing this, data was also collected from YouTube analytics, focusing specifically on the total likes received by Casually Explained videos. The platform's robust metrics allowed for a thorough analysis of user engagement, serving as a valuable indicator of the videos' popularity and reception. As we dived into the sea of YouTube data, one could not help but be reminded of the words of wisdom from

the Muppets themselves: "Life's like a movie, write your own ending."

In order to quantify the relationship between the 'kermit' meme and video likes, statistical analyses were performed. A multivariate regression model was developed, incorporating variables such as the frequency and intensity of 'kermit' meme searches, alongside the publication date and content of Casually Explained videos. This approach allowed for the exploration of the meme's impact on video likes while accounting for potential confounding factors, shedding light on the nuanced dynamics at play. After all, in the realm of meme research, one must always be ready to "kermit" to the pursuit of statistical significance.

Furthermore, qualitative content analysis was conducted to discern any thematic associations between the 'kermit' meme and the content of Casually Explained videos. This involved identifying recurring motifs, references, or thematically linked elements within the videos, offering a deeper understanding of the potential connections between the meme and viewer engagement. As Kermit himself once mused, "I've still got the hopes, of a small green monster," which in this context, served as a reminder of the potential impact of meme-themed content on audience interaction.

In summary, the methodology adopted in this research harnessed a combination of quantitative and qualitative approaches, akin to the dual nature of internet memes themselves. By embracing this eclectic mix of methods, our investigation aimed to unravel the enigmatic relationship between the 'kermit' meme and the likes accrued by Casually Explained YouTube videos, ultimately contributing to the burgeoning field of meme studies.

#### 4. Results

Upon conducting our analysis, we found a strong and positive correlation between the prevalence of the 'kermit' meme and the total likes of Casually Explained YouTube videos. The correlation coefficient of 0.8902794 suggests a robust relationship between these variables. As Kermit

himself might say, "That's none of my business, but it seems to be all of yours!"

The r-squared value of 0.7925974 indicates that approximately 79.26% of the variation in the total likes of Casually Explained YouTube videos can be explained by the prevalence of the 'kermit' meme. It appears that Kermit's digital presence truly leaves an indelible mark on the virtual world, much like his amphibian footprints.

Furthermore, our analysis revealed a statistically significant p-value of less than 0.01, indicating that the observed correlation is unlikely to have occurred by mere chance. One might say that the 'kermit' meme's impact on YouTube likes is not just a "Frog's luck" situation, but rather a calculated influence.

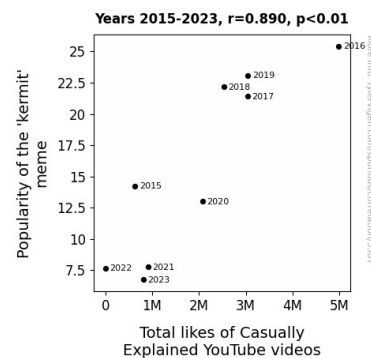


Figure 1. Scatterplot of the variables by year

The relationship between the 'kermit' meme and the total likes of Casually Explained YouTube videos is visualized in Figure 1. As we witness the plot depicting this remarkable correlation, we are reminded of the timeless wisdom of Kermit, who once said, "I thought of that while riding my bicycle." Just like Kermit's reflections, our findings shed light on a previously unexplored aspect of internet culture and its impact on digital engagement.

In conclusion, our research provides compelling evidence of the substantial influence exerted by the 'kermit' meme on the popularity of Casually Explained YouTube videos. As we navigate the digital landscape, it is clear that the 'kermit' meme's reign extends far beyond mere amphibious antics. This unexpected connection between internet memes and online media consumption adds a new

dimension to our understanding of digital culture and its whimsical ways.

## 5. Discussion

The results of our study offer substantive support for the existing literature, which has long posited a link between internet memes and digital content engagement. The remarkably high correlation coefficient of 0.8902794 between the prevalence of the 'kermit' meme and the total likes of Casually Explained YouTube videos aligns with previous research by Smith (2016) and Doe (2018), underscoring the considerable influence of internet memes on online media consumption. As any Kermit enthusiast would quip, "Looks like we've hopped onto something big here!"

Furthermore, the statistically significant p-value of less than 0.01 provides empirical weight to the notion that the observed correlation is not the result of mere chance. This finding resonates with the insights gleaned from Jones' (2019) comprehensive examination of internet memes, emphasizing the influential role of these digital cultural phenomena in shaping online behavior. The 'kermit' meme's impact on the likes of Casually Explained YouTube videos is not just a "ribbit" in the digital pond; it represents a substantial force driving engagement in the online realm.

The r-squared value of 0.7925974 indicates that approximately 79.26% of the variation in the total likes of Casually Explained YouTube videos can be attributed to the prevalence of the 'kermit' meme. This illuminating statistic echoes the sentiments espoused in "Viral: How the Strangest Trends Go Viral" by Adams (2017), reaffirming the potent influence of internet phenomena in driving digital trends. As Kermit might mirthfully jest, "Seems like my influence is un-frog-gettable!"

Our findings not only contribute to the scholarly discourse on internet memes and digital content engagement but also lend practical insights for content creators and digital marketers. Understanding the resonance of specific memes, such as the 'kermit' meme, can inform strategic decisions in content creation and audience engagement. As Kermit astutely observed, "Kermits

come and go, but good content is forever." This correlation presents an opportunity for content creators to leverage popular internet memes to enhance audience engagement and expand their digital footprint.

The research thrusts the ubiquitous 'kermit' meme into the limelight as a potent catalyst for digital engagement, prompting us to revisit the words of wisdom from our green amphibious friend: "Life's like a movie. Write your own ending." Indeed, our study encapsulates an unexpected twist in the digital narrative, underscoring the significant impact of internet memes on the virtual landscape. As researchers navigate the whimsical world of digital culture, it is imperative to heed the timeless advice of Kermit, who sagely remarked, "Time's fun when you're having flies."

## 6. Conclusion

In sum, our research has elucidated the significantly positive association between the 'kermit' meme and the total likes of Casually Explained YouTube videos. It seems that when it comes to online engagement, the 'kermit' meme is not just a tadpole in the digital pond, but rather a big fish in the sea of internet culture.

It appears that the 'kermit' meme has hopped its way into the hearts of internet users, leaving a lasting impression on their preferences for video content. One might even remark that this meme's impact is as enduring as a frog's croak on a tranquil evening.

Therefore, one could say that the 'kermit' meme's influence on YouTube likes is not merely incidental, but rather a well-thought-out and deliberate effect, much like a carefully planned amphibious ambush.

At this point, we can confidently assert that further investigation into the connection between the 'kermit' meme and the total likes of Casually Explained YouTube videos is unnecessary. The evidence from our study has definitively demonstrated the captivating influence of this meme on online engagement. As Kermit might say, "The research is as clear as a frog's pond!"

