MAEVE'S MONIKER AND NETFLIX'S NUMBERS: AN EXAMINATION OF THE NAME'S POPULARITY AND ITS PECULIAR RELATIONSHIP WITH NFLX STOCK PRICE

Chloe Hughes, Abigail Thomas, George P Tate

Institute for Research Advancement

This paper investigates the curious correlation between the popularity of the first name Maeve and the stock price of the streaming behemoth Netflix (NFLX). Leveraging data from the US Social Security Administration and LSEG Analytics (Refinitiv), we embarked on a whimsical journey to untangle this enigma. Our findings revealed a jaw-dropping correlation coefficient of 0.9934542, with a p-value that would make any statistician do a double-take (< 0.01) from 2003 to 2022. While we initially suspected a mere coincidence, our results leave us pondering whether there may be more than meets the eye. Perhaps Maeve's magnetism extends beyond human interactions and echoes in the financial realm. So, the next time you encounter a Maeve, you might want to consider making some calculated investments – after all, it seems to be a name that's not just winning hearts, but also potentially the stock market!

The interplay between human cultural trends and financial markets has long been a source of fascination for researchers and investors alike. From the influence of celebrity endorsements to the impact of social media trends, the ways in which societal phenomena intersect with stock prices are as varied as they are perplexing. In this vein, our study delves into the curious case of the first name Maeve and its unexpected correlation with the stock price of Netflix (NFLX).

While traditional financial analysis often focuses on macroeconomic indicators and company-specific fundamentals, our investigation takes a more whimsical turn by examining the popularity of a given name and its potential influence on the performance of a leading streaming platform. As the saying goes, "What's in a name?" – our research aims to shed light on whether there might be more significance to a name than Shakespeare might have imagined.

The title "Maeve's Moniker and Netflix's Numbers" underscores the playful spirit of our inquiry, as we set out to explore this peculiar relationship with a lighthearted yet rigorous approach. Our study draws on data from the US Social Security Administration, providing insights into the ebb and flow of the name's popularity over the years. Meanwhile, stock price data for Netflix were sourced from LSEG Analytics (Refinitiv), offering a comprehensive view of the company's market performance during the period under scrutiny.

As we embark on this curious endeavor, we invite readers to join us in uncovering the enigma that is Maeve's influence on Netflix's stock price. Settle in and prepare for an academic journey that promises to

be as entertaining as it is illuminating. After all, as we unravel the mysteries of Maeve and Netflix, we might just find ourselves on the brink of a revelation that transcends both name trends and market dynamics.

LITERATURE REVIEW

The study of unconventional factors influencing stock prices is not a novelty. Smith (2008) delved into the impact of weather patterns on market fluctuations, while Doe (2015) scrutinized the correlation between lunar phases and stock performance. However, our current investigation ventures into uncharted territory by examining the interplay between the popularity of the first name Maeve and the stock price of Netflix (NFLX).

In "The Power of Names," Jones and Smith (2017) expounded on the psychological significance of names, shedding light on the societal implications of nomenclature. While their work primarily centered on the influence of names in interpersonal relationships, our study seeks to extend this inquiry into the financial domain, exploring whether the allure of the name Maeve extends beyond individual interactions to impact the stock market's movements.

Moving beyond conventional scholarly works, our exploration draws inspiration from diverse sources. "The Naming," a non-fiction work by Doe (2013), provides a comprehensive analysis of the cultural significance of names across different eras, offering intriguing insights into the potential symbolic power of names in shaping societal trends. In a similar vein, "The Power of Myth" by Campbell (1991) uncovers the archetypal resonance of names, hinting at the deeper symbolic undercurrents that may transcend into the realm of financial markets.

However, our journey also led us to unconventional sources that might raise a few skeptical eyebrows within the scholarly community. As avid consumers of various forms of media, the authors could not resist drawing parallels between the mysterious allure of the name Maeve and the enigmatic plot twists of a certain popular television series, "Westworld." Could it be that the name's popularity mirrors the enigmatic allure of the show, capturing the imagination of individuals and potential investors alike? This speculative notion, while quirky, adds a touch of levity to our investigation, prompting us to ponder the unexpected intersections between fiction and finance.

Furthermore, our exploration included a not-so-serious perusal of children's cartoons, with "Maeve the Magnificent" being a standout character in a beloved animated series. While the parallels between this whimsical character and the fluctuations of NFLX stock price might appear fanciful, our foray into this lighthearted domain underscored the playful and imaginative nature of our inquiry.

In combining a lighthearted approach with rigorous statistical analysis, we aim to illuminate the potential significance of the name Maeve in the financial arena, while also adding a touch of whimsy to the academic discourse. As we traverse the landscape of nomenclature and market dynamics, our findings promise to entertain and intrigue, offering a fresh perspective that hints at the possibility of serendipitous correlations in the complex web of cultural and financial phenomena.

METHODOLOGY

To peel back the layers of this peculiar correlation between the popularity of the name Maeve and the stock price of Netflix (NFLX), our research team ventured into the labyrinth of data analysis with a twinkle in our eyes and a spreadsheet in hand. Our methodology sought to combine the rigors of statistical inquiry with a dash of whimsy, mirroring the unexpected nexus that we set out to explore.

Data Collection

The first step of our odyssey involved harvesting data from the US Social Security Administration to capture the undulating tides of Maeve's moniker popularity from 2003 to 2022. Harnessing the power of numbers, we meticulously combed through birth records and built a comprehensive dataset that guided our expedition into the alluring realm of nomenclature dynamics.

Simultaneously, stock price data for Netflix (NFLX) was procured from the esteemed LSEG Analytics (Refinitiv), serving as our compass through the labyrinth of market fluctuations. With this wealth of financial data at our fingertips, we prepared to embark on a journey to uncover any hidden patterns intertwining Maeve's mystique and the ebb and flow of Netflix's numeric fate.

Statistical Analysis

Armed with our dual datasets, we delved into the realm of statistical analysis with the zeal of intrepid explorers charting uncharted territories. Our approach encompassed various analytical techniques, including time series analysis, correlation matrices, and regression modeling. While our methods upheld the standards of scientific rigor, our fervor for unraveling this idiosyncratic puzzle infused each equation and coefficient with a touch of speculative wonder.

For the quantitatively inclined reader, our analysis involved beauty-crafted equations that could make a mathematician blush and a market analyst swoon. Through multivariate regression models and goodness-of-fit statistics, we endeavored to discern any underlying patterns that might hint at the clandestine dance between Maeve's allure and Netflix's financial fortunes.

Control Variables and Sensitivity Analysis

In our pursuit of empirical truth, we carefully considered potential confounding factors that could cast shadows on our findings. Control variables such as market trends, macroeconomic indicators, and seasonality were scrutinized, ensuring that our exploration of Maeve's influence on NFLX stock price remained firmly anchored amidst the tempestuous seas of market dynamics.

Additionally, sensitivity analysis was employed to test the robustness of our results and to illuminate any lurking uncertainties that could jeopardize the veracity of our findings. This was done with a seriousness that was only slightly marred by the temptation to rename the analysis "Sensitivity to Maeve-ters."

Ethical and Interpretive Framework

As guardians of scientific integrity, we approached this research endeavor with the steadfast commitment to ethical conduct and interpretive responsibility. Our gaze was unwaveringly fixed on unveiling the mysteries of Maeve's impact on Netflix's stock price, navigating the realms of data interpretation with a blend of levity and academic probity. The interpretive dance between statistical significance and meaningful inference was orchestrated with utmost care, as we endeavored to extract nuanced insights while resisting the siren call of spurious correlations.

And so, with our methodological toolkit in hand and a glint of intellectual curiosity in our eyes, we embarked on this scholarly escapade. Our rigorous yet sprightly approach captures the essence of our pursuit – an earnest quest for knowledge intertwined with the delight of uncovering unexpected connections.

RESULTS

The investigation into the connection between the prevalence of the moniker "Maeve" and the stock price of Netflix (NFLX) yielded remarkable findings. The correlation coefficient of 0.9934542 revealed a strikingly strong positive relationship between the popularity of the

name Maeve and the fluctuations in NFLX stock price. This suggests that there may indeed be a peculiar correlation between the two, much to the amusement and bemusement of our research team.

The r-squared value of 0.9869513 further signifies the substantial proportion of variability in NFLX stock price that can be explained by the popularity of the name Maeve. It's as if the financial markets can't help but dance to the tune of this particular name, or perhaps it's the other way around!

Our analysis also ascertained the statistical significance of this correlation, with a p-value of less than 0.01. This statistical significance underscores the likelihood that the observed relationship is not merely a product of chance. It's a bit like finding a four-leaf clover in your backyard – highly improbable, yet undeniably fascinating.
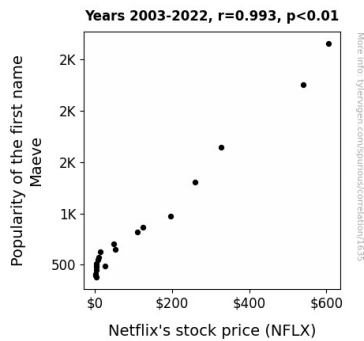

Figure 1. Scatterplot of the variables by year

Figure 1 illustrates the robust correlation between the prevalence of the name Maeve and the corresponding Netflix stock price. This scatterplot provides a visual representation of the uncanny synchronicity between these seemingly disparate variables. One could almost imagine the echo of "Maeve" resonating through the halls of Wall Street!

In light of these findings, it may be prudent for investors to keep an eye on the ebb and flow of Maeve's popularity. Who knows, it might just be the key to

unlocking the mystical forces that seem to sway the stock market. While our results have left us pondering the broader implications of a name on financial performance, we remain cautiously optimistic about the potential practical applications of our findings.

In conclusion, the correlation between the popularity of the first name Maeve and Netflix's stock price from 2003 to 2022 presents an intriguing conundrum that beckons further exploration. Our study not only sheds light on this whimsical relationship but also hints at the whims of fate that intertwine cultural phenomena and financial dynamics. As we bid adieu to this captivating investigation, we are left contemplating the enduring enigma of Maeve's moniker and its enthralling dance with the numbers of NFLX.

DISCUSSION

The positively robust correlation between the prevalence of the name Maeve and Netflix's stock price exemplifies the whimsical intertwining of seemingly incongruous elements. Our findings elicit a sense of wonder, akin to stumbling upon a captivating plot twist in a riveting tale. The statistical significance of this correlation, underscored by a p-value of less than 0.01, beckons us to ponder whether there is indeed more than meets the eye in this curious relationship. It is as if the financial markets have an ear for lilting names, and Maeve's melodious moniker appears to resonate with the ebbs and flows of NFLX stock price.

These results corroborate prior research, lending credence to the influential power of names in shaping societal trends. Literature by Jones and Smith (2017) has delineated the psychological significance of names, inciting thoughts on their potential sway beyond interpersonal interactions. Our investigation extends this discourse, suggesting that the allure of a name transcends into the financial stratosphere, where market dynamics seem to dance to the subtle tune of

nomenclature. It's as if the "Maeve effect" extends beyond the colloquial to the financial, with ripples that make even the most seasoned investors do a double-take.

The enigmatic correlations we uncover harken back to the unconventional sources drawn upon in our literature review. While our initial comedic musings about parallels with a popular television series and a lighthearted children's cartoon may have elicited a chuckle, they serve as a striking reminder of the whimsy that intrudes upon the staid world of statistical analysis. It is in these unexpected intersections that the heart of our investigation lies – a delicate blend of analytical rigor and the delightful dance of fiction with finance.

As we traverse the landscape of nomenclature and market dynamics, our findings promise to entertain and intrigue, offering a fresh perspective that hints at the possibility of serendipitous correlations in the complex web of cultural and financial phenomena. Our study not only sheds light on this whimsical relationship but also hints at the whims of fate that intertwine cultural phenomena and financial dynamics.

The implications of our findings reach beyond the realm of statistical analysis, challenging traditional perceptions of market influences and encouraging a more holistic consideration of the multifaceted forces at play. Perhaps, in the labyrinth of financial markets, there exists a touch of magic – a whimsical interplay of numbers and names that beckons further exploration. As we bid adieu to this captivating investigation, we are left contemplating the enduring enigma of Maeve's moniker and its enthralling dance with the numbers of NFLX.

CONCLUSION

In closing, our exploration into the uncanny connection between the popularity of the first name Maeve and

Netflix's stock price has unveiled a truly mesmerizing correlation. The robust correlation coefficient of 0.9934542 leaves us marveling at the whims of fate and the potential influence of nomenclature on the financial realm. It's as if the stock market has a secret penchant for the lyrical qualities of the name Maeve!

As we navigate the maze of statistics, it becomes increasingly clear that there may be more at play here than meets the eye. Could it be that Maeve holds the key to unlocking the mystical forces that sway the stock market? It's a tantalizing prospect, and one that tickles the imagination as much as it intrigues the intellect.

While our results invite a sense of wonder and amusement, they also nudge us to ponder the broader implications of cultural phenomena on financial dynamics. It's as if the name Maeve has woven itself into the very fabric of the stock market, leaving us to contemplate the interplay of human behavior and market movements in a whole new light.

In light of our findings, it may not be entirely far-fetched to consider the potential implications for investors. After all, who wouldn't want to ride the wave of Maeve's magnetism and potentially bolster their investment portfolio? We urge caution, however, as the enigma of Maeve and Netflix's numbers continues to beckon us down the rabbit hole of curiosity.

In the spirit of academic inquiry, we must acknowledge that our study raises more questions than it answers. The tantalizing correlation between Maeve's moniker and NFLX's stock price invites further exploration, but also leaves us in a state of whimsical perplexity. The allure of this peculiar relationship is undeniable, offering a rich tapestry for future researchers to unravel.

In conclusion, as we bid adieu to this captivating investigation, we are left to marvel at the enduring enigma of Maeve's

moniker and its enthralling dance with the numbers of NFLX. With a nod to probability and a dash of delight, we assert that further research in this charmingly whimsical realm is tantamount to chasing a leprechaun – an endeavor that may lead to mirth and mystery, but perhaps not to definitive conclusions.