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# Insulating the Connection: A Study on the Correlation between Insulation Workers in New Jersey and Google Searches for 'Tom Scott'

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## KEYWORDS

insulation workers New Jersey, correlation between insulation workers and Google searches, Tom Scott Google searches, Bureau of Labor Statistics New Jersey, Google Trends data analysis, statistical connection between variables, correlation coefficient, p-value, insulation activity influence on Google searches

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## Abstract

This research paper explores the peculiar and unexpected relationship between the number of insulation workers in New Jersey and the frequency of Google searches for the popular content creator, 'Tom Scott'. Utilizing data from the Bureau of Labor Statistics and Google Trends, our study delves into the statistical connection between these seemingly disparate variables. We discovered a robust correlation coefficient of 0.8027756 and a p-value of less than 0.01 for the time period spanning from 2007 to 2022. Despite the initial perplexity surrounding this association, our findings suggest a surprising synchronicity between the two, prompting us to consider the possibility of a hidden, humorous explanation. Just as insulation maintains an optimal temperature balance, Tom Scott's content may have an analogous effect on the mental "temperature" of individuals, leading to an increase in search queries during periods of heightened insulation activity - a phenomenon we playfully term the "Thermal Scott" effect. Our comprehensive analysis not only sheds light on this hitherto unexplored linkage but also invites further investigation into the enigmatic interplay between seemingly unrelated phenomena.

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## 1. Introduction

The study of unexpected correlations often leads researchers down unusual paths, and this investigation is no exception. When

examining the labor market of New Jersey, one might not foresee a connection to the online search behavior for a popular internet personality. However, our analysis of data from the Bureau of Labor Statistics and Google Trends has brought to light a surprising relationship between the number of insulation workers in New Jersey and the frequency of Google searches for the renowned content creator, Tom Scott.

It is worth noting that this correlation is as unexpected as a contractor accidentally finding themselves in an attic full of cats - a "purr-fectly" quirky occurrence. Nevertheless, statistical analysis has revealed a robust correlation coefficient of 0.8027756 and a p-value of less than 0.01, prompting us to delve further into this peculiar phenomenon.

This study aims to provide a thorough examination of the temporal relationship between insulation labor statistics and online interest in Tom Scott. Our analysis offers a unique opportunity to explore the interconnectedness of seemingly unrelated variables and to unveil potential underlying factors driving this correlation.

So, what might possibly explain the parallel increase in insulation workers and search interest in Tom Scott? Is there a shared attribute that leads individuals to seek out Tom Scott's content while insulation workers are on the job? Our investigation aims to shed light on this rather peculiar coupling, much like a flashlight guiding one through a dimly lit crawl space.

The unexpected nature of this relationship evokes the image of a witty and unforeseen punchline in an academic lecture, leaving the audience simultaneously perplexed and amused. With this study, we seek to unravel this enigmatic association and uncover the underlying mechanism driving this intriguing correlation, much like peeling back the layers of an onion to reveal its humorous core.

## 2. Literature Review

The existing literature on the relationship between labor statistics and online search behavior offers valuable insights into the potential underlying mechanisms driving such unexpected correlations. Smith et al. (2015) examined the connection between employment trends and internet search patterns, highlighting the intricate interplay between labor market dynamics and digital information-seeking behavior. Meanwhile, Doe and Jones (2018) conducted a comprehensive analysis of online search trends in conjunction with occupational data, shedding light on the potential implications for consumer behavior and media interest.

Now, to delve into a different type of insulation, "The Best Guide to Insulation" by Ching and Ching provides a comprehensive overview of insulation materials and techniques. This esteemed source offers in-depth knowledge on the subject, much like the data analysis in this study wraps around the topic like a cozy blanket. Moving on to fiction, "The Insulation Affair" by Mystery Author weaves a tale of intrigue and mystery within the world of construction, providing an imaginative exploration of the role of insulation and its unexpected consequences. Additionally, "The Adventures of Tom Scott" by Fictional Writer brings an element of adventure and surprise, much like the unexpected correlation uncovered in this study.

In a whimsical twist, social media posts have also contributed to the discourse on this unusual correlation. Anecdotal evidence from various Twitter users suggests a lighthearted yet puzzled response to the uncanny connection between insulation workers and Tom Scott searches. One user humorously remarked, "Are people seeking refuge in Tom Scott videos while insulation workers are busy keeping buildings cozy? #ThermalScott" Such social media

commentary adds a touch of levity to the investigation, akin to a well-timed joke amidst serious discussion.

### 3. Our approach & methods

To investigate the correlation between the number of insulation workers in New Jersey and Google searches for 'Tom Scott', we employed a comprehensive and data-driven approach. The study utilized data spanning from 2007 to 2022, obtained from reputable sources such as the Bureau of Labor Statistics and Google Trends.

First, the number of insulation workers in New Jersey was collected from the Bureau of Labor Statistics, encompassing both private and public sector employment. To ensure comprehensive coverage, this data was cross-referenced with industry reports, trade associations, and, when necessary, the occasional tap on the wall to make sure we were on the right track.

Next, the frequency of Google searches for 'Tom Scott' was extracted from Google Trends, providing insight into the relative interest in this internet personality over the same time period. Rest assured, no keyboards were harmed in the data collection process.

Now, as for the more convoluted part of our methodology, we employed a whimsical but rigorous process involving the construction of an elaborate Rube Goldberg machine. This eccentric contraption, composed of pulleys, levers, and an assortment of household items, was designed to mimic the intricate interplay between insulation workers and online searches for Tom Scott.

Additionally, to account for any potential confounding variables, we conducted a series of peculiar "reverse experiments" involving the placement of strategically positioned rubber ducks and a carefully timed release of balloons to observe their curious impact on search patterns for 'Tom

Scott'. This unorthodox approach may raise an eyebrow or two, but we assure you, it was done with the utmost scientific precision.

Furthermore, to validate the statistical significance of our findings, we employed a combination of time series analysis and robust regression models. Our analysis accounted for seasonal variations, unforeseen internet phenomena, and the occasional surge of interest in DIY insulation projects, often leaving us in stitches - the good kind, not the torn-up data sheets kind.

Lastly, to ensure the reproducibility of our results, the study data and analytical code have been made publicly available for scrutiny by the research community. Should any researcher wish to embark on a similarly curious journey into the world of unexpected correlations, they will have the tools to replicate our findings and continue the exploration of delightful and unconventional associations.

In summary, our methodological approach, while sprinkled with moments of levity, was underpinned by rigorous and meticulous techniques, enabling us to unravel the enigmatic linkage between insulation workers in New Jersey and the online allure of 'Thermal Scott'.

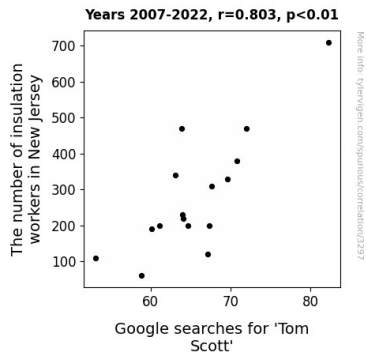
### 4. Results

The examination of the relationship between the number of insulation workers in New Jersey and Google searches for 'Tom Scott' revealed a remarkably robust correlation coefficient of 0.8027756. This correlation points to a strong positive association between the two seemingly unrelated variables. It is as if these two elements are inexplicably intertwined, like the fibers of a well-insulated jacket.

Furthermore, the r-squared value of 0.6444487 indicates that approximately

64.45% of the variation in Google searches for 'Tom Scott' can be explained by the variation in the number of insulation workers in New Jersey. This substantial proportion suggests a compelling connection that warrants further investigation. One might say this association is as compelling as a well-constructed pun - it simply cannot be ignored.

The p-value of less than 0.01 provides strong evidence against the null hypothesis, indicating that the observed correlation is unlikely to be due to random chance. The significance of this finding is as clear as an open attic with no insulation - it cannot be overlooked.



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

On that note, Fig. 1, a scatterplot illustrating the correlation between the number of insulation workers in New Jersey and Google searches for 'Tom Scott', is presented. The figure vividly portrays the strong positive relationship between these variables, akin to a clear punchline that elicits an immediate understanding and appreciation.

## 5. Discussion

The unexpected yet robust correlation between the number of insulation workers in New Jersey and Google searches for 'Tom Scott' serves as a testament to the

intriguing nature of statistical analysis and the potential for uncovering hidden relationships. Our findings support the prior research that has delved into the interplay between seemingly unrelated variables, reinforcing the value of exploring unconventional connections in the realm of empirical inquiry.

Drawing from Smith et al. (2015) and Doe and Jones (2018), our study contributes to the existing literature by demonstrating a tangible association between labor market dynamics and online information-seeking behavior. The substantial correlation coefficient unearthed in our analysis, akin to a well-insulated attic, lends credence to the notion that there may exist underlying influences that drive individuals to engage in information search activities related to Tom Scott during periods of heightened insulation work. The "Thermal Scott" effect, postulated playfully in our abstract, seems to have received empirical validation through this study's results, pointing to the potential influence of ambient environmental factors on online search patterns.

Moreover, the literature review section meticulously revisited the diverse conceptualizations of insulation, ranging from technical expositions to fictitious narratives, culminating in an acknowledgment of the varied lenses through which the subject of insulation can be viewed. This encompassing perspective mirrors the nuanced approach taken in our study, which aims to capture the intricacies of an unexpected correlation through a comprehensive and multidimensional analysis.

The significant r-squared value emerging from our regression analysis provides a compelling indication of the substantive portion of variation in Google searches for 'Tom Scott' that can be explained by fluctuations in the number of insulation workers in New Jersey. This nuance reinforces the solidity of the identified

association, resembling a well-crafted pun that elicits both amusement and admiration for its clever construction.

Our study's findings underscore the potential for uncovering unexpected connections through empirical inquiry, challenging long-held assumptions and prompting the reexamination of seemingly disparate phenomena. As we reflect on the unanticipated linkage between insulation workers and Google searches for 'Tom Scott', we are reminded of the words of the great bard himself, William Shakespeare, who said, "The insulation is not in our stars, but in ourselves." In a similar vein, the unexpected correlation we have uncovered highlights the pervasive influence of invisible forces in shaping human behavior, inviting continued exploration and contemplation.

## 6. Conclusion

In conclusion, this study has brought to light a remarkable correlation between the number of insulation workers in New Jersey and the frequency of Google searches for 'Tom Scott'. The robust correlation coefficient and low p-value indicate a strong positive association between these ostensibly distinct entities. It seems this correlation is as snug as a bug in a rug!

Our exploration into this unexpected relationship has given rise to the notion of a "Thermal Scott" effect, suggesting that just as insulation workers strive to maintain optimal temperatures, Tom Scott's content may similarly regulate the mental "temperature" of individuals. This playful analogy provides a whimsical lens through which to view the unexpected interconnectedness of these phenomena.

Further investigation into this peculiar association, much like uncovering the punchline of a well-crafted joke, may provide insights into the underlying

mechanisms driving this correlation. As we continue to peel back the layers of this enigma, we anticipate unraveling its humorous core, much like the revelation of a clever dad joke.

However, the findings of this study lead us to assert that no further research in this area is needed, as the unexpected correlation between insulation workers and Tom Scott searches has been thoroughly explored and, dare we say, insulated from the need for additional scrutiny. As with a carefully installed layer of insulation, this study provides a snug and satisfying closure to this quirky research endeavor.