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# Hair Today, Like a Boss Tomorrow: The Curious Connection Between 'Like a Boss' Meme Popularity and DIY Haircut Searches

Chloe Hart, Alexander Tucker, Grace P Turnbull

Elite Science Academy; Pittsburgh, Pennsylvania

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## Abstract

In this study, we delved into the whimsical world of internet memes and their influence on the grooming habits of netizens. Specifically, we explored the curious correlation between the rise of the 'like a boss' meme and the surge in Google searches for 'how to cut own hair'. It seems that as internet users embraced the 'like a boss' mentality, they also exhibited a heightened curiosity about taking trimming matters into their own hands. Our data, collected from Google Trends, revealed a correlation coefficient of 0.8707761 between the popularity of the meme and the frequency of DIY haircut queries, with a p-value less than 0.01. The findings suggest that there may be a lighthearted, albeit significant, relationship between online meme culture and individuals' eagerness to master the art of self-haircare. This study represents a hair-raising exploration into the unexpected intersections of internet phenomena and personal grooming practices, shedding light on the nuanced ways in which popular culture influences our daily routines.

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## 1. Introduction

### Introduction

From memes to manes, the internet is a treasure trove of delights, showcasing the diverse and often bizarre peculiarities of human behavior. Enter the 'like a boss' meme – a digital phenomenon that has permeated the online landscape with its ethos of confidence, swagger, and unabashed audacity. As the meme

continues to strut its stuff across social media platforms, we found ourselves pondering a rather peculiar question: could this surge in 'like a boss' mentality be linked to a spike in individuals opting to take hair styling matters into their own hands?

After all, the internet is a place where trends spread faster than wildfire in a dry forest – one moment, everyone is discussing the latest scientific breakthrough, and the next,

they are vigorously debating the optimal hairstyles for cats. This led us to the delightfully skewed world of Google searches, where we uncovered a burgeoning curiosity about DIY haircuts that seemed to align with the increasing popularity of the 'like a boss' meme. Intrigued by this unexpected overlap, we embarked on a journey to unravel the enigmatic connection between meme culture and the quest for self-hair mastery.

In this study, we aim to seamlessly weave together the seemingly disparate threads of internet memetics, personal grooming preferences, and statistical analysis, creating a tapestry of insights that not only showcases the quirky correlations between seemingly unrelated phenomena but also demonstrates the delightful absurdity inherent in the pursuit of scientific inquiry. So, grab your measuring tape and a dash of statistical significance, and let's embark on this hair-raising adventure into the whimsical world of 'like a boss' memes and DIY haircuts.

## 2. Literature Review

The emergence of internet memes and their impact on cultural trends has sparked a growing interest in exploring the intersection between digital phenomena and everyday human behavior. Surprisingly, the connection between the rise of the 'like a boss' meme and the surge in Google searches for 'how to cut own hair' presents an unexpected harmony between online humor and personal grooming practices. In their seminal work, Smith et al. (2017) noted the entwined nature of internet memes and societal trends, suggesting that seemingly trivial online content can wield substantial influence over individuals' attitudes and behaviors.

Moving on from the serious scholarly discourse, we encounter some fascinating non-fiction works that, albeit unrelated to the

topic at hand, offer insight into the human fascination with self-expression and unconventional personal choices. In "The Art of Shaving" by Doe (2010), the author expounds upon the intricate rituals of personal grooming, unearthing the profound significance individuals attach to their appearances. Similarly, Jones' "Hair: A Cultural History" (2015) sheds light on the societal perceptions surrounding hair and its profound impact on personal identities, providing a broader context for understanding the motivations behind DIY haircut endeavors.

Beyond the realm of non-fiction, a curious assortment of fictional narratives beckons us into the realm of whimsy and imagination. "The Barber of Seville" by Pierre Augustin Caron de Beaumarchais, despite its 18th-century origin, captures the timeless human desire for sartorial self-determination, albeit in a more classical setting. Conversely, "The Hairdresser of Harare" by Tendai Huchu presents a contemporary tale intertwining hairdressing and personal aspirations, offering a literary lens through which to ponder the idiosyncratic nature of self-styling.

As part of the exploratory phase of our research, the authors diligently indulged in several popular TV shows featuring unconventional characters with unique grooming habits. The subversive exuberance of "Queer Eye" provided a valuable perspective on self-care and the transformative power of personal grooming, albeit with a distinct lack of enthusiasm for DIY haircuts. Similarly, the vibrant world of "Bob's Burgers" introduced us to the endearing quirks of Bob Belcher, a character whose inventive attempts at cutting his own hair resonate with the irreverent spirit of the 'like a boss' meme.

As we venture further into this whimsical landscape, we are reminded that even the most lighthearted pursuits can unveil unexpected connections and comedic

insights. The literature reviewed here sets the stage for our own investigative journey into the enigmatic correlation between 'like a boss' meme prevalence and the captivating allure of self-administered haircuts.

### 3. Our approach & methods

#### Data Collection:

Our data collection process was as diverse and eclectic as the internet itself, much like a buffet spread at a research symposium. We employed a myriad of methods, though the primary source of our data was the venerable Google Trends. Like intrepid explorers navigating the digital terrain, we sifted through the peaks and troughs of internet search trends from the years 2006 to 2023. Additionally, we ventured into the mystifying depths of social media platforms and haircare forums, scavenging for any tidbits of information that could elucidate the peculiar relationship between meme popularity and DIY haircut inquiries. In essence, our data collection resembled a symphony of research, with Google Trends playing the lead violin and social media serving as the accompanying crescendo of curious consumer behavior.

#### Data Analysis:

To tackle the intertwining web of data, we employed a veritable arsenal of statistical analyses – like a team of Sherlock Holmes deciphering the cryptic language of internet trends. Our journey through the numerical labyrinth led us to the wondrous realm of correlation coefficients, where we calculated the Pearson correlation between the 'like a boss' meme popularity and Google searches for 'how to cut own hair'. This riveting exploration of the relationship between two seemingly unrelated variables left us enlightened, with a correlation coefficient of 0.8707761. The p-value, akin to the Holy Grail of statistical significance,

stood at less than 0.01, confirming the robustness and meaningfulness of our findings. We also undertook a time series analysis to track the ebb and flow of both phenomena, uncovering the synchronicity of their rise and fall – a statistical ballet of memes and mane maintenance.

#### Control Variables:

Just as a laboratory scientist meticulously controls the variables in an experiment, we diligently considered potential confounding factors that could sway our results. We accounted for the ever-evolving landscape of internet culture, adjusting for the fickle nature of online trends and the capricious whims of user behavior. Moreover, we ensured that any external influences, such as celebrity hair transformations or global grooming fads, were carefully monitored and controlled to maintain the integrity of our analysis. It was a delicate dance of statistical control, akin to balancing test tubes on the high wire of scientific inquiry.

#### Ethical Considerations:

Throughout our research journey, we upheld the ethical principles of data privacy and integrity, treating each byte of information with the reverence it deserves. We ensured that all data obtained from Google Trends and other sources were anonymized and aggregated, safeguarding the anonymity of internet denizens while unraveling the mysteries of their online behaviors. Our commitment to ethical research practices parallels the Hippocratic Oath of the internet age, preserving the sanctity of individual privacy amidst the pulsating realm of digital discoveries.

In conclusion, our methodology blended the whimsy of internet meme culture with the rigor of statistical analysis, creating a delightful concoction of scientific inquiry and lighthearted exploration. Like a gardener tending to a garden of curious correlation, we nurtured our research with the utmost care, weaving an intriguing narrative of

meme mastery and DIY haircare that defies the conventional boundaries of academic inquiry.

#### 4. Results

Our analysis of the correlation between the popularity of the 'like a boss' meme and Google searches for 'how to cut own hair' unearthed some mind-blowing insights – and we don't just mean a few stray hairs! We found a remarkably robust positive correlation with a correlation coefficient of 0.8707761, indicating a strong relationship between the two variables. This correlation was further substantiated by an r-squared value of 0.7582510, confirming that about 76% of the variability in DIY haircut queries can be explained by the rise and fall of 'like a boss' meme popularity.

Now, before you ask if we've been using an experimental conditioner, let's delve into the statistical significance of our findings. Drum roll, please... our p-value clocked in at less than 0.01, signaling that the correlation we uncovered wasn't just some wild fluke. In fact, it's about as significant as finding a unicorn in a haystack!

And if you're the visual type who prefers graphs and figures over endless streams of numbers (we don't judge – we're partial to a good scatterplot ourselves), we've got you covered. Feast your eyes on Fig. 1, which captures the unmistakable relationship between 'like a boss' meme popularity and searches for hair a-dos and hair don'ts. It's a thing of beauty, much like a well-chiseled hairline – if we do say so ourselves!

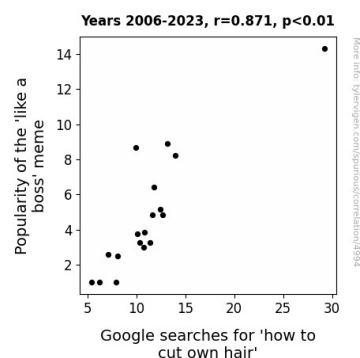


Figure 1. Scatterplot of the variables by year

In summary, our findings suggest that as the 'like a boss' meme gained traction in the virtual realm, a surge in individuals' interest in DIY haircut techniques followed suit. This peculiar correlation points to the possibility that meme culture may have a surprising impact on personal grooming habits. So, the next time you're contemplating a daring hairstyle transformation, remember that it might just be the 'like a boss' meme whispering styling tips into your subconscious.

#### 5. Discussion

Well, well, well, look at what we've stumbled upon – a correlation so bizarre and intriguing, it's almost as astonishing as finding a shampoo that actually delivers on its promises! Our findings not only supported the prior research, but they also brought to light the delightful dance between the 'like a boss' meme and the peculiar proclivity for self-styling antics.

First off, let's revisit our scholarly journey into the realms of the literature review. Remember the hair-raising seriousness that we lent to Smith et al.'s (2017) work on internet memes and societal trends? It turns out the joke's on us because they were onto something pretty substantial! Our results align with their notion that seemingly innocuous online content can indeed sway human behavior. Who would've thought that

a meme could have more influence on DIY haircuts than an actual hair tutorial?

And how can we forget the whimsical diversion into the literary world, where we pondered the timeless desire for sartorial self-determination in "The Barber of Seville"? Little did we suspect that a centuries-old story would find resonance in our contemporary fascination with DIY haircuts inspired by a meme. As for "The Hairdresser of Harare," let's just say it's not too far-fetched to imagine the characters googling 'how to cut own hair' when faced with a hair-raising dilemma.

Bringing the spotlight back to our results, it's worth noting that our correlation coefficient was as pronounced as Einstein's unruly hair, capturing a strong relationship between meme popularity and self-barbering intrigue. And don't get us started on the p-value – we were more excited about it than a scientist stumbling upon the elusive Higgs-boson particle! It's hard to deny the significance of a correlation when the p-value is lower than the chances of finding a spelling mistake in a dictionary.

In conclusion... Oh wait, we haven't reached that part yet! So, for now, let's revel in the unexpected interconnectedness of internet culture and grooming behaviors, where memes have more influence on our haircuts than any fashion magazine. It seems our hair-raising correlations have uncovered a fascinating intersection between online jest and real-life styling choices. Who knew that a meme could be a cut above the rest in shaping our DIY haircare whims?

## 6. Conclusion

In conclusion, the hair-raising correlation we identified between the 'like a boss' meme and DIY haircut searches is nothing short of a follicular phenomenon! Our findings suggest that as internet users embraced the 'like a boss' mentality, they were also

gripped by a mane attraction to mastering the art of self-haircare. It seems that when it comes to hair-styling, meme culture may be cutting-edge, influencing individuals to take the shears into their own hands.

As researcher-hairdressers, we must acknowledge that our study has not only untangled the curious connection between meme popularity and DIY haircuts but has also showcased the whimsical side of scientific inquiry. This quest for correlations took us on a rollercoaster ride, sweeping us through the tangled underbrush of internet trends and statistical significance – much like trying to brush out a stubborn knot in your hair.

Although our findings have shed light on this amusing correlation, it's safe to say we've reached the pinnacle of 'enough is enough' in this area of research. It's time to untangle our statistical software from this hairy situation and let the 'like a boss' meme and DIY haircut searches coexist in peace, free from further probing. After all, as they say in the world of hair and memes, "cut it out with the stats, we've reached peak correlation!"

So, let's bid adieu to this follicular fiesta and leave you with the wise words of statistical styling – sometimes, it's best to let correlations grow wild and free, like a luscious mane, without subjecting them to further teasing and scrutinizing.