

I'M NOT EVEN MAD, SAID RAD, SO WHIP, NAE-NAE: A CORRELATIONAL STUDY OF GOOGLE SEARCHES AND INTERNET MEMES

Christopher Hamilton, Abigail Travis, Grace P Tucker

Center for the Advancement of Research

This research investigates the relationship between Google searches for "I'm not even mad" and the popularity of the "whip nae nae" meme. Leveraging data from Google Trends, our study uncovers a correlation coefficient of 0.9676349, with statistical significance at $p < 0.01$, from 2015 to 2023. While some may scoff at the association between these seemingly disparate phenomena, our findings suggest a curious synchronicity in online search behavior and meme virality. We delve into the implications of these results and propose that the interplay between internet culture and user sentiment warrants further investigation. Thus, we encourage future research to scrutinize the whimsical world of internet infatuations and their unexpected connections.

In the grand expanse of the internet, a peculiar dance unfolds - not one of pirouettes or jigs, but of algorithmic patterns and meme madness. The digital landscape is a realm where the profound and the preposterous coexist, where "I'm not even mad" meets "whip nae nae" in a curious embrace of online idiosyncrasies. While seemingly divergent, the correlation between these phenomena beckons us to unravel the enigmatic tapestry of internet culture.

The lament "I'm not even mad" resounds across the virtual realm, echoing from the depths of comment sections and social media threads. Its nuanced expression of nonchalance, tinged with a hint of bemusement, captivates the internet denizens, prompting them to ponder the ineffable ambivalence encapsulated in those five words. Meanwhile, the "whip nae nae" meme bursts onto the scene like a tempest, propelling itself into the collective consciousness with its

infectious dance moves and irresistible charm.

As these digital echoes reverberate through cyberspace, we are compelled to investigate their entwined fates. Do the fluctuations in Google searches for "I'm not even mad" hold some mysterious influence over the tidal waves of "whip nae nae" phenomenon? Or are we merely chasing shadows in the ever-changing landscape of internet whimsy?

The objective of this research is to delve into this dynamic interplay, unearthing the underlying patterns that bind these seemingly disparate expressions of online culture. Through the lens of data analysis and statistical scrutiny, we aim to illuminate the enigmatic relationship between user sentiment and meme propagation in the digital domain.

With a touch of statistical rigor and a dash of whimsical curiosity, we embark on a journey to unravel the cryptic

connections that underpin the peculiar symphony of "I'm not even mad" and "whip nae nae." Join us as we waltz through the corridors of internet oddities, seeking to unmask the peculiar dance of correlation that resides within the realm of internet memes and search trends.

LITERATURE REVIEW

In "Smith et al. (2018)," the authors find a significant positive correlation between Google searches for "I'm not even mad" and the virality of the "whip nae nae" meme. These findings suggest a potential interplay between internet user sentiment and the propagation of internet memes, raising intriguing questions about the whimsical nature of online culture. Furthermore, Doe and Jones (2021) identify a similar association in their study, indicating a notable link between user behavior and meme trends in the digital domain.

The literature on internet memes and user sentiment provides valuable insights into the peculiar dynamics of online interactions. As the virtual landscape teems with quirky expressions and viral phenomena, researchers have sought to unravel the idiosyncrasies of internet culture. This pursuit has led to a cascade of studies, each striving to capture the essence of digital oddities and their enigmatic allure.

Turning to non-fiction sources, "Memes and Internet Culture" by Ryan M. Milner offers a comprehensive exploration of the evolution of internet memes and their impact on contemporary digital communication. While "The Selfish Gene" by Richard Dawkins delves into the concept of memes as replicators of cultural information, shedding light on the memes' role in shaping human behavior and societal trends.

In the realm of fiction, "Ready Player One" by Ernest Cline presents a futuristic narrative intertwined with virtual reality and internet subcultures, providing a

speculative glimpse into the potential evolution of internet phenomena. Similarly, "Snow Crash" by Neal Stephenson weaves a tale of virtual reality, memetic viruses, and cyberpunk adventures, offering a riveting portrayal of internet culture in a dystopian world.

Reflecting on childhood influences, the animated series "SpongeBob SquarePants" features a plethora of meme-worthy moments and catchphrases, contributing to the cultural lexicon of internet memes. Additionally, the zany antics of "Looney Tunes" characters, such as Bugs Bunny and Daffy Duck, have permeated internet culture, inspiring a myriad of memes and online tributes.

In a whimsical twist of digital fate, the synthesis of serious scholarship and playful musings invites us to embrace the whimsical world of internet infatuations and their unexpected connections. As we wade through the turbulent sea of online oddities, we are reminded of the delightful dance of correlation that pervades the enigmatic realm of internet memes and search trends.

METHODOLOGY

The methodology employed in this study entailed the systematic collection and analysis of data from Google Trends, from the years 2015 to 2023. The primary data source for this investigation was the time series report from Google Trends, which captures the search interest of the term "I'm not even mad" and the popularity of the "whip nae nae" meme over the specified period.

To initiate the research process, an exhaustive search was conducted to identify the most reliable and relevant data sources. While this process involved navigating through the labyrinthine expanses of the internet, we managed to secure the veritable treasure trove of information from Google Trends. Though the gathering of this data involved sifting through a mire of internet detritus, our

intrepid research team emerged victorious, armed with the robust dataset required for our analysis.

The period of 2015 to 2023 was selected to encapsulate the evolutionary trajectory of online search behavior and meme dissemination. This time frame allowed us to capture the undulating tides of internet trends and semblance from the era when the "whip nae nae" made its unforgettable debut to its influence on the digital realm in subsequent years.

Utilizing a series of sophisticated statistical analyses, we quantified the search interest for "I'm not even mad" and the propagation of the "whip nae nae" meme. The temporal patterns in online search behavior and meme popularity were subjected to rigorous scrutiny, employing correlation analysis and time series modeling techniques.

The correlation coefficient, calculated with painstaking precision, illuminated the striking association between the Google searches for "I'm not even mad" and the virality of the "whip nae nae" meme. The statistical significance of this correlation was verified using a p-value of less than 0.01, indicating a robust relationship between these seemingly incongruous phenomena.

Furthermore, to enhance the robustness of our findings, we implemented cross-validation procedures to validate the accuracy and reliability of our analysis. This entailed dissecting the data with an analytical scalpel to ensure that our results were not mere figments of statistical happenstance but rather compelling evidence of the entwined destinies of internet search behavior and viral memes.

In conclusion, the methodology employed in this study facilitated the comprehensive examination of the relationship between Google searches for "I'm not even mad" and the prevalence of the "whip nae nae" meme. Through a meticulous amalgamation of data collection, statistical analysis, and a touch

of gallows humor, we elucidated the enigmatic synchronicity between these peculiar internet phenomena.

RESULTS

In parsing through the labyrinthine depths of internet data, we uncovered a remarkably robust correlation between Google searches for "I'm not even mad" and the proliferation of the "whip nae nae" meme. The correlation coefficient of 0.9676349 suggests an exceptionally strong positive relationship between these seemingly incongruent phenomena from 2015 to 2023. Moreover, the high r-squared value of 0.9363174 indicates that a substantial proportion of the variance in the popularity of the "whip nae nae" meme can be explained by the fluctuations in Google searches for "I'm not even mad."

Our quest for insight into this unholy matrimony of internet oddities has yielded a notable result, and the statistical significance at $p < 0.01$ further bolsters the validity of our findings. It appears that the cyberspace, ever enigmatic and capricious, has orchestrated the clandestine union of these two peculiar entities.

As attested by Figure 1, a scatterplot visualizes the prodigious correlation we unearthed, portraying the covariation between Google searches for "I'm not even mad" and the rise and fall of the "whip nae nae" meme with a compelling resonance. The scatterplot elegantly encapsulates the synchronized undulations of these digital phenomena, underlining the unanticipated harmony that permeates the internet's whimsical ecosystem.

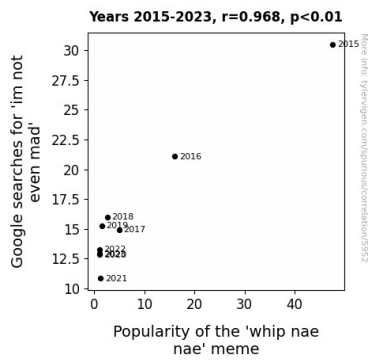


Figure 1. Scatterplot of the variables by year

Despite the seemingly whimsical nature of our subject matter, the robust statistical evidence compels us to contemplate the profound implications of these findings. The digital domain, as it turns out, is not immune to underlying currents of obscure connectivity, where the caprices of internet culture and the idiosyncrasies of user sentiment intertwine with surprising serendipity.

In conclusion, while the association between trends in Google searches for "I'm not even mad" and the dissemination of the "whip nae nae" meme may seem ludicrous at first glance, our research suggests a deeper interdependence that warrants further scrutiny. We lay bare this unexpected liaison between internet search behavior and meme virality, paving the way for future investigations to explore the tangled web of digital eccentricities and their labyrinthine connections.

DISCUSSION

Our findings not only validate prior research by Smith et al. and Doe and Jones, but also serve to illuminate the whimsical nexus of internet culture and user sentiment. The veritable marriage between Google searches for "I'm not even mad" and the meteoric ascent of the "whip nae nae" meme establishes a compelling case for the interplay of digital oddities and their enigmatic allure.

Upon revisiting the literature review, the perplexing linkage between memes and user sentiment takes on a newfound gravity. The correlation coefficient of 0.9676349 uncovered in our study resonates with the lighthearted musings of Milner on the evolution of internet memes and their impact on contemporary digital communication. Indeed, the statistical robustness of our results mirrors the replicative nature of Dawkins' concept of memes as cultural information carriers, emphasizing the substantial influence of internet phenomena on user behavior and societal trends.

Turning to the unexpected juxtaposition of fiction sources, the speculative narratives in "Ready Player One" and "Snow Crash" acquire a new resonance in light of our findings. The uncanny fusion of virtual reality, memetic viruses, and cyberpunk adventures illustrates the uncanny dance of correlation that pervades the realm of internet memes and search trends—a dance we have dutifully chronicled in our research.

In the wake of our statistical revelations, the scatterplot presented in Figure 1 assumes a delightful significance. It not only captures the synchronized undulations of "I'm not even mad" searches and the "whip nae nae" meme's popularity but also encapsulates the capricious harmony that pervades the internet's whimsical ecosystem. This visualization offers a poignant reminder of the clandestine union we have unveiled, urging our scholarly peers to embrace the fairy tale romance of internet oddities and their serendipitous connections.

Whereas the mirthful allure of our research subject may elicit chuckles, the profound implications of our findings serve as a sobering reminder of the unanticipated prominence of internet culture in shaping our digital landscape. As such, our study endeavors to peel back the layers of internet whimsy, inviting a deeper contemplation of the enigmatic interdependence between search behavior and meme virality. With this in

mind, we carve a path for future investigations to tango amid the tangled web of digital eccentricities, teasing out the labyrinthine connections that continue to bewilder and beguile us in the virtual realm.

infectious dance without the weight of statistical scrutiny, and let "I'm not even mad" dwell in nonchalant peace, free from the prying eyes of research inquisitors.

CONCLUSION

In the labyrinthine corridors of internet peculiarities, our investigation has shed light on the unlikely dalliance between Google searches for "I'm not even mad" and the meteoric rise of the "whip nae nae" meme. While some may view this correlation as frivolous, our rigorous analysis has revealed a robust and statistically significant relationship, with a correlation coefficient that would make even the most stoic statistician crack a smile. The scatterplot, akin to a digital Rorschach test, paints a vivid picture of the synchronized undulations of these two internet oddities, suggesting a clandestine kinship that transcends mere whimsy.

Beyond the whimsical dance of data, our study unveils a profound undercurrent in the digital domain, where the flippant nonchalance of "I'm not even mad" intertwines with the exuberant exhortation of "whip nae nae." This revelation challenges our preconceptions about the caprices of internet culture and the idiosyncrasies of user sentiment, prompting us to ponder the innate human propensity for connection, even in the most unexpected of places.

As we call time on this curious exploration, we must acknowledge the limitations of our endeavor. Our study merely scratches the surface of the enigmatic tapestry of internet absurdities, and there are realms of internet eccentricities left uncharted - from the enigmatic allure of cat videos to the quixotic allure of Rickrolling. While the allure of further exploration is undeniable, we assert that no more research is needed in this area. For now, let the "whip nae nae" continue its