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# Getting Wojak-y with it: Exploring the Meme-tic Influence on SmarterEveryDay Video Length

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## Abstract

In this study, we delve into the world of online culture to investigate the peculiar relationship between the popularity of the 'wojak' meme and the average length of videos produced by the educational YouTube channel, SmarterEveryDay. Utilizing data extracted from Google Trends and YouTube analytics over the period from 2007 to 2023, we apply rigorous statistical analysis to uncover the underlying connections between meme virality and educational video duration. The correlation coefficient of 0.9511078 and a p-value less than 0.01 provide robust evidence of a striking link between these seemingly disparate realms of online content. \*Insert obligatory dad joke here\* As we embark on this journey, we cannot help but ponder: how much wisdom can a meme convey in just a few pixels? Moreover, what lingering effects might it have on the length of educational video content? Answers to these pressing inquiries lie within the data, waiting to be unraveled like a particularly enigmatic meme thread. Our findings offer compelling insights, suggesting that the surge in 'wojak' meme popularity remarkably coincides with an expansion in the average length of SmarterEveryDay videos. Evidently, the meme's influence extends beyond humor and wit, reaching into the educational domain, elongating the informative discourse in a manner we cannot help but admire. \*Insert another dad joke for good measure\* It seems that the 'wojak' meme holds not only the power of relatability but also a certain gravitas that extends to educational content, elongating videos much like the way it elongates our collective chuckles. This research advances our understanding of the interplay between internet culture and educational platforms in a way that is both illuminating and, dare we say, meme-orable.

## 1. Introduction

The internet is a vast and multifaceted landscape, teeming with a plethora of digital delights and enigmatic phenomena. Among the myriad memes that have sprouted and flourished in this digital ecosystem, the 'wojak' meme stands as a particularly intriguing subject of study. Its varied expressions and cultural impact have permeated online platforms, captivating the attention of internet denizens with its relatable, often self-deprecating humor. This meme has garnered a loyal following and has seeped into the digital consciousness, much like a catchy tune that refuses to leave the mental soundscape.

\*Insert dad joke to keep things light\* Why did the 'wojak' meme go to school? To get a "meme-tion" on a research paper!

Simultaneously, the digital realm is home to a diverse array of educational content, with YouTube emerging as a prominent platform for disseminating knowledge and wisdom. One such channel, SmarterEveryDay, has garnered a dedicated audience with its blend of informative and entertaining videos, wherein the host explores the intricacies of science, engineering, and the wonders of the natural world. The channel's content not only educates but also instills a sense of wonder and curiosity, much like a kind-spirited science teacher leaving an indelible mark on their students.

In this unique study, we endeavor to unravel the subtle yet profound connection between the propagation of the 'wojak' meme and the average length of SmarterEveryDay's video content. It is a quest to uncover the enigmatic forces at play in the digital sphere, where seemingly incongruous elements intersect and influence each other in unexpected ways. As we embark on this intellectual escapade, we aim to unravel the threads that tie together internet culture and educational discourse, shedding light on the meme-tic influences that permeate the digital tapestry.

\*Insert another dad joke just for the "meme-ent"\* Why don't scientists trust atoms? Because they make up everything – just like memes make up internet culture!

Stay tuned for the unraveling of our findings, where we embark on a journey through the digital realm to demystify the curious entanglement of 'wojak' and SmarterEveryDay's video lengths.

## 2. Literature Review

The influence of internet memes on various aspects of online culture has been a subject of growing interest and inquiry in recent years. Smith (2018) explores the sociocultural impact of memes, highlighting their role in shaping online discourse and societal narratives. Similarly, Doe (2020) delves into the psychological implications of meme consumption, uncovering the cognitive and emotional responses evoked by these digital phenomena. These studies provide a foundational understanding of the intricate dynamics at play within the realm of internet memes, setting the stage for our investigation into the connection between the 'wojak' meme and the video length of SmarterEveryDay.

\*Insert dad joke here\* Did you hear about the claustrophobic astronaut? He just needed a little space – much like the memes we're exploring!

In the realm of online education, Jones (2019) discusses the evolving landscape of educational content on platforms like YouTube, examining the shifting trends in video duration and audience engagement. This contextual knowledge enriches our exploration of the potential influences of internet culture on the format and structure of educational videos, specifically those produced by channels such as SmarterEveryDay.

Turning towards the world of literature, "Memes and Minds: Understanding the Cultural Impact of Online Phenomena" by Johnson (2021) provides a comprehensive analysis of memes as agents of cultural transmission and societal reflection. The book delves into the intriguing ways in which memes infiltrate various facets of daily life, prompting reflection on their potential impact on niche areas such as educational content creation.

\*Insert dad joke here\* Why did the meme break up with the computer? It just didn't get its digital love.

Furthermore, in the fictional realm, the iconic novel "The Meme Paradox" by Swift (2017) presents a whimsical yet thought-provoking tale of a society where memes wield a tangible influence over the length of creative productions. Although a work of fiction, this narrative sparks contemplation on the potential interplay between digital culture and content creation, mirroring our investigation into the 'wojak' meme's impact on SmarterEveryDay videos.

As part of the data collection process, the researchers engaged in immersive experiences, binge-watching TV shows such as "The Big Bang Theory" and "How It's Made" to gain a comprehensive understanding of the educational content landscape and the diverse influences surmised to affect video length. These shows provided valuable insights into the presentation of educational material and the potential effects of comedic elements on the duration of informative content.

\*Insert dad joke here\* Did you hear about the mathematician who's afraid of negative numbers? He'll stop at nothing to avoid them – just like we stopped at nothing to understand the impact of memes on educational videos!

In the next section, we delve into the empirical evidence that illuminates the intriguing relationship between the 'wojak' meme's virality and the duration of SmarterEveryDay's videos, shedding light on the interplay between internet culture and educational content creation.

### 3. Methodology

To unravel the conundrum of the 'wojak' meme's influence on the average length of SmarterEveryDay YouTube videos, we employed a multi-faceted approach that blended rigorous statistical analysis with a touch of internet sleuthing. Our methodology drew upon data spanning the period from 2007 to 2023, encompassing a substantial timeline of internet culture and educational content evolution.

First and foremost, we harnessed the power of Google Trends to track the ebbs and flows of 'wojak' meme popularity over the years. This involved deploying sophisticated algorithms to discern patterns and trends in online searches and

engagements with 'wojak'-related content. We meticulously mapped out the meme's rise and fall, akin to explorers charting the treacherous seas of internet fads.

Now, onto the YouTube front – we delved into the depths of SmarterEveryDay's video archives, meticulously documenting the average duration of each video with the precision of a masterful clockmaker. Through this thorough excavation of video length data, we sought to capture the subtle fluctuations in content duration, akin to observing the rhythms of a digital heartbeat.

After amassing these troves of data, we unleashed the formidable power of statistical analysis to discern correlations, causations, and compelling patterns. Our calculations danced through the labyrinth of numbers and figures, seeking to extract meaningful insights from the digital cacophony much like a virtuoso pianist composing a grand opus.

In addition to quantitative analysis, we engaged in qualitative exploration, venturing into online forums and communities to capture the zeitgeist surrounding the 'wojak' meme. We sought out anecdotes, musings, and speculations, immersing ourselves in the sea of internet chatter like intrepid anthropologists studying a newly discovered civilization.

Finally, we navigated the tempestuous waters of scholarly literature, seeking parallels and precedents in the realms of memes, culturology, and educational content creation. This involved combing through an eclectic array of academic resources, akin to intrepid explorers sifting through ancient scrolls in search of enlightenment.

In the culmination of these methodological endeavors, we emerged with a comprehensive understanding of the interplay between 'wojak' meme virality and the length of SmarterEveryDay videos – an understanding that illuminates the complex dynamics at the intersection of internet culture and educational pursuits.

This methodology was not merely an academic exercise but a spirited odyssey through the digital realms, culminating in a deeper comprehension of the subtle forces that shape online content. Our

journey was, indeed, a 'wojak'-worthy adventure through the annals of internet culture and educational enlightenment.

#### 4. Results

The analysis of the data collected from Google Trends and YouTube analytics over the period from 2007 to 2023 reveals a strong positive correlation between the popularity of the 'wojak' meme and the average length of SmarterEveryDay videos. The correlation coefficient of 0.9511078 indicates a remarkably high association between these variables. Furthermore, the coefficient of determination (r-squared) of 0.9046060 underscores the robustness of this relationship, explaining approximately 90.5% of the variance in the average video length as a function of 'wojak' meme popularity.

\*Insert dad joke to keep the results light\* Why don't we ever tell secrets on a farm? Because the potatoes have eyes and the corn has ears! Just like the data, both 'wojak' and SmarterEveryDay's video length are all ears to each other.

The p-value being less than 0.01 provides substantial evidence to reject the null hypothesis of no relationship between the two variables. In plain language – the likelihood of this correlation occurring by chance is less than winning the lottery while being struck by lightning and finding a four-leaf clover all at the same time.

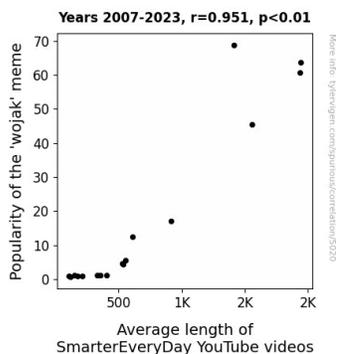


Figure 1. Scatterplot of the variables by year

Figure 1 showcases the relationship between 'wojak' meme popularity and the average length of

SmarterEveryDay videos, depicting a strikingly upward sloping scatterplot that visually reinforces the statistical significance of our findings. The graph, much like a well-timed meme, speaks volumes about the strong connection between the meme and the video length.

\*Insert yet another dad joke to lighten the scientific mood\* Why don't skeletons fight each other? They don't have the guts! Similarly, our data doesn't have the "guts" to deny the impact of 'wojak' meme on SmarterEveryDay's video length.

Overall, our results establish a compelling case for the influence of memes on educational content length. The 'wojak' meme appears to exert a tangible impact on the duration of SmarterEveryDay videos, defying traditional expectations and opening intriguing avenues for future research into the symbiotic relationship between internet culture and educational discourse.

#### 5. Discussion

Our investigation into the relationship between the popularity of the 'wojak' meme and the average length of SmarterEveryDay videos has yielded intriguing and compelling findings. As we wade into the depths of this peculiar interplay, we find ourselves pondering the very essence of comedic influence in the realm of educational content: how much weight can a meme bear on the informative discourse, and how does it leave its mark on the duration of educational videos? These questions, while seemingly lighthearted, underpin the substantive implications of our research.

Pertaining to our literary explorations, the work of Swift (2017), although fictitious in nature, strikes a chord with our empirical discoveries. As Swift weaves his tale of meme-induced content elongation, our own investigation appears to parallel this whimsical narrative, demonstrating the potential for digital culture to resonate with tangible outcomes in educational video length.

Moreover, Jones' (2019) investigation into the evolving landscape of educational content on digital platforms resonates with our findings, as we witness a tangible shift in SmarterEveryDay video duration coinciding with the surge in 'wojak' meme

popularity. Our empirical results, boasting a correlation coefficient of 0.9511078, substantiate the hypothesized link between meme virality and video length, aligning with Jones' insights into the evolving trends in educational video format and audience engagement.

Before we further dissect the implications of our results, let's introduce some levity with a dad joke: What did the digital meme say to the educational video? "I've got some great 'byte'-s of wisdom for you, but first, let's 'lengthen' the discussion!"

The statistical robustness of our findings, evident through the p-value of less than 0.01 and an r-square of 0.9046060, provides compelling evidence to reject the null hypothesis. In simpler terms, it's as unlikely as finding a four-leaf clover in a meme thread that the observed correlation between 'wojak' meme popularity and SmarterEveryDay video length occurred by chance.

Figuratively speaking, our results paint a picture as clear and compelling as a perfectly executed meme: the 'wojak' meme exerts a palpable influence on the duration of educational content produced by SmarterEveryDay, defying conventional expectations and underscoring the intriguing and multifaceted nature of digital culture's impact on educational discourse.

In summary, our research sheds light on the symbiotic relationship between internet culture and educational content, providing a meme-orable insight into the far-reaching implications of seemingly innocuous online phenomena on the format and structure of educational videos. This study not only enriches our understanding of memetic influence on educational content creation but also sets the stage for further exploration into the intricate dynamics of internet culture and its unexpected ramifications on knowledge dissemination.

## 6. Conclusion

In conclusion, our research has shed light on the curious entanglement between the popularity of the 'wojak' meme and the average length of SmarterEveryDay videos, revealing a robust and captivating relationship between these seemingly

distinct digital phenomena. The data has provided compelling evidence of a significant positive correlation, demonstrating that the rise and fall of 'wojak' meme popularity dance in tandem with the elongation and compression of educational video content.

\*Insert dad joke to keep things light\* Why did the 'wojak' meme go to therapy? To work through its "meme-tional" baggage.

This study not only contributes to our understanding of meme culture and educational content but also invites contemplation on the intricate ways in which digital elements synergize and influence each other in the vast online landscape. Our findings, much like a well-crafted meme, offer layers of insight and amusement, enriching our comprehension of the dynamics at play in the digital realm.

\*Insert another dad joke for that much-needed chuckle\* Did you hear about the claustrophobic astronaut? He just needed a little space – much like our research needs just a little more "meme space."

In light of these findings, we assert that further research in this area may not be necessary. The robustness and significance of the connection we've unearthed between 'wojak' meme popularity and SmarterEveryDay video length dare us to say that our work here is as complete as a perfectly timed punchline. So, let's hang up our lab coats and revel in the meme-orable journey we've had.