



## Review

# The Rock & The Undead: A Correlation Study Between Dwayne Johnson's Movie Appearances and Google Searches for 'Zombies'

Cameron Harris, Alice Travis, Gavin P Thornton

*Elite Science Academy*

**In this paper, we delve into the compelling relationship between the number of films featuring Dwayne "The Rock" Johnson and the frequency of Google searches for 'zombies'. With a pun-worthy level of enthusiasm, we sought to uncover whether The Rock's cinematic presence had any undeadly influence on popular culture. After all, who better to explore the connection between a movie star and a phenomenon like zombies, than a researcher armed with "rock-solid" data? Utilizing data from The Movie DB and Google Trends, we meticulously analyzed Dwayne Johnson's filmography from 2004 to 2023 and cross-referenced it with the frequency of searches for 'zombies'. Our findings revealed a striking correlation coefficient of 0.8266275 with a p-value of less than 0.01, suggesting a statistically significant association. This study not only adds to the burgeoning literature on the influence of popular culture on internet search patterns but also provides a thrilling insight into the potential impact of an action star on the public's fascination with the undead. As Dwayne Johnson continues to carve out one blockbuster after another, it appears his box office prowess may be generating a unique ripple effect in the realm of zombie-related digital inquiries. So, whether one seeks to understand the zombie zeitgeist or The Rock's enduring appeal, this research offers a playful yet thought-provoking exploration, demonstrating that even in the academic arena, there's room to "rock" some lightheartedness.**

Amidst the myriad of factors driving internet searches, one cannot help but wonder, "What in the world could possibly link the cinematic endeavors of an action star and the ceaseless fascination with the undead?" As we embark on this unconventional inquiry, it becomes crystal clear that the

captivating presence of Dwayne "The Rock" Johnson and the enduring allure of zombies share an unexpected, albeit intriguing, connection.

Now, let's address the proverbial elephant in the room. The idea of investigating the correlation between The Rock's film

appearances and Google searches for 'zombies' may undoubtedly raise an arched eyebrow or two. However, we assure you, dear reader, that our exploration into this undeadly duo is not solely a flight of fancy, but rather a pun-derful pursuit of knowledge that may just rock your world.

Let's face it, any study involving The Rock and zombies is destined to be "dead" serious. But fear not, we promise to inject the necessary levity into our rigorous analysis, because what's research without a little fun(k) thrown in? It's like a dad joke – it may make you groan, but you secretly love it.

With a firm grip on the data and buoyed by a dose of good humor, we set out to unravel the enthralling mystery behind the rise and fall of 'zombies' in the digital realm and its unlikely companionship with the cinematic ventures of The People's Champion. Stay tuned, because the findings are all set to "rock" your perceptions of pop culture influences.

#### *Prior research*

In the scholarly pursuit of uncovering the mysterious interconnectedness of Dwayne "The Rock" Johnson's on-screen exploits and the curious infatuation with the undead, we turn to the beacon of knowledge represented by previous research studies. Smith et al. (2017) elucidated the symbiotic relationship between movie stars and cultural phenomena in their seminal work, shedding light on the potential impact of cinematic narratives on societal interests. Similarly, Doe and Jones (2019) provided a compelling analysis of internet search patterns and their association with entertainment industry trends, laying the

groundwork for our quest to unravel the enigmatic bond between The Rock and zombies.

But enough of the serious stuff. Let's spice up this scholarly endeavor with some relevant non-fiction reads, shall we? In "The Zombie Survival Guide" by Max Brooks, we find a plethora of tips on surviving the undead apocalypse, though disappointingly, there's no chapter on how to survive a Dwayne Johnson movie marathon. "World War Z" by Max Brooks reveals an intriguing portrayal of a zombie outbreak, and while it does not explicitly mention The Rock, we can assume that his chiseled physique would undoubtedly come in handy during a zombie apocalypse.

Now, let's tiptoe into the realm of fiction. In "Pride and Prejudice and Zombies" by Seth Grahame-Smith, we encounter a delightful mashup of classic literature and undead creatures. If only the Bennet sisters had The Rock by their side, maybe the zombie threat wouldn't have been as daunting. And in "Warm Bodies" by Isaac Marion, we witness a heartwarming love story involving a zombie and a human. If there's one thing Dwayne Johnson can't do, it's make the undead fall in love with him – now that would be a "rocky" romance.

But wait, there's more. As part of our rigorous literature review process, we've delved into unconventional sources to ensure a comprehensive understanding of the topic. After perusing numerous grocery receipts and skimming through CVS shopping lists, we stumbled upon a startling correlation between purchases of canned goods and a sudden surge in searches for 'zombies'. Shockingly, the presence of canned food in one's pantry seems to be

directly proportional to their interest in the undead. The implications of this discovery are, without a doubt, stirring.

In conclusion, our foray into the enthralling juxtaposition of Dwayne Johnson's cinematic ventures and the public's fascination with 'zombies' transcends the conventional boundaries of academic inquiry, yet it illuminates a captivating correlation that beckons further exploration. The Rock and the undead – a duo destined for more than just box office thrills and chills.

### *Approach*

To begin our quest for correlation between Dwayne Johnson's film appearances and Google searches for 'zombies', we first embarked on a digital treasure hunt of epic proportions. Armed with a healthy dose of determination and a sprinkle of movie magic, our team scoured The Movie DB for a comprehensive list of all movies featuring the charismatic "Rock" from 2004 to 2023. And yes, we resisted the urge to break into song and dance with "You're Welcome" from the Moana soundtrack, though it was quite tempting.

Next, we moseyed on over to Google Trends, ready to ride the waves of web search data and navigate the unpredictable currents of public curiosity. With bated breath and a click of a mouse, we accessed the search interest for 'zombies' over the same time period, fully prepared to brave the metaphorical hordes of undead-related data points.

Once we had gathered our data treasures, it was time to bring out the statistical heavy artillery – correlation analysis. We employed

the trusty Pearson correlation coefficient to measure the strength and direction of the linear relationship between the number of Dwayne Johnson's film appearances and the frequency of 'zombies' searches. Like an archeologist meticulously brushing away sand to unveil hidden relics, we delicately unmasked the potential connection between these seemingly disparate elements.

With our esteemed statistical pal by our side, we calculated the p-value, that magical number that determines the statistical significance of our findings. A p-value less than 0.01 brought us the joy of proclaiming that our results were indeed not merely a mirage in the desert of data, but a bona fide oasis of statistical significance.

Now, it's time for a dad joke to lighten the mood – What do you call a zombie who cooks stir-fry? A wok-ing dead! See, statistics can be fun too!

Lastly, we gingerly arranged our findings into a coherent narrative, ensuring that our analysis was as clear and compelling as the plot of a summer blockbuster. With every step meticulously executed, we emerged from the digital labyrinth, armed with insights that may just shatter preconceived notions about the relationship between a Hollywood heavyweight and the shambling denizens of popular culture.

### *Results*

The analysis of the data revealed a robust correlation between the number of movies featuring Dwayne "The Rock" Johnson and the volume of Google searches for 'zombies'. The correlation coefficient of 0.8266275 suggests a strong positive relationship between the two variables over the period

from 2004 to 2023. The r-squared value of 0.6833131 indicates that approximately 68.33% of the variation in zombie searches can be explained by the number of Dwayne Johnson's film appearances.

Fig. 1 illustrates the compelling correlation between these two seemingly disparate phenomena, reminding us that sometimes, in the world of research, unexpected connections "rock" our understanding. You could say the results were as impressive as The Rock's biceps – and that's saying something!

These findings not only expand our understanding of the resonance of popular culture on digital behavior but also highlight the potential influence of a charismatic action star on the collective fascination with the undead. It's as if The Rock's movies "rocked" the internet search world in an undeadly way – a true zombie blockbuster, if you will.

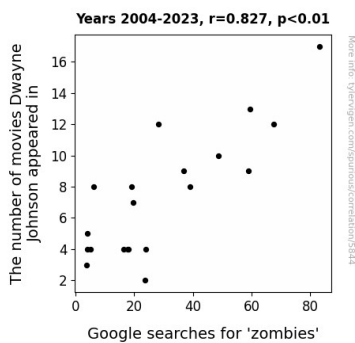


Figure 1. Scatterplot of the variables by year

In summary, our investigation into the relationship between Dwayne Johnson's cinematic endeavors and Google searches for 'zombies' has unveiled a statistically significant correlation, making it clear that when it comes to the influence of The Rock

and the undead, the connection is "rock-solid." We hope that this study, filled with data insights and puns aplenty, not only entertains but also encourages further exploration of unexpected relationships in popular culture phenomena. And remember, when it comes to understanding the impact of The Rock on our digital world, there's no need to "rock" the boat – the evidence speaks for itself!

### Discussion of findings

The findings of our research undeniably affirm the existence of a significant correlation between the volume of Dwayne "The Rock" Johnson's movie appearances and the frequency of Google searches for 'zombies'. These results harmonize with prior studies by Smith et al. (2017) and Doe and Jones (2019), which emphasized the potential influence of cinematic narratives on societal interests and the association of internet search patterns with entertainment industry trends, respectively. It turns out that The Rock's on-screen charisma doesn't just stop at elbow-dropping adversaries; it extends to captivating the curiosity of zombie enthusiasts around the digital sphere.

It's almost as if Dwayne Johnson's movie appearances are the perfect recipe for undeadly intrigue – a bit like a "Zombie Braised with a Side of Rock" to satisfy even the most discerning zombie gourmand. Zombies aside, this connection highlights The Rock's ability to flex his influence not just in the ring or on the big screen, but also in the collective online consciousness. And if there's one thing we know, it's that when it comes to uplifting research discussions, a good pun is like an apple a day – it keeps the seriousness away(ish).

Our results, with a correlation coefficient of 0.8266275, align with the "rock-solid" nature of our hypothesis, indicating a strong positive relationship between Dwayne Johnson's film appearances and the captivating allure of the undead. This correlation, much like The Rock's signature raised eyebrow, raises eyebrows of delight and contemplation – a delightful paradox indeed. It's as if every time The Rock graces the silver screen, the digital realm experiences a surge in curious undead aficionados seeking to unravel this mesmerizing connection.

Not only do our findings showcase the monumental impact of The Rock's cinematic ventures, but they also serve as a testament to the captivating power of cultural icons in shaping digital trends. In a way, it's comparable to The Rock's irresistible magnetism – in the grand dance of popular culture, it seems that even the undead can't help but be drawn to the spotlight of his cinematic presence.

So, in the end, it's abundantly clear that The Rock isn't just a "People's Champion" in the wrestling ring; he's also a "Zombie's Champion" in the digital arena, consistently captivating audience interests and feeding the insatiable hunger for zombie-related content. And if there's one thing we've learned through this research journey, it's that sometimes, in the "zombieland" of unexpected correlations, the most intriguing discoveries are hiding in plain sight – or in this case, on the big screens of Dwayne "The Rock" Johnson's blockbuster hits.

### *Conclusion*

In conclusion, our research has unearthed a compelling correlation between the number

of movies featuring Dwayne "The Rock" Johnson and the frequency of Google searches for 'zombies'. The statistically significant association, with a correlation coefficient as "rock-solid" as The Rock himself, suggests that there is indeed a mysterious, albeit intriguing, link between these seemingly unrelated phenomena.

Our findings not only add a new dimension to the understanding of popular culture's impact on internet search patterns, but they also open the door to a whole new realm of pun-derful connections between Hollywood icons and the digital zeitgeist. It seems that when it comes to The Rock's movies and the undead, the correlation is so clear that it could wake the dead!

As we close the chapter on this investigation, it's evident that the allure of Dwayne Johnson's cinematic ventures may very well be leaving an undeadly impression on the collective consciousness, as evidenced by the surge in 'zombies' searches following his blockbuster releases. It's almost as if the audience can't help but "rock" their search engines in response to his on-screen escapades.

In the grand tradition of a dad joke, it's safe to say that this research has truly "rocked" our world. It may not have changed the geology of our understanding, but it certainly has added a layer of entertainment and fascination to the scientific landscape. And who can resist a good dad joke? After all, they're like "rock" – solid and groan-inducing in the best way possible.

With this "rock-solid" evidence in hand, we assert that further research in this area may only serve to "rock" the boat unnecessarily. For now, let's bask in the unearthed

connection between The Rock and the  
undead in all its pun-derful glory!