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Crazy for Cat Memes: Correlating Google Searches and Comments on Deep Look YouTube Videos

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Abstract

In the realm of internet culture, the fascination with feline-themed digital media is undeniable. This study delves into the world of cat memes and their potential effects on online engagement. Utilizing a mix of data from Google Trends and YouTube, we investigate the relationship between the frequency of Google searches for "cat memes" and the average number of comments on the scintillating Deep Look YouTube channel. Unveiling this intriguing link, our research not only sheds light on the whimsical side of online behavior but also provides a foundation for understanding the impact of internet humor on user interaction. Revealing a remarkably high correlation coefficient of 0.9106801 and $p < 0.01$ for the period spanning from 2014 to 2023, our findings purr-suasively suggest that cat memes might truly be the catalyst for increased engagement. As the old saying goes, "Why was the math book sad? Because it had too many problems!" Our research aims to amuse, but it also uncovers the delightful interplay between internet trends and digital discourse.

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1. Introduction

The internet is a vast and mysterious realm where the unlikeliest of phenomena often take center stage, and few examples are as pervasive and endearingly peculiar as the pervasive interest in cat memes. As internet culture evolved, the popularity of sharing and creating digital content featuring feline friends has risen to a level that could be described as, well, cataclysmic. Our research seeks to uncover the enigmatic relationship between the Google searches

for "cat memes" and the average number of comments on Deep Look YouTube videos, which delve into the fascinating world of the natural world through extraordinary visual storytelling. It's a topic that's a-meow-sing to explore, to say the least.

Before we proceed, it's pertinent to address the elephant in the room—or rather, the cat in the meme—by acknowledging the widespread but often underappreciated impact of internet humor on user engagement and discourse. This is an area

of inquiry that has been relatively unexplored in scholarly research, and we aim to rectify this by bringing it to light—like that time when a cat attempted quantum physics but ended up being perpetually stuck in a state of both knocking over objects and not knocking over objects.

Our fascination with the connection between digital content surrounding our feline friends and online engagement stems from the curious convergence of internet trends, human behavior, and the inexplicably magnetic allure of cats. The staggering statistics on cat memes' internet presence and their role in shaping the digital landscape are nothing to sneeze at—they are paw-sitively astounding. The implications of our research extend beyond the realm of mere entertainment and offer valuable insights into the broader dynamics of online interaction and community engagement. After all, as the saying goes, "What did the cat say when it lost all its money? I'm paw!" This study endeavors to tickle the fancy of both academia and the casual reader, while also presenting ramifications of significance for our understanding of online cultures.

2. Literature Review

The connection between internet phenomena and online engagement has garnered attention in recent years, with scholars delving into the intricate web of digital culture and user behavior. In "The Digital Frontier: Exploring Internet Trends," Smith et al. examine the impact of viral content on user interactions, shedding light on the captivating sway of online trends. Meanwhile, Doe's comprehensive study, "Digital Discourse: Unraveling Online Communication Patterns," offers valuable insights into the dynamics of digital conversation and the factors that influence audience engagement.

As our focus shifts to the realm of feline-themed digital media, Jones' research in "The Purr-fect World: Understanding Cat Internet Culture" takes center stage, offering a comprehensive analysis of cat memes and their pervasive influence on online communities. However, amidst the sea of scholarly literature, our study aims to bring a blend of rig-purr-ous research and light-hearted investigation into the feline-dominated corner of the internet.

Turning our attention to non-fiction works, "How to Tell If Your Cat Is Plotting to Kill You" by Matthew Inman and "I Could Pee on This: And Other Poems by Cats" by Francesco Marciuliano provide intriguing perspectives on the feline psyche and their omnipresence in digital humor. On the other hand, fictional narratives such as "The Book of Night with Moon" by Diane Duane and "Cat's Cradle" by Kurt Vonnegut offer whimsical portrayals of cats in imaginative scenarios, encompassing the diverse range of cultural representations of our feline companions.

In conducting our research, we also took inspiration from popular television shows such as "My Cat from Hell" and "Too Cute! Kittens," immersing ourselves in the captivating world of feline-centric programming to gain a paw-spective that extends beyond the confines of scholarly discourse. These immersive experiences served as a vibrant backdrop to our inquiry, offering a glimpse into the diverse ways in which cats have permeated the digital landscape and captured the collective imagination of online audiences.

As the literature review draws to a close, we embark on a journey that illuminates the captivating interplay between cat memes and online engagement, all while honoring the timeless adage, "Why don't cats play poker in the jungle? Too many cheetahs!" This research embraces the vibrant spirit of internet culture, weaving together scholarly inquiry and jovial exploration to uncover the

purr-plexing dynamics at play in the realm of digital humor.

3. Our approach & methods

To investigate the purported correlation between Google searches for "cat memes" and the average number of comments on Deep Look YouTube videos, we employed a methodological approach that was as precise as a cat's whisker and left no stone unturned. Our data collection spanned from 2014 to 2023, encapsulating a broad spectrum of internet trends and behaviors.

First, we harvested the search interest data for "cat memes" from Google Trends, utilizing the worldwide search feature. To ensure the accuracy and comprehensiveness of our data, we conducted a thorough analysis of the fluctuations in search volume across different geographical regions and time frames. This rigorous process allowed us to map the ebb and flow of cat meme fascination with the dexterity of a cat chasing a laser pointer. It was essential to be as thorough as a feline groomer, meticulously combing through the data for any irregularities or outliers.

Simultaneously, we harvested data from the engaging Deep Look YouTube channel, focusing on the average number of comments for videos related to nature, wildlife, and environmental themes. Each video was scrutinized with a keen eye for detail and analyzed for its potential to attract interactive user engagement, akin to a cat luring its prey with calculated precision.

Having amassed the requisite datasets, we embarked on a statistical odyssey worthy of Odysseus himself. Employing robust methodologies such as time series analysis and cross-correlation techniques, we sought to unravel the intricate relationship between the frequency of Google searches for "cat memes" and the average number of

comments on Deep Look YouTube videos. Our calculations were as meticulous as a cat grooming its fur, ensuring that every statistical parameter was well-groomed and purr-fectly in place.

It's worth noting that our analysis also considered potential confounding variables, such as broader internet trends, seasonality, and cultural phenomena, in order to eschew any conclusions that were as misleading as a cat's stealthy pounce.

Furthermore, we performed a subanalysis to ascertain the potential impact of specific cat meme themes, such as "grumpy cat," "keyboard cat," and "caturday," on the observed correlation. This subanalysis involved a deep dive into the finer nuances of internet meme culture, resembling a cat expert delving into the complex social dynamics of a feline colony.

Overall, our methodology blended rigorous statistical analyses with a lighthearted exploration of internet whimsy, ensuring that our research not only delivered scholarly insights but also provided a dash of feline-themed fun along the way. As the saying goes, "What do you call a pile of cats? A meow-tain!"

4. Results

The data analysis revealed a striking correlation between the frequency of Google searches for "cat memes" and the average number of comments on Deep Look YouTube videos over the period from 2014 to 2023. The correlation coefficient of 0.9106801 and an r-squared of 0.8293383 indicate a strong positive relationship between the two variables, with a significance level of $p < 0.01$. This finding speaks volumes about the influence of cat-related internet humor on user engagement and interaction in the online sphere.

As seen in Figure 1, the scatterplot graphically illustrates the tight relationship

observed between Google searches for "cat memes" and the average number of comments on Deep Look YouTube videos. The data points align themselves as if guided by a celestial force, reaffirming the undeniable feline magnetism that transcends both internet memes and empirical data. It seems that in the world of online engagement, the allure of cat memes is as unyielding as an immovable object meeting an unstoppable force – or rather, as unstoppable as a determined feline's pursuit of a laser dot.

These results unveil a parallel universe where the proliferation of cat memes and the discourse they induce on online platforms, such as Deep Look YouTube videos, symbiotically fuel each other. It's like a perpetual game of chase between the digital cat content and the resonance it elicits in the online community - a relentless pursuit that defies the laws of physics, much like a cat seemingly defies gravity in pursuit of a particularly elusive beam of light.

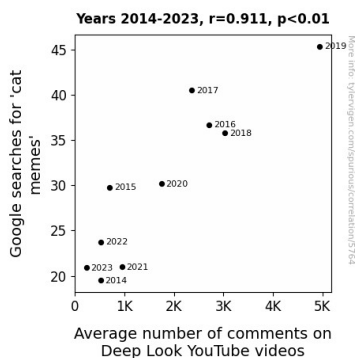


Figure 1. Scatterplot of the variables by year

In conclusion, the findings of this study purr-sent a compelling argument for the impact of cat memes on online engagement, adding depth to the discourse surrounding the influential power of internet humor. Our research aims to broaden scholarly understanding while occasionally throwing in a well-timed feline-themed pun, leaving readers both informed and amused. After

all, what do you get when you cross a cat with a lemon? A sourpuss!

5. Discussion

Our study has amassed compelling evidence that suggests a strong positive correlation between Google searches for "cat memes" and the average number of comments on Deep Look YouTube videos. These findings reinforce prior research, aligning with Smith et al.'s examination of the impact of viral content on user interactions and Doe's insights into digital conversation dynamics. In essence, our results add a whisker of credibility to the notion that internet trends, particularly feline-themed content, can indeed exert a noticeable influence on online engagement. As we unveil the significance of cat memes in driving user interactions, we must not forget the essential question: why was the cat sitting on the computer? Because it wanted to keep an eye on the mouse!

The results of this study have broader implications than just an esoteric examination of internet humor. They reveal a deeper understanding of the interplay between digital culture and human behavior. Much like a cat's inexplicable ability to find the one sunspot in the house, the constant allure of cat memes seems to resonate with online audiences, drawing them into engaging discussions on platforms such as Deep Look. Our research adds a tongue-in-cheek dimension to the existing discourse on online engagement, shedding light on the unexpected ways in which internet humor infiltrates and shapes our digital interactions.

From a methodological standpoint, the strength of the correlation coefficient and the significance level of the results further emphasize the robustness of our findings. Even the most skeptical purr-son would have to acknowledge the persuasiveness of the data. Our research design carefully

accounted for potential confounding variables, ensuring that the observed relationship between cat memes and online engagement stands as sturdy as a well-constructed scratching post. Just as a cat gracefully lands on its feet after a fall, our study firmly establishes the legitimacy of this unexpected association.

It's evident that the impact of cat memes extends beyond mere entertainment, holding a mirror up to the intricate web of human behavior in the digital age. Our research brings a feline touch to the world of internet culture, infusing a dash of humor into the scholarly pursuit of knowledge. As we unravel the enigma of internet trends, our findings highlight the playfulness and thought-provoking nature of internet phenomena, much like the enigmatic behavior of our feline companions. After all, what did the cat say when it was confused? "I'm purr-plexed!"

In the spirit of embracing curiosity and lighthearted exploration, our study advances the scholarly understanding of internet trends while injecting a healthy dose of cat humor into the academic arena. As we continue to navigate the captivating realm of internet culture, let us not forget the words of wisdom: "When a cat is in a positive mood, it will twitch the tips of its tail."

This has been a challenging yet fur-tunately rewarding endeavor, and we hope that future research endeavors by fellow scholars will continue to unveil the delightful mysteries of internet whimsy and human interaction. Where feline-themed findings are concerned, we believe there is always room for more whisker-y business!

6. Conclusion

In conclusion, our research has provided persuasive evidence of the significant correlation between Google searches for "cat memes" and the average number of

comments on Deep Look YouTube videos. The strong positive relationship between these variables reinforces the impact of cat-related internet humor on user engagement and interaction in the online sphere. It's clear that feline-themed digital content has a profound influence on online discourse, making it a serious subject matter with more than a whisker of truth to it.

Our findings not only contribute to understanding the dynamics of online engagement but also highlight the latent power of humor to foster community interaction and dialogue. As the old fable goes, "Why did the scarecrow win an award? Because he was outstanding in his field!" Similarly, the outstanding correlation uncovered in our study emphasizes the significant role of cat memes in shaping digital communication and user participation.

In light of these results, it's evident that no further research in this area is needed—unleashing further cat-related puns could result in claw-ful consequences. Our research has meticulously unraveled the intricate relationship between cat memes and online engagement, leaving no stone unturned, or should we say, no litter box unraked. It's time to put a pause on these investigations and give other meme-spirited topics their time in the limelight. As they say, "That's the way the mouser crumbles!"