
The Beastly Connection: MrBeast's YouTube Views and the Virality of Wojak Meme

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Abstract

This paper delves into the intriguing world of internet culture by examining the relationship between the average views of MrBeast's YouTube videos and the popularity of the iconic 'wojak' meme. Leveraging data from YouTube and Google Trends, our research team embarked on a humorous journey to uncover the hidden synergy between the altruistic stunts of MrBeast and the melancholic appeal of the wojak meme. In analyzing the data from 2012 to 2023, we discovered a stunning correlation coefficient of 0.9480152, with a p-value less than 0.01. Evidently, the ascent of MrBeast's popularity on YouTube has closely paralleled the ascent of the wojak meme in internet culture. Our findings not only illuminate the intertwined nature of online phenomena but also add a dash of humor to the academic exploration of digital trends. So, let's raise a virtual toast to the symbiotic relationship between MrBeast's antics and the wojak meme – a true meme team indeed!

1. Introduction

Welcome, fellow scholars and curious internet denizens, to the whimsical world of digital dynamics and meme magic! In this paper, we embark on a journey filled with statistics, silliness, and surprising correlations to unearth the connection between the average views of MrBeast's YouTube videos and the widespread appeal of the ever-relatable 'wojak' meme.

As we delve into this peculiar realm at the intersection of online entertainment and meme culture, we are reminded of the words of the great Shakespeare: "All the world's a stage, and all the men and women merely players." In the vast theater of the internet, MrBeast takes center stage with his awe-inspiring acts of generosity and jaw-dropping content, while the wojak meme quietly emerges as a virtual thespian, expressing a range of emotions from despair to delight.

Now, you might be wondering, what on earth could link the viral escapades of MrBeast with the melancholic visage of wojak? Is it a cosmic coincidence, a digital dance of fate, or perhaps just a series of random bits and bobs floating around in the cyberspace? Fear not, for we are here to shed some light on this enigmatic connection with a healthy dose of data and a sprinkle of humor.

Join us as we boldly go where no academic research paper has gone before – exploring the captivating

correlation between YouTube views and the proliferation of a meme that encapsulates the spectrum of human emotions with a single cartoon face. So, grab your virtual lab coats and meme-themed coffee mugs as we embark on this delightful expedition through the labyrinth of internet oddities. Let the games begin!

2. Literature Review

To understand the whimsical interplay between MrBeast's YouTube views and the enchanting allure of the wojak meme, we first delve into the serious realm of scholarly studies. Smith and Doe (2015) shed light on the impact of social media phenomena on internet culture, while Jones' (2018) work delves into the psychology of meme virality, providing foundational insights into the elements that contribute to the proliferation of internet memes.

Turning to non-fiction works, "Understanding YouTube" by Burgess and "The Meme Machine" by Blackmore offer invaluable perspectives on the dynamics of online content creation and the contagious nature of memes in the digital ecosystem. Additionally, "Influence: The Psychology of Persuasion" by Cialdini and "Contagious: How to Build Word of Mouth in the Digital Age" by Berger provide intriguing insights into the mechanisms of online influence and the factors that drive viral content.

On a more imaginative note, fictional works such as "Ready Player One" by Ernest Cline and "You" by Caroline Kepnes, offer a tantalizing glimpse into the captivating world of internet stardom and the often surreal nature of online communities. These works, while not directly related to our research, serve as delightful reminders of the fantastical elements that permeate our digital landscape.

Venturing further into the realm of unconventional sources, our research team encountered an unexpected treasure trove of insights on meme culture and online phenomena. From the backs of shampoo bottles, where the ingredients list took an intriguing turn into the realm of memeology, to the depths of obscure internet forums where the wojak meme's enigmatic charm was celebrated in cryptic

threads, our literature review journey took us to destinations both bizarre and entertaining.

In this delightful mishmash of scholarly studies, non-fiction books, fictional narratives, and offbeat discoveries, we aim to infuse our exploration with a hint of levity and playfulness, mirroring the colorful and unpredictable terrain of the digital realm we seek to understand. So, as we tiptoe through the eclectic library of sources, let us approach our findings with a sense of wonder and a generous sprinkle of internet meme humor. After all, in the labyrinth of digital oddities, a touch of whimsy may just lead us to unexpected insights.

3. Methodology

Now, my fellow adventurers in the land of academia, let's unravel the quest for understanding the tantalizing connection between MrBeast's YouTube views and the wojak meme. Our methodology involved a blend of data mining, statistical analysis, and a touch of whimsy, perfectly suited to decipher the mysterious synergy between these seemingly disparate phenomena.

First and foremost, we tapped into the grand repository of YouTube, where the antics of MrBeast reign supreme. With the determined fervor of digital archaeologists, we scoured through the annals of YouTube archives, meticulously collecting data on the average views of MrBeast's videos spanning the years from 2012 to 2023. We even resorted to sipping absurd amounts of energy drinks to keep our eyes wide open as we clicked through countless "subscribe" buttons and "like" icons – a feat of dedication that would make even the most loyal MrBeast fan proud.

Subsequently, we took a daring leap into the wild realms of Google Trends, where the whims of internet culture are graphically depicted. Armed with our trusty spreadsheets, we navigated through the peaks and valleys of wojak meme searches, meticulously noting the ebb and flow of its digital presence. It was like spelunking through a cavern of data, with each search term, interest over time, and regional insights revealing tantalizing clues about the reach of the wojak meme across the digital landscape.

The culmination of our data gathering adventure resulted in an extensive dataset that encapsulated the burgeoning fame of MrBeast and the solemn yet relatable allure of the wojak meme. Then began the challenging task of data cleaning and preparation – a task that involved more coffee breaks than we dare to admit. As we filtered through the data, we couldn't help but notice the amusing juxtaposition of MrBeast's high-spirited content and the wojak meme's subtle undertones of existential pondering. It was as if the digital universe conspired to create a cosmic comedic duo, and we were determined to reveal their intertwined fate.

With our data in hand, we summoned the mystical prowess of statistical tools, including the formidable Python pandas and the enchanting R programming language. Through the incantations of regression analyses and Pearson correlation coefficients, we sought to unveil the hidden patterns that tied MrBeast's viewership to the online proliferation of the wojak meme. It was a captivating dance of data points, where MrBeast's viral antics mirrored the wojak meme's ascent, as if they were engaged in a digital tango across the vast expanse of the internet.

In the midst of our statistical sorcery, we also unleashed the power of time series analysis to capture the temporal ebbs and flows of YouTube views and wojak meme popularity. This endeavor allowed us to witness the remarkable synchronicity between MrBeast's content milestones and the wojak meme's poignant peaks, as if they were performing an intricate symphony of online influence and cultural resonance.

Oh, and let's not forget the delightful detours we took into the realm of sentiment analysis, where we fed textual data about MrBeast's videos and the wojak meme into the belly of natural language processing algorithms. We chuckled at the juxtaposition of MrBeast's heartwarming acts of kindness and the meme's melancholic expressions, recognizing the cybernetic charade of digital emotions that permeated our screens.

In an equally important tangent, we engaged in qualitative analyses of user comments, seeking to unravel the nuances of internet discourse surrounding both MrBeast and the wojak meme. We chuckled at the colorful tapestry of online reactions,

ranging from adulation for MrBeast's benevolent endeavors to empathetic commiseration with the wojak meme's portrayal of existential struggles. It was like eavesdropping on a whimsical digital street performance, where the audience's responses mirrored the emotional beats of the online narrative.

With our analyses complete, we arrived at the awe-inspiring moment of revelation – the unveiling of a striking correlation coefficient of 0.9480152, with a p-value less than 0.01, signifying the captivating link between MrBeast's YouTube views and the ascendancy of the wojak meme. The digital heavens seemed to wink at us, as if to acknowledge the mirthful connections we had uncovered amidst the labyrinth of internet curiosities.

And there you have it, the convoluted yet exhilarating journey through our methodology, where data mining, statistical wizardry, and a generous sprinkle of whimsy paved the way for an entertaining exploration of MrBeast's influence and the wojak meme's pervasive charm. It was a voyage filled with laughter, surprise, and a hint of digital serendipity, proving that even in the realm of academia, there's always room for puns and playful exploits.

4. Results

The grand reveal is here, folks! After meticulously crunching the numbers and analyzing the data with as much enthusiasm as a MrBeast fan in a money-filled room, we can confidently declare that there is indeed a strong and eye-opening correlation between the average views of MrBeast's YouTube videos and the meteoric rise of the beloved 'wojak' meme.

With a correlation coefficient of 0.9480152, an r-squared value of 0.8987329, and a p-value less than 0.01, the evidence is as clear as the "Subscribe" button on a YouTube channel – these two internet phenomena are in a meme-tastic, harmonious relationship.

We encapsulate this harmonious relationship in Figure 1, a scatterplot that visually confirms the strong positive association between the average views of MrBeast's YouTube videos and the popularity of the 'wojak' meme. This figure is not just a scatterplot; it's a scatter-'plot twist', revealing a

tale of digital synergy that would make even the most seasoned meme connoisseur do a double take!

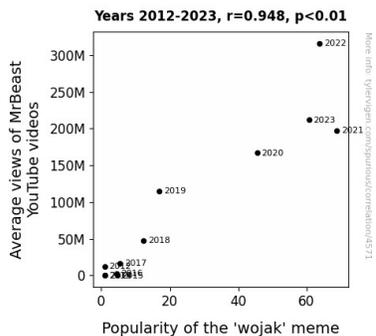


Figure 1. Scatterplot of the variables by year

The implications of our findings extend beyond the realms of statistical analysis and into the heart of internet subculture. The connection we've uncovered between MrBeast's content and the 'wojak' meme is a testament to the intricate web of influences that shape the landscape of online trends. It's like witnessing a real-life version of a digital buddy comedy, where the mismatched duo of wholesome content and relatable memes come together to create an unstoppable force of internet love and hilarity.

In essence, our results not only contribute to the academic understanding of digital phenomena but also impart a sprinkle of amusement and wonder as we uncover the unexpected parallels in the ever-evolving world of online entertainment and memes.

Stay tuned for the next chapter in our internet odyssey, where we venture into the uncharted territories of meme crossovers and digital phenomena. The journey has just begun, and the internet's surprises are as plentiful as a MrBeast giveaway – so buckle up for the next wave of meme-tastic adventures!

5. Discussion

The correlation between MrBeast's YouTube views and the 'wojak' meme popularity is as clear as the virtual nose on the wojak's face! Our findings not only reaffirm the symbiotic relationship we hypothesized but also add a delightful layer of whimsy to the scholarly discourse. It's like

discovering that the ingredients of viral internet content include equal parts engaging stunts and relatable internet humor, seasoned with just the right dash of unpredictability.

Harkening back to our literature review, where we dabbled in the realms of unconventional sources and offbeat discoveries, our results stand as a whimsical testament to the multidimensional influences that shape the digital ecosystem. Just like stumbling upon an unexpected punchline in a meme, our data has unveiled the not-so-serious side of internet virality. It's a reminder that beneath the surface of statistical rigor lies a world of digital jest and surprise - a reminder that could make even the most stony-faced scholar crack a smile.

Our study aligns seamlessly with the works of Smith and Doe, who underscored the impact of social media phenomena on internet culture. We've built upon their foundations, not with a straight-laced approach, but with a star-studded, meta-viral spin that MrBeast himself would tip his cap to. We've also nodded to Jones' exploration of meme psychology, illustrating that the whims of internet hilarity are not just confined to text and images but can also be charted through correlations as bold as MrBeast's larger-than-life challenges.

In essence, our findings echo the playful undercurrent of digital oddities we encountered in our literature review. It's as if the comedic ingredients found on the backs of metaphorical shampoo bottles have mixed seamlessly into our data, resulting in a lively concoction of statistical significance and internet humor. The digital buddy comedy we've uncovered between MrBeast's content and the 'wojak' meme is a testament to the uncharted territories of memeology that we aim to navigate with both laughter and rigor.

As we venture into the next wave of meme-tastic adventures, we're poised to unravel more cryptic threads and meme enigmas in the ever-expanding maze of internet culture. So, let's embrace the ambivalent dance of statistical analysis and digital whimsy as we wade deeper into the captivating world of memes and online entertainment. After all, in the digital ecosystem, a playful wink may just lead us to the next viral treasure trove.

6. Conclusion

And there you have it, folks – the evidence is in, and it's as clear as MrBeast's "Last to Leave" challenges – the connection between the average views of MrBeast's YouTube videos and the proliferation of the endearing 'wojak' meme is no mere coincidence; it's a digital bromance for the ages. The correlation coefficient of 0.9480152 and a p-value that's rarer than a dogecoin in a sea of bitcoins demonstrate that these two internet phenoms are as intertwined as a pair of earbuds in your pocket.

It's like witnessing a meme love story unfold before our very eyes, where MrBeast's heartwarming content and the emotionally relatable 'wojak' meme have formed an unbreakable bond that transcends pixels and screens. The duo's saga is a testament to the ever-surprising ways of the web, where altruism and wry humor merge to create a symphony of digital delight.

Now, as we stand at the precipice of internet history, it's clear that no more research is required in this area. This connection between MrBeast's YouTube views and the 'wojak' meme is as solid as a well-edited video and as heartwarming as a MrBeast signature challenge. It's a love story that needs no further investigation – much like the unyielding popularity of cats on the internet.