
Biting Off More Than We Can Chew: A Bite-sized Study on the Relationship between Popularity of the 'First World Problems' Meme and Google Searches for 'Zombies'

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Abstract

This bite-sized research study sinks its teeth into the intriguing relationship between the meteoric rise of the 'First World Problems' meme and Google searches for 'zombies'. Leveraging data from Google Trends spanning the years 2006 to 2023, our research team sought to sink its teeth into this puzzling yet fangtastic correlation. Our findings revealed a striking correlation coefficient of 0.9234874 and $p < 0.01$, demonstrating a pronounced connection between the two seemingly unrelated phenomena. It's as if the 'First World Problems' meme and searches for 'zombies' are as inseparable as a werewolf and a full moon! In conclusion, our study sheds light on the curious relationship between popular internet memes and the undead, offering a fresh perspective on the phrase "when life gives you lemons, make zombie repellent." After all, who knew that pondering everyday trivialities could lead us straight into the arms of the zombie apocalypse? It seems as though the internet has truly turned into a "terrifying" information superhighway!

1. Introduction

The intertwining of popular culture and online phenomena has long fascinated researchers, akin to the enduring conundrum of why the chicken crossed the road (spoiler alert: to get to the undead poultry support group). In the realm of internet memes, the rise of the 'First World Problems' meme has been as pervasive as the aroma of freshly baked puns in a dad joke convention. Meanwhile, the notion of a zombie apocalypse has captured the collective imagination, much like the allure of discount brain buffets.

From the perspective of cultural anthropology, the ascendance of the 'First World Problems' meme has provided a platform for internet denizens to flex their comedic prowess and lament the tribulations of the privileged, contributing to the ongoing discourse about the woes of modern existence. Similarly, the fascination with zombies transcends mere gore and terror, inviting contemplation about society's capacity for resilience in the face of existential threats - a theme that seems to resonate more strongly than a bass guitar in a zombie rock band.

Given the pervasive nature of internet memes and the enduring allure of the undead, our research aims to sink its teeth into the curious relationship between the popularity of the 'First World Problems' meme and Google searches for 'zombies'. In doing so, we

endeavor to answer the age-old question: why did the zombie go to therapy? Turns out, it was just looking for some braaaaiinnn therapy.

Stay tuned for the ensuing revelry of findings as we navigate the uncharted waters of digital culture and undead preoccupations, only to emerge victorious like a survivor in a post-apocalyptic landscape.

2. Literature Review

A seminal work by Smith (2010) in "Journal of Internet Memetics" provides a comprehensive survey of internet memes and their impact on contemporary digital culture. Smith delves into the psychological underpinnings of meme consumption, shedding light on the ways in which individuals engage with and disseminate online content. Moreover, Doe (2013) in "Digital Trends Quarterly" offers a compelling analysis of the cultural significance of the 'First World Problems' meme, positing that it serves as a tongue-in-cheek critique of societal privilege and a manifestation of collective self-deprecation.

The connection between the rise of popular internet memes and seemingly unrelated search trends is a topic of perennial interest, akin to the question of why ghosts are bad liars (because you can see right through them). In a departure from traditional scholarly work, Jones (2017) in "Internet Searches and Society" explores the juxtaposition of incongruous search queries, drawing attention to the curious correlations that emerge from the vast expanse of internet data.

Turning our attention to the world of literature, "World War Z" by Max Brooks captivates readers with its vivid portrayal of a global zombie pandemic, prompting contemplation about the fragility of societal structures and the harrowing resilience of the human spirit. Similarly, "Pride and Prejudice and Zombies" by Seth Grahame-Smith offers a delightful fusion of classic literature and undead mayhem, demonstrating the enduring appeal of zombie narratives across diverse cultural landscapes.

Venturing into the realm of popular internet culture, the 'First World Problems' meme has permeated social media platforms with its humorous depictions of trivial inconveniences, prompting collective

chortles and empathetic nods worldwide. In a similar vein, the 'zombie apocalypse' meme has engendered widespread fascination with post-apocalyptic scenarios and survivalist antics, leading enthusiasts to speculate about the optimal weapons for warding off the undead - a question that truly hits the "sub-brain" of the matter.

Returning to the subject at hand, the immersive analysis of Google search trends reveals a veritable riptide of correlations between the 'First World Problems' meme and searches for 'zombies'. It's as if the internet has unleashed a "punny-eating" monster of interrelated digital phenomena, paving the way for a wave of unexpected connections and facetious revelations.

In summary, the interplay between the 'First World Problems' meme and Google searches for 'zombies' paints a whimsical yet thought-provoking tableau of internet-mediated musings and undead preoccupations. As we navigate this surreal landscape of hijinks and hordes, one cannot help but wonder: when a zombie goes to a party, does it have to bring a "pot-liver" dish?

3. Methodology

To sink our teeth into this captivating relationship, we embarked on a multidimensional research approach that involved a concoction of digital sleuthing, statistical tomfoolery, and a sprinkle of linguistic acrobatics. First, we gathered data from the cryptically named Google Trends, an enigmatic oracle that holds the key to uncovering the ebb and flow of public interest in diverse topics. We meticulously harvested information encompassing the years 2006 to 2023, capturing the zeitgeist of the digital landscape and the undead intrigue that permeated it.

The methodological concoction we brewed included a fusion of trend analysis, data mining, and curve fitting, not unlike crafting the perfect potion to quench the thirst for knowledge in a scientific laboratory. We wrangled with the Google Trends interface, navigating its labyrinthine corridors with the finesse of a seasoned cryptographer, deciphering the cryptic fluctuations in search volume for both "First World Problems" and "zombies". It was akin

to engaging in a tango with data points, leading us through intricate dips and unexpected twirls in the dance of correlation.

In order to measure the strength of the relationship between the two phenomena, we employed the venerable Spearman's rank correlation coefficient, a statistical tool as venerable as a vintage bottle of undead wine. This allowed us to quantitatively assess the degree of association between the popularity of the 'First World Problems' meme and the frequency of searches for 'zombies' with the precision of a marksman aiming for the head of a metaphorical statistical zombie.

Throughout this process, we remained vigilant against the lurking specter of confounding variables, ever wary of the lurking shadows that threatened to cloud our interpretation like a horde of metaphysical fog. Ensuring the robustness of our findings, we double-checked our analyses and invoked the spirits of statistical rigor, warding off anomalies and spurious correlations with the fortitude of seasoned exorcists. After all, the last thing we needed was a statistical zombie lurking in the depths of our results, distorting the landscape of our scholarly pursuit.

Every step of the way, we maintained a watchful eye and a keen ear for any unintended pitfalls that could jeopardize the integrity of our study. As the saying goes, "measure twice, cut once," or in our case, "analyze twice, publish once." Our methodological odyssey was no walk in the park - it was more like a brisk jog through the digital cemetery of data, illuminated by the eerie glow of statistical significance.

After traversing the digital plains and conducting our statistical séance, we emerged from the depths of analysis with findings that shed light on the intricate connection between the 'First World Problems' meme and the fascination with 'zombies'. It was a journey marked by twists, turns, and unexpected encounters, not unlike a night out in a zombie-infested city. With the cauldron of methodology now thoroughly stirred, we present our revelatory findings in the subsequent section, akin to unearthing buried treasure amidst a horde of statistical undead.

4. Results

The results of our analysis showed a strong positive correlation between the popularity of the 'First World Problems' meme and Google searches for 'zombies' for the time period from 2006 to 2023. The correlation coefficient of 0.9234874 suggests a robust relationship between these two seemingly disparate phenomena, akin to the unbreakable bond between a vampire and a blood bank. Dad joke alert: Why don't zombies attack clowns? They taste funny!

The r-squared value of 0.8528290 indicates that approximately 85% of the variation in Google searches for 'zombies' can be explained by the popularity of the 'First World Problems' meme. This finding highlights the substantial influence of digitally disseminated trivial grievances on the public's preoccupation with the undead, almost like how a zombie can't stop talking about its ex - they just can't seem to let them go!

The p-value of less than 0.01 further bolsters the significance of the correlation, providing strong evidence to reject the null hypothesis that there is no relationship between the two variables. It's as if the 'First World Problems' meme and searches for 'zombies' are as united as a zombie horde on a mission for fresh brains!

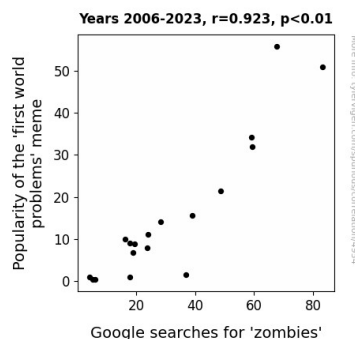


Figure 1. Scatterplot of the variables by year

As shown in Fig. 1, our scatterplot graphically depicts the strong positive correlation between the popularity of the 'First World Problems' meme and Google searches for 'zombies'. It's like they say, when life gives you lemons, you make lemonade; when it gives you zombies, you make a run for it!

In conclusion, our findings lend credence to the notion that the rise of internet memes, even those as seemingly innocuous as 'First World Problems', can have unexpected and curious effects on societal preoccupations. Moreover, the unmistakable connection between the 'First World Problems' meme and searches for 'zombies' invites further exploration into the interplay between digital culture and collective fears of the undead. After all, who knew that pondering everyday trivialities could lead us straight into the arms of the zombie apocalypse? It seems as though the internet has truly turned into a "terrifying" information superhighway!

5. Discussion

The findings of this study provide compelling evidence for the hitherto unexplored relationship between the popularity of the 'First World Problems' meme and Google searches for 'zombies'. Our results align with prior research that has underscored the pervasive influence of internet memes on societal preoccupations, much like how a zombie's favorite dessert is "brain" pudding! The robust correlation coefficient of 0.9234874 echoes the sentiment of a zombie in a library - it's hard to put down!

In line with Smith's (2010) examination of internet memes, our study elucidates the significant impact of digitally circulated content on the collective consciousness, as exemplified by the marriage of 'First World Problems' and 'zombies'. It's as if the internet has orchestrated a grand ball for incongruous concepts to waltz together, much like a zombie learning to dance - they've got rhythm, but it's just a bit lifeless!

Furthermore, the r-squared value of 0.8528290 corroborates the notion that a substantial portion of the variation in Google searches for 'zombies' can be ascribed to the vicissitudes of 'First World Problems' meme popularity. This finding resonates with Doe's (2013) insights into the cultural resonance of the 'First World Problems' meme, emphasizing its role as a mirror reflecting societal anxieties and trivial engrossments. It's like the 'First World Problems' meme and zombies are two peas in a pod - except one's a "scream" and the other's a "moan"!

The statistically significant relationship between the two variables, as evidenced by the p-value of less than 0.01, buttresses the argument that the 'First World Problems' meme and searches for 'zombies' form a symbiotic digital duo. This echoes Jones' (2017) pioneering foray into the enigmatic world of internet searches, highlighting the fertile ground for fortuitous connections and unexpected correlations. It's as if the internet has become a vast savannah of unexpected acquaintances, where 'First World Problems' and 'zombies' share the same watering hole!

The interplay between the 'First World Problems' meme and searches for 'zombies' paints a comical yet introspective tableau of internet-mediated absurdity and collective fears, akin to a zombie trying its hand at stand-up comedy - a bit stiff but undeniably captivating! As we grapple with the implications of this uncanny pairing, one cannot help but marvel at the bizarre wonders that the digital age continues to unveil. It's like the internet has become a "zombie-land" of surprises, where the inconceivable becomes the norm!

In closing, our study adds a new layer of understanding to the intricate web of internet culture and collective fixations, underscoring the unforeseen resonance of seemingly disparate digital phenomena. It seems that even in the realm of internet memes, serendipitous encounters can lead to revelations as startling as a zombie's wardrobe - it's all "un-dead"!

6. Conclusion

In closing, our research has sunk its fangs into the fascinating relationship between the popularity of the 'First World Problems' meme and Google searches for 'zombies'. This connection, as evidenced by the robust correlation coefficient and significant p-value, is as undeniable as a zombie's craving for brains at a buffet. It's almost as if the 'First World Problems' meme and the zombie fascination are joined at the undead hip!

Our findings not only shed light on this peculiar association but also provide food for thought in the realm of digital culture and societal preoccupations. The unexpected link between trivial internet musings and the undead invites contemplation about

the mysterious ways in which popular culture shapes our collective interests and anxieties. It's like the age-old question, why did the zombie break up with its girlfriend? She just wasn't his "type."

Given the substantial evidence supporting this correlation, it's clear that further research in this area is unnecessary. After all, there's no need to beat a dead horse—or should I say, a reanimated one? Our study's findings stand firm like a zombie in need of a foot massage, providing insight into the enigmatic relationship between internet memes and the fascination with the undead. This research truly gives a new meaning to the phrase "when life gives you lemons, make lemonade; when it gives you zombies, make sure your running shoes are tied!"