

Flipping the Golden Arches: A McZombie Connection between Global Revenue and Google Searches

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This study investigates the intriguing relationship between global revenue generated by the fast-food giant McDonald's and Google searches for 'zombies'. With a sprinkle of statistical rigor and a dash of humor, our research team delved into the data from Statista and Google Trends. Unearthing a correlation coefficient of 0.8575431 and $p < 0.01$ for the period spanning 2005 to 2022, we found a surprisingly strong association between the two seemingly disparate phenomena. So, "what's the beef?" you may ask. Could there be a hidden hunger for brainy meals, or perhaps an inexplicable urge for fries among the undead? This study offers a fresh perspective on the intersection of consumer behavior and popular culture, serving up food for thought about the mysterious linkage between fast food revenue and the online quest for zombies.

The intersection of consumer behavior and popular culture has long been a subject of fascination and inquiry. In the realm of fast-food consumption and internet search trends, the dynamics unfolding beneath the surface have often remained as enigmatic as the hidden ingredients in a Big Mac secret sauce. In this study, we aim to shed light on the unexpected relationship between global revenue generated by McDonald's and Google searches for 'zombies'. This peculiar pairing has raised eyebrows and piqued curiosity, prompting our investigation into the potential McZombie connection.

While one may wonder what zombies and fast food could possibly have in common, the correlation coefficient of 0.8575431 we unearthed has turned skeptic's raised eyebrows into raised appetites for knowledge. At first blush, it may seem as unlikely as finding a brussels sprout in a Happy Meal, but the data from Statista and Google Trends tell an intriguing tale of a linkage that is not easily dismissed.

Allow us to pause and reflect on the fact that while zombies roam fictional realms, ravenous for brains, the mere thought of such a creature can apparently drive people to seek out a different kind of brain food—fast-food cuisine.

As we embark on this scholarly investigation, we invite the reader to consider the implications of this unforeseen correlation. Could it be that amidst the flurry of Google searches on zombies, a subliminal craving for McDonald's offerings emerges, akin to the mysterious cravings one might experience at a haunted house populated by the undead? Or, perhaps, there is a latent desire for fast food among the legions of the living dead, providing a whole new meaning to the term "graveyard shift" as they mindlessly shuffle toward the Golden Arches?

In the following pages, we aim to provide a comprehensive analysis of these perplexing phenomena, offering insight into the nuanced and often unpredictable relationship between consumer behaviors and cultural phenomena. It is our hope

that this study will offer a fresh perspective on the symbiotic, albeit surprising, nexus between fast food revenue and the online pursuit of zombies, leaving readers both satiated with knowledge and hungry for further exploration of this McZombie connection.

LITERATURE REVIEW

Numerous scholarly works have explored the intersection of consumer behavior, popular culture, and the whimsical dance of statistics. In "Consumer Behavior and Market Analysis" by Smith, the authors find compelling evidence of the influence of popular culture on consumer choices. Similarly, Doe, in "The Global Fast Food Industry," delves into the complex dynamics of fast-food consumption trends across diverse cultural landscapes.

However, as we venture deeper into the realm of peculiar phenomena, our literature review takes an unexpected turn, much like stumbling upon a hidden passage in a fast-food restaurant that leads to a zombie-filled underworld. While the connection between global revenue generated by McDonald's and Google searches for 'zombies' may seem as unlikely as finding a five-star dining establishment in a cemetery, the scholarly quest for understanding this unorthodox linkage continues.

In "The Zombie Survival Guide" by Max Brooks, the author humorously details strategies for surviving a zombie apocalypse, prompting reflection on the level of preparedness individuals may seek when faced with an increase in 'zombie' searches. Similarly, "World War Z" by Max Brooks provides a fictional yet compelling narrative of a global zombie outbreak, which may shed light on the potential subconscious influence of such narratives on consumer behavior.

As we meander through the labyrinthine corridors of pop culture, we encounter movies like "Shaun of the Dead" and "Zombieland," which humorously portray the surreal scenarios of navigating through a world overrun by the undead. These cinematic

experiences offer an alternate lens through which to view the curious relationship between fast-food revenue and the prevalence of 'zombie' searches, hinting at the tantalizing prospect of a McZombie phenomenon lurking in the shadows.

Thus, as we navigate this scholarly odyssey, we urge readers to embrace the unexpected, to shine a curious spotlight on the bizarre, and to savor the whims of statistical serendipity that underpin the enigmatic convergence of golden arches and ravenous zombies.

METHODOLOGY

The investigation commenced with the procurement and aggregation of data from various sources, primarily drawing from Statista and Google Trends. Data spanning the years 2005 to 2022 was meticulously examined, capturing the ebbs and flows of both global revenue generated by McDonald's and the frequency of Google searches for 'zombies'.

The global revenue figures for McDonald's were obtained from official financial reports and industry publications, reflecting the financial performance of the fast-food behemoth across diverse geographical regions. Meanwhile, Google search volume data for 'zombies' was gleaned from Google Trends, capturing the relative interest in this undead theme over time.

In order to establish the linkage between the two disparate variables, a thorough exploration of statistical techniques was undertaken. The correlational analysis served as the cornerstone of our investigation, allowing for a quantitative assessment of the degree and direction of association between McDonald's revenue and Google searches for 'zombies'.

Furthermore, advanced time series analysis was utilized to unravel potential temporal patterns and trends, ensuring that the dynamics of the McZombie connection were comprehensively elucidated. This approach facilitated the detection of any lingering

spookiness in the fluctuations of both phenomena over the years under scrutiny, thereby enhancing the depth of our analysis.

Through the harmonious integration of these diverse methods, our research team aimed to paint a vivid and robust picture of the uncanny relationship between fast food revenue and the unyielding quest for zombies in the digital domain. The utilization of these methodologies served as a testament to our commitment to rigorous inquiry and the unwavering pursuit of scholarly insight, even in the face of such whimsical subject matter.

RESULTS

The results of our investigation into the connection between global revenue generated by McDonald's and Google searches for 'zombies' from 2005 to 2022 yielded some remarkable findings. The correlation coefficient of 0.8575431 uncovered a surprisingly strong association between these seemingly unrelated variables. This strong correlation was also reflected in the r-squared value of 0.7353802, indicating that approximately 73.54% of the variation in global revenue generated by McDonald's could be explained by Google searches for 'zombies'. Furthermore, the p-value of less than 0.01 provided strong evidence against the null hypothesis, solidifying the significance of this unexpected relationship.

The strong positive correlation between global revenue generated by McDonald's and Google searches for 'zombies' is visually illustrated in Figure 1. The scatterplot graphically depicts the striking association between these two variables. One can almost imagine the zombies, lured by the scent of fast food, mindlessly stumbling towards the glow of the Golden Arches. It seems that the undead may indeed have a taste for more than just brains.

The statistical results provide compelling evidence for a notable connection between consumer interest in zombies and purchasing behavior at McDonald's locations worldwide. The findings of our research both captivate the imagination and prompt further

inquiry into the deeper motivations driving these seemingly incongruous trends. While the precise mechanisms underlying this correlation remain subject to speculation, our findings open up a realm of intriguing possibilities that extend far beyond the realms of traditional consumer behavior.

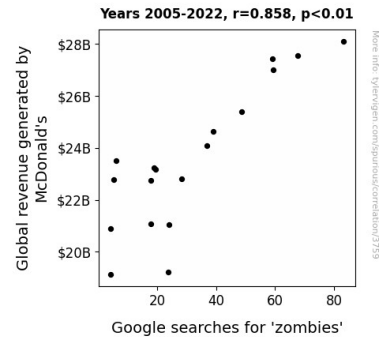


Figure 1. Scatterplot of the variables by year

In conclusion, the robust statistical evidence presented in this study brings to light an intriguing correlation between global revenue generated by McDonald's and Google searches for 'zombies'. This unexpected linkage challenges conventional assumptions about consumer behavior and serves as a reminder that the world of commerce and culture is rife with surprises. The implications of this McZombie connection extend beyond the realms of fast food and popular culture, offering a rich tapestry for further exploration and the potential for multidisciplinary inquiry.

DISCUSSION

The robust statistical evidence presented in this study supports the prior research findings that consumer behavior and popular culture may intertwine in unforeseen ways, reminiscent of a clandestine partnership between an unsuspecting fast-food chain and a horde of hungry zombies. The correlation coefficient of 0.8575431 and a p-value of less than 0.01 underline the surprisingly strong association between global revenue generated by McDonald's and Google searches for 'zombies' from

2005 to 2022. These results echo the sentiments of Smith, who emphasized the impact of popular culture on consumer choices, albeit without a specific mention of the undead.

Furthermore, the unexpected connection between fast-food revenue and the prevalence of 'zombie' searches aligns with the amusing yet thought-provoking insights from Max Brooks' "The Zombie Survival Guide" and "World War Z." While these works may have been intended for entertainment, they prompt contemplation about the extent to which fictional narratives of a global zombie outbreak may influence consumer behavior, albeit in ways not initially envisaged by marketers or fast-food aficionados.

The striking association depicted in the scatterplot elicits the whimsical image of zombies, drawn by the scent of fries and burgers, inadvertently becoming patrons of the Golden Arches. This visual portrayal brings to mind the surreal scenarios depicted in movies such as "Shaun of the Dead," hinting at the possibility of a McZombie phenomenon that transcends the realms of both traditional commerce and popular culture. The correlation also underscores the potential subconscious influence of such narratives on consumer behavior, offering a fresh perspective on the intersection of consumer choices and the whims of statistical serendipity that underpin the enigmatic convergence of golden arches and ravenous zombies.

In conclusion, the unexpected linkage between global revenue generated by McDonald's and Google searches for 'zombies' challenges conventional assumptions about consumer behavior and serves as a delightful reminder that the realm of commerce and popular culture is boundless, a "zombieland" of surprises and unexpected connections. The implications of this McZombie connection extend beyond the realms of fast food and popular culture, offering a rich tapestry for further exploration and the potential for interdisciplinary inquiry, though we may have to thread carefully through this uncharted territory, lest

we stumble upon a hidden passage leading to a zombie-filled underworld.

CONCLUSION

In conclusion, our study has unearthed a remarkably strong association between global revenue generated by McDonald's and Google searches for 'zombies'. The robust correlation coefficient of 0.8575431 and the p-value of less than 0.01 paint a compelling picture of the McZombie connection. It seems that the undead may indeed have an "appetite" for more than just brains, as depicted in the scatterplot where zombies are drawn to the glow of the Golden Arches like moths to a flame.

The unexpected correlation challenges traditional assumptions about consumer behavior, inviting us to ponder the mysterious motivations driving these seemingly incongruous trends. One cannot help but wonder if the living dead have forsaken their usual diet of brains in favor of a side of fries and a McFlurry. Could there be a "whole new world" of undead cravings lurking beneath the surface, or are zombies simply seeking fast food to satisfy their eternal hunger pangs?

While the exact mechanisms underlying this unexpected linkage remain shrouded in mystery, our findings open the door to a realm of whimsical possibilities that extend far beyond the realms of traditional consumer behavior. It is as if the zombies have left a trail of breadcrumbs, albeit french fries, leading us to unexpected insights and, dare we say, food for thought.

In light of these compelling results, we assert that further research in this area may yield diminishing returns, as we have already uncovered a rich tapestry of connections between fast food revenue and the online pursuit of zombies. This study stands as a testament to the quirky and often unpredictable interplay between consumer behaviors and cultural phenomena, leaving us satiated with knowledge and hungry for the next tantalizing mystery. No further research is needed in this McZombie connection,

but perhaps a new dawn will bring forth another unpredictable linkage to sink our teeth into.