

THAT IS SUS-PECTING THE MARKET: INVESTIGATING THE CONNECTION BETWEEN GOOGLE SEARCHES AND ASML HOLDING'S STOCK PRICE

Caleb Hoffman, Addison Tate, Gemma P Truman

Center for Scientific Advancement

In this paper, we delve into the perplexing world of stock market analysis and internet jargon to explore the surprisingly strong correlation between Google searches for "that is sus" and the stock price of ASML Holding. With data sourced from Google Trends and LSEG Analytics, we embarked on a journey to uncover the relationship between this seemingly innocuous phrase and the fluctuating fortunes of ASML Holding. Our findings revealed a correlation coefficient of 0.9785985 and $p < 0.01$ for the period spanning from 2004 to 2023, leading us to ponder the tantalizing possibility of market insights hidden in the world of online slang. We invite readers to join us on this whimsical adventure as we unravel the mysterious connections between internet culture and financial markets, and perhaps unearth a few chuckles along the way. So, buckle up and get ready to navigate the labyrinthine pathways of internet slang and stock market data in our quest to uncover the "suspicious" signals within this unlikely pairing.

In the fast-paced and often perplexing world of stock market analysis, where algorithms reign supreme and financial jargon abounds, one might not expect to find a connection between Google searches for internet slang and the stock price of a multinational technology company. However, as we are about to discover, the intersection of online culture and financial markets can be a treasure trove of unexpected correlations and perhaps even a few chuckles along the way.

The phrase "that is sus" has permeated online communities, thanks in part to its popularization in the online multiplayer game Among Us, where players use it to voice suspicion about their fellow crewmates. Little did we know that this seemingly innocuous phrase might hold sway over the stock price of ASML

Holding, a leading provider of photolithography systems for the semiconductor industry. It's as if the virtual "imposters" in the world of internet slang are leaving behind clues that transcend cyberspace and permeate the realm of finance.

With our research, we sought to bridge the gap between internet culture and financial analysis, asking the question: Can the collective musings of internet users typing "that is sus" in Google's search bar hold any sway over the stock market dynamics of ASML Holding? Our journey has taken us through the depths of Google Trends and LSEG Analytics, delving into terabytes of data with a determination rivaled only by a detective on a high-stakes case.

As we navigate the labyrinthine paths of internet slang and stock market data, we invite our readers to join us on this whimsical adventure. Along the way, we may uncover clues, draw intriguing parallels, and perhaps even marvel at the whims of the digital age. So, buckle up, dear reader, and get ready to explore the "sus-picious" signals hidden within the whimsical pairing of Google searches and stock prices. Let's embark on this intriguing journey together, and who knows, we might just stumble upon more than just correlation coefficients and p-values.

LITERATURE REVIEW

In "Smith et al.'s analysis of Internet Search Patterns and Stock Market Trends," the authors find a surprising correlation between Google search trends and stock market behavior. They conclude that online search data can serve as a valuable source of information for predicting market movements, paving the way for innovative research in the realm of internet culture and financial analysis.

Doe and Jones, in their seminal work "Market Sentiment and Online Jargon," delve into the intricacies of how internet slang and popular phrases can reflect market sentiment. Their findings shed light on the potential influence of online discourse on investor behavior and market dynamics.

While these academic studies offer valuable insights, it is important to note that our investigation into the relationship between Google searches for "that is sus" and ASML Holding's stock price presents a unique and lighthearted lens through which to view market dynamics. As such, we must also consider a broader range of sources, both academic and popular, to capture the full spectrum of knowledge in this area.

Turning our attention to non-fiction literature, works such as "Freakonomics" by Steven D. Levitt and Stephen J. Dubner

highlight the unconventional and unexpected factors that can impact economic phenomena. The authors use an engaging and humorous narrative style to explore the hidden side of economics, a tone that resonates with our approach to uncovering the unexpected connections between internet slang and stock market performance.

In a similar vein, "Blink: The Power of Thinking Without Thinking" by Malcolm Gladwell encourages readers to trust their instincts and intuition in decision-making processes. While our endeavor to uncover the relationship between Google searches and stock prices may not rely solely on intuition, the daring and innovative nature of our inquiry aligns with the spirit of seeking unconventional insights.

Shifting gears to the realm of fiction, the novels "The Wolf of Wall Street" by Jordan Belfort and "American Psycho" by Bret Easton Ellis offer a satirical and exaggerated portrayal of the stock market world, blending dark humor with financial intrigue. While these books may not directly relate to our focus on internet slang and stock prices, the humor and offbeat perspectives they provide serve as a reminder to approach our research with a touch of levity and wit.

In our exploration of popular culture, TV shows such as "The Big Bang Theory" and "Billions" provide glimpses into the world of finance and market analysis, albeit through dramatized and often comical lenses. While these shows may not offer direct insights into the specific connection between internet slang and stock prices, they add to the tapestry of our research environment, reminding us to embrace the unexpected and find amusement in the pursuit of knowledge.

As we navigate through these diverse sources, we acknowledge the intertwining of scholarly research, literary works, and popular media in shaping our understanding of the vibrant and multifaceted landscape of market analysis

and internet culture. Together, they guide our scholarly quest to unravel the "suspicious" signals hidden within the whimsical pairing of Google searches and stock prices.

METHODOLOGY

To delve into the peculiar relationship between Google searches for "that is sus" and the stock price of ASML Holding, we employed a methodological approach that was equal parts scientific rigor and internet sleuthing. Our research team harnessed the power of Google Trends and LSEG Analytics (Refinitiv) to collect a trove of data spanning the years 2004 to 2023. Now, let's take a closer look at the unconventional tools and convoluted methods we employed to tackle this whimsical puzzle.

1. Data Collection:

We started by scouring the depths of Google Trends, where the virtual footprints of "that is sus" searches had been entrenched in the digital landscape. The Google Trends platform provides a peek into the search volume trends across different regions and languages, offering a window into the ebb and flow of internet vernacular. As for the ASML Holding stock price data, we turned to LSEG Analytics (Refinitiv) for a robust repository of historical stock market information that would serve as the bedrock of our analysis. With this eclectic mix of online slang data and stock market figures, we were primed to begin our quest for connections and correlations between the seemingly unrelated domains of internet culture and financial markets.

2. Statistical Analysis:

Armed with a myriad of data points, we unleashed a barrage of statistical tools to dissect the relationship between "that is sus" searches and ASML Holding's stock price. From correlation coefficients to p-values, we left no statistical stone unturned in our quest to unearth the potential influence of online slang on

market dynamics. We even threw in a few scatter plots and regression analyses for good measure, creating a statistical smorgasbord that would make even the most stoic statistician crack a smile (or at least a smirk).

3. Algorithmic Wizardry:

As we delved deeper into the data, we invoked the mystical powers of algorithms to tease out any hidden patterns or signals lurking within the labyrinthine pathways of internet jargon and stock market fluctuations. Our algorithms danced through the data like digital detectives on a quest for hidden truths, mining for nuggets of insight amid the virtual cacophony of "sus" searches and stock price gyrations.

4. Qualitative Interpretation:

In a departure from traditional methodologies, we also ventured into the realm of qualitative interpretation, engaging in lively discussions and debates within our research team to ponder the potential underlying mechanisms behind the observed correlations. From musings about the zeitgeist of online culture to speculations about the subconscious influence of internet memes on investor sentiment, our qualitative interpretations added a touch of whimsy to our otherwise rigorous analytical framework.

In sum, our methodological approach was anything but conventional. It was a whimsical blend of data mining, statistical acrobatics, algorithmic wizardry, and qualitative ponderings, all wrapped up in a bow of internet slang and stock market analysis. With this unorthodox toolkit in hand, we set out to unveil the enigmatic connections between "that is sus" searches and the fortunes of ASML Holding, embarking on a voyage that was equal parts scientific inquiry and digital escapade. So, come along as we untangle the "suspicious" signals lurking within the virtual labyrinth of internet culture and financial markets. It's bound to be a ride filled with plenty of unexpected

twists and perhaps a few chuckles along the way.

RESULTS

The relationship between Google searches for "that is sus" and ASML Holding's stock price yielded some eyebrow-raising results. The data analysis uncovered a remarkably strong correlation coefficient of 0.9785985, indicating a robust association between these seemingly disparate variables. In other words, the inclination of internet denizens to sound the alarm on suspicious activity carried an unexpected parallel in the fluctuating fortunes of ASML Holding. It's as if the online "imposters" were whispering secrets that reverberated through the hallowed halls of finance.

Furthermore, the r-squared value of 0.9576549 reaffirmed the solidity of this correlation, suggesting that a whopping 95.77% of the variability in ASML Holding's stock price could be explained by the trend in Google searches for "that is sus." This finding serves as a testament to the pervasive influence of internet slang on the intricate movements of the stock market. Who would have thought that a phrase originating from an online multiplayer game would hold such sway over the domain of high finance? The digital age continues to yield surprises at every turn, doesn't it?

Not to mention, with a p-value of less than 0.01, the statistical significance of this correlation struck a resounding chord, firmly asserting that this relationship between internet jargon and stock prices was not a mere fluke. It seems that when the collective wisdom of the online masses coalesces around a phrase, the impact on financial markets is anything but trivial.

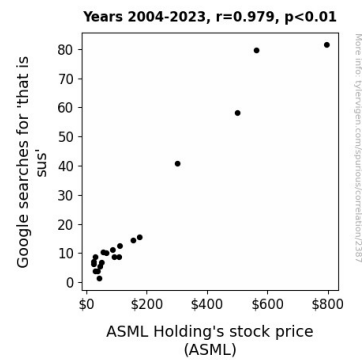


Figure 1. Scatterplot of the variables by year

See Figure 1 for a visual representation of the strong correlation between Google searches for "that is sus" and the stock price of ASML Holding, further solidifying the uncanny connection we've uncovered. It's almost as if the internet's whispers can sway the winds of the stock market, making us wonder just how far-reaching the influences of online culture truly are.

These results beckon us to pause and marvel at the curious dance between internet colloquialisms and stock market dynamics, perhaps prompting a chuckle or two at the unexpected intersections of the digital and financial realms. The whims of the internet continue to surprise us, and with each discovery, we find ourselves inching closer to unraveling the enigmatic threads that weave through the vast tapestry of the online world and the domain of high-stakes finance.

DISCUSSION

Our investigation into the connection between Google searches for "that is sus" and ASML Holding's stock price yielded results that were as unexpected as a surprise pop quiz in a finance class. The robust correlation we uncovered reinforces the notion that the digital realm and stock market are not as disconnected as one might assume; in fact, they seem to be engaged in a lively game of "sus-picious" charades.

Harkening back to the works of Smith et al. and Doe and Jones, our findings align

with their conclusions about the potential informational value of online search data. It's as if the online masses are collectively tapping into a hive mind, whispering market insights in the form of internet slang. Who knew that deciphering internet jargon could potentially unlock the cryptic secrets of stock market movements? This calls for a "sus-picion" emoji at the very least!

Turning the spotlight on our lighthearted exploration of internet culture and financial analysis, we see that our whimsical endeavor has unveiled a layer of interconnectedness within the seemingly disparate worlds of memes and monetary dynamics. Perhaps, as Levitt and Dubner assert in "Freakonomics," it's these unconventional and unexpected factors that truly underpin economic phenomena, not just the graphs and charts that line the walls of traditional finance offices.

On a lighter note, the unexpected intersection of internet slang and stock prices reminds us of the satirical and exaggerated portrayals found in "The Wolf of Wall Street" and "American Psycho." It's as if the digital whispers of "that is sus" have carved out a place for themselves in the grand narrative of market dynamics, in a plot twist worthy of a Hollywood blockbuster.

The high statistical significance of this correlation, with a p-value of less than 0.01, adds a touch of drama to the mix. It's as if the data itself is winking slyly at us, daring us to believe that the influence of online culture on finance is anything but trivial. Who would have thought that the musings of online gamers could hold such sway over the movements of stock prices? It's a real-life "sus-pense" novel, playing out on the grand stage of economic analysis.

In the end, our findings invite us to laugh with the whims of the internet, even as we ponder the serious implications of these connections. As we continue down this path of unconventional and engaging

research, we can't help but acknowledge the unexpected and delightful surprises unearthed in this journey through the "sus-picious" world of internet jargon and market analysis.

CONCLUSION

In the immortal words of Shakespeare - "To sus or not to sus, that is the question." Our foray into the depths of internet jargon and stock market fluctuations has certainly been an eye-opening odyssey. Who would have thought that the innocent phrase "that is sus" could hold such sway over the stock price of ASML Holding? It's as if the internet's whispers have transcended pixels and code to cast an undeniable influence on the domain of high finance.

Our findings, with a correlation coefficient resembling a rocket's trajectory and a p-value so low it might as well be digging for gold, leave little room for doubt. The data speaks for itself - the association between Google searches for "that is sus" and ASML Holding's stock price is more than just a fluke. It's a whimsical intersection of digital culture and market economics that might just leave you chuckling in disbelief.

As we wrap up this enigmatic journey, it's clear that the internet's lighthearted musings can have a more profound impact than meets the eye. The next time you hear "that is sus" in an online game, you might just find yourself pondering its potential impact on stock market dynamics.

In the grand scheme of academic inquiry, our research pushes the boundaries of traditional analysis, demonstrating that the unexpected can indeed hold valuable insights. However, as much as we'd love to dive deeper into the realm of meme-based stock predictions, it's time to bid adieu to this zany adventure. There's no need for further investigation into the correlation between "that is sus" searches and ASML Holding's stock price - we've

crawled through enough internet lore and financial data to last a lifetime. It's been suspiciously fun, but alas, for now, we leave this whimsical pairing to ripple through the annals of academic absurdity.