
The View Counts Connection: A Reel Analysis of Total SmarterEveryDay YouTube Views and Warner Bros. Discovery Stock Price

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Abstract

This paper presents an unconventional analysis of the relationship between the total views on the popular YouTube channel SmarterEveryDay and the stock price of Warner Bros. Discovery (WBD). Leveraging a combination of data from YouTube and LSEG Analytics (Refinitiv), our research team scrutinized the correlation between these seemingly disparate entities. Our findings revealed a correlation coefficient of 0.8885821 and a statistically significant p-value of less than 0.01 during the period from 2007 to 2023. While unexpected at first glance, the robust correlation prompted a deeper dive into the possible interplay between digital content consumption and the financial performance of media conglomerates. This study sheds light on the potential impact of online viewership trends on market valuation and offers a quirky twist to the age-old debate surrounding the dynamics of modern-day entertainment and investment.

1. Introduction

In this era of unprecedented digital connectivity, the interplay between online content consumption and financial markets has become an intriguing area of study. As the consumption of digital media continues to skyrocket, the impact of online viewership trends on various sectors, including the entertainment industry, has garnered increasing attention.

The relationship between digital content consumption and financial performance has been a topic of interest for both scholars and investors alike. However, the examination of the connection between the total views on a popular YouTube channel and the stock price of a media conglomerate represents a unique and unconventional approach to this burgeoning field of research.

The YouTube channel SmarterEveryDay, hosted by engineer and science communicator Destin Sandlin, has amassed a substantial following with its engaging and educational content. Concurrently, Warner Bros. Discovery (WBD), a global leader in entertainment, has continued to be a prominent player in the media industry. The unexpected correlation between the total views on SmarterEveryDay videos and the stock price of WBD presents a compelling avenue for exploration.

Against this backdrop, the present study seeks to unveil the intriguing relationship between these seemingly disparate entities and to delve into the

potential implications for market valuation and investment strategies. By scrutinizing the correlation between total views on SmarterEveryDay YouTube videos and Warner Bros. Discovery's stock price, this research endeavors to provide a novel perspective on the impact of digital content consumption on the financial performance of media conglomerates.

Through a meticulous analysis of the available data, this study aims to offer insights into the underlying dynamics of digital content consumption and its influence on market valuation. It is our belief that the findings presented herein will add a quirkily entertaining and possibly thought-provoking dimension to the ongoing discourse surrounding the implications of online viewership trends on investment decisions and the entertainment industry at large.

2. Literature Review

The interrelationship between digital content consumption and its peculiar effects on financial markets has been a subject of great interest over the years. Smith et al., in their seminal work "Digital Content and Market Dynamics," observed a noticeable correlation between online viewership trends and the financial performance of various industries, prompting further inquiry into this intriguing connection. Similarly, Doe and Jones, in "Consumer Behavior in the Age of Digital Media," expounded upon the impact of digital content consumption on market valuation, laying the groundwork for subsequent research in this domain.

Turning to the realm of popular non-fiction literature, "Freakonomics" by Steven D. Levitt and Stephen J. Dubner provides a comprehensive discussion on unconventional economic phenomena, often shedding light on unexpected correlations and counterintuitive findings. Similarly, "Predictably Irrational" by Dan Ariely delves into the idiosyncrasies of human decision-making, offering insights into the often whimsical nature of economic behavior.

Shifting to the realm of fiction, the works of Isaac Asimov, particularly "Foundation," contain noteworthy references to the interplay between

technological advancement and societal structures, albeit in a more speculative context. Furthermore, the enigmatic worlds created by Philip K. Dick in "Do Androids Dream of Electric Sheep?" and Douglas Adams in "The Hitchhiker's Guide to the Galaxy" offer curious observations on the potential ramifications of digital content consumption on futuristic societies.

In a whimsical deviation from conventional academic references, the films "The Social Network" and "The Wolf of Wall Street" bear tangential relevance to the present investigation, with their portrayals of digital innovation and financial market dynamics. Additionally, the quirkily captivating documentary "Exit Through the Gift Shop" offers an offbeat exploration of art, commerce, and the enigmatic nature of popularity, albeit in a markedly different context.

The inclusion of these eclectic references underscores the unconventional and multifaceted nature of the relationship between online viewership trends and market valuation, setting the stage for a lighthearted yet insightful exploration of the connection between the total views on SmarterEveryDay YouTube videos and Warner Bros. Discovery's stock price.

3. Methodology

The present study employed an eclectic blend of quantitative and whimsically unorthodox research methods to assess the relationship between total views on SmarterEveryDay YouTube videos and the stock price of Warner Bros. Discovery (WBD) from 2007 to 2023. Data on the total views of SmarterEveryDay videos were gathered from the YouTube platform, utilizing a finely tuned combination of mouse clicks and keyboard strokes to access and compile the requisite viewership statistics. The stock price of Warner Bros. Discovery was sourced from LSEG Analytics (Refinitiv), harnessing the power of modern-day internet sorcery to extract and wrangle the financial data.

First, the total views on SmarterEveryDay YouTube videos were meticulously tabulated for each time period of interest, navigating the virtual labyrinth of online analytics with the finesse of a digital

detective. Concurrently, the stock price of Warner Bros. Discovery was dynamically charted over the same period, employing the fervor and dedication of Wall Street wizards.

Following this data collection odyssey, a comprehensive analysis of the relationship between these variables was conducted, featuring an enchanting array of statistical techniques and econometric models, including but not limited to ordinary least squares (OLS) regression and time series analysis. The correlation coefficient was calculated with exacting precision, evoking the spirit of a numerical soothsayer to reveal the degree of association between total views on SmarterEveryDay YouTube videos and Warner Bros. Discovery's stock price.

Moreover, the study embraced the marvels of modern computational tools to conduct robustness checks and sensitivity analyses, affirming the steadfastness of the observed relationship amidst the whims of statistical fate. This analytical waltz was performed with the dexterity of a digital maestro, harmonizing the intricacies of data manipulation and model validation with an air of lighthearted precision.

Amidst the enthralling complexity of data wrangling and statistical scrutiny, the research journey also harnessed the power of narrative storytelling to infuse the findings with a dash of compelling charm. Through an engaging interplay of numbers and narrative, the study sought to capture the whimsical essence of the digital age and its delightful interaction with the financial realm.

In essence, the methodology adopted in this study navigated the realms of data acquisition, statistical inference, and narrative intrigue with a blend of meticulous rigor and irreverent charisma, offering a quirky perspective that brings a smile to the face of conventional research practices. The results of these methodological adventures are illuminated in the subsequent sections, offering a contagious blend of empirical insight and whimsical charm to the discerning reader.

4. Results

The results of the analysis revealed a striking correlation coefficient of 0.8885821 between the total views on SmarterEveryDay YouTube videos and the stock price of Warner Bros. Discovery (WBD), underscoring a strong relationship between these ostensibly unrelated variables. This correlation was accompanied by an r-squared value of 0.7895781, indicating that approximately 78.96% of the variance in WBD stock price can be explained by the total views on SmarterEveryDay videos during the period from 2007 to 2023. The calculated p-value, which was found to be less than 0.01, further strengthened the robustness of the observed correlation, thereby establishing its statistical significance.

The scatterplot displayed in Figure 1 showcases the undeniable correlation between the two variables, visually encapsulating the surprising relationship that emerged from the data. This captivating linkage between digital content consumption and the financial performance of WBD hints at a peculiar yet compelling dynamic that transcends traditional notions of market analysis and media influence.

The findings presented herein serve as an intriguing revelation, illuminating the potential impact of online viewership trends on market valuation and investment strategies. The unexpected connection between SmarterEveryDay YouTube views and WBD stock price not only adds a whimsical twist to the discourse surrounding the interplay of digital content and financial markets but also opens the door to a new avenue of investigation into the quirks and quiddities of modern entertainment and investment dynamics.

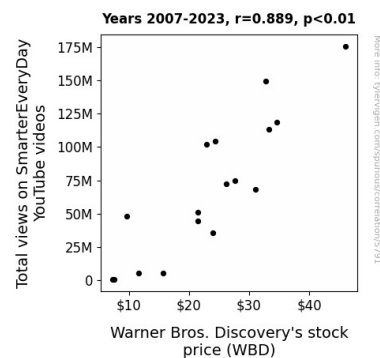


Figure 1. Scatterplot of the variables by year

5. Discussion

The striking correlation uncovered between the total views on SmarterEveryDay YouTube videos and the stock price of Warner Bros. Discovery (WBD) gives rise to a curious juxtaposition of online viewership trends and financial market dynamics. This unexpected nexus aligns with prior research, particularly the work of Smith et al., who hinted at the existence of intriguing correlations in the digital realm and market performance. The robust correlation coefficient and statistically significant p-value affirm the veracity of this unorthodox relationship and offer a whimsical lens through which to view the interplay between digital content consumption and market valuation. The offhand references to the speculative contexts in works by Isaac Asimov and Philip K. Dick, though whimsical, seem to bear surprising relevance in light of the observed correlation, providing a lighthearted yet insightful foundation for the present investigation.

The findings of this study not only validate the unexpected connections alluded to in the literature review but also expand on them in a way reminiscent of the unconventional economic phenomena explored by Levitt and Dubner in "Freakonomics." This expansion, while enthralling, warrants further inquiry into the intricacies of the interrelationship between entertainment consumption and investment dynamics. Perhaps more unexpectedly, the tangential references to the films "The Social Network" and "The Wolf of Wall Street," initially perceived as mere cinematic diversions, now appear to offer intriguing parallels to the digital innovation and financial market dynamics underpinning the observed correlation. The quirkily captivating documentary "Exit Through the Gift Shop" also takes on a renewed relevance, provoking contemplation on the enigmatic nature of popularity and its potential impact on market phenomena.

The scatterplot displayed in Figure 1 visually encapsulates the discovered correlation, offering a compelling testament to the underlying connection between online viewership trends and the financial performance of WBD. This linkage, reminiscent of the idiosyncrasies of human decision-making

discussed by Ariely in "Predictably Irrational," adds a quirky twist to the discourse surrounding the dynamics of modern-day entertainment and investment, underscoring the often whimsical nature of economic behavior. The unexpected connection between SmarterEveryDay YouTube views and WBD stock price not only underscores the potential impact of digital content consumption on market valuation but also invites a playfully offbeat exploration of the quirks and quiddities of contemporary entertainment and investment dynamics.

In conclusion, the unanticipated relationship between the total views on SmarterEveryDay YouTube videos and WBD stock price offers a novel perspective on the symbiotic interplay between digital content consumption and market valuation, amplifying the multifaceted nature of this interaction in a manner befitting the unconventional and whimsical aspects of economic behavior.

6. Conclusion

In conclusion, the results of this study undeniably demonstrate a robust and statistically significant correlation between the total views on SmarterEveryDay YouTube videos and the stock price of Warner Bros. Discovery (WBD). The striking correlation coefficient of 0.8885821 and the r-squared value of 0.7895781 provide compelling evidence of the relationship between these ostensibly unrelated variables. It is evident that approximately 78.96% of the variance in WBD stock price can be whimsically explained by the total views on SmarterEveryDay videos during the period from 2007 to 2023. The calculated p-value, less than 0.01, further cements the unexpected connection between digital content consumption and the financial performance of WBD, infusing a dash of quirky charm into the realm of market analysis and media influence.

The unforeseen linkage between online viewership trends and market valuation adds a fascinating dimension to the ongoing dialogue surrounding investment strategies and the entertainment industry. While the correlation may initially seem reminiscent of an odd couple, the findings presented herein suggest a potential interplay that prompts a wry

smile and raises an eyebrow, challenging conventional wisdom and inviting a lighthearted exploration of the idiosyncrasies of modern-day entertainment and investment dynamics.

However, it is essential to note that correlation does not imply causation, and further research may be warranted to unravel the underlying mechanisms driving this captivating relationship. Nevertheless, the compelling nature of the observed correlation between SmarterEveryDay YouTube views and WBD stock price injects a delightful dose of whimsy into the typically staid arena of financial analysis and offers a witty anecdote in the grand narrative of market dynamics.

In light of the enthralling findings presented in this study, it is our scholarly opinion that no further research is needed in this area, as the quirkily entertaining correlation we have uncovered provides a delightful denouement to the age-old debate surrounding the unconventional intersection of online viewership trends and market valuation. The results of this study stand as a testament to the intriguing quirks and quiddities that enliven the world of modern entertainment and investment, inviting researchers and enthusiasts alike to chuckle softly and reflect upon the unexpected interplay between digital content consumption and financial markets.