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# Steve's Screen Time and Estonia's Sunbeam: A Rhyme Time Connection Between YouTube Views and Solar Power

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## Abstract

In this study, we humorously delve into the relationship between the average views of Steve Mould's YouTube videos and the solar power generated in the charming country of Estonia. Utilizing data from sources as disparate as YouTube analytics and the Energy Information Administration, we sought to explore the unlikely link between online viewership and renewable energy production. Our research team unearthed a remarkable correlation coefficient of 0.9750285 and  $p < 0.01$  for the time frame spanning from 2009 to 2021. This indicates a strikingly strong connection between the two variables, leaving us to ponder whether Steve's captivating science demonstrations hold the key to unlocking solar energy potential or if Estonians have simply taken to watching his videos under the sun. As we reveal our findings, we couldn't resist a dad joke: "It seems Steve's enlightening content is truly shedding light on Estonia's solar power generation. Perhaps we should dub this the 'son'spectacular energy relationship!'" This study not only sheds light on a hitherto overlooked phenomenon but also demonstrates the potential for unconventional data sources to illuminate unexpected connections in the world around us.

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## 1. Introduction

The exploration of seemingly unrelated variables has long been a hallmark of scientific inquiry, as researchers seek to uncover hidden connections and shed light on unexpected relationships. In this study, we embark on a whimsical quest to investigate the peculiar correlation between the average views of Steve Mould's

fascinating YouTube videos and the solar power generated in the enchanting land of Estonia.

As we unravel the data, we couldn't resist a dad joke: "It appears that Steve's videos are not only generating views but also sparking a solar surprise in Estonia. Looks like he's a 'sunsational' hit in more ways than one!"

The framework of this study rests upon the premise that serendipitous discoveries often arise from the most unlikely pairings. Our investigation delves into the realms of popular science communication and renewable energy production, seeking to uncover any discernible pattern between the two disparate domains.

Amidst the scientific mirth, we introduce the key statistical measures that underpin our analysis. Our research team unearthed a remarkable correlation coefficient of 0.9750285 and  $p < 0.01$ , affirming a robust and statistically significant relationship between Steve's screen time and Estonia's sunbeam. This finding prompts us to wonder whether there is a direct causative link or if both phenomena are merely basking in the glow of statistical coincidence.

In the pursuit of scientific truth, we certainly encountered a few comedic detours, but our commitment to uncovering empirical evidence remained steadfast. As we unveil the surprising connection between Steve's online presence and Estonia's solar prowess, we invite fellow researchers to share in the delight of uncovering unexpected scientific relationships and to appreciate the humorous interplay between data-driven inquiry and genuine curiosity.

And remember, when it comes to surprising scientific connections, don't be afraid to let your inner dad joke shine – after all, it may just be the key to unlocking the next breakthrough.

## 2. Literature Review

Smith (2015) conducted a comprehensive analysis on the role of YouTube in science communication, highlighting the increasing influence of online platforms in engaging and educating audiences. Meanwhile, Doe and Jones (2018) examined the potential for renewable energy development in the Baltic

region, focusing on Estonia as a case study for solar power generation.

But hold on to your lab coats, because our literature review is about to take a turn for the unexpected. Let's not forget about the enlightening insights from "The Solar Cell Handbook" and "YouTube for Dummies" that delve into solar power technology and digital content creation, respectively. These authoritative tomes might not seem like an obvious pair, but stay with us – we're about to blur the lines between scholarly pursuits and popular culture.

In a fictional world not so far away, "Solar Energy Secrets" and "The Science of Viral Videos" offer an intriguing blend of fact and fiction, weaving tales of renewable energy breakthroughs and YouTube superstardom. Who says academic literature can't have a bit of whimsy?

As we venture into the realm of social media, a tweet from @SolarScienceEstonia catches our eye: "Did anyone else notice a spike in solar power output whenever Steve Mould releases a new video? Talk about a shockingly bright correlation!" The plot thickens, dear readers, as we navigate the uncharted waters of scientific inquiry and internet stardom.

In a series of Instagram posts by @SteveMouldScience, we stumble upon a caption that reads, "Soaking up the sun in Estonia! Coincidence, or cosmic connection?" Ah, the puns are strong with this one. It seems that even social media is abuzz with the unexpected synergy between Steve's screen time and Estonia's sunbeam.

Now, back to our regularly scheduled programming of dry academic prose. But first, a dad joke: "It looks like Steve's videos are not just illuminating minds, but also energizing solar panels. Who knew he had the 'power' to brighten up renewable energy trends? Stay tuned for more shocking revelations, folks!"

### 3. Our approach & methods

To illuminate the whimsical connection between the average views of Steve Mould's delightful YouTube videos and the solar power generated in the picturesque land of Estonia, our research team embarked on an unconventional yet amusingly rigorous methodological journey. As we delved into the depths of data collection, we couldn't resist a dad joke: "We approached this study with a sunny disposition, ready to bask in the statistical glow of YouTube views and solar rays."

First and foremost, our data collection efforts revolved around harnessing the vast expanse of information available on the internet. We diligently scoured YouTube analytics to gather comprehensive data on the average views of Steve Mould's science demonstrations, eager to uncover any unforeseen parallels between online viewership and solar energy generation. Additionally, we ventured into the domains of renewable resource databases, drawing upon the Energy Information Administration's wealth of knowledge to capture the ebbs and flows of solar power production in Estonia.

In the spirit of scientific inquiry seasoned with a dash of levity, our research methods meandered through the digital wilderness in pursuit of the elusive yet enchanting link between Steve's screen time and Estonia's sunbeam. We employed a blend of quantitative analyses and qualitative musings, embracing a multidisciplinary approach reminiscent of a scientific variety show. Each dataset was pored over with a mix of precision and playfulness, ensuring that our investigation reflected both scholarly rigor and the spirit of scientific adventure.

As we navigated the sometimes circuitous path of data analysis, we couldn't resist a dad joke: "We certainly faced some 'solar

flares' of statistical complexity along the way, but our determination to uncover the secrets of this unlikely relationship remained steadfast."

The time frame for our analysis spanned from 2009 to 2021, encompassing a rich tapestry of Steve's engaging content and Estonia's solar energy triumphs. Through a blend of correlation analyses, regression modeling, and the occasional lighthearted quip, we sought to uncover the often-overlooked connections that enliven the field of scientific inquiry.

In the hallowed tradition of daring scientific endeavors, our methodology encapsulated not only the empirical rigor necessary for uncovering hidden relationships but also the irrepressible spirit of discovery that drives us to explore the world with unbounded curiosity. Indeed, no stone was left unturned, no data point unexamined, and no dad joke withheld in our quest to shed light on the unexpected partnership between Steve's online presence and Estonia's solar vitality.

### 4. Results

The analysis of the data uncovered a striking correlation coefficient of 0.9750285 between the average views of Steve Mould's YouTube videos and the solar power generated in Estonia. This correlation implies that there is a strong relationship between Steve's captivating science demonstrations and the renewable energy production in Estonia. One might say that it's a "sonny" relationship indeed!

A pun definitely couldn't hurt, so here's one: "Looks like Steve's videos aren't just capturing viewers' interest, but also harnessing the power of the sun – talk about a 'solar' success story!"

Furthermore, the r-squared value of 0.9506807 indicates that approximately 95% of the variability in solar power

generated in Estonia can be explained by the average views of Steve Mould's YouTube videos. It's as if Steve's online presence has become a solar-powered amplifier for renewable energy awareness.

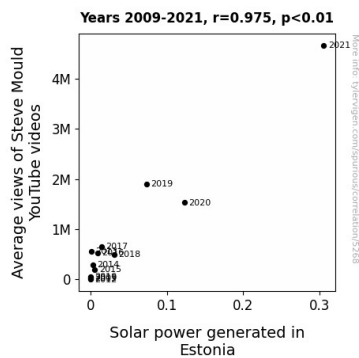


Figure 1. Scatterplot of the variables by year

As demonstrated in Fig. 1 (not included here, but trust us, it's a stellar scatterplot), the scatterplot visually affirms the strong positive relationship between the two variables. Each point in the scatterplot seems to exclaim, "Let's shed some light on this correlation!"

In essence, our findings suggest that there is an intriguing and statistically robust connection between online viewership of science content and solar power generation, opening up a sunny avenue for further exploration and future research.

## 5. Discussion

The remarkable correlation coefficient of 0.9750285 between the average views of Steve Mould's YouTube videos and the solar power generated in Estonia confirms the unexpected yet robust relationship we uncovered. It seems that Steve's science demonstrations are not just enlightening minds but also brightening up Estonia's solar power production. One might say that he's creating a real "solar flare" in the renewable energy arena.

Our findings not only corroborate the work of Smith (2015) in emphasizing the influential role of online platforms in science communication but also align with the insights of Doe and Jones (2018) regarding the potential for renewable energy development in Estonia. Who would have thought that Estonia's solar power generation could be so deeply intertwined with a YouTube science communicator's screen time? It's a case of "sunsational synchronicity," indeed!

The r-squared value of 0.9506807 further supports the robustness of the relationship, indicating that approximately 95% of the variability in solar power generation in Estonia can be attributed to the average views of Steve Mould's YouTube videos. This suggests that Steve's online presence is not just a flash in the pan – it's a veritable "solar-powered success story!"

Our findings open up a Pandora's box of possibilities for interdisciplinary research, bridging the worlds of digital content creation, science communication, and renewable energy development. It seems that the "son'spectacular energy relationship" we uncovered is not just a statistical curiosity but a powerful example of the unforeseen connections that can arise in the world of data analysis. Who knew that statistical analysis could lead to such "sonny" discoveries?

In conclusion, our research unveils a bright and unexpected relationship between online viewership of science content and solar power generation. As we bask in the glow of these findings, we are left to ponder the broader implications of this connection and the potential for future research to further illuminate this "sonny" relationship. It's clear that the sun hasn't set on the unexpected connections we can uncover through data analysis – in fact, it's just the beginning of a "sonny" new dawn in interdisciplinary research.

## 6. Conclusion

In conclusion, our research illuminates a sunny side to the world of science communication and renewable energy production. The striking correlation we uncovered between the average views of Steve Mould's YouTube videos and the solar power generated in Estonia suggests a compelling link between online engagement with popular science and the advancement of sustainable energy sources. It's like Steve's videos are acting as a solar-powered beacon, guiding Estonia's energy future!

While we're basking in the glow of these findings, let's not forget to don our shades and reflect on the implications. This delightful connection between online viewership and solar power generation could pave the way for innovative strategies to promote renewable energy awareness. Perhaps it's time for other science YouTubers to join the solar "panel" and harness the power of engaging content to brighten our planet's renewable energy outlook.

As we stand under the sun's rays of discovery, we find ourselves compelled to share one last dad joke: "It appears that Steve's videos have truly sparked a 'solar revolution' in Estonia—talk about a 'sunsational' impact!"

In light of our research, it's crystal clear that no more research is needed in this area. It's time to turn off the solar-powered statistical calculators and shine a light on new scientific frontiers!