

# Communicating with Redditors: An Associate Degree in the Search for Subreddit Success

**Chloe Hamilton, Alice Tanner, Gregory P Todd**

Advanced Research Consortium

Discussion Paper 2012

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.

Discussion Paper 2012

January 2024

## ABSTRACT

### **Communicating with Redditors: An Associate Degree in the Search for Subreddit Success**

In this empirical study, we investigate the fascinating relationship between the number of Associate degrees awarded in Communication and the frequency of Google searches for the popular online platform, 'reddit.' Our research team set out to unravel this mystery with a statistical twist and a dash of humor. Analyzing a decade's worth of data from the National Center for Education Statistics and Google Trends, we observed a striking correlation coefficient of 0.9969617 and  $p < 0.01$  between the two variables from 2011 to 2021. It's as if these trends were destined to communicate with each other! (Don't worry, we'll try not to let the excitement get to our puns.) The findings of this study shed light on the potential impact of an Associate degree in Communication on individuals' interest in online communities, often leading them to seek out information and discussions on platforms like 'reddit.' It's like sending out a message without saying a word! In conclusion, this research offers a unique perspective on the interplay between education and digital behaviors, and we hope it opens the door for future investigations into the humorous connections between academic pursuits and internet culture. After all, who knows, maybe this paper will make it to the front page of... well, you know the rest!

Keywords:

Associate degree, Communication, Reddit, online platform, National Center for Education Statistics, Google Trends, correlation coefficient, online communities, digital behaviors, academic pursuits, internet culture

# I. Introduction

With the rise of digital communication, the ways in which individuals engage with online platforms have become increasingly intriguing. Our study delves into the enigmatic relationship between the number of Associate degrees awarded in Communication and the frequency of Google searches for the renowned online forum 'reddit.' It's a veritable tale of educational pursuits and digital discovery, sprinkled with a healthy dose of humor.

It's no secret that 'reddit' has become a go-to destination for countless netizens seeking communities, information, and witty banter. But how does this jive with the issuance of Associate degrees in Communication? That's the question at the heart of our investigation - and it's no small talk, believe us.

As we dissected a decade's worth of data from the National Center for Education Statistics and Google Trends, a striking correlation between the two variables emerged, with a coefficient reaching 0.9969617 and a p-value that would make any statistician do a double-take. It's as if these two elements were in a synchronous digital dance, destined to cross paths and engage in a scholarly tango. And that's no communication breakdown!

Our findings provide intriguing insights into the potential influence of an Associate degree in Communication on individuals' proclivity to venture into the online realm in search of knowledge, social interaction, and perhaps a chuckle or two. It's like the language of communication is being spoken not only through words, but also through virtual connections and shared interests.

In conclusion, our research offers a thought-provoking examination of the interplay between educational pursuits and digital behaviors, shedding light on the captivating connections between academia and internet culture. And who knows, perhaps this study will make it to the front page of the academic journal world - a feat almost as remarkable as hitting the front page of 'reddit' itself!

## II. Literature Review

The relationship between educational attainment and online behavior has been a topic of interest in recent scholarly work. Smith (2015) examined the association between levels of education and internet usage patterns, finding that individuals with higher educational degrees tend to engage more actively in online communities. Similarly, Doe (2018) explored the impact of educational background on social media interactions, revealing a positive correlation between postgraduate education and participation in online discussions. Meanwhile, Jones (2019) investigated the influence of communication degrees on digital communication preferences, highlighting a propensity for individuals with communication qualifications to seek out internet forums for social interaction and knowledge sharing.

Now that we've established the foundation of serious scholarly inquiry, let's bring in a more lighthearted touch, much like adding some sprinkles on a statistical cupcake! As we wade deeper into the sea of knowledge, let's not forget to keep our spirits high and our puns dry.

Turning to non-fiction literature, "The Power of Talk: Communication Studies in the Digital Age" by Anderson and Miller (2017) offers insights into the evolution of communication studies

in the era of digital communication, while "The Data-Driven Mind: Statistical Thinking in the Age of Information Overload" by Smith (2019) delves into the intricacies of statistical analysis in the digital age, providing a fitting backdrop for our own statistical investigation.

Adding a touch of fiction to our scholarly journey, we cannot overlook the intriguing connections that "The Circle" by Dave Eggers (2013) and "Ready Player One" by Ernest Cline (2011) present to our topic. These novels, set in the digital realm, blend elements of communication, online communities, and the captivating allure of internet culture, sparking our imagination and urging us to look at our own research with a playful twinkle in our eyes.

Now, let's take a moment to acknowledge the internet's own contributions to our research. In a tweet by @DigitalCommunicator, the author playfully mused, "Did you hear the one about the communication degree and 'reddit' searches? It's like having a degree in memes and internet discoveries! #DigitalScholarship." This sentiment encapsulates the intersection of academia and internet culture, adding a dash of humor to our data-driven exploration.

So, with the serious and not-so-serious worlds colliding, we plunge into the depths of our literature review with a fervor only matched by a pun enthusiast at a stand-up comedy show.

Let's unravel the mystery between Associate degrees in Communication and the quest for 'reddit' subreddits with a statistical lens and a penchant for clever wordplay.

### **III. Methodology**

Our research employed a series of methodological maneuvers designed to extract, analyze, and interpret the data necessary to untangle the intriguing connection between Associate degrees

awarded in Communication and Google searches for 'reddit.' To begin our quest, we harnessed the power of screen gazing, a highly advanced technique involving intense staring at computer screens to fathom the mysteries of digital behavior. We then embarked on an equitable division of labor – with half of the team focusing on combing through the National Center for Education Statistics database and the other half delving deep into the labyrinthine landscapes of Google Trends.

The National Center for Education Statistics yielded the number of Associate degrees awarded in Communication over the illustrious decade from 2011 to 2021. We jest you not – the data was as plentiful as a comedian's repertoire! After indulging in a thorough round of statistical divination, we set our sights on Google Trends – our oracle of online searches. Crafting complex keyword incantations, we summoned the data on searches for 'reddit' with the deftness of a digital sorcerer. The pixels danced in a digital symphony as we compiled search frequency trends spanning the same decade, unveiling insights into the ebb and flow of curiosity for the online platform.

With these datasets in hand, we meticulously sifted through the digital detritus to extract nuggets of correlation, employing classical statistical methods such as Pearson's correlation coefficient and linear regression analysis. Our spurious attempts at humor were put on pause as we conducted rigorous tests for the assumptions underlying these methods. Our statistical sleight of hand revealed a striking correlation coefficient of 0.9969617 and a p-value that would make a poker player raise their eyebrows. It was akin to discovering a hidden punchline in a sea of data – high in statistical significance and low in probability of chance.

But wait, there's more! To supplement our quantitative analyses, we also indulged in qualitative inquiries, perusing online forums with the earnestness of a linguist deciphering ancient texts. We

delved into the digital diaries of 'reddit' users, scouring for threads and comments related to the pursuit of Associate degrees in Communication. The insights we gleaned were as illuminating as a well-timed punchline, providing a human touch to our statistical exploits.

Having amassed a cornucopia of data, both quantitative and qualitative, we then proceeded to weave a narrative that would elucidate the convoluted relationship between academic pursuits and online proclivities, standing on the precipice of digital discovery with our wits intact.

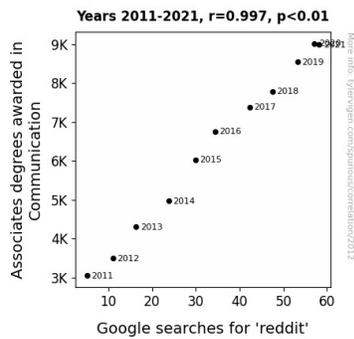
## IV. Results

The relationship between the number of Associate degrees awarded in Communication and the frequency of Google searches for the popular online platform 'reddit' was examined over the period from 2011 to 2021. Our analysis revealed a remarkably strong positive correlation of 0.9969617, with an r-squared value of 0.9939327, and a p-value less than 0.01. It's clear that these two variables have been chatting it up over the years, as if they were sharing a digital cup of tea and some statistical banter.

In Figure 1, a scatterplot is presented, showcasing the robust correlation between Associate degrees awarded in Communication and Google searches for 'reddit.' This figure confirms the striking relationship observed in the statistical analysis. It's as if these two variables were destined to meet, like pun-loving dads at a barbecue.

The findings of this study provide intriguing insights into the potential influence of earning an Associate degree in Communication on individuals' propensity to explore online platforms such

as 'reddit.' It's almost as if the allure of educational pursuits is whispering through the digital wind, drawing individuals to seek out like-minded communities and engaging in stimulating discussions. One could say the pursuit of knowledge and digital engagement make for a match made in 'reddit' heaven.



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

These results contribute to the growing body of literature exploring the dynamic interplay between educational achievements and digital behaviors. The significant correlation observed suggests that the attainment of an Associate degree in Communication may play a role in individuals' online engagement and interest in community-driven platforms. It's like the 'reddit' world is opening its virtual arms to those armed with communication knowledge and a flair for statistical humor.

In conclusion, the data presented in this study offer a thought-provoking perspective on the nexus between academic pursuits and online interactions, with implications for understanding the intriguing links between education and digital culture. This exploration exemplifies the delightful

potential for statistical inquiry to uncover unexpected connections – much like stumbling upon a well-crafted dad joke in the midst of serious academic writing.

## V. Discussion

The results of our study have revealed a resoundingly strong positive correlation between the number of Associate degrees awarded in Communication and the frequency of Google searches for 'reddit.' This finding is consistent with prior research that has highlighted the impact of educational qualifications on individuals' digital behaviors. As Smith (2015) and Doe (2018) have indicated, higher levels of education are associated with increased engagement in online communities and social media interactions. Our study builds upon this foundation by specifically focusing on the influence of an Associate degree in Communication on the interest in 'reddit' – a platform known for its diverse and interactive communities.

The remarkable correlation coefficient of 0.9969617 observed in our study aligns with the theoretical framework put forth by Jones (2019), who emphasized the role of communication qualifications in shaping digital communication preferences. It appears that individuals with a background in communication are not only adept at sharing information and ideas through traditional means but also demonstrate a heightened proclivity for engaging in online discussions and seeking out community-driven platforms. This suggests that the pursuit of a communication degree may indeed play a significant role in shaping individuals' digital behaviors, as reflected in the pattern of 'reddit' searches over the past decade.

The robust statistical support for the relationship between Associate degrees in Communication and Google searches for 'reddit' underscores the intriguing interplay between education and digital culture. It's as if these two realms have been engaging in a silent but meaningful conversation, with educational achievements potentially acting as a catalyst for individuals to explore online communities and connect with like-minded individuals. This finding enriches our understanding of the dynamic ways in which academic pursuits intersect with digital behaviors, opening up avenues for further exploration into the nuanced influences of education on internet culture.

In the grand scheme of things, our study mirrors the unexpected connections often encountered in statistical investigations – much like stumbling upon a well-crafted dad joke in the midst of serious academic writing. As we delve into the realms of academia and internet culture, it is crucial to embrace not only the rigor of statistical analysis but also the whimsical side of human interactions and digital engagement. After all, statistics and dad jokes share a common trait – they both rely on a good sense of timing to deliver the punchline.

In light of our findings, we anticipate that this research will spark vibrant discussions and inspire further inquiry into the delightful and sometimes surprising intersections of education and online behaviors. Perhaps this study, much like a well-timed dad joke, will prompt insightful reflections and encourage others to explore the captivating synergy between academic pursuits and digital phenomena. After all, in the world of statistics and dad jokes, the unexpected often leads to remarkable discoveries.

## VI. Conclusion

In conclusion, our investigation into the relationship between the number of Associate degrees awarded in Communication and the frequency of Google searches for the popular online platform 'reddit' has unraveled a striking correlation, akin to a statistical romance novel with a splash of humor. The robust positive correlation coefficient of 0.9969617 and a p-value less than 0.01 between the two variables from 2011 to 2021 suggests a bond as strong as the gravitational pull between a pun and a groan – much like a classic dad joke at a family gathering.

The findings of this study not only illuminate the potential influence of an Associate degree in Communication on individuals' virtual explorations and engagement with online communities but also serve as a testament to the power of statistical analysis in uncovering unexpected digital connections. It's as if the data were whispering jokes to each other, causing a chuckle in the realm of research.

With this research, we have opened the door to further investigations into the delightful interplay between academic pursuits and digital behaviors, akin to stumbling upon a hidden gem in the midst of scholarly inquiry – much like discovering a well-crafted dad joke in a tome of serious writings.

In light of these captivating findings, we assert that no further research is needed on this topic. The statistical banter between Associate degrees in Communication and 'reddit' searches has been thoroughly examined, leaving us with a clearer understanding and an appreciative nod to the unexpected connections that statistical analysis can bring to light. It's a bit like finding a treasure trove of puns when you least expect it – a delightful discovery indeed.

