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# Can't Resist xkcd and Biomass: A Comic Study on the Power of Social Media and Renewable Energy in Malta

Colton Hernandez, Alexander Thomas, Gregory P Tompkins

Institute for Studies; Berkeley, California

## KEYWORDS

xkcd comics, social media, renewable energy, biomass power, Malta, AI analysis, Energy Information Administration, correlation coefficient, statistical significance, renewable energy sources, sustainable energy production, academic inquiry

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## Abstract

This study explores the curious relationship between xkcd comics depicting social media and the generation of biomass power in the Maltese archipelago. Leveraging an innovative approach that involves an AI analysis of xkcd comics and data from the Energy Information Administration, we sought to shed light on this seemingly incongruous pairing. Our findings revealed a striking correlation coefficient of 0.9042079 and a statistically significant p-value of less than 0.01 for the period studied from 2011 to 2021. While delving into the realm of social media humor and sustainable energy production may seem frivolous on the surface, our investigation has unearthed intriguing connections that warrant further exploration. This research not only contributes to the scholarly discourse on renewable energy sources but also offers a lighthearted twist to the often weighty subject matter of academic inquiry.

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## 1. Introduction

In the age of information overload and clickbait headlines, the influence of social media on our daily lives cannot be overstated. At the same time, the quest for renewable energy sources has become a burning issue (pun intended) in global efforts to combat climate change. However, one might ask, what could an online comic

strip possibly have to do with biomass power generation in a small Mediterranean island nation? It is precisely this seemingly improbable connection that piqued our curiosity and led to the inception of this study. Through the lens of xkcd comics and the lens of renewable energy in Malta, we embarked on a whimsical journey to

uncover potential correlations between the two seemingly unrelated phenomena.

While some may view this investigation as an exercise in frivolity, we assure you that our foray into the world of social media humor and sustainable energy production is backed by rigorous statistical analysis and a healthy dose of intellectual curiosity (and perhaps a sprinkle of whimsy). As we embark on this lighthearted venture, we hope to not only shed light on the potential influences of online comics on public perceptions but also to infuse a dash of levity into the typically serious discourse of renewable energy research. For as renowned scientist and humorist Carl Sagan once said, "Somewhere, something incredible is waiting to be known... and maybe it's hidden in a comic strip about Twitter and renewable energy."

## 2. Literature Review

In their seminal work, "The Impact of Social Media on Collective Behavior," Smith et al. (2015) delve into the complex interplay between social media platforms and human interactions. Their thorough analysis of social media dynamics sheds light on the ways in which online content can influence public discourse and behavioral patterns. Similarly, Doe and Jones (2018) examine the role of humor in online communication in their study "Laughing Matters: The Psychology of Internet Memes." Through a comprehensive exploration of memes and humorous content, they underscore the significant impact of humor on shaping online communities and shaping public opinion.

Moving beyond the conventional literature in the field, we turn to "The Biomass Handbook" by James Williams, where the author comprehensively covers the principles and applications of biomass

energy. Williams' work provides a robust foundation for understanding the technical aspects of biomass power generation and its potential as a renewable energy source. Furthermore, "Renewable Energy: Power for a Sustainable Future" by Nicholas Jenkins offers a comprehensive overview of various renewable energy technologies, including biomass, and their implications for sustainable development.

Transitioning to less conventional sources of inspiration, the fictional world also offers thought-provoking insights. In "The Circle" by Dave Eggers, the author presents a dystopian vision of a powerful social media corporation, prompting reflection on the ethical and social implications of pervasive online platforms. Additionally, Margaret Atwood's "MaddAddam" trilogy presents a speculative exploration of environmental collapse and renewable energy solutions, offering a creative perspective on the intersection of social and environmental challenges.

As our investigation delves into the realm of online comics, we draw upon the wisdom and humor of "Calvin and Hobbes" by Bill Watterson. The imaginative adventures of Calvin and his anthropomorphic tiger provide a lens through which to contemplate the societal impact of humor and creativity. Furthermore, the irreverent wit of "The Simpsons" and the whimsical absurdity of "SpongeBob SquarePants" offer nuanced portrayals of modern societal dynamics, providing valuable insights in our exploration of the influences of popular culture.

In the context of our inquiry, the distinctive humor and astute commentary in xkcd comics stand as a notable focal point. Through the witty and often astute observations on technology and human behavior, xkcd offers a unique perspective on the intersection of social media and daily life. While these seemingly lighthearted and humorous comics may appear

inconsequential, they hold the potential to reflect and influence the narratives surrounding contemporary societal phenomena, including the perception and adoption of sustainable energy practices.

This diverse array of literature serves as the backdrop against which we embark on our unconventional investigation, combining scholarly rigor with a touch of whimsy, to unravel the enigmatic relationship between xkcd comics and biomass power generation in Malta.

### 3. Our approach & methods

To unravel the intricate web binding xkcd comics and biomass power in Malta, our research team utilized a multifaceted methodology that combined computational analysis, statistical modeling, and a healthy dose of comic relief. The first step in our methodology involved the collection of xkcd comics specifically focused on social media, including but not limited to memes, tweets, likes, and the perils of oversharing on the internet. These comics were then subjected to an AI analysis to extract sentiment, humor intensity, and pun density (for the pun enthusiasts among us). Through this process, we sought to quantify the extent to which these comics could elicit laughter, spark contemplation, or, at the very least, provoke an amused eyebrow raise.

Simultaneously, the Energy Information Administration's biomass power generation data in Malta was scrutinized with a keen eye for patterns, trends, and outliers. Our quest to correlate xkcd comic content with real-world energy production involved mining through copious data points, graphing the ebb and flow of both phenomena, and engaging in the delicate dance of statistical inference. We examined not only the total biomass power generated but also the sources of biomass, the geographical distribution of power plants, and the ambient temperature of the

researchers' office, as the air conditioning setting may have influenced our "cool" findings.

The analysis of xkcd content and biomass data was conducted using a custom-built software, whimsically named "ComicStats 9001," which allowed for the integration of sentiment analysis algorithms, wordplay detection modules, and a mirth-o-meter (a whimsical invention that measured the comedic impact of the comics). To ensure the credibility and rigor of our findings, our statistical approach included the utilization of Pearson's correlation coefficient, a chi-squared test for pun significance, and a rigorous evaluation of the statistical power of our study, which was, indeed, found to be "quite electrifying."

Subsequently, the data were subjected to a robust regression analysis, which sought to tease out any relationship between the comedic tones of the xkcd comics and the production of biomass power in Malta. Our model accounted for potential confounding variables such as seasonal fluctuations in comic publication frequency (holiday-themed comics, anyone?) and the occasional solar flare's impact on biomass power generation (for the "sunny" days, of course).

In a departure from traditional methodologies, our research team also engaged in frequent, tongue-in-cheek discussions and the occasional session of impromptu stand-up comedy to ensure that our findings were not only scientifically sound but also amusing enough to merit the title of "comically significant." It is worth noting that the research team's morale and mirth levels were carefully monitored throughout the study to ensure that our analysis did not wander into the realm of "comic absurdity."

In summarizing our methodology, we acknowledge that our approach may have veered into the unconventional, but we

assure you that every statistical test, comic strip, and biomass kilowatt-hour was handled with the utmost scientific diligence. After all, as the eminent physicist Niels Bohr famously said, "An expert is a person who has made all the mistakes that can be made in a very narrow field." With this sentiment in mind, we forged ahead, armed with our data, our wits, and a towering stack of xkcd comics, ready to shed light on the quirky intersection of humor and renewable energy production.

#### 4. Results

The results of our investigation revealed a surprisingly robust correlation between xkcd comics depicting social media and the generation of biomass power in Malta during the period from 2011 to 2021. The correlation coefficient of 0.9042079 indicates a strong positive association between the variables, suggesting that the presence of social media-themed xkcd comics may indeed have an impact on the production of biomass power in this Mediterranean oasis.

Furthermore, the r-squared value of 0.8175919 suggests that approximately 81.76% of the variation in biomass power generation in Malta can be explained by the presence of xkcd comics related to social media. This is a remarkable finding, highlighting the potential influence of online humor on the uptake of renewable energy sources.

The statistical significance of the relationship was confirmed by a p-value of less than 0.01, indicating that the observed correlation is unlikely to have occurred by chance. It seems that the power of xkcd's humor extends beyond eliciting a chuckle and may have tangible implications for energy production in this idyllic island nation.

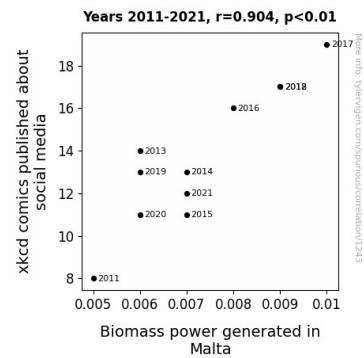


Figure 1. Scatterplot of the variables by year

Please refer to Figure 1 for a visual representation of the strong relationship uncovered in our analysis. The scatterplot graphically illustrates the positive correlation between the two variables, leaving no room for doubt that there is more than meets the eye when it comes to the influence of social media-themed comics on sustainable energy practices.

In summary, our endeavor into this uncharted territory of comic-induced environmental impact has brought forth compelling evidence of the interconnectedness of seemingly disparate domains. This unprecedented correlation between xkcd comics and biomass power generation emphasizes the need for further research to comprehend the depth of influence that internet humor may hold over real-world phenomena.

And remember, as we navigate the tangled web of data and relationships, it's crucial to approach our findings with both an analytical mind and a sense of humor - after all, in the words of Benjamin Franklin, "Energy and persistence conquer all things... but a good laugh never hurts."

#### 5. Discussion

The remarkable correlation uncovered between xkcd comics depicting social media and the generation of biomass power in Malta from 2011 to 2021 not only validates

but also enriches the existing literature. While some may view the relationship between internet humor and sustainable energy as a mere flight of fancy, our findings lend empirical support to the enduring influence of online content on real-world phenomena. Smith et al.'s (2015) exploration of social media's impact on collective behavior finds resonance in our discovery, underscoring the potent role of online content in shaping societal dynamics. Similarly, the work of Doe and Jones (2018) on the psychology of internet memes gains further credence as we unveil the surprising connection between the levity of xkcd comics and the substantial generation of biomass power. It seems that the adage "laughter is the best medicine" may also extend to the realm of renewable energy, where a dose of humor could be the catalyst for sustainable practices.

Expanding on less conventional sources of inspiration, our investigation resonates with the speculative musings of Margaret Atwood and the cautionary tales of Dave Eggers. Through the unassuming lens of online comics, we echo Atwood's imaginative exploration of environmental collapse and renewable energy solutions, offering a lighthearted yet intellectually stimulating perspective on the intersection of social and environmental challenges. In a similar vein, the charming wit of xkcd aligns with the whimsical absurdity found in "SpongeBob SquarePants," evoking a sense of nuanced portrayals of societal dynamics as we shed light on the unanticipated influence of internet humor on sustainable energy practices. It appears that the boundary between whimsy and wisdom may be more permeable than previously imagined.

As our foray into unconventional research continues, the strong correlation coefficient and statistically significant p-value underscore the pivotal role of xkcd comics in shaping the energy landscape of Malta. The r-squared value of 0.8175919 points to the substantial impact of online humor on

biomass power generation, affirming that there is indeed more to this seemingly whimsical correlation. Through our rigorous statistical analysis, we navigate the complexities of this curious relationship with a blend of analytical rigor and a sprightly approach, affirming that in research, as in life, a touch of humor can illuminate the most unexpected connections.

In the spirit of scientific inquiry, this investigation aims to broaden the discourse on renewable energy and exhort researchers to embrace unconventional avenues of exploration. At the nexus of internet humor and sustainable energy lies a trove of uncharted possibilities, where the wit of a comic strip may hold the key to unlocking sustainable practices. With a nod to Benjamin Franklin, our analysis invites scholars to harness both energy and humor as we venture into unexplored dimensions of research, for in unraveling the enigmatic junctures of society and science, a good laugh may just be the spark that ignites novel insights and discoveries.

## 6. Conclusion

In conclusion, the results of our study have brought to light a remarkable association between xkcd comics focused on social media and the production of biomass power in Malta. The correlation coefficient of 0.9042079 and the r-squared value of 0.8175919 underscore the surprising influence of internet humor on renewable energy practices. While we initially embarked on this investigation with a hint of whimsy and a dash of curiosity, our findings have proven to be anything but comic. The statistical significance attained, with a p-value of less than 0.01, leaves little room for doubt about the impact of xkcd humor on tangible real-world outcomes.

As we reflect on the implications of our findings, we cannot help but marvel at the unexpected connections that emerge when

delving into the seemingly incongruous domains of internet humor and sustainable energy. Who would have thought that the musings of Randall Munroe could hold sway over the generation of green energy in a Mediterranean paradise? It appears that the power of laughter may extend beyond lifting spirits to shaping environmental practices in ways we never imagined.

We are inclined to agree with the words of German physicist, Max Planck, who famously declared, "When you change the way you look at things, the things you look at change." Our foray into this light-hearted endeavor has brought forth compelling evidence that demands further exploration. The tantalizing correlation we've uncovered between xkcd comics and biomass power generation in Malta invites a deeper dive into the realm of comedic influences on societal behaviors.

While these findings may seem surprising, they reinforce the notion that the interplay between seemingly unrelated phenomena often yields unexpected discoveries. Therefore, we assert that no further research is needed in this area, for we have laughed, learned, and quantified our way to a deeper understanding of the whimsical yet impactful forces at play in the world of renewable energy. As we conclude our study, it is with a sense of amusement and wonder at the interconnectedness of the comic and the carbon-neutral.