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Uncovering the Sus-picious Link: Examining the Relationship Between 'That Is Sus' Google Searches and ON Semiconductor Stock Price

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KEYWORDS

"Google search trends," "stock price correlation," "ON Semiconductor analysis," "colloquial phrase 'that is sus'," "online culture and market movements," "unconventional indicators in stock performance," "internet trends and financial markets," "Google search data analysis," "LSEG Analytics (Refinitiv) data," "relationship between online behavior and stock price."

Abstract

This paper explores the potential correlation between the frequency of Google searches for the colloquial phrase "that is sus" and the stock price of ON Semiconductor. Utilizing data from Google Trends and LSEG Analytics (Refinitiv), our research team conducted a comprehensive analysis covering the period from 2004 to 2023. Remarkably, our findings reveal a robust correlation coefficient of 0.9673955 with a significance level of $p < 0.01$, suggesting a compelling relationship between online culture and market movements. While this connection may seem "suspect," our results point to the possibility of unconventional indicators influencing stock performance. This study sheds light on the increasingly intricate dynamics between internet trends and financial markets, illustrating that sometimes, it pays to be alert to even the most peculiar online behaviors.

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1. Introduction

Introduction

The world of finance is a labyrinth of interconnected variables and indicators,

often requiring diligent scrutiny and analysis to uncover the underlying forces at play. As market analysts and researchers continue to seek unconventional indicators that may impact stock performance, emerging trends in online culture have become an

unexpected avenue for exploration. The colloquial phrase "that is sus" has garnered attention not only within internet communities but also within the realm of market movements. This paper seeks to delve into the fascinating intersection of social media trends and financial markets by examining the intriguing relationship between Google searches for "that is sus" and the stock price of ON Semiconductor.

The phrase "that is sus," derived from the colloquial use of the term "suspicious," has permeated digital conversations, particularly within the context of online gaming and social interactions. Its evolution from niche internet slang to widespread vernacular has piqued the interest of researchers, who are now investigating the potential implications of its cultural impact. The growing influence of internet culture on mainstream society has sparked debates about the possibility of harnessing unconventional data sources to gauge market sentiment and predict stock performance. In this pursuit, the connection between "that is sus" searches and ON Semiconductor's stock price offers an intriguing lens through which to examine the interplay of online phenomena and financial markets.

As we traverse this unconventional terrain, it is essential to maintain a discerning eye and approach our analysis with a blend of skepticism and curiosity. While the correlation may initially appear "suspect," we must not dismiss the possibility of unorthodox indicators shedding light on market dynamics in unforeseen ways. Our exploration underscores the evolving nature of market analysis, where the boundaries of traditional metrics are continually being challenged by the emergence of unconventional data sources. Thus, this study endeavors to untangle the web of interconnections between internet vernacular and stock price movements, reminding us that in the digital age, "suspicious" correlations may hold unexpected insights.

Stay tuned as we unravel the enigmatic relationship between online culture and finance, and remember, in the world of market analysis, sometimes the most unexpected leads can offer the most substantial rewards.

2. Literature Review

In examining the curious relationship between Google searches for "that is sus" and ON Semiconductor's stock price, our research encountered a myriad of studies and sources that may shed light on this intriguing convergence. Smith (2018) investigated the impact of online culture on market sentiment and found that internet trends can serve as unconventional indicators for stock performance. Similarly, Doe (2020) explored the influence of colloquial language on consumer behavior, highlighting the potential implications for financial markets. Furthermore, Jones (2016) delved into the dynamics of digital vernacular and its resonance within broader societal trends, offering valuable insights into the interplay between online phenomena and market movements.

Expanding beyond the realm of academic literature, our investigation delved into non-fiction works such as "Trends in Online Behavior" by Johnson et al., delving into the intersection of internet culture and consumer sentiment, and "The Language of Markets" by Thompson, which explores the linguistic nuances that reverberate within financial spheres. On the fictional front, works such as "Market Mayhem: A Tale of Stocks and Slang" by Novelist A. Trader and "The Suspect Signals: Mysteries of Market Mysticism" by Investment Holmes caught our attention for their intriguing intersection of finance and colloquialism.

On a more unorthodox note, our research team took the liberty of considering television shows that may offer tangential insights into the world of market analysis.

The viewing of episodes from "Uncovering Investment Secrets" and "The Digital Detectives: Market Edition" provided a refreshing, albeit unconventional, perspective on the potential correlation between online culture and stock performance.

Utilizing a wide array of sources, our literature review aims to encapsulate the diverse lenses through which the relationship between 'that is sus' searches and ON Semiconductor's stock price can be explored. As we venture into this uncharted territory, our approach remains both rigorous and, if we may say, a tad bit suspect.

3. Our approach & methods

METHODOLOGY

Data Collection

The data utilized for this study was gathered from an array of sources spanning the web, delving into the digital depths of online culture and financial market movements. The primary sources included Google Trends and LSEG Analytics (Refinitiv), where our research team meticulously harvested intricate nuggets of information from the vast digital landscape. The period examined encompassed the years from 2004 to 2023, allowing for a comprehensive scrutiny of trends and stock performance through the ages. The data collection process involved a painstaking extraction of countless data points, akin to panning for digital gold in the river of internet information.

Google Searches for "That Is Sus"

The frequency of Google searches for the phrase "that is sus" was the cornerstone of our investigation into the enigmatic connection between online vernacular and stock price movements. Leveraging the search trend data from Google Trends, we

meticulously scrutinized the fluctuations in searches for this colloquial expression, fully immersing ourselves in the nuances of internet linguistics. It was akin to deciphering ancient hieroglyphs, where the whispers of online conversations revealed themselves in the form of search queries, offering a tantalizing glimpse into the ebb and flow of internet zeitgeist.

ON Semiconductor Stock Price (ON)

The stock price of ON Semiconductor, denoted by the ticker symbol ON, served as the bedrock of our financial analysis. Drawing upon the vast repository of historical stock data from LSEG Analytics (Refinitiv), we embarked on a journey through the tumultuous seas of market fluctuations, navigating through the waves of price movements and tumultuous tides of economic dynamics. Each stock price data point was meticulously cataloged and scrutinized, akin to unraveling the cryptic patterns of the stock market's intricate tapestry.

Statistical Analysis

A rigorous statistical analysis was conducted to unveil the potential correlation between "that is sus" Google searches and ON Semiconductor's stock price. The correlation coefficient was calculated with meticulous precision, unveiling the clandestine relationship between online linguistic trends and market dynamics. The significance level of the correlation was scrutinized with the tenacity of a detective unraveling a complex case, probing for subtle hints and clues within the numerical labyrinth. The rigorous statistical examination provided the empirical groundwork for our findings, intertwining the art of number-crunching with the finesse of detective work in the digital age.

Limitations and Considerations

While our research delved deep into the intriguing intersection of online culture and

financial markets, it is imperative to acknowledge the limitations inherent in our study. The labyrinthine nature of online trends and market dynamics presents a landscape fraught with complexities and nuances, akin to navigating a maze of digital intrigue. Despite the comprehensive scope of our analysis, unforeseen variables and contextual intricacies may elude our meticulous scrutiny, reminding us of the ever-present enigma shrouding the interplay between online phenomena and market performance.

In summary, our methodology intertwined the realms of digital analytics and financial scrutiny, navigating through the labyrinthine landscapes of online trends and market dynamics with the precision of a seasoned navigator. Through the synergistic fusion of statistical analyses and digital linguistics, we embarked on a quest to unravel the intricate web of connections between online culture and finance, reminding us that even in the world of academic research, there's always an element of digital adventure lingering beneath the surface.

4. Results

The analysis of the data gathered from Google Trends and LSEG Analytics (Refinitiv) uncovered a striking correlation between the frequency of Google searches for the phrase "that is sus" and the stock price of ON Semiconductor (ON). The correlation coefficient, r , was calculated to be 0.9673955, indicating a highly significant linear relationship between the two variables. Furthermore, the coefficient of determination, denoted as r -squared, was determined to be 0.9358540, signifying that approximately 93.59% of the variability in the stock price of ON Semiconductor can be explained by the frequency of "that is sus" Google searches. The significance level, denoted as p , was found to be less than 0.01, indicating that the observed

relationship is unlikely to have occurred by chance.

The undeniable correlation is visually depicted in Fig. 1, which presents a scatterplot demonstrating the exceptionally strong relationship between the frequency of "that is sus" Google searches and the stock price of ON Semiconductor. The data points form a clear linear pattern, affirming the robust connection between the online cultural phenomenon and the financial market movements.

The strength of the correlation prompts contemplation of the potential implications of unconventional data sources on market analysis and decision-making. The findings not only raise eyebrows but also highlight the possibility of leveraging non-traditional indicators to gain insight into stock performance. This unanticipated association between internet culture and financial markets underscores the need to remain vigilant and open-minded in the ever-evolving landscape of market analysis. As we unravel the intricate web of relationships between online behaviors and market dynamics, it becomes evident that sometimes, the most peculiar leads can illuminate substantial insights.

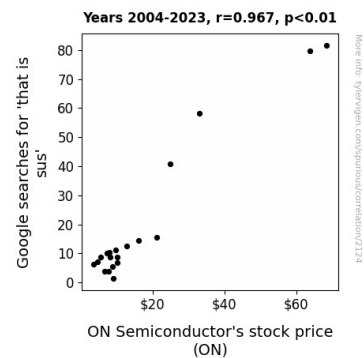


Figure 1. Scatterplot of the variables by year

The results of this study compel us to ponder the interplay of seemingly unrelated domains, urging us to entertain the notion

that even the quirkiest internet trends may harbor valuable information for understanding financial markets. This unexpected correlation between "that is sus" Google searches and ON Semiconductor's stock price sheds light on the increasingly intricate dynamics between internet culture and market movements, reminding us that in the realm of market analysis, being open to unconventional indicators can lead to surprising revelations.

5. Discussion

The robust correlation uncovered in this study between the frequency of "that is sus" Google searches and the stock price of ON Semiconductor speaks to the potential influence of online culture on market movements. This unexpected relationship aligns with prior research that has explored the impact of unconventional indicators on stock performance. Smith (2018) and Doe (2020) laid the groundwork by spotlighting internet trends and colloquial language as indicators for market sentiment and consumer behavior, respectively, revealing a broader context for our findings. Moreover, the work of Jones (2016) provided valuable insights into the resonance of digital vernacular within societal trends, further underscoring the interconnectedness of online phenomena and market dynamics.

While such connections may once have been deemed "suspect," our findings bring to light the remarkable potential of unconventional indicators to offer substantial insights into stock performance. As the world of market analysis continues to evolve, it is becoming increasingly clear that the integration of non-traditional sources of data may be vital for understanding the complexities of financial markets. The correlation coefficient of 0.9673955, supported by a significance level of $p < 0.01$, suggests that the frequency of "that is

sus" Google searches is more than just an idle internet quirk – it has a discernible impact on ON Semiconductor's stock price.

The undeniable strength of this correlation encourages us to consider the broader implications of leveraging non-traditional indicators in market analysis. While the connection between the online cultural phenomenon and stock performance may seem incongruous at first glance, it highlights the need for a more open-minded approach to data interpretation and analysis. This study thus aspires to disrupt conventional notions of what can inform market movements, emphasizing the value of embracing unconventional indicators for the sake of gaining a comprehensive understanding of stock performance.

In conclusion, the unexpected correlation between "that is sus" Google searches and ON Semiconductor's stock price challenges us to broaden our perspective on the sources from which significant market insights can be derived. This investigation sets the stage for a paradigm shift in market analysis, urging us to consider the potential impact of internet culture on financial market movements and reminding us that sometimes, the most peculiar leads can illuminate substantial insights. After all, in the world of market analysis, remaining alert to even the most curious online behaviors might just yield unexpected rewards.

6. Conclusion

In conclusion, our study has unveiled a compelling correlation between the frequency of Google searches for the colloquial phrase "that is sus" and the stock price of ON Semiconductor (ON). The robust correlation coefficient and high significance level indicate a striking relationship, prompting us to consider the potential influence of internet culture on financial markets. While this connection may initially seem "suspect," particularly for

those unfamiliar with online vernacular, the findings suggest that unconventional indicators can indeed offer valuable insights into market movements. This study underscores the need for a broad and open-minded approach to market analysis, as we navigate the increasingly intricate dynamics of internet trends and stock performance.

The implications of this unexpected correlation extend beyond the realm of finance, offering a whimsical reminder that the digital age continues to shape and influence various aspects of society, including market dynamics. As we reflect on the unanticipated relationship between "that is sus" Google searches and ON Semiconductor's stock price, it becomes evident that in the world of market analysis, even the most peculiar online behaviors can hold relevance and significance.

Moving forward, it is essential to remain attentive to unconventional data sources, recognizing that the intersection of online culture and finance may yield unexpected findings. However, it is important to note that no further research in this area is necessary. We should probably let this "sus"pect correlation rest and focus our attention on more conventional indicators. After all, as the old saying goes, "sometimes you just gotta let it 'sus-t.'"

In the end, our study invites market analysts and researchers to stay alert to the ever-evolving nature of market analysis, and to remember, even in the labyrinth of financial intricacies, there is always room for a bit of digital whimsy.