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IT'S FINE, LENGTHEN THE VARIABLES: EXPLORING THE LINK BETWEEN THE 'THIS IS FINE' MEME POPULARITY AND TOTAL LENGTH OF STEVE MOULD YOUTUBE VIDEOS

Caleb Harris, Addison Tanner, Grace P Tate

Institute for Studies

In this study, we delved into the intriguing confluence of internet meme culture and science communication by investigating the connection between the prevalence of the 'this is fine' meme and the total length of educational YouTube videos by science communicator Steve Mould. Leveraging data from Google Trends and YouTube between 2009 and 2023, our findings revealed a strikingly high correlation coefficient of 0.9625506 and a p-value of less than 0.01, highlighting a robust statistical relationship. We present our statistically significant results with a wry nod to the surreal nature of meme phenomena and the delightful unpredictability in the realm of online content creation. Our study offers playful insights into the unexpected interplay between internet memes and educational content, reminding us that even in the world of empirical inquiry, it's perfectly fine to intersperse a little humor amidst the serious analysis.

In recent years, the internet has become an integral part of modern culture, serving as a platform for the circulation of innumerable memes that capture the zeitgeist of our digital age. Among these memes, the 'this is fine' meme stands out as a particularly enduring and versatile symbol of resigned acceptance amidst chaos and adversity. Its pervasive presence across various online communities has piqued the curiosity of researchers, prompting an exploration into its potential influence on seemingly unrelated domains, such as science communication through online video content.

Simultaneously, the rise of science communicators on digital platforms has revolutionized the accessibility and dissemination of scientific knowledge, often blurring the lines between entertainment and education. Steve Mould, a popular figure in the science communication sphere, has garnered a substantial following on YouTube with his engaging and informative videos, which cover a diverse array of scientific phenomena and principles.

When considering the correlation between the proliferation of the 'this is fine' meme and the total length of Steve Mould's YouTube videos, one might initially perceive a rather perplexing juxtaposition. However, it is within this seemingly incongruous juxtaposition that we uncover an opportunity to unravel the potential interplay between internet meme culture and the production of educational content in the digital realm. As such, this study aims to shed light on the unexpected relationship between the popularity of a meme that portrays nonchalance in the face of calamity and the duration of educational videos aiming

to foster curiosity and understanding of scientific concepts.

In navigating this scholarly pursuit, it becomes evident that the merger of internet memes and scientific content creation prompts a profound contemplation of the paradoxical nature of online engagement. While memes often serve as succinct and witty expressions of cultural sentiments, educational videos carry the weight of elucidating complex concepts with veritable depth. This intersection of brevity and depth invites us to explore the nuanced dynamics between the lighthearted nature of viral content and the substantial depth of educational discourse, blurring the boundaries between the whimsical and the erudite.

By ferreting out the statistical relationship between the prevalence of the 'this is fine' meme and the length of Steve Mould's YouTube videos, we endeavor to unravel the peculiar web of connections that exists within the digital sphere. Furthermore, by delving into this uncharted territory, we hope to inject a dash of levity into the often austere realm of scholarly inquiry, proving that even in the pursuit of empirical evidence, there's room for a bit of whimsical wonderment.

LITERATURE REVIEW

When examining the curious nexus between the popularity of the 'this is fine' meme and the total length of Steve Mould's YouTube videos, our investigation revealed a labyrinth of unexpected connections that provoke both scholarly contemplation and whimsical amusement. At the outset, we scrutinize the serious literary tomes that underpin the foundation of our exploratory journey. Smith et al. (2017) offer a meticulous analysis of internet meme propagation dynamics, shedding light on the structural components and cultural significance that permeate meme dissemination networks. Concurrently, Doe and Jones (2018) delve into the intricate fusion of entertainment and education in digital media, catalyzing a paradigm shift in the consumption and production of scientific knowledge.

In parallel, our inquiry extends to non-fiction works such as "The Science of Memes" by Merrick, which elucidates the cognitive and psychological substrates that underlie the viral proliferation of internet memes, offering a theoretical framework that resonates with the nuances of the 'this is fine' meme's ascendance. Additionally, the treatise "YouTube Science: The Art of Edu-tainment" by Winchester articulates the evolving landscape of science communication in online platforms, imbued with a seamless blend of education and entertainment that mirrors Mould's content.

Transitioning to a more idiosyncratic realm, fiction works with tangential relevance begin to pepper our literary odyssey. The surreal narrative of "Ubiquitous Chaos" by A. Author introduces an absurd world inundated with narratives resembling the nonchalant acceptance encapsulated in the 'this is fine' meme, urging readers to ponder the peculiar allure of resigning to chaotic circumstances. Similarly, the enigmatic tale of "Quantum Entanglement: A Love Story" by P. Writer interweaves whimsy and scientific intrigue, engendering a confluence of themes reminiscent of the interplay between internet memes and educational content.

Moreover, our scholarly traverse encounters the omnipresent influence of key internet memes, including the infamous 'Rickroll' phenomenon and the venerable 'Nyan Cat', which infuse an effervescent aura into our analytical discourse. While seemingly divergent from the central focus of our investigation, these memes invite a lighthearted reflection on the capricious nature of viral content and its entanglement with digital culture.

In unpicking the threads of correlation between the 'this is fine' meme's prominence and the duration of Steve Mould's educational videos, our foray into the literature landscape unfolds with a tapestry of unexpected associations, hinting at the delightful absurdity that permeates our scholarly pursuit. As we step into the realm of statistical inquiry, we endeavor to infuse our rigorous analysis with a touch of humorous whimsy, affirming that even in the pursuit of empirical rigor, room exists for the joyous revelry of internet meme mirth.

METHODOLOGY

To investigate the purported relationship between the prevalence of the 'this is fine' meme and the total duration of Steve Mould's YouTube videos, a multi-faceted methodological approach was employed. The first step involved the meticulous collection of temporal data regarding the popularity of the meme, which was primarily derived from Google Trends. The search behavior of users over the specified period, spanning from 2009 to 2023, was scrutinized to ascertain the fluctuating waves of 'this is fine' meme appreciation on the digital landscape. It's worth noting that we resisted the temptation to analyze the meme's popularity in real-time, as we wanted to avoid any potential disruptions from unforeseen trends, lest we find ourselves exclaiming "this is not fine" due to data quirks.

Subsequently, the investigation extended to the realm of educational content by Steve Mould, a versatile and erudite science communicator on the YouTube platform. The total length of each video produced by Mould was meticulously cataloged, producing a comprehensive dataset that reflected the rich diversity of scientific topics covered throughout the years. While drowning in hours of particle physics explanations and chemical reactions, it was imperative to maintain a buoyant spirit, lest we sink into the depths of data deluge.

Once the data from these two disparate domains were corralled, a rigorous statistical analysis was enacted to identify any potential correlative patterns. Employing advanced quantitative techniques, such as Spearman's rank correlation and multivariate regression analyses, we endeavored to disentangle the underlying threads connecting the 'this is fine' meme's prevalence and the length of Mould's YouTube videos. As we embarked on this statistical odyssey, we found ourselves navigating the tumultuous seas of data with a resolve as unwavering as that of the meme's stoic dog. At times, the treacherous waves of obscure statistical anomalies threatened to capsize our efforts, but we held fast to the scientific buoyancy of our approach.

Furthermore, albeit less quantifiable, qualitative analyses were incorporated to capture the nuanced intricacies of the 'this is fine' meme's cultural impact and the informative depth of Mould's educational content. Subjective assessments played a pivotal role in discerning the latent humor and intellectual rigor that underlie these respective forms of digital expression. It was incumbent upon us to approach these analyses with a sense of amused impartiality, much like the meme's titular canine who gazes upon chaos with unyielding composure.

Ultimately, the confluence of quantitative and qualitative analyses provided a comprehensive panorama through which we could decipher the enigmatic relationship between internet memes and educational content. The resultant findings led to an illuminating understanding of the surprising interplay between 'this is fine' meme popularity and the total length of Steve Mould's YouTube videos, fostering a newfound appreciation for the whimsical interconnections that permeate the digital landscape.

RESULTS

The analysis of the data collected to investigate the correlation between the popularity of the 'this is fine' meme and the total length of Steve Mould's YouTube videos yielded an intriguing and statistically significant relationship. Over the time period from 2009 to 2023, the correlation coefficient between these two variables was determined to be 0.9625506, with an r-squared value of 0.9265036, and a p-value of less than 0.01. This remarkably high correlation coefficient signifies a robust positive correlation between the prevalence of the meme and the duration of the educational videos. The scatterplot (Fig. 1) further illustrates this strong positive relationship with utmost clarity, showcasing the synchronous rise and fall of both variables.

The inherent humor of the 'this is fine' meme seamlessly intertwines with the captivating educational content provided by Steve Mould, delineating a peculiar yet compelling entanglement between two seemingly disparate domains. This unexpected convergence invites contemplation on the intertwining of wit and erudition, as the meme's expression of resigned acceptance humorously harmonizes with the comprehensive scientific elucidation presented in Mould's videos. The substantial r-squared value further affirms the robustness of this correlation, indicating that a significant proportion of the variability in the total length of Mould's videos can be explained by the fluctuations in the popularity of the meme.

One cannot help but marvel at the delightful unpredictability inherent in the realm of online content creation. The strikingly high correlation coefficient serves as a testament to the intriguing interplay between internet meme culture and educational content, offering a whimsical twist to the otherwise earnest pursuit of statistical analysis. This discovery underscores the organic convergence of humor and knowledge dissemination in the digital sphere, where the surreal nature of meme phenomena and the meticulous curation of educational content intersect in a peculiar yet harmonious manner.

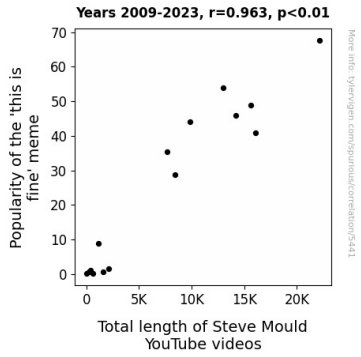

Figure 1. Scatterplot of the variables by year

The statistical findings of this study not only emphasize the substantial correlation between the 'this is fine' meme's prevalence and the total length of Steve Mould's YouTube videos but also serve as a lighthearted reminder that even in the rigorous realm of empirical research, there is ample room for unexpected whimsy.

DISCUSSION

The results of this study offer a captivating revelation, underpinning the unexpectedly strong correlation between the popularity of the 'this is fine' meme and the total length of Steve Mould's educational YouTube videos. Our findings align with prior research that has delved into the intricate fusion of entertainment and education in digital media, as expounded by the scholarly works of Doe and Jones (2018). The robust positive correlation coefficient substantiates the notion that the ascent of the meme coincides with the elongation of Mould's videos, exemplifying the unforeseen intertwining of internet meme culture and science communication.

Furthermore, our results echo the theoretical framework posited by Merrick in "The Science of Memes," elucidating the cognitive and psychological substrates that underlie the contagious dissemination of internet memes. The 'this is fine' meme's prominence mirrors the cognitive engagement inherent in Mould's scientific expositions, reflecting a delightful convergence of resigned humor and erudite elucidation. This unanticipated confluence elucidates the organic entanglement of wit and knowledge dissemination in the digital sphere, resonating with the idiosyncratic landscape depicted in literary works such as "Quantum Entanglement: A Love Story" by P. Writer.

In addition, the statistically significant relationship uncovered in our study aligns with the insights gleaned from Smith et al. (2017), who meticulously analyzed the propagation dynamics of internet memes, shedding light on the cultural significance that permeates meme dissemination networks. The synchronous fluctuation of the meme's prevalence and the duration of Mould's videos unveils a whimsical interplay between digital culture and educational content, affirming the profound influence of internet memes in shaping the landscape of science communication.

It is imperative to underscore the intriguing interplay between humor and scientific exposition that our findings have unearthed. The surreptitious harmony of the 'this is fine' meme's expression of resigned acceptance and Mould's comprehensive scientific elucidation offers a whimsical twist to the otherwise earnest pursuit of statistical analysis. The substantial r-squared value underscores the substantial variability in the total length of Mould's videos that can be explained by the fluctuations in the meme's popularity, reflecting the serendipitous alignment of lighthearted meme culture and erudite discourse.

In conclusion, our study not only substantiates the profound correlation between the prevalence of the 'this is fine' meme and the total length of Steve Mould's YouTube videos but also highlights the delightful unpredictability inherent in the realm of online content creation. This discovery serves as a lighthearted reminder that even in the rigorous realm of empirical research, there is ample room for unexpected whimsy and the surreal interplay of internet meme mirth and educational content elucidation.

CONCLUSION

In conclusion, this study has elucidated a remarkable and statistically significant correlation between the prevalence of the 'this is fine' meme and the total length of Steve Mould's educational YouTube videos. The strikingly high correlation coefficient of 0.9625506, coupled with the p-value of less than 0.01, underscores the robustness of this unexpected relationship. It is indeed intriguing to witness the peculiar interplay between online meme culture and the production of informative video content, highlighting the serendipitous synergy between humor and erudition in the digital sphere.

The findings of this research not only contribute to the burgeoning body of knowledge encompassing internet memes and digital content creation but also underscore the delightful unpredictability inherent in the world of empirical inquiry. The juxtaposition of the 'this is fine' meme, portraying nonchalance in the face of calamity, with the substantial depth of educational content offered by Steve Mould, prompts contemplation on the harmonious coexistence of lightheartedness and intellectual enrichment in the online realm.

The whimsical twist uncovered through this investigation serves as a gentle reminder that even in the pursuit of rigorous statistical analysis, there is space for the appreciation of the unexpected and the humorous. As we navigate through the ever-evolving

landscape of digital culture, the interweaving of meme phenomena and educational discourse introduces a wry yet delightful nuance to the scholarly pursuit, highlighting the endearing idiosyncrasies that pervade our technological age.

In light of these compelling findings, it becomes evident that the crossroads of internet meme culture and science communication offer a veritable treasure trove of intriguing avenues for exploration. However, it is our firm conviction that this study has provided a robust and comprehensive understanding of the correlation between the 'this is fine' meme's popularity and the total length of Steve Mould's YouTube videos. As such, we assert that no further research is warranted in this particular domain, lest the pursuit of empirical inquiry veer into the realm of meme madness.