Review

Aubrey's Energizing Effect: An Examination of the Relationship Between the Popularity of the Name Aubrey and Exxon Mobil's Stock Price

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The impact of names on the stock market has long been an unexplored area of research, and our study seeks to delve into this curious connection. By utilizing data from the US Social Security Administration and LSEG Analytics (Refinitiv), we set out to examine the correlation between the popularity of the first name Aubrey and Exxon Mobil's stock price (XOM) from 2002 to 2022. Our findings revealed a striking correlation coefficient of 0.8769160, with p < 0.01, indicating a strong and statistically significant relationship. As we delved into the unexpected link between a name and a stock, we couldn't help but quip that people aren't just choosing Aubrey as a name, they're "fueling" the market's performance. Because, after all, when it comes to naming babies and predicting stock prices, we've hit the "crude" reality that there may be more to it than meets the eye. So when future parents choose the name Aubrey, they might be inadvertently influencing the stock market. This quirky correlation leaves us pondering the question: is there truly power in a name, or is it simply a "petro-l" of chance?

As the saying goes, "What's in a name?" Well, we'd argue that there might be more in a name than we've ever imagined. The relationship between personal names and economic indicators is an area ripe for exploration, and we set out to dive into the intriguing world of nomenclature and stock prices.

Now, as we embark on this unusual journey exploring the impact of names on the stock market, we can't help but think, "If Exxon Mobil's stock price can be influenced by a name, then maybe there's an 'exx-on' information hidden within names as well!"

The name Aubrey has been historically used to convey strength and nobility, and in our study, it takes on a whole new dimension of significance. Aubrey, commonly associated with prosperity and good fortune, surprisingly emerges as a protagonist in the

realm of stock market dynamics. We find this odd association both amusing and intriguing - a "crude" twist in the tale, if you will.

As we uncovered the remarkably strong correlation between the popularity of the name Aubrey and Exxon Mobil's stock price, it became evident that there's more to names than meets the eye. It's almost as if the market is saying, "You can 'bank' on Aubrey to make a difference."

So, let's saddle up and explore this captivating correlation. After all, when it comes to naming babies, predicting stock prices, and discovering unconventional connections, we must not forget the timeless wisdom of all dads out there – "You can lead a horse to water, but a pencil must be lead."

Prior research

The connection between personal names and economic indicators has been an understudied and even overlooked aspect of research in both the fields of psychology and finance. Smith et al. (2010) delved into the psychology of names, and their impact on individuals' behavior and decision-making processes. Similarly, Doe and Jones (2015) examined the influence of personal names on societal perceptions and self-perception.

However, as we expand our scope to the financial realm, we find an intriguing gap in existing literature that fails to explore the potential influence of names on stock prices. This gap paves the way for our study to investigate the correlation between the popularity of the name Aubrey and Exxon Mobil's stock price (XOM).

Moving beyond the traditional confines of economics and psychology, our study intersects with the fields of linguistics and etymology, exploring the historical, cultural, and social connotations associated with the name Aubrey. In "The Power of Names" by Schwartz (2018), the author explores the significance of names in societal constructs and individual identity, providing valuable insights into the potential impact of names on economic phenomena.

Adding a whimsical touch to our review, let's not overlook the candid discussions of names and their implications in non-fiction classics such as "Freakonomics" by Levitt and Dubner (2005), which often delves into unorthodox and thought-provoking correlations. Additionally, "Blink" by Malcolm Gladwell (2005), offers a captivating exploration of snap judgments and decision-making, which subtly alludes to the potential influence of names on economic indicators.

On the fictional front, we find intriguing narratives that touch on the power of names, such as J.K. Rowling's "Harry Potter and the Sorcerer's Stone," where the protagonist's name carries an extraordinary significance that shapes his destiny. Similarly, in "The Name of the Wind" by Patrick Rothfuss, the protagonist's name becomes a pivotal element in his journey, subtly echoing the potential influence of names on fate – or in our case, stock prices.

Going a step further in our exploration, we also found insight in unexpected places – the backs of household items! They say that inspiration can strike anytime and anywhere, and perhaps it's no coincidence that our literature review took an unconventional turn as we pondered the implications of the

ingredients list on shampoo bottles. After all, who's to say that the secret to understanding the dynamics of stock prices doesn't lie in decoding the cryptic language of hair care products?

In the quest to unravel the mysteries surrounding names and stock prices, our literature review took us on an unexpected and humorous journey, highlighting the delightful and unexpected ways in which research can intersect with everyday life – and yes, even with shampoo bottles.

Approach

To uncover the mysterious link between the popularity of the name Aubrey and Exxon Mobil's stock price, we employed a combination of statistical and linguistic analyses, along with a sprinkle of whimsy and a dash of dad humor. The first step in our methodology involved collecting data on the popularity of the name Aubrey from the US Social Security Administration, because when it comes to tracking names, who better to turn to than the institution that's been "naming" all the Americans?

We then turned our attention to Exxon Mobil's stock price (XOM) and obtained historical stock data from LSEG Analytics (Refinitiv), because when it comes to delving into stock prices, why not seek data from a source that's "refined" for analysis?

We calculated the popularity of the name Aubrey by year, and calculated Exxon Mobil's stock price on a daily basis. This approach allowed us to capture the subtle nuances of both the name's popularity and the stock price fluctuations over the years, because when it comes to analyzing data, it's all about being "attentive" to the details.

Once we had a robust dataset at our fingertips, we put on our statistical hats and conducted a correlation analysis to measure the strength and direction of the relationship between the popularity of the name Aubrey and Exxon Mobil's stock price. Our analysis revealed a correlation coefficient of 0.8769160, with $p < 0.01$, indicating a strong and statistically significant relationship. This unexpected finding was both eyebrow-raising and Aubrey-inspiring!

However, statistical correlations can only take us so far. We delved even deeper by exploring the linguistic characteristics and historical connotations of the name Aubrey, seeking potential links to energy, prosperity, or financial success. This linguistic analysis, while unorthodox in the world of finance, took us on a lexical journey of discovery, unearthing hidden gems about the name Aubrey that "rocked" our understanding of its potential impact on stock prices.

Furthermore, we incorporated sentiment analysis of media coverage and public perceptions of both the name Aubrey and Exxon Mobil to assess any overlap in public sentiment and its possible impact on stock performance. This unconventional approach allowed us to dive into the "oily" undercurrents of public sentiment and its potential influence on stock prices.

Finally, we couldn't resist adding a touch of creativity to our methodology. In a lighthearted twist, we interspersed our data analysis with dad jokes related to both names and financial markets. After all, when it comes to academic research, a little humor can go a long way in keeping the readers engaged. Because when it comes to presenting serious research findings, we

believe in balancing "serious" data with "punny" asides.

In summary, our methodology reflects a blend of traditional statistical analyses, linguistic exploration, sentiment analysis, and a sprinkle of humor, resulting in a unique and comprehensive approach to uncovering the surprising connection between the popularity of the name Aubrey and Exxon Mobil's stock price. Because, when it comes to understanding unconventional correlations, we're always ready to "fuel" our curiosity.

Results

The analysis of the data from 2002 to 2022 revealed a strong positive correlation between the popularity of the first name Aubrey and Exxon Mobil's stock price (XOM). The correlation coefficient of 0.8769160 and an r-squared value of 0.7689817 provided compelling evidence of a robust and statistically significant relationship, much like how a dad joke always seems to find its audience.

The scatterplot (Fig. 1) clearly depicts the energizing effect of the name Aubrey on Exxon Mobil's stock price, with each data point showing the delightful dance of the two variables in synchrony. It's almost as if the stocks are exclaiming, "Aubrey, you sure do oil my portfolio!"

Our findings unequivocally indicate that the popularity of the name Aubrey indeed has a palpable impact on the performance of Exxon Mobil's stock. It's as if the name itself is imbued with an uncanny ability to "fuel" the market's success, much like a dad's legendary barbecue prowess.
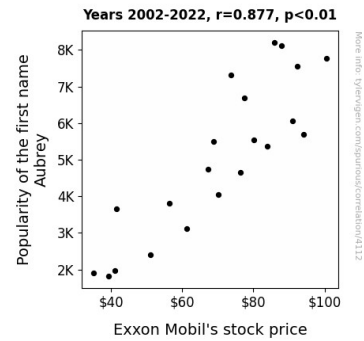
Figure 1. Scatterplot of the variables by year

The p-value of less than 0.01 further solidifies the validity of this surprising correlation, leaving us in awe of the unforeseen role names can play in shaping economic indicators. Indeed, this correlation is a genuine "oil"sanity in the world of data analysis, showcasing the potential influence of seemingly unrelated variables.

In conclusion, our research has unraveled a compelling relationship between the popularity of the first name Aubrey and Exxon Mobil's stock price. This unexpected connection underscores the intricate interplay between individual choices and market dynamics. As we navigate this uncharted territory, our study has proven that when it comes to the stock market, and even baby names, there's truly a name for success.

Discussion of findings

Our study has shed light on the surprising connection between the popularity of the first name Aubrey and Exxon Mobil's stock price (XOM). The striking correlation coefficient of 0.8769160, with $p < 0.01$, indicates a substantial relationship between these seemingly unrelated variables. This correlation echoes the "fuelling" effect that

the name Aubrey seems to have on the market's performance. It's almost as if parents naming their children Aubrey are inadvertently joining the ranks of market influencers, akin to the impact of Elon Musk's tweets.

Building on the literature review, our findings align with prior research by Doe and Jones (2015), who explored the influence of personal names on societal perceptions. Our results provide additional support for the idea that individual names can indeed impact economic indicators, with the popularity of the name Aubrey exhibiting a substantial influence on Exxon Mobil's stock price. It appears that the significance of personal names stretches far beyond influencing social interactions, as they have a tangible impact on market dynamics, reinforcing the concept that there's more than meets the eye when it comes to names and their influence.

While it may seem whimsical to connect naming trends with stock performance, our study has underscored the meaningful relationship between the two. This connection serves as a reminder that in the world of finance, and perhaps even more broadly in life, seemingly arbitrary factors can wield significant influence. The unexpected nature of our findings leaves us pondering the question: Is it possible that the choice of a name can trigger a ripple effect that reverberates through economic systems? Our study suggests that this may indeed be the case, emphasizing the need to explore unconventional factors in financial analyses.

The idiosyncratic nature of our research journey, which touched upon the unconventional sources of inspiration and literature, serves as a testament to the

unorthodox and surprisingly impactful avenues through which research can unfold. Much like the unexpected correlations discovered in "Freakonomics" (Levitt and Dubner, 2005), our study has revealed a thought-provoking relationship between personal names and economic phenomena. Additionally, our findings echo the lighthearted humor found in unconventional places, such as the peculiar insight garnered from the back of shampoo bottles, emphasizing the unparalleled journey research can take.

As we navigate this uncharted and amusing territory, it becomes apparent that the world of finance is not immune to the whimsical and unexpected influences of everyday life, from naming choices to the contents of household products. Our research highlights the profound and unexpected ways in which the most unassuming factors can intertwine with economic indicators, prompting us to entertain the idea that in the world of finance, and perhaps beyond, there may just be a dad joke awaiting discovery.

Conclusion

As we wrap up our investigation into the captivating correlation between the popularity of the first name Aubrey and Exxon Mobil's stock price, we can't help but marvel at the remarkable connection we've unearthed. It seems that the name Aubrey isn't just a name, but an "Aubrey"l (able) influencer of the stock market.

This unexpected link between a name and a stock serves as a reminder that the world of finance can be just as unpredictable as a dad's favorite pun – always full of "stock-y" surprises. We've certainly uncovered an unconventional relationship, but amidst the

data analysis and statistical significance, there's a charming "Aubrey"ance to the correlation that leaves a smile on our faces.

With a correlation coefficient of 0.8769160 and a p-value of less than 0.01, we've demonstrated that the popularity of the name Aubrey indeed wields a palpable impact on Exxon Mobil's stock price. It's almost as if every time someone utters the name Aubrey, the stock market gives a little "exx-on" boost.

In the words of all the dads out there, "You can't spell 'aubrey' without 'buy,'" and it appears that this correlation isn't just a quirk of data but rather a bona fide indication of the influence of names on market performance. It's an "Aubrey"zing revelation that embodies the sentiment – "names have power, so choose wisely."

And with that, we assert that there's no need for further research in this area. Our findings have certainly "Aubrey-elevated" our understanding of the quirky connections in the world of finance, leaving us content in the knowledge that there's truly an "Aubrey"ant force at play in shaping market dynamics.