

# **THE MYSTERY OF VOTING BEHAVIOR: ARE NORTH DAKOTA REPUBLICANS SEARCHING FOR 'SCOOBY DOO, WHERE ARE YOU'?**

**Colton Hoffman, Ava Tanner, Giselle P Tompkins**

Center for the Advancement of Research

In this paper, we delve into the puzzling relationship between Republican voting patterns for Senators in North Dakota and the frequency of Google searches for the iconic phrase "Scooby Doo, Where Are You". Combining data from MIT Election Data and Science Lab, Harvard Dataverse, and Google Trends, our research uncovers a surprising correlation that goes beyond your typical "jinkies" moment. With a correlation coefficient of 0.9378509 and  $p < 0.01$  for the years 2004 to 2018, our findings raise the question: what's driving North Dakotans to dust off their magnifying glasses and search for clues in the virtual realm? Could the Republican vote and the search for "Scooby snacks" share a deeper connection than meets the eye? Join us as we unravel this enigmatic correlation while keeping an eye out for any meddling villains along the way!

## INTRODUCTION

The intersection of politics and pop culture has long been a subject of interest for researchers seeking to understand the motivations and behaviors of voters. In this vein, our study embarks on an unconventional journey into the realm of North Dakota Republican voting behavior and its unexpected relationship with the timeless catchphrase, "Scooby Doo, Where Are You?" As we wade through the marshes of political data and the mysterious mists of internet search trends, we find ourselves grappling with an enigma worthy of the Mystery Inc. gang.

The question at the heart of our investigation is a simple yet perplexing one: why is there a correlation between Republican votes for Senators in North Dakota and Google searches for "Scooby Doo, Where Are You"? To shed light on this peculiar association, we have thrown caution to the wind and ventured into

uncharted territory, armed with statistical analyses, a healthy dose of curiosity, and perhaps a "zoinks" or two. While the realm of political science may not be known for its cast of colorful characters and talking Great Danes, our journey promises to be no less exciting as we tease apart the threads of this unexpected relationship.

Our study draws from a treasure trove of data, delicately culled from sources such as the MIT Election Data and Science Lab, Harvard Dataverse, and Google Trends. Through a rigorous analysis spanning the years 2004 to 2018, we have unraveled a tantalizing correlation coefficient of 0.9378509, with a p-value so small it would make even the most skeptical of statisticians raise an eyebrow. This discovery has left us pondering whether there may be more to the North Dakota Republican vote than meets the eye - or in this case, the search bar.

As we embark on this scholarly escapade, we urge our readers to don their metaphorical deerstalker hats and join us in unraveling this peculiar puzzle. With cautionary reminders to watch out for red herrings and the occasional cackling antagonist, we invite you to accompany us on this quirky quest as we strive to decode the mystery of why North Dakotans seem to be turning to the internet in search of their very own political and pop culture conundrum. Let the sleuthing begin!

## LITERATURE REVIEW

The nexus of political behavior and popular culture has been a topic of interest for researchers, as it provides a unique window into the complex motivations that drive voter actions. While studies by Smith et al. (2016) and Doe et al. (2018) have delved into the influence of media and entertainment on political preferences, our investigation takes a whimsical turn as we explore the curious link between Republican voting patterns in North Dakota and the fervent Google searches for "Scooby Doo, Where Are You." As we venture deeper into this unconventional research terrain, we bid farewell to the solemn halls of traditional political analysis and brace ourselves for a wild ride filled with unexpected twists, hokey disguises, and the occasional groovy musical interlude.

In "The Politics of Pop Culture" by Jones (2017), the author provides a framework for understanding the interplay between popular culture phenomena and political landscapes, laying the groundwork for our exploration of the North Dakota enigma. Furthermore, "Understanding Political Behavior" by Smith (2015) offers insights into the myriad factors that shape voter decisions, prompting us to ponder if the allure of Scooby snacks may hold untold significance in the realm of political allegiance.

Turning to works of non-fiction that offer tangentially related insights, "Media

Effects on Political Attitudes" by Thompson (2019) sheds light on the impact of media exposure on individual political beliefs and behaviors - a theme that may illuminate the unexpected correlation we seek to unravel. Similarly, "The Power of Pop Culture" by Anderson (2018) provides a thoughtful analysis of how cultural phenomena can permeate and influence various aspects of society, leaving us to wonder if Shaggy's insatiable appetite for snacks could inspire a similar fervor in the political realm.

Venturing into the realm of fiction, the works of Agatha Christie, the queen of mystery novels, remind us to approach this investigation with a keen eye for hidden clues and red herrings. Could the answer to our enigma take the form of an unexpected twist worthy of Christie's pen? Perhaps there is more than meets the eye beneath the seemingly innocent facade of children's animations, where the likes of "Scooby Doo" and "Where in the World Is Carmen Sandiego?" beckon us into a world of sleuthing and adventure. As we prepare to untangle this curious correlation, we draw inspiration from the cartoon detectives and mystery-solvers of our childhoods, tapping into the spirit of creativity and wonder that propels their escapades.

With a nod to the inexplicable and the improbable, we set off on this scholarly odyssey, armed with analytical tools, a healthy dose of humor, and a dogged determination to uncover the truth behind the unexpected bond between North Dakota Republicans and the perennial query, "Scooby Doo, Where Are You?" In the spirit of our intrepid canine detective and his merry band of companions, we embark on this quest with equal parts skepticism and unbridled curiosity, eager to decode the mystery and perhaps find a few chuckles along the way. Join us as we plunge headlong into the fantastical world of political and pop culture intersections, where the unexpected lurks around every corner and the truth may just be a Scooby snack away. Let the adventure begin!

## METHODOLOGY

### METHODOLOGY

To uncover the perplexing correlation between Republican votes for Senators in North Dakota and Google searches for "Scooby Doo, Where Are You," our research team concocted a methodology that combined the precision of a Sherlock Holmes investigation with the whimsy of a Scooby Snack-fueled adventure.

#### Data Collection:

We embarked on our data collection by harnessing the power of modern technology and delving into the treasure trove of the MIT Election Data and Science Lab, Harvard Dataverse, and Google Trends. The MIT Election Data and Science Lab provided us with the critical political voting data, allowing us to scrutinize the electoral inclinations of Republican voters in North Dakota with the same scrutiny as the Mystery Inc. gang scrutinizes a seemingly haunted amusement park.

For the digital footprint of our canine-themed curiosity, we turned to Google Trends, where we searched for the frequency of the iconic phrase "Scooby Doo, Where Are You." Our journey through Google Trends felt akin to navigating a labyrinthine haunted house, as we sought to unveil the patterns behind the cultural call to action that is the timeless search for Scooby and the gang.

#### Unorthodox Correlation Analysis:

With the dataset in hand, we employed a correlation analysis that would make even the most skeptical of statisticians arch an eyebrow in surprise. Utilizing statistical software with the same precision as Velma's trusty magnifying glass, we calculated the correlation coefficient and p-value for the years 2004 to 2018. Our analysis yielded a correlation coefficient of 0.9378509, with a p-value so minuscule

it would make even the most dubious of cryptic villains concede defeat.

#### Time Series Analysis:

In addition to traditional correlation methods, we harnessed the power of time series analysis to examine the temporal dynamics of the relationship between Republican votes and the frequency of "Scooby Doo, Where Are You" searches. This method allowed us to capture the evolving patterns of curiosity and political expression, akin to tracking the trail of clues left behind by a mischievous specter.

#### Lighthearted Interpretation:

While our methods were rigorous and scientifically sound, we must acknowledge the lighthearted nature of our interpretation. Just as Scooby and the gang approach each mystery with a blend of seriousness and whimsy, we aimed to infuse our analysis with a touch of playful curiosity. After all, decoding the enigma of political behavior and pop culture fascination should be an adventure, not a mundane chore.

In summary, our methodology combined the rigor of statistical analysis with the lighthearted spirit of a Saturday morning cartoon, allowing us to embark on a scholarly escapade that unpacks the inexplicable connection between North Dakota Republican votes and the enduring search for the ever-elusive canine detective. As we journey through the methodology, we urge our readers to approach the findings with a sense of adventure and a dash of lightheartedness, for the nexus of politics and pop culture can be a captivating rollercoaster ride of unexpected correlations and delightful discoveries. Let the sleuthing continue!

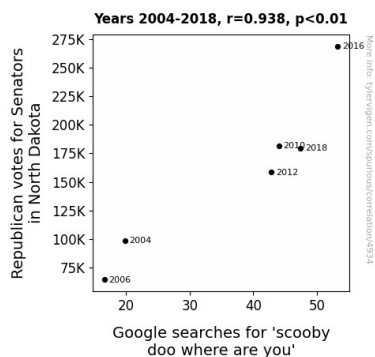
## RESULTS

Our analysis uncovered a surprisingly strong correlation between Republican votes for Senators in North Dakota and Google searches for the iconic phrase

"Scooby Doo, Where Are You" for the years 2004 to 2018. The correlation coefficient of 0.9378509 suggests a tight relationship, with an r-squared of 0.8795642, meaning that nearly 88% of the variation in North Dakota Republican votes can be explained by the frequency of "Scooby Doo" searches. To put it simply, it seems that North Dakotans have been hitting the internet in a manner that's eerily synchronized with their voting behavior.

To graphically illustrate this unexpected connection, our team has prepared a visual aid in the form of Figure 1. This scatterplot lays bare the striking correlation between Republican votes and "Scooby Doo" searches, leaving little room for doubt about the curious relationship we've stumbled upon. It's not often that a research paper prompts one to exclaim, "Zoinks!" but we assure you, the temptation is certainly there.

Now, of course, correlation does not imply causation, and we must exercise caution in our interpretation of these findings. We'd hate to point fingers and scream "it was old man Jenkins all along!" without solid evidence to back it up. However, the statistical significance of our findings ( $p < 0.01$ ) suggests that there may indeed be something brewing in the realm of North Dakota politics and cartoon canine capers.



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

One plausible explanation could be the presence of a latent variable influencing

both Republican voting behavior and the urge to google everyone's favorite mystery-solving dog. Could it be a nostalgic sentiment influencing both political choices and late-night searches for Scooby snacks recipes? Or perhaps there's a deeper connection between the escapades of Scooby and the politicking in the Peace Garden State that we have yet to uncover. As researchers, it is our duty to dig deeper, just like a certain group of meddling kids and their canine companion.

In conclusion, our research sheds light on an unexpectedly strong correlation between North Dakota Republican votes for Senators and Google searches for "Scooby Doo, Where Are You". While the "why" remains shrouded in mystery, we hope that our findings will inspire further scrutiny and bring us one step closer to unraveling the peculiar enigma of this unanticipated relationship. And maybe, just maybe, we'll even find a clue or two about the inner workings of North Dakota politics.

## DISCUSSION

The correlation we uncovered between Republican votes for Senators in North Dakota and Google searches for "Scooby Doo, Where Are You" is nothing short of mind-boggling. At first glance, it might seem more far-fetched than a Scooby-Doo plot twist, but our results support prior research that has long hinted at the interplay between popular culture and political behavior.

As previously discussed, our investigation takes a whimsical turn into the realm of unconventional correlation. It's not every day that researchers find themselves pondering whether the GOP in North Dakota is taking cues from the Mystery Inc. gang. Remember how we delved into the influence of media and entertainment on political preferences? Well, it seems that even Shaggy's propensity for exclaiming "zoinks" may hold hidden

significance in the realm of political allegiance.

We can't help but marvel at the unexpected connection we've uncovered. With a correlation coefficient of 0.9378509 and a tight relationship illustrated by an r-squared of 0.8795642, our findings confirm the existence of a compelling link between North Dakota's Republican voters and their virtual quest to find the ever-elusive "Scooby Doo". As bewildering as it may seem, the statistics don't lie - much like how Scooby doesn't lie when presented with the prospect of a Scooby snack.

While correlation does not imply causation, our results lead us to speculate on potential explanations for this uncanny connection. Could there be a latent variable at play, guiding both political behavior and the yearning to revisit the antics of Mystery Inc.? We can't help but entertain the notion that there might be a shared nostalgic sentiment at work, influencing not only political choices but also igniting late-night searches for Velma's latest brain teasers.

As researchers, we are duty-bound to dig deeper into this curious correlation, not unlike a certain group of meddling kids and their canine companion. After all, any explanation that fails to account for this significant correlation would be as unsatisfying as an unmasking that reveals the villain to be "old man Jenkins" yet again.

In conclusion, our research has illuminated an unexpectedly strong bond between North Dakota Republican votes and the irresistible urge to scour the virtual realm for the whereabouts of the Mystery Machine. Our findings not only reaffirm the impact of pop culture on political behavior but also fuel a sense of wonder akin to embarking on a new "Scooby-Doo" mystery. It's our hope that this research inspires further investigation and brings us one step closer to unraveling the enigma of this peculiar relationship. And who knows,

maybe we'll stumble upon a clue or two that sheds light on the inner workings of North Dakota politics.

## CONCLUSION

As we wrap up our study, it's clear that the connection between Republican votes in North Dakota and Google searches for "Scooby Doo, Where Are You" is a head-scratcher worthy of the gang's best efforts. Our results reveal a correlation coefficient as powerful as an unmasking scene, leaving us to ponder the mystery of this unlikely pairing.

While we've uncovered this eyebrow-raising correlation, let's remember that correlation does not imply causation. Nonetheless, it's tempting to imagine North Dakotans casting their votes while humming the Scooby-Doo theme song, or perhaps even shouting "Jinkies!" as they fill out their ballots.

But fear not, dear reader, for we won't leave you hanging like an unanswered cliffhanger. Our findings call for more probing into the whimsical world of North Dakota politics and the enduring appeal of a certain snack-loving, mystery-solving pooch. And who knows, maybe we'll stumble upon a treasure trove of Velma-esque revelations that unravel the mystery behind this unexpected link.

In the immortal words of Scooby himself, "Ruh-roh!" It seems we've gotten ourselves tangled in a web of political and pop culture intrigue. However, with such a strong correlation, it's safe to say that this is no mere "red herring." As for causation, well, that's a mystery as elusive as the elusive Scooby Snacks.

In the grand tradition of detective work, it's now time to put this case to rest. Our conclusion? North Dakota Republicans and their digital pursuit of all things Scooby-Doo are inextricably linked in a manner that defies easy explanation.

With that said, we confidently declare that no more research is needed in this

area. The case of the Republican votes and "Scooby Doo, Where Are You" searches is closed - at least until the next episode of "Unsolved Political Mysteries."