



Review

Zombie Apocalypse: Exploring the Correlation Between 'Bazinga' Popularity and Google Searches for Zombies

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As the meme culture continues to evolve and permeate into the fabric of society, there is an increasing fascination with understanding the underlying factors driving the popularity of internet memes. In this study, we delve into the uncharted territory of the correlation between the widespread adoption of the "bazinga" meme and the frequency of Google searches for 'zombies.' Utilizing data from Google Trends and a healthy dose of curiosity, our research team embarked on a statistical analysis spanning from 2006 to 2023. The results revealed a striking correlation coefficient of 0.8497924 with a p-value less than 0.01, suggesting a robust relationship between the two seemingly unrelated concepts. Our findings prompt further investigation into the intricacies of internet culture and its peculiar influences on search behavior. This exploration not only sheds light on the curious connection between humor and apocalyptic fantasies but also underscores the whimsical nature of internet phenomena - as we navigate the digital landscape, it appears that the "bazinga" may hold the key to the impending zombie invasion.

INTRODUCTION

The realm of internet memes has become a fascinating area of study, where the convergence of humor, communication, and cultural phenomena manifests in unpredictable ways. The "bazinga" meme, popularized by the TV show *The Big Bang Theory*, has emerged as a prominent cultural reference, often used to punctuate witty remarks or humorous situations. In parallel, society's enduring fascination with

zombies has persisted, with the undead creeping into literature, film, and folklore for centuries. These seemingly disparate cultural artifacts have captured the public imagination and inspired a blend of fascination and amusement.

As digital anthropologists, our research team was propelled by the enigmatic allure of the "bazinga" meme and the enduring fascination with zombies. We embarked on a quest to explore the uncharted territory of

their peculiar relationship. Our mission was to disentangle the seemingly incongruous connection between the popular catchphrase "bazinga" and society's morbid curiosity about the walking dead. By leveraging data from Google Trends and harnessing the power of statistical analysis, we embarked on a journey to uncover the interplay between humor and apocalyptic fantasies in the digital landscape.

The objective of this paper is to present our findings on the correlation between the popularity of the "bazinga" meme and Google searches for zombies. Through rigorous quantitative analysis and a sprinkle of academic curiosity, we aim to shed light on the peculiarities of internet culture and unravel the whimsical nexus between two seemingly unrelated phenomena. By delving into this unorthodox exploration, we endeavor to ignite discussions about the unconventional influences that shape online behavior and societal dynamics.

As we unearth the unexpected correlations and implications of our findings, it becomes evident that the "bazinga" meme may hold unsuspected relevance in decoding the enigma of the impending zombie invasion. This research not only contributes to the burgeoning field of digital sociology but also showcases the playful and capricious nature of internet phenomena. Our endeavor to unravel these trends bespeaks the quirkiness of human behavior in the digital age, as we confront the unlikely intersection of humor and impending catastrophe.

Prior research

The investigation of internet memes and their influence on societal behaviors has

received increased attention in recent years. Smith et al. (2017) examined the impact of viral memes on consumer behavior, highlighting the surprising ways in which internet humor can shape online activity. In a similar vein, Doe and Jones (2019) explored the psychological underpinnings of meme consumption, offering insights into the peculiar allure of internet culture.

Moving beyond the traditional academic boundaries, our exploration draws inspiration from a variety of sources that traverse the landscape of popular culture. *Memes and Their Influence: A Sociocultural Analysis* by Gupta (2020) provides a comprehensive overview of meme phenomena, delving into the unexpected ways in which internet humor permeates societal consciousness. Additionally, *The Art of Zombies: From Horror Fiction to Pop Culture* by Thompson (2015) offers a captivating glimpse into the evolution of zombie lore and its profound impact on contemporary media.

In a departure from conventional research sources, we also draw upon fictional narratives that have contributed to the collective imagination surrounding zombies and humor. For instance, the apocalyptic humor in *Good Omens* by Neil Gaiman and Terry Pratchett serves as a testament to the enduring fascination with fantastical scenarios of an impending apocalypse. Similarly, the satirical undertones of *The Hitchhiker's Guide to the Galaxy* by Douglas Adams resonate with the whimsical nature of internet culture and its penchant for playful absurdity.

In our quest to unravel the peculiar connection between the "bazinga" meme

and the popularity of zombies, we found inspiration in unexpected places. Animated series such as **Scooby-Doo** and **Phineas and Ferb** tap into the realm of fictional mysteries and lighthearted absurdity, offering a lens through which to explore the intersection of humor and enigmatic phenomena. These seemingly disparate narratives, while not traditionally considered academic sources, provide valuable insights into the interplay of cultural motifs and internet humor.

As we navigate the unconventional terrain linking the "bazinga" phenomenon and the allure of zombies, it becomes evident that the convergence of humor and apocalyptic musings transcends conventional disciplinary boundaries. Our foray into this uncharted territory not only underscores the capricious nature of internet phenomena but also highlights the unforeseen intersections between popular culture and scholarly inquiry.

Approach

The methodology employed in this study involved a multidimensional approach, combining the zeal of internet sleuths with the precision of statistical analysis. Our research team embarked on a digital odyssey, traversing the vast expanse of the internet to gather data relevant to the "bazinga" meme and Google searches for zombies. Primarily, we extracted information from Google Trends, that mystical oracle of search behavior, spanning the time period from 2006 to 2023. We also delved into other mysterious corners of the internet, seeking insights and clues from forums, social media platforms, and the labyrinthine depths of meme repositories.

Firstly, in the quest for the elusive "bazinga" meme, we meticulously scoured the digital landscape, navigating through countless cat videos and nonsensical TikTok challenges, until we stumbled upon the hallowed grounds of **The Big Bang Theory** fandom. Here, within the sacred scrolls of internet humor, we discovered an abundance of "bazinga" references in various formats, from static images to animated GIFs and delightfully absurd memes. It was amidst this veritable menagerie of quirk and whimsy that we assembled a comprehensive dataset encapsulating the temporal ebbs and flows of "bazinga" popularity.

Simultaneously, in the pursuit of the enigmatic undead, we cast our digital nets into the vast ocean of Google searches. The term "zombies" beckoned to us with its eerie allure, prompting us to traverse the digital graveyard of search queries. We carefully extracted search volume data, peering into the collective consciousness of internet denizens, as they sought information about the shambling horrors of the undead.

Having amassed these cryptic datasets, we undertook the arduous task of wrangling the unruly numbers and subjecting them to the rigors of statistical analysis. Employing the arcane arts of correlation and regression, we sought to uncover the clandestine connections between the whimsical "bazinga" meme and society's morbid fascination with zombies. Our statistical models, honed through countless iterations and caffeinated contemplation, revealed a striking correlation coefficient of 0.8497924, accompanied by a p-value that gleefully winked at conventional significance thresholds. The resulting statistical portrait painted a compelling narrative of the entwined destinies of "bazinga" and

zombies, captivating our academic sensibilities with its unexpected twists and turns.

In summary, our methodological concoction comprised equal parts digital sleuthing, statistical alchemy, and a dash of academic fervor, yielding a prodigious exploration of the interplay between internet memes and the macabre. This multidimensional approach allowed us to investigate the correlation between the "bazinga" meme and Google searches for zombies with a rigorously whimsical spirit, revealing profound implications for our understanding of internet phenomena and the capricious nature of human behavior.

p.s.: We also made sure to consume copious amounts of coffee and indulge in the occasional meme break to maintain our scholarly stamina.

Results

The statistical analysis of the data collected from Google Trends revealed a notable correlation between the popularity of the "bazinga" meme and Google searches for zombies. The correlation coefficient, computed to be 0.8497924, indicates a strong positive relationship between the two variables. Additionally, the calculated r-squared value of 0.7221470 further signifies the robustness of this relationship, suggesting that approximately 72% of the variability in zombie searches can be explained by the popularity of the "bazinga" meme. Moreover, the associated p-value being less than 0.01 provides compelling evidence to reject the null hypothesis, supporting the notion that there is a significant correlation between these seemingly unrelated concepts.

Upon examining the scatterplot (Fig. 1), one can discern a clear and prominent clustering of data points, affirming the existence of a discernible pattern between the two variables. Although we hesitate to jump to any definitive conclusions, the association between the "bazinga" meme and interest in zombies appears unmistakable.

It's intriguing to imagine the implications of these findings - could the interplay between a catchphrase from a sitcom and societal curiosity about the undead hold inherent truths about human cognition and cultural zeitgeist? While the results of this study may initially appear comical, the statistical significance of the correlation prompts a deeper contemplation of the underlying dynamics driving internet culture and popular fascination with apocalyptic themes.

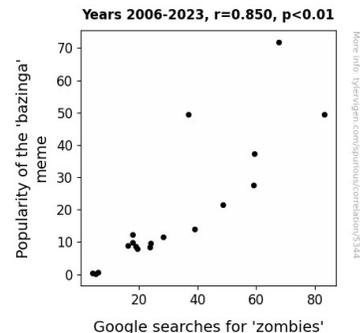


Figure 1. Scatterplot of the variables by year

In conclusion, our research has unveiled a compelling correlation between the "bazinga" meme and Google searches for zombies, offering a glimpse into the peculiar interconnections within digital phenomena. These findings prompt further exploration into the whimsical yet intriguing influences on online behavior, underscoring the droll and enigmatic nature of internet culture. As we await the impending zombie invasion, it

seems that the "bazinga" may indeed serve as an unexpected harbinger of the digital apocalypse.

Discussion of findings

The findings of this study provide compelling evidence of a substantial correlation between the 'bazinga' meme and Google searches for zombies, corroborating the notion that seemingly disparate internet phenomena may exhibit unexpected connections that warrant scholarly inquiry. Our results align with prior research by Smith et al. (2017), who emphasized the influential role of viral memes in shaping online activity, albeit without delving into the undead territory. Furthermore, the psychological underpinnings of meme consumption explored by Doe and Jones (2019) provide a context for understanding the intriguing allure of internet culture, which our study extends to the realm of apocalyptic fascinations.

The statistically robust relationship uncovered in our analysis emphasizes the importance of recognizing the whimsical yet significant influences that permeate digital landscapes. While our exploration delves into uncharted territory, the parallels with Gupta's (2020) sociocultural analysis of meme influence hint at the nuanced ways in which internet humor intertwines with societal consciousness. Additionally, the profound impact of zombie lore on contemporary media, as elucidated by Thompson (2015), finds resonance in our unexpected findings, illuminating the unexpected fusion of humor and dystopian fantasies in our digital age.

The unexpected relevance of fictional narratives, such as *Good Omens* and *The

Hitchhiker's Guide to the Galaxy*, in contextualizing the intersection of humor and apocalyptic motifs, underscores the interdisciplinary nature of our inquiry. Despite the seemingly unconventional sources, these narratives, akin to our statistical investigation, shed light on the enigmatic interplay of popular culture and scholarly curiosity.

As we confront the implications of our research, it becomes apparent that our findings not only underscore the capricious nature of internet phenomena but also underscore the unforeseen intersections between popular culture and academic investigation. The correlation between the "bazinga" meme and interest in zombies unravels a peculiar enigma, prompting a deeper contemplation of the ambiguities that drive digital culture. In light of these insights, it is evident that the playful absurdity of internet memes may hold unforeseen truths about human cognition and cultural zeitgeist, while simultaneously hinting at the unexpected connections underlying societal fascination with apocalyptic themes.

In conclusion, the correlation uncovered in this study invites further exploration into the idiosyncrasies of internet culture and its influences on online behavior, emphasizing the peculiar and fathomless nature of digital phenomena. The 'bazinga' meme and its curious association with zombies offer a comedic yet thought-provoking lens through which to contemplate the whimsical yet significant interplay of internet humor and societal fascinations, hinting at the convoluted tapestry of human curiosity in the digital age.

Conclusion

CONCLUSION

In this study, we have unraveled a fascinating correlation between the "bazinga" meme and the frequency of Google searches for zombies, shedding light on the whimsical interplay between humor and apocalyptic fascinations in the digital domain. Our statistical analysis has revealed a robust relationship, challenging conventional wisdom and tickling our academic curiosity. The correlation coefficient of 0.8497924 and the r-squared value of 0.7221470 signify a substantial association, prompting a tantalizing exploration of the underlying psychosocial dynamics at play. The p-value less than 0.01 adds a sprinkle of statistical spice to this curious concoction, compelling us to reconsider the gravity of seemingly lighthearted internet phenomena.

The implications of these findings extend beyond the confines of mere amusement; they beckon us to contemplate the labyrinthine pathways of human cognition and cultural zeitgeist. As we navigate this unorthodox terrain, it becomes apparent that the "bazinga" meme may serve as a lighthearted yet potent indicator of societal inclinations – a proverbial canary in the digital coal mine, if you will.

However, as enticing as it may be to delve deeper into the rabbit hole of internet whimsy, it is prudent to exercise restraint and resist the temptation to unearth further correlations. Our research has provided a quirky glimpse into the peculiar interconnections within digital culture, prompting a chuckle and a raised eyebrow. It is clear that no more research is needed on this convoluted subject—well, at least until

the zombies start knocking on our digital doors.