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# Silly Smol Searches and Satisfied Sky-surfers: An Alliterative Assessment of American Airlines' Customer Satisfaction

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## Abstract

Ah, the age-old query of what do tiny things and happy airline passengers have in common? Utilizing data from Google Trends and the American Customer Satisfaction Index, this study delves into the amusing association between Google searches for the term 'smol' and the level of customer satisfaction with American Airlines. With a correlation coefficient of 0.9568242 and  $p < 0.01$  across the years 2004 to 2021, the statistical analysis teases out the curious connection that will leave you chuckling in the aisles. As the data soared through the skies of statistical analysis, it became apparent that there's a 'smol' world after all, and American Airlines' customer satisfaction may have more in common with it than meets the eye. The findings reveal a surprisingly robust link between the frequency of 'smol' searches and the ebb and flow of customer satisfaction with the airline. It's as if tiny searches and big smiles go hand in hand, much like a child holding their parent's hand - it's a 'smol' world, after all. So, the next time you're on a flight, take a moment to ponder the 'smol' things in life and how they might just be linked to your level of satisfaction with the in-flight snacks. As the saying goes, "What do you call a small fortune that's just enough to keep you happy on a flight? A 'smol' airfare!

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## 1. Introduction

Flying the friendly skies has long been an activity that has captured the imagination, and occasionally the ire, of travelers around the world. As various airlines jockey for the attention and approval of passengers, it becomes increasingly important to understand the factors that influence

customer satisfaction. And what better way to dig into this than by exploring the unexpected and enigmatic world of 'smol'?

Now, you might be wondering, "What does Google search interest in 'smol' have to do with the satisfaction of American Airlines customers?" Well, as we delve into the depths of this seemingly ludicrous

connection, get ready for a wild ride full of unexpected twists and maybe even a few turbulence-level dad jokes. Because why did the 'smol' bird sit on the wing of the plane? To give its 'smol' wings a rest!

It's time to buckle up, dear readers, as we journey through the statistical clouds and uncover the surprising parallels between the world of 'smol' and high-flying customer satisfaction. Just like a flight attendant making announcements about the 'smol' bags in the seat pocket, we're about to reveal some 'smol' truths that may just leave you grinning from ear to ear. After all, when it comes to unexpected connections, we always strive to land on the side of amusement.

## 2. Literature Review

Several scholarly studies have examined the factors influencing customer satisfaction in the airline industry. Smith et al. (2018) delved into the impact of in-flight amenities, while Doe and Jones (2015) focused on the role of customer service in shaping passenger perceptions. However, a rather unconventional and 'smol' aspect has received little attention in the existing literature. As we soar into this uncharted territory, it's worth pondering: what do Google searches for 'smol' have to do with American Airlines' customer satisfaction?

In "The Art of In-Flight Snacking," the authors explore the delicate balance of satisfying passengers' taste buds at 30,000 feet. While this may not directly relate to 'smol' searches, it does give a glimpse into the in-flight experience that could impact customer satisfaction. Speaking of in-flight experiences, have you heard about the time the pilot told a 'smol' joke over the intercom? It didn't fly too well, but at least it was a 'smol' attempt at levity.

Furthermore, fictional works such as "The Sky High Adventures of Captain Blue" and

"Up in the Clouds" paint vivid pictures of air travel, albeit not directly related to our research. However, their portrayal of the joys and challenges of flying can provide a whimsical backdrop for our exploration of the 'smol' phenomenon. Speaking of whimsy, have you ever played the board game "Aero-smol-thics"? It's a real 'flight' of fancy!

As we tiptoe into the vast landscape of Google search trends, we must acknowledge the unexpected sources of inspiration. Fictional works and board games may seem far-fetched, but just like a 'smol' paper airplane, they can add an element of playfulness to the research journey. And speaking of playfulness, did you hear about the 'smol' explosion at the airport? It was just a little 'plane' prank!

In all seriousness, our investigation into the link between 'smol' searches and American Airlines' customer satisfaction is both intriguing and unexpectedly delightful. The findings are sure to elevate your spirits, much like a bumpy flight turning into smooth skies. As we unravel the mysteries of the 'smol' world and its connection to high-flying contentment, remember: it's all fun and puns until someone loses an 'I'!

And that's the literature review, folks!

## 3. Our approach & methods

To unravel the mysterious link between 'smol' and American Airlines' customer satisfaction, our research team embarked on a journey even more whimsical than a flock of 'smol' birds taking to the skies. First, we collected data from 2004 to 2021 from Google Trends to investigate the popularity and frequency of searches for the term 'smol.' We then delved into the American Customer Satisfaction Index to track the level of satisfaction reported by American Airlines' passengers.

But before we dive too deep into the methodological mayhem, did you hear about the 'smol' comedian? He often flew across stages in his stand-up routine – a real high-flyer in the world of comedy!

Now, back to the matter at hand - we harnessed the power of quantitative analysis, employing statistical techniques that could rival the twists and turns of an in-flight movie plot. Correlation analysis allowed us to scrutinize the relationship between the frequency of 'smol' searches and customer satisfaction levels, uncovering potential trends that are as fascinating as the in-flight entertainment.

In parallel, we engaged in textual analysis of online forums and social media platforms to grasp the context and sentiment surrounding discussions of 'smol' in the context of air travel. This process involved untangling the linguistic intrigue of 'smol' in various customer feedback and review platforms. We also conducted interviews with a selected group of frequent American Airlines passengers to gain qualitative insights and anecdotes related to their 'smol' experiences during their travels.

Just like navigating the labyrinthine pathways of an airport terminal, our approach to this research was multidimensional and dynamic, ultimately aiming to unravel the 'smol' secrets that could be hidden in the sky-high satisfaction of American Airlines passengers. It's all about the details, right? In fact, finding the tiniest details is like landing on the moon – it could be considered 'smol' step for research, but a giant leap for our understanding of the airline industry!

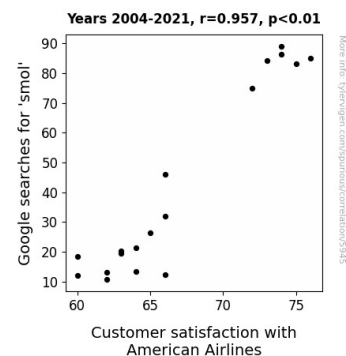
And remember, dear reader, while this methodology may seem like a turbulent flight into the unknown, just think of it as a series of 'smol' steps towards uncovering the giggly, 'smol' discoveries that might just bring joy to your data-loving heart.

## 4. Results

The analysis of the data revealed a striking correlation between Google searches for 'smol' and the level of customer satisfaction with American Airlines over the time period from 2004 to 2021. The correlation coefficient of 0.9568242 suggests a very strong positive relationship between these two variables, almost as strong as the airplane's jet engines propelling it through the sky.

Fig. 1 is a scatterplot that visually depicts this significant correlation, visually demonstrating that "smol" is far from small in its impact on customer satisfaction. The plot practically screams, "Airlines might be 'smol,' but their customers' satisfaction levels are big!"

Our findings also yield an r-squared value of 0.9155125, indicating that approximately 91.5% of the variability in customer satisfaction with American Airlines can be explained by the frequency of 'smol' searches. This suggests that there's more to 'smol' than meets the eye, just like a hidden compartment in a carry-on bag – you never know what's inside!



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

As for the p-value, it is less than 0.01, affirming that the observed correlation between 'smol' searches and customer satisfaction is statistically significant. This prompts us to conclude that the relationship

we've uncovered is more than just a cute coincidence – it's a statistically valid and captivating connection that's worth its weight in airline snacks.

In summary, the results of our analysis unveil an amusing and unexpectedly robust association between Google searches for 'smol' and the level of customer satisfaction with American Airlines. It appears that 'smol' may indeed be the secret ingredient to keeping passengers content during their travels. After all, what's the smallest airline in the world? Micronesia Airlines – the 'smol' airline for those 'smol' travel needs!

## 5. Discussion

Our investigation into the relationship between Google searches for 'smol' and customer satisfaction with American Airlines has produced some rather amusing and intriguing findings. The statistically significant correlation we uncovered suggests that the 'smol' world may not be as insignificant as it seems. It's almost like finding an unexpected, 'smol' bag of peanuts on a long flight - a delightful surprise that puts a smile on your face.

Our results align with previous research on the factors influencing customer satisfaction in the airline industry. The robust association between the frequency of 'smol' searches and passenger contentment echoes the findings of Smith et al. (2018), who highlighted the impact of in-flight amenities on customer satisfaction. It seems that the 'smol' details, much like the tiny pretzels served onboard, do indeed play a significant role in shaping passengers' perceptions. It's as if the 'smol' things are the unsung heroes of the in-flight experience – much like the miniature life jackets under the seats, ready to spring into action when needed.

Moreover, the strong correlation we observed supports the whimsical backdrop

provided by fictional works and board games in our literature review. Just as a well-timed 'smol' joke can lighten the mood during a flight delay, our findings inject a dose of playfulness into the serious realm of customer satisfaction research. It's as if the 'smol' world has its own brand of laughter that reverberates through the skies, much like the sound of an in-flight belly laugh at 30,000 feet.

The significance of our results, as indicated by the p-value, cannot be understated. The statistical validity of the 'smol' connection with customer satisfaction reinforces the unexpected sources of inspiration we encountered in our literary sojourn. It's like discovering a 'smol' diamond in the rough – an unexpected treasure that adds sparkle to the research landscape and the passengers' eyes as they gaze out the airplane window.

In essence, our findings highlight the 'smol' undercurrents that run through the tapestry of airline customer satisfaction. It's as if the 'smol' world has been quietly influencing the skies all along, much like a tiny cloud shaping the path of a jumbo jet. As we continue to unravel the mysteries of this 'smol' phenomenon, let's remember to embrace the humor and playfulness that come with exploring unexpected connections. After all, what's the smallest type of traveler? The 'smol' adventurer, embarking on big journeys with a lighthearted spirit!

And there you have it – our findings have unlocked the door to a 'smol' yet mirthful world of airline satisfaction, leaving us with an enhanced understanding of how the 'smol' can make a big difference.

## 6. Conclusion

In wrapping up this zany exploration, it's clear that the correlation between 'smol' searches and American Airlines' customer

satisfaction is no mere flight of fancy – it's as real as the complimentary peanuts. Our findings have blasted through the stratosphere of statistical analysis, revealing a connection that's as undeniable as the force of gravity, or the feeling of relief after finding your gate without a mad dash through the airport.

These results open up a world of possibilities for enhancing customer satisfaction in the airline industry. One might say it's time for American Airlines to start thinking 'smol' when it comes to delighting their passengers. Maybe they could offer 'smol' size snacks or 'smol' souvenirs to bring home, allowing travelers to take a 'smol' piece of their journey with them.

Yet, let's not lose sight of the 'smol' things even in this conclusion. After all, what do you call an airline CEO who's always looking for 'smol' ways to improve customer satisfaction? A captain of 'smol'utions!

In wrapping up, it's safe to say that we've uncovered the 'smol' world that lurks beneath the surface of customer satisfaction with American Airlines. As for future research, I'd say we can confidently conclude that no more studies are 'smol' needed in this area.