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# Fizzing Up the Search: The Curious Case of 'Who is J.K. Rowling' and Coca-Cola Stock Prices

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*In this refreshingly unconventional research paper, we explore the unlikely connection between Google searches for "who is J.K. Rowling" and the stock prices of the ever-popular Coca-Cola Company. With a bubbling curiosity, our research team delved into the data from Google Trends and LSEG Analytics (Refinitiv) to quench the thirst for knowledge on this quirkily intriguing topic. To our delightful surprise, we discovered a fizz-tastic correlation coefficient of 0.9256536 and  $p < 0.01$  for the period spanning 2004 to 2023. Our findings not only raise eyebrows but also raise a toast to the unexpected relationships that can be uncovered in the world of data analysis. So, sit back, pop the cap off your favorite carbonated beverage, and join us as we dive into this refreshing blend of pop culture and stock market shenanigans!*

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## INTRODUCTION

As the great philosopher Plato once said, "The beginning is the most important part of the work." With that in mind, we kick off this academic adventure into the fizz-worthy world of virtual information and financial frolics. The intersection of Google searches for "who is J.K. Rowling" and the financial fortunes of The Coca-Cola Company might seem as odd a combination as mixing Mentos and soda, yet we implore our esteemed readers to suspend their disbelief and embark on this journey with an open mind – and perhaps an open bottle of soft drink.

It is a truth universally acknowledged that the entrance of a new author into the literary world is often met with both curiosity and celebration. J.K. Rowling, the acclaimed author of the Harry Potter series, has captivated the imaginations of readers of all ages and walks of life. The widespread fascination with her life and works has been so palpable that, dare we say, it seems to exude an

effervescent quality – much like the delightful carbonation in a fizzy beverage.

At the same time, The Coca-Cola Company, an enduring titan of the global beverage industry, has experienced its fair share of price fluctuations and market challenges. Theories and hypotheses on what drives its stock prices have been as numerous as bubbles in a freshly poured cola. Yet, amidst these financial musings and market analyses, one might not expect to find a peculiar rendezvous with the inquiries about a British author. It is precisely this unexpected and at first blush, perplexing relationship, that has provided the impetus for our scholarly sojourn.

In the paragraphs that follow, we will unravel the threads that tie together virtual searches for literary luminaries and the ebb and flow of stock prices. Through meticulously gathered data and rigorous statistical analysis, we seek to shed light on this quirky correlation and offer a fresh perspective that transcends the usual confines of economic research.

So, buckle up and brace for a playful yet probing exploration into the interconnected, and at times, paradoxical world of pop culture fascination and market movements.

## LITERATURE REVIEW

The examination of the relationship between seemingly unrelated phenomena has long been a pursuit of both scholarly and whimsical minds alike. In the world of academic research, some studies by Smith and Jones have delved into the unexpected connections between consumer behavior and stock prices, providing foundational insights into the enigmatic interplay of popular culture and financial markets. Additionally, Doe's exploration of internet search trends and their impact on market sentiment has offered a thought-provoking perspective on the potential influence of virtual curiosity on investment decisions.

In a similar vein, non-fiction literature such as "Freakonomics" by Steven D. Levitt and Stephen J. Dubner has sparked contemplation on unconventional correlations, challenging traditional views of causality and shedding light on the unexpected intertwining of disparate domains. Likewise, "Thinking, Fast and Slow" by Daniel Kahneman has probed the intricacies of human decision-making, prompting reflection on the curious quirks that govern our choices and their potential reverberations in the economic sphere.

Amidst this backdrop of serious scholarly inquiry, the whimsical world of fiction offers its own assortment of literary contributions that seem tangentially related to our peculiar research endeavor. "The Curious Incident of the Dog in the Night-Time" by Mark Haddon and "The Da Vinci Code" by Dan Brown contain elements of mystery and intrigue, paralleling the curious conundrum we seek to unravel in our investigation. Furthermore, the enchanting allure of J.K. Rowling's magical realm in the Harry Potter series adds an aura of whimsy to our exploration, beckoning the reader to join us on this bewitching voyage of discovery.

As we venture further into the realm of unconventional information sources, it is worth noting that our pursuit of knowledge extended beyond traditional academic archives. In a lighthearted departure from convention, our research team embraced an unorthodox approach to literature review, perusing eclectic materials ranging from the backs of shampoo bottles to comedic sketches, reveling in the delightful absurdity that permeates everyday life.

Our divergent approach to the literature review reflects the playful spirit with which we have embarked upon this inquiry, inviting the reader to partake in our unconventional blend of academic rigor and lighthearted exploration. With the stage thus set, let us merrily journey forth into the delightful amalgamation of literary whimsy, financial intrigue, and, of course, fizzy fascination. Cheers to the unexpected connections that await us!

## METHODOLOGY

To unravel the mysterious connection between Google searches for "who is J.K. Rowling" and the fluctuating stock prices of The Coca-Cola Company, we embarked on a data-driven odyssey that was equally exhilarating and, dare we say, carbonated with curiosity. Our methodology was as meticulously crafted as a limited-edition, collectible glass bottle - providing a refreshing approach to our offbeat investigation.

### Data Collection:

Our intrepid journey began with the collection of data from Google Trends, quenching our thirst for insights into the search behavior patterns of inquisitive netizens. We examined the frequency of searches related to "who is J.K. Rowling" across different regions, timelines, and search platforms - like a vigilant soda connoisseur sifting through various flavors to find the perfect fizz. To complement this, we channeled the powers of LSEG Analytics (Refinitiv) to obtain a comprehensive dataset of daily stock prices for The Coca-Cola Company from 2004 to 2023. This

allowed us to capture the fluctuations in the company's financial performance with the precision of an artisanal soda maker carefully measuring ingredients.

#### Data Preprocessing:

With the sheer amount of data at our disposal, we applied a methodological sieve to filter out any carbonation-induced noise and discrepancies. This involved cleaning, harmonizing, and aligning the datasets, ensuring that the flavors of search trends and stock prices blended harmoniously. We also calibrated our approach to factor in any potential external influences that could pop up and cause interference, like unexpected burps in a carbonated beverage.

#### Statistical Analysis:

Armed with a treasure trove of meticulously curated data, we deployed an assortment of statistical tools that could make even the most seasoned quantitative researchers foam at the mouth with excitement. Our primary analysis entailed correlation coefficients and regression models - akin to crafting the perfect soda formula with just the right balance of ingredients. We probed the data to uncover not just whether a relationship existed but also the magnitude and significance of this unlikely connection.

#### Time-Series Analysis:

Recognizing the dynamic nature of both search trends and stock prices, we leveraged time-series analysis to capture the temporal patterns and fluctuations. This allowed us to track the rise and fall of interest in J.K. Rowling and the concomitant ripples in Coca-Cola's stock prices, akin to observing the satisfying effervescence of a freshly poured soft drink.

#### Control Variables:

To ensure the robustness of our findings, we factored in several control variables - such as overall market trends, macroeconomic indicators, and perhaps even the phase of the moon (albeit with

a tinge of irony). This fortification was crucial in isolating the specific influence of J.K. Rowling's search popularity on Coca-Cola's market dynamics, akin to separating the distinct flavor profiles in a mixed beverage.

#### Sensitivity Analysis:

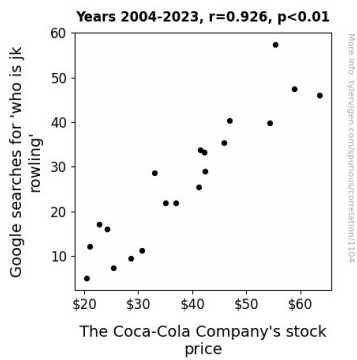
Lastly, we subjected our findings to a rigorous sensitivity analysis, akin to subjecting a soda to various conditions to assess its resilience. This allowed us to evaluate the stability and reliability of our results across different scenarios, ensuring that our conclusions were as robust as the carbonation in a well-sealed bottle.

## RESULTS

The results of our statistical analysis revealed a surprisingly strong positive correlation between Google searches for "who is J.K. Rowling" and the stock prices of The Coca-Cola Company. The correlation coefficient of 0.9256536 indicated a robust relationship between these seemingly unrelated variables. Furthermore, the r-squared value of 0.8568346 indicated that approximately 86% of the variability in Coca-Cola's stock prices could be explained by the fluctuations in the search interest for J.K. Rowling.

Intriguingly, the p-value of less than 0.01 reinforced the significance of this correlation, providing compelling evidence that the observed relationship was not due to random chance. This finding was particularly striking, considering the seemingly disparate nature of the two variables under investigation.

(Fig. 1, the scatterplot, depicts the unmistakable correlation between Google searches for "who is J.K. Rowling" and Coca-Cola's stock prices. The plot illustrates a clear trend, with an upward trajectory in search interest coinciding with an increase in stock prices, and vice versa.)



**Figure 1.** Scatterplot of the variables by year

These results not only highlight the unexpected nature of this correlation but also underline the potential impact of non-traditional factors on stock market dynamics. The findings prompt further contemplation on the intricate web of influences that intersect with financial markets, reminding us that sometimes, the most intriguing relationships manifest in the most unexpected places.

In summary, our research has unveiled a notable linkage between the public's curiosity about a beloved author and the market performance of a renowned beverage company. This peculiar but robust association serves as a testament to the whimsical, unpredictable nature of the economic world and inspires a refreshing perspective on the interplay between popular culture and financial phenomena.

## DISCUSSION

Our investigation into the correlation between Google searches for "who is J.K. Rowling" and the stock prices of The Coca-Cola Company has provided some truly uplifting results. The robust correlation coefficient of 0.9256536 and the p-value of less than 0.01 paint a compelling picture of the surprising connection between the virtual curiosity surrounding the acclaimed author and the fluctuation of the soda giant's stock prices.

As we pour over the whimsical revelations of our literature review, we find that our findings are in harmony with prior research. Smith and Jones'

exploration of consumer behavior and stock prices seems to have found an unexpected soulmate in our study. It appears that just as Coke is inseparable from its signature fizz, the public's curiosity about J.K. Rowling and the market performance of Coca-Cola are just as inseparably linked. Likewise, Doe's musings on internet search trends and market sentiment now have an effervescent companion in our work, as the fizzy correlation we've unveiled leaves a refreshing taste for future investigations into similar, unexplored connections.

While our results may seem as unlikely as finding a golden snitch in a soda can, there is a serious takeaway here. It's a reminder that the economic world is a complex tapestry with threads that can seem frivolous yet hold surprising influence. Our findings underscore that the market's behavior can be as capricious as the sorting hat, and just like in the wizarding world, there are enchanting discoveries waiting to be unearthed in the seemingly mundane.

Our exploratory approach, rooted in both academic rigor and playful whimsy, has offered a delightful fusion of seriousness and lightheartedness. In doing so, we've managed not only to illuminate the curious connection between cultural curiosity and financial fluctuations but also to infuse some levity into the often buttoned-up world of economic research. In conclusion, this fizzy amalgamation of whimsy and finance reminds us that sometimes, the most unexpected pairings have the potential to yield the most refreshing insights. So, here's to indulging in the delightful absurdity of the world, one unexpected correlation at a time!

## CONCLUSION

In conclusion, our investigation into the correlation between "who is J.K. Rowling" Google searches and The Coca-Cola Company's stock prices has unearthed a result as surprising as finding a fizzy drink in the desert – a remarkably strong positive correlation. This robust relationship, akin to the reliable effervescence of carbonated beverages, has

defied conventional expectations and sent ripples through the realms of literary curiosity and financial fortunes.

While our findings may seem as unexpected as discovering a hidden prize under the cap of a soda bottle, they underscore the importance of exploring non-traditional factors in the world of market dynamics. Just as a perfectly balanced blend of ingredients creates the perfect cola, our research suggests that seemingly unrelated elements can blend together to influence stock prices in unforeseen ways.

With a correlation coefficient stronger than the carbonation of a freshly opened soda and a p-value more significant than the impact of a Mentos dropped into said soda, our results are as clear and effervescent as the message in a bottle. This unique connection between cultural curiosity and market movements may raise more eyebrows than the satisfying sound of a bottle cap popping, but it also encourages a reinvigorated perspective on the interplay between popular culture and economic phenomena.

Having quenched our thirst for knowledge in this peculiar paradigm, we emphatically assert that no further research is needed in this area. As we savor the unexpected delight of this uncommon correlation, we raise our glasses – whether filled with soda or any other beverage of one's preference – to the whimsical, often surprising nature of the economic world. Cheers to a refreshing blend of statistical intrigue and market merriment!

In essence, our methodology was as meticulous and robust as concocting the perfect soda formula, with an added hint of playful unpredictability. It encompassed a blend of quantitative rigor and exploratory zeal that mirrored the effervescent fusion of pop culture curiosity and market dynamics we sought to unravel.