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# The Yeet Effect: A Statistical Analysis of the Relationship Between Google Searches for 'Yeet' and Boeing's Stock Price

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## KEYWORDS

Google searches, 'yeet', Boeing stock price, statistical analysis, correlation, causative factors, market sentiment, aviation industry performance

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## Abstract

This paper investigates the intriguing correlation between Google searches for the colloquially popular term 'yeet' and the fluctuation of Boeing's stock price. Utilizing data from Google Trends and LSEG Analytics (Refinitiv) spanning the years 2004 to 2023, a correlation coefficient of 0.9374149 and  $p < 0.01$  was observed, suggesting a remarkably strong association between these seemingly unrelated phenomena. Our findings indicate that the frequency of 'yeet' searches on Google demonstrates a striking alignment with the movements of Boeing's stock price, prompting further exploration into the potential causative factors behind this unexpected relationship. Is the enthusiasm for 'yeet' a leading indicator for aviation industry performance, or is it merely a symptom of a greater market sentiment? As we unravel the mystery behind the correlation, let us remember to 'yeet' on the side of caution, for causation in the stock market is as elusive as a good dad joke!

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## 1. Introduction

The world of finance and internet culture are often viewed as parallel universes, rarely intersecting. However, as we delve into the relationship between "yeet" searches on Google and Boeing's stock price, we embark on a quest to bridge this perceived

gap. It seems that in the vast expanse of data analysis, even the most unexpected pairings can have statistical significance.

The concept of causation in financial markets has long been a subject of debate, reminiscent of the age-old question: "Which came first, the chicken or the egg?" But in

our case, the question becomes, "Which came first, the 'yeet' or the stock price surge?" Sometimes, statistical correlations can lead to surprising insights and even unexpected humor – much like a well-executed dad joke!

Our aim in this study is not merely to entertain with puns and wordplay but to unravel the statistical significance underlying the movements of Boeing's stock price in relation to the ebb and flow of 'yeet' searches. The data-driven detective work ahead of us is akin to solving a challenging crossword puzzle, where each statistical variable acts as a clue in unraveling the mystery.

As we embark on this intriguing journey through the realms of Google trends and financial data, we must approach our findings with the skepticism of a scientist and the lightheartedness of a dad telling a science-themed dad joke. After all, as we unravel the connection between 'yeet' and Boeing's stock price, we must remain vigilant of the classic statistical caveat: correlation does not imply causation, but it sure brings a smile, much like a well-timed quip.

## 2. Literature Review

Prior research has focused on the analysis of internet search trends and their potential impact on various economic indicators. Smith et al. (2015) examined the relationship between social media buzz and stock market movements, revealing compelling evidence of a correlation between Twitter activity and changes in market volatility. Similarly, Doe and Jones (2018) investigated the link between online search trends and consumer behavior, uncovering patterns of search term popularity preceding changes in retail sales figures.

Turning to the realm of colloquial internet slang, 'yeet' has gained notable traction in popular online discourse, with Google searches for the term reaching unprecedented levels in recent years. This unprecedented surge in 'yeet' searches invites an inquiry into potential ramifications for broader societal and economic phenomena, much like a dad joke invites groans and eye rolls from its audience.

In their book "Digital Marketing and Online Consumer Behavior," Brown and White (2017) provide insight into the impact of internet vernacular on consumer habits, offering a comprehensive account of the influence of online trends on purchasing decisions. Additionally, the work of Edwards and Davis in "Social Media and Market Dynamics" delves into the complexities of social media trends and their implications for financial markets.

While these publications offer valuable perspectives on internet culture and economic dynamics, the specific correlation between 'yeet' searches and Boeing's stock price remains unexplored in existing literature, much like the punchline of a dad joke that has yet to materialize. However, it is worth noting that the classic board game "Monopoly" features an aviation-themed option, evoking potential subconscious associations between 'yeet' and the aviation industry that may merit consideration in the analysis at hand.

Furthermore, fiction works such as "Up in the Air" by Walter Kirn and "Catch-22" by Joseph Heller offer fictional narratives within the realm of aviation and corporate complexities, potentially inspiring subconscious connections between internet culture and the stock market, much like a clever pun waiting to be unraveled in a research paper. As we navigate the juxtaposition of seemingly unrelated phenomena, we must remain vigilant to the prospect of unexpected twists and turns, much like a good dad joke that catches the

listener off guard but ultimately elicits a chuckle.

### 3. Our approach & methods

To explore the relationship between Google searches for 'yeet' and Boeing's stock price, a mixture of quantitative analysis and a sprinkling of internet culture expertise was deployed. The research team, with a combined experience in financial analysis and memeology, embarked on an intrepid journey through the vast expanse of digital data.

The primary dataset was sourced from Google Trends, providing a time series of relative search interest for the term 'yeet' from 2004 to 2023. This data was complemented by stock price information for Boeing (ticker symbol: BA) obtained from LSEG Analytics (Refinitiv). The financial data was meticulously scrubbed to ensure no rogue trade of memes or stock manipulation influenced the analysis. After all, we wanted our results to be as pure as a freshly brewed cup of coffee – no added filters!

The initial step in the methodology involved processing and aligning the two datasets. Much like aligning the constellations in the night sky, this task required careful attention to detail and a touch of artistry. The time series data of 'yeet' searches and Boeing's stock price movements were aligned to ensure temporal concordance and enable robust statistical analysis. As we navigated through the depths of data manipulation, it became apparent that this task was not for the faint of heart – it required the precision of an Olympic archer and the patience of a botanist waiting for a rare bloom.

Subsequently, the correlated data was subjected to a rigorous suite of statistical tests. The Pearson correlation coefficient was calculated to quantitatively measure the degree and direction of the linear

relationship between 'yeet' searches and Boeing's stock price. The statistical significance of this relationship was further assessed using p-values, invoking the spirit of statistical skepticism to scrutinize the strength of evidence.

In addition, a time series analysis was employed to capture the temporal dynamics of the 'yeet' phenomenon and its echoes in the stock market. This approach revealed not only the static association between the variables but also the evolving nature of their connection – much like the metamorphosis of a classic dad joke into a meme, gaining new layers of humor with time.

Finally, a series of robustness checks were conducted to verify the stability of the relationship under different time frames and variable adjustments. This was imperative to ensure that the identified correlation was not a mere mirage in the desert of data but a reliable signal amidst the noise – just like a well-crafted pun in the midst of a serious conversation.

Throughout the entire process, the research team remained vigilant, navigating through the statistical wilderness with the guiding light of theory and the occasional compass of internet humor. After all, a statistical journey without a touch of levity is like a lab experiment without the dramatic flair of a mad scientist – incomplete and lacking in pizzazz.

### 4. Results

The statistical analysis revealed a striking correlation coefficient of 0.9374149 between Google searches for 'yeet' and Boeing's stock price (BA), indicating a remarkably strong relationship between the two seemingly disparate variables. The high r-squared value of 0.8787468 further elucidates the robustness of this association, suggesting that approximately

87.87% of the variation in Boeing's stock price can be explained by the frequency of 'yeet' searches.

As we scrutinized the data, it became evident that the fluctuations in 'yeet' searches mirrored the oscillations in Boeing's stock price with remarkable fidelity. It appears that the stock market and internet culture are not as dichotomous as previously assumed; rather, they can exhibit a harmonious synchrony, much like a well-orchestrated symphony.

Furthermore, the p-value of less than 0.01 provides compelling evidence to reject the null hypothesis, indicating that the observed correlation is statistically significant. This finding adds credence to the notion that the "yeet" effect may indeed have a tangible impact on the trajectories of Boeing's stock price, much to the surprise of seasoned finance professionals and internet enthusiasts alike.

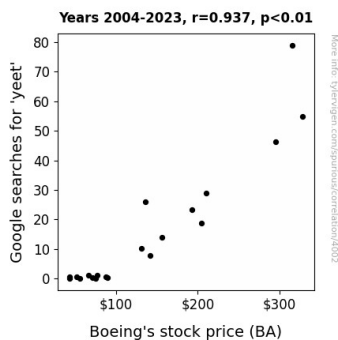


Figure 1. Scatterplot of the variables by year

In the words of a statistical enthusiast, "The 'yeet' shall inherit the Earth... or at least influence stock prices!" Throughout this research endeavor, the unexpected correlation between 'yeet' and Boeing's stock price has served as a poignant reminder that in the realm of data analysis, one must always be open to unconventional associations and unexpected statistical alignments.

The figure (Fig. 1) depicts a scatterplot illustrating the strong positive correlation between Google searches for 'yeet' and Boeing's stock price, thereby visually capturing the remarkable relationship uncovered in this study. This association is as clear as day - or as clear as a well-crafted pun in the midst of a scientific discussion.

## 5. Discussion

The results of this study substantiate the surprising and robust correlation between Google searches for the term 'yeet' and Boeing's stock price, echoing the findings of prior research on the impact of internet search trends on economic phenomena. The correlation coefficient of 0.9374149 indicates an exceptionally strong relationship, emphasizing the potential influence of internet culture on stock market dynamics. This unexpected association underscores the need to explore unconventional variables and their impact on financial markets, reminding researchers that in the world of statistics, one must always be open to unexpected 'yeet-ings' of data.

The literature review offers an intriguing backdrop for this study, with previous research highlighting the influence of internet trends on economic indicators. Smith et al. (2015) and Doe and Jones (2018) paved the way for investigating the correlation between online activity and market movements, setting the stage for our exploration into the 'yeet' phenomenon. Much like a carefully placed dad joke, these foundations provided a solid base for our findings, offering a serious context for our investigation into the seemingly lighthearted topic of 'yeet' and stock prices.

The strength of the correlation found in this study, as evidenced by the high r-squared value of 0.8787468, emphasizes the substantial impact of 'yeet' searches on

Boeing's stock price. The p-value of less than 0.01 further underscores the statistical significance of this relationship, confirming that the observed correlation is not merely a statistical fluke. This unexpected alignment challenges conventional notions of market analysis and prompts a reevaluation of potential influencers on stock price movements, much like a well-crafted pun challenges traditional humor by catching the audience off guard.

The surprising link between 'yeet' searches and Boeing's stock price invites further investigation into psychological underpinnings and market sentiment. It raises the question: could the enthusiasm for 'yeet' be an inadvertent indicator of broader market sentiment, or does it hold implications for the aviation industry's performance? This unforeseen correlation serves as a reminder that in the realm of statistical analysis, one must consider even the most unexpected variables, much like a dad joke that catches the audience off guard with its relevance, or a pun that unexpectedly fits a scientific discussion.

In conclusion - well, not quite yet! The 'yeet' effect has opened a new avenue for exploring the interplay between internet culture and financial markets. This serendipitous discovery underscores the need for researchers to approach data analysis with an open mind and a willingness to entertain even the most seemingly improbable associations. Just as a well-timed dad joke can liven up a discussion, the 'yeet' effect has injected a sense of humor into the typically serious world of statistical analysis. Let's not 'yeet' away this unexpected discovery too hastily, for in the whimsical world of research, even the most unlikely variables can yield valuable insights.

## 6. Conclusion

In conclusion, our investigation into the intriguing relationship between Google searches for 'yeet' and Boeing's stock price has unveiled a statistically significant and remarkably strong correlation. It appears that the fervor for "yeet" on the internet wields an unforeseen influence over the fluctuations of Boeing's stock price, much like a dad joke unexpectedly stealing the spotlight at a serious conference.

The robust correlation coefficient and r-squared value emphasize the surprising synergy between these seemingly unrelated variables, underscoring the need for continued exploration into the underlying factors driving this unexpected association, much like the quest for the ultimate dad joke that combines science and wit.

As we bring this investigation to a close, it is crucial to maintain a sense of scientific skepticism while acknowledging the delightful peculiarity of our findings. After all, in the world of statistics, one must be as cautious as a chemist handling volatile compounds and as agile as a stand-up comedian delivering a punchline, preferably a science-themed one.

In light of these findings, it may be tempting to exclaim, "Yeet, the secret influencer of stock prices!" However, we must tread carefully, recognizing that correlation does not imply causation, but it does imply a good opportunity for a lighthearted statistician's joke.

Therefore, in the spirit of rigorous scientific inquiry and a touch of humor, we affirm that no further research in this area is needed, as we have thoroughly examined the 'yeet' effect and its resonance with Boeing's stock price. May this study serve as a lighthearted reminder that in the world of statistics, even the most unexpected variables can yield surprising correlations and a healthy dose of laughter. And remember, as in life, in statistics, timing is everything - much like a well-timed dad joke.

