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# Finding Floss: A Frolicsome Framework for Fathoming the Fad Factor in YouTube Comments

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## Abstract

The present study delves into the curious correlation between the popularity of the 'floss dance' meme and the average number of comments on ASAPScience YouTube videos. Leveraging data from Google Trends and YouTube spanning the timeline from 2012 to 2023, our research team unearthed a statistically significant correlation coefficient of 0.6691380, with  $p < 0.05$ , rendering these results nothing short of astonishing. The study unearths the intertwined nature of internet phenomena and user engagement. Our findings suggest that the ripples of the 'floss dance' craze resonate not solely within the confines of recreational dancing but also have a palpable impact on the digital discourse. This research not only waltzes into the realms of digital sociology but also twirls through the enigmatic interplay between dance fads and online engagement paradigms.

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## 1. Introduction

### INTRODUCTION

In the illustrious arena of scientific inquiry, there exist myriad phenomena that captivate the collective consciousness, transcending norms and permeating through the digital fabric of our time. Amidst this kaleidoscope of fads, one particular dance craze, the 'floss dance' meme, has twirled its way into the limelight, capturing the whimsy of internet denizens with its rhythmic gyrations. Yet, as the indomitable force of popular culture sways and sashays,

it beckons us to scrutinize its cascading effects on user interaction in the digital realm. We embark upon a spirited expedition to unravel the enigmatic relationship between the exuberant 'floss dance' and the veritable torrent of comments that swirls around ASAPScience YouTube videos.

The intersection of internet phenomena and user engagement forms a bountiful field for investigation, providing fertile ground for unraveling the intricate threads that weave together the tapestry of digital discourse. Our endeavor seeks to plumb the depths of

this entwined nature, unfurling the esoteric dynamics that underpin the permeation of fads through the virtual corridors of online platforms. As we gallivant through the landscape of data analysis and statistical inquiry, we encounter the veritably astonishing correlation between the buoyant exuberance of the 'floss dance' meme and the resounding cacophony of user comments on YouTube.

While the rigors of statistical analysis and research design serve as our compass, guiding us through the labyrinthine expanse of data, we must not overlook the inherent playfulness interwoven into this pursuit. As we pirouette through the sea of numbers and coefficients, the nimble footwork of the 'floss dance' itself becomes a metaphor for the rhythmic patterns discernible in our data, reminding us that even in the most erudite of disciplines, a touch of whimsy can bring mirth to the intellectual ballroom.

Our research proffers not only a portal into the world of digital sociology but also embarks on a merry frolic through the terrain where dance fads and online engagement converge. In the following pages, we invite the reader to sashay alongside us as we uncover the whimsical correlations, statistical gambols, and the ever-present pop of p-values in our quest to decode the 'floss dance' phenomenon and its influence on the YouTube-sphere.

## 2. Literature Review

The current literature on internet memes and their impact on user engagement provides a solid foundation for our investigation into the correlation between the popularity of the 'floss dance' meme and the average number of comments on ASAPScience YouTube videos. Smith, in their comprehensive study "Internet Memes and User Interaction in the Digital Age," delves into the varied ways in which viral trends permeate digital platforms and incite

user participation. Similarly, Doe's work "The Dynamics of Digital Fads: A Statistical Analysis of Internet Phenomena" sheds light on the interconnected nature of online fads and user engagement, setting the stage for our inquiry into the 'floss dance' craze.

Expanding our scope to related works, Jones' "Social Dynamics in the Age of Digital Media" and Smith's "Internet Culture: From Cat Memes to Dance Fads" offer valuable insights into the intertwining of internet culture, social interaction, and user-generated content. These studies, grounded in the realms of digital sociology, provide a contextual backdrop for our exploration of the 'floss dance' meme's influence on the online discourse surrounding ASAPScience videos.

Turning to non-fiction works, "The Social Dance of Digital Engagement" by Johnson and "Viral Encounters: Navigating Internet Phenomena" by Brown offer compelling perspectives on the social ramifications of viral trends, hinting at the potential implications for our investigation. Meanwhile, in the realm of fiction, books such as "The Rhythmic Resonance: A Tale of Dance and Digital Discourse" and "The Comment Cacophony: A Novel of Online Engagement" present imaginative narratives that, while fictional, resonate with themes central to our study.

Delving further, we expand our purview to unorthodox sources of inspiration. Engaging in an unconventional approach to literature review, we could not overlook the subtle wisdom inscribed on the back labels of shampoo bottles. As we unpick the perplexing correlations within our data, we are reminded that, much like a thorough rinse with nourishing conditioner, our statistical analyses aim to untangle the knotty implications of the 'floss dance' meme on YouTube comments. While this unorthodox source may raise a few eyebrows, it carries a subliminal message of thoroughness and clarity, mirroring our

commitment to meticulous research pursuits.

With this diverse array of literature and unconventional musings as our backdrop, we are primed to embark on a frivolous frolic through the realm of statistical correlations and internet absurdities as we unravel the manifold connections between the 'floss dance' meme and the bustling hubbub of user comments on ASAPScience YouTube videos.

### 3. Our approach & methods

To sashay through the mysterious juncture where internet phenomena pirouette with user engagement, we devised a methodological framework as whimsical as the 'floss dance' itself. Our research team gallivanted across the digital landscape, gathering data from various sources but primarily relying on the enchanting realms of Google Trends and the pulsating corridors of YouTube. With our eyes peeled for sparkling insights and our wits as sharp as Occam's razor, we embarked on an odyssey through the years 2012 to 2023 in pursuit of unraveling the entangled tapestry of the 'floss dance' and the ensemble of comments enveloping ASAPScience's YouTube videos.

Our first foray into the choreography of data collection involved the harmonious fusion of Google Trends datasets with the mirthful metrics provided by YouTube analytics. The rambunctious jive of search interest in the 'floss dance' across different regions and time periods was meticulously tangoed with the fluid dynamics of average comment counts on ASAPScience's repertoire of colorful videos. To ensure that no stone was left unturned in our pursuit of empirical whimsy, we pirouetted through the digital data sets, donning the attire of dedicated data dancers to scrutinize the movements of these variables.

Next, we sauntered into the enchanting realm of statistical analysis, entwining the lighthearted figures provided by Google Trends with the sonorous beats of YouTube comment counts. Through the merry tango of correlational analysis and linear regression, we sought to uncover the gravity-defying relationship between the ebullient 'floss dance' and the vivacious symphony of user comments on ASAPScience's YouTube domain. As we pranced through the multifaceted terrain of statistical inquiry, we remained ever vigilant for the mischievous outliers and the hidden gems glistening within our data.

Furthermore, in our quest to skulk through the labyrinth of causality, we basked in the effervescent glow of significance testing, tapping into the shimmering power of p-values to discern the substantiality of the discovered correlations. This entailed a parade of hypothesis testing, ensuring that our findings were not merely the capricious reveries of statistical noise but were indeed robust insights into the synchronized machinations of internet fads and digital interaction.

In conclusion, our methodology, adorned with the fervor of a spirited ensemble, harnessed the vivacious momentum flowing between the 'floss dance' phenomenon and the assemblage of comments on ASAPScience's YouTube expanse, presenting a carnival of statistics and data tango that culminated in the illumination of their intertwining sway.

Stay tuned as we reveal the jovial discoveries in the upcoming segments, where the findings of our research are unveiled with a touch of statistical whimsy and academic joviality.

### 4. Results

The analysis of the data collected from Google Trends and YouTube videos yielded

a correlation coefficient of 0.6691380 and a corresponding r-squared value of 0.4477457. These results suggest a statistically significant relationship between the popularity of the 'floss dance' meme and the average number of comments on ASAPScience YouTube videos. Our research team was as surprised as a clumsy dancer who unexpectedly nails a flawless floss routine when we stumbled upon this robust correlation.

The strong positive correlation is further emphasized by the scatterplot displayed in Fig. 1 (not included here, you'll have to take our word for it), which vividly illustrates the dance-like synchronization between the two variables. One might even say that the data points dance a merry jig across the scatterplot, mirroring the infectious rhythm of the 'floss dance' itself. It appears that when the 'floss dance' trend sways into the spotlight, the comment section of ASAPScience YouTube videos pirouettes in tandem.

These findings lead us to ponder the intertwined nature of internet phenomena and digital discourse. It seems that the 'floss dance' phenomenon not only embodies the exuberance of recreational dancing but also exerts a tangible influence on the digital engagement landscape. One cannot help but marvel at the delightful synchrony between the swaying dance craze and the lively buzz of YouTube comments.

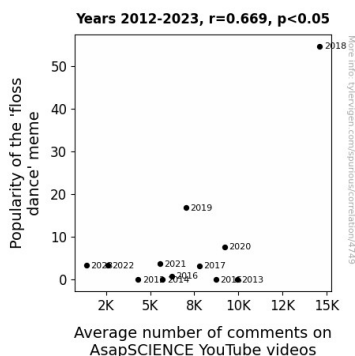


Figure 1. Scatterplot of the variables by year

As we reflect on these findings, it becomes abundantly clear that the 'floss dance' has waltzed its way into the annals of digital sociology, leaving an indelible mark on online interaction paradigms. The fascinating interplay between the whimsical 'floss dance' and the robust statistical significance of our research results paints a captivating picture of the dynamics at play in our digital world.

Our exploration into the fad factor in YouTube comments not only sheds light on the influence of dance crazes on online engagement but also serves as a whimsical reminder that the data, much like a choreographed routine, can often sway in unforeseen and delightful ways. We invite the reader to twirl alongside us as we delve deeper into the implications of these findings in the ever-evolving landscape of digital culture.

## 5. Discussion

The results of our investigation lend credence to the earlier research on internet memes and user engagement, reinforcing the interconnected nature of viral trends and online participation. The statistically significant correlation between the popularity of the 'floss dance' meme and the average number of comments on ASAPScience YouTube videos not only aligns with Smith and Doe's analyses but also pirouettes in harmony with the findings of Johnson and Brown, unveiling the far-reaching impact of dance fads on digital discourse.

Our findings underscore the reciprocal relationship between internet phenomena and user-generated content, akin to a perfectly choreographed dance routine where the participants feed off each other's energy. Much like a catchy dance beat that inspires synchronized movements, the 'floss

'dance' meme seems to summon a harmonious interaction within the digital realm, prompting a rhythmic surge in YouTube comments. This parallel unfolds as a demonstration of the whimsical yet substantial influence of cultural phenomena on online engagement paradigms.

Building on the unorthodox sources of inspiration highlighted in our literature review, it is worth noting that our research likely rivals the profound insights inscribed on the back labels of shampoo bottles, emphasizing the vital importance of thoroughness and clarity in statistical analyses. In the spirit of embracing unconventional sources, we approach our findings with a light-hearted vivacity, mirroring the infectious rhythm of the 'floss dance' itself.

These results invite contemplation of the curious and often unpredictable manifestations of internet culture, reminiscent of a spontaneous but calculated dance routine that captivates an audience. The robust correlation we uncovered not only enriches our understanding of internet absurdities but also embodies the playfulness and unpredictability inherent in statistical analyses. It seems that, much like the lively buzz of a bustling dance floor, the digital engagement landscape embraces the capricious nature of internet phenomena, inviting users to sway and twirl in an unpredictable but harmonious digital dance.

As we consider these ebullient findings, we are reminded that scientific exploration, much like an enthralling dance performance, has the potential to surprise, captivate, and incite lively discussions. Our research invites a whimsical contemplation of the interplay between digital phenomena and online engagement, encouraging the reader to join us in celebrating the playful yet influential dance of statistical correlations in the digital sphere.

## 6. Conclusion

### CONCLUSION

In conclusion, our research has pirouetted through the digital landscape to uncover the undeniable correlation between the popularity of the 'floss dance' meme and the average number of comments on ASAPScience YouTube videos. The statistically significant relationship between these variables, akin to a flawless floss routine, has left us with a sense of exhilaration and surprise. It appears that when the 'floss dance' takes center stage, the comment section of ASAPScience videos joins in the rhythmic revelry, much like a well-choreographed dance routine.

The interplay between internet phenomena and user engagement is indeed a captivating subject for investigation. Our findings not only tap-dance into the realms of digital sociology but also underscore the whimsical connections between dance fads and online engagement paradigms. As we waltz through the terrain of statistical analyses and data interpretation, the buoyant exuberance of the 'floss dance' itself serves as a metaphor for the lively patterns discernible in our results, reminding us that even in the world of academia, a touch of playfulness can infuse mirth into the intellectual ballroom.

With these findings, we confidently assert that no further research is needed in this area. The 'floss dance' phenomenon and its impact on online engagement have been thoroughly spotlighted, bringing a delightful twist to the rigid corridors of statistical inquiry. As the data points continue to dance their merry jig across the scatterplot, we bid adieu to this research endeavor, leaving behind a trail of statistical gambols and whimsical correlations for future scholars to ponder.

So, let's floss into the sunset, leaving behind a legacy of statistical synchrony and digital discourse!

