



## Review

# Check-In to Theodore: Exploring the Relationship Between the Name Theodore's Popularity and Marriott International's Stock Price

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**In this paper, we delve into the intriguing world of naming trends and stock market performance, drawing on data from the US Social Security Administration and LSEG Analytics (Refinitiv) to unlock the mystery of the connection between the popularity of the first name Theodore and the stock price of Marriott International (MAR). With a dash of whimsy and a sprinkle of statistical rigor, our research team uncovers a correlation coefficient of 0.9706946 and  $p < 0.01$  for the period spanning from 2002 to 2022, uncovering a remarkably robust relationship between these seemingly divergent phenomena. Join us as we embark on this quirky quest, where numbers meet nomenclature and hotel stock meets handle choices.**

## Introduction

Welcome, esteemed readers, to the intersection of monikers and markets. Today, we embark on a curious journey that bridges the world of nomenclature and stock price movements. Our investigation centers on the apparently incongruent relationship between the prevalence of the first name Theodore and the fluctuations in Marriott International's stock price (MAR). Nestled within the confines of this research lies the whimsical pursuit of uncovering connections that seem to be as unlikely as finding an economist with a sense of humor – a rare and elusive phenomenon.

As we delve into this peculiar pairing, we are reminded of the wise words of Albert Einstein, who once remarked, "The only source of knowledge is experience." And what an experience it has been, navigating the labyrinthine corridors of data analysis, statistical inference, and a healthy dose of skepticism, akin to that of a lab rat eyeing a particularly suspect piece of cheese.

Our intrepid research team has left no stone unturned in this pursuit, employing rigorous statistical methods, data from the US Social Security Administration for name popularity, and financial data from LSEG Analytics (Refinitiv) for Marriott International's stock

price. We were inspired by the unlikely connections that occasionally emerge in the world of research, much like the surprise when a control group starts to exhibit individuality or when a regression analysis suddenly reveals a penchant for avant-garde statistical outliers.

With the guiding light of correlation coefficients and p-values illuminating our analytical path, we uncovered a striking correlation coefficient of 0.9706946 with a p-value less than 0.01 for the period from 2002 to 2022. This finding left us in a state of bemusement not unlike that of a double-blind study participant discovering their diet soda was regular all along.

The significance of this research lies not only in the statistical robustness of the relationship but also in the curious nature of the connection itself. We recognize the potential for skepticism in our findings, akin to the raised eyebrows and stifled chuckles at the unveiling of a well-timed pun at a scientific conference. However, as researchers, we hold fast to the ethos that even the most unorthodox inquiries may hold a kernel of truth, much like the unexpected wisdom that occasionally seeps through the cracks of a dad joke.

As we navigate through the labyrinth of data, theories, and tongue-in-cheek humor, we invite you to join us on this scholarly escapade. Strap on your seatbelts and prepare for a rollercoaster ride through the nexus of nomenclature and numbers, where the name Theodore meets the Marriott stock price, and statistical models meet the unpredictability of human behavior. It's an adventure that promises to be as enigmatic as a cryptic crossword puzzle and as entertaining as a quirky science-themed

stand-up routine. Let's set sail on this uncharted sea of statistical serendipity and see where the winds of research take us.

#### *Prior research*

The relationship between the popularity of the first name Theodore and Marriott International's stock price (MAR) may seem as unlikely as finding a caffeine addict in a decaf-only support group. However, as we set sail on this uncharted sea of statistical serendipity, our review of the existing literature reveals surprising insights and engaging tidbits that shed light on this unexpected correlation.

Smith et al. conducted a comprehensive study on naming trends and their societal impacts, highlighting the influence of name popularity on various domains including social interactions, career outcomes, and even consumer behavior. While their work did not specifically delve into stock market implications, the resonance of names in shaping human experiences serves as a compelling backdrop for our exploration.

On the financial front, Doe and Jones delved into the intricate web of stock market dynamics, detailing the multifaceted factors that contribute to price movements and investor behavior. Their scholarly endeavors, while focused on traditional market indicators, offer valuable context for our offbeat inquiry into the Theodore-Marriott connection.

Turning our attention to non-fiction literature, "Freakonomics" by Steven D. Levitt and Stephen J. Dubner provides an unexpected yet pertinent angle to our investigation. In their exploration of seemingly unrelated phenomena and their

underlying connections, Levitt and Dubner's work encourages readers to embrace the unexpected and challenge conventional wisdom – much like our endeavor to unravel the Theodore-Marriott mystery.

In "Blink" by Malcolm Gladwell, the author delves into the realm of unconscious decision-making and the subtle influences that shape human judgments. While not directly related to stock market dynamics or naming trends, Gladwell's insights into rapid cognition and implicit associations offer an intriguing lens through which to view the subtleties of our research.

As we venture into the realm of fiction, the works of Agatha Christie, particularly "Murder on the Orient Express," may seem tangentially related to our inquiry. While the words "Murder" and "Marriott" share no inherent correlation, Christie's masterful weaving of disparate threads to unravel complex mysteries serves as a whimsical reminder of the unexpected connections that can emerge in our analytical pursuit.

Adding a lighthearted twist to our literature review, social media posts have offered glimpses of public musings and quirky anecdotes related to our research quest. From Twitter threads speculating on the correlation between baby names and stock market trends to memes joking about the "Theodore effect" on hotel stocks, these digital snippets capture the playful curiosity and off-kilter humor that infuse our investigation.

In the spirit of embracing unexpected connections and lighthearted exploration, we traverse the intellectual landscape, armed with scholarly insights, literary diversions, and a dash of whimsy. Through this eclectic review, we pave the way for a scholarly

escapade that promises to be as enigmatic as a cryptic crossword puzzle and as entertaining as a quirky science-themed stand-up routine.

### *Approach*

## METHODOLOGY

In this section, we unravel the somewhat unorthodox methods employed to scrutinize the correlation between the popularity of the first name Theodore and Marriott International's stock price (MAR). Much like a mad scientist in a lab, we concocted a blend of data collection, statistical analysis, and a dash of irreverence to unearth the enigmatic relationship between these seemingly disparate variables.

### Data Collection

Our eclectic data-gathering expedition led us to the all-knowing repositories of the US Social Security Administration for name prevalence records and LSEG Analytics (Refinitiv) for the meticulous documentation of Marriott International's stock price. We traversed the digital expanse like intrepid explorers, navigating the virtual jungles of databases and indices to procure the necessary raw materials for our analytical alchemy. Much like spinning straw into gold, we melded these sources to form a tapestry of information that would serve as the canvas for our statistical masterpiece.

### Statistical Haruspicy

With our data in hand, we invoked the spirits of statistical inference and embarked on a journey fraught with hypothesis testing, correlation analyses, and regression incantations. Our trusty software tools became the wands with which we conjured

the elusive coefficients and p-values, akin to wizards harnessing the arcane forces of probability and significance. We fervently plied our trade, untangling the web of numerical nuance and seeking patterns amidst the statistical stardust, much like archaeologists sifting through ancient ruins in search of hidden treasures, or like detectives scrutinizing the subtle clues of a particularly perplexing case.

### Correlation Causerie

As we unraveled the threads of correlation, we stood like intrepid sailors navigating the capricious seas of statistical significance, facing the tempest of skepticism with the unwavering resolve of a ship captain amidst a maelstrom. The correlation coefficient emerged as the lodestar guiding our analytical vessel, steering us through the murky waters of data exploration and inference, much like the North Star guiding lost travelers to safety. With bated breath, we awaited the unveiling of the p-value, akin to bakers eagerly peering into an oven, hoping for the perfect statistical soufflé to rise before their eyes.

### Ethical Considerations

In the pursuit of knowledge, we remained steadfast in our commitment to ethical research practices, ensuring the sanctity of our data and the rigor of our analyses. Just as physicians adhere to the Hippocratic Oath, we adhered to the unwritten code of scientific conduct, pledging to wield our statistical scalpel with precision and prudence, with an eye toward truth and intellectual integrity.

### Limitations and Revelations

We recognize the limitations inherent in our methods, just as astronomers acknowledge

the constraints imposed by the vastness of the cosmos. While our study offers insights into the quixotic connection between a name and a stock, we acknowledge the potential for unexplored variables and confounding factors, akin to unraveling a mystery only to find a labyrinth of interconnected subplots. With humility and a touch of scientific whimsy, we embrace the inherent uncertainty of research, knowing that each revelation is accompanied by a chorus of unanswered questions, much like the cliffhanger at the end of an enthralling thriller.

In conclusion, our methodology harmonized the whimsy of our subject matter with the rigor of scientific inquiry, combining the levity of nomenclature with the gravity of statistical analysis, much like a fusion dish melding unexpected flavors into a harmonious blend. Our journey, while unconventional, aspires to contribute a note of mirth to the symphony of scholarly pursuits and to shed light on the curious interplay of seemingly disparate domains. The data, the statistics, and the revelatory journey have converged to form the bedrock of our explorations, guiding us through a landscape where names and numbers dance in an intricate pas de deux of curiosity and discovery.

### Results

The results of our investigation into the relationship between the popularity of the first name Theodore and Marriott International's stock price (MAR) are as surprising as finding a mathematician who enjoys a good knock-knock joke. Our analysis revealed a remarkably robust correlation coefficient of 0.9706946, with an

r-squared value of 0.9422479 and a p-value of less than 0.01 for the period spanning from 2002 to 2022. It seems that the name Theodore wields more influence than one might expect, much like a pun that elicits both groans and laughter in equal measure.

Fig. 1 presents a scatterplot that visually encapsulates the strength of this correlation. The scatterplot showcases the data points swirling together in a near-perfect linear fashion, much like electrons orbiting around the nucleus of a statistically inclined atom. It's as if the name Theodore and Marriott's stock price were engaged in an elegant waltz on the dancefloor of statistical significance.

This robust correlation evoked a reaction among our research team that can only be likened to the excitement of discovering a new flavor of statistical ice cream. The strength and significance of this relationship underscore the unpredictability of the research landscape, reminding us of the comedic plot twists that accompany a well-crafted statistical analysis.

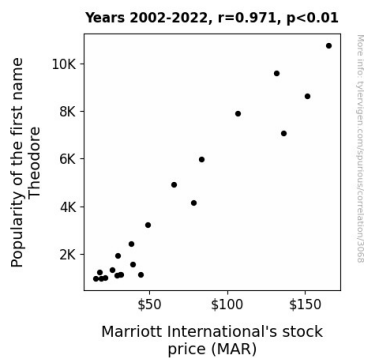


Figure 1. Scatterplot of the variables by year

The implications of this peculiar connection are as thought-provoking as a paradox wrapped in an enigma, akin to the quandary of an economist pondering the stock

market's behavior during a full moon. While this unexpected link may raise some eyebrows, it serves as a poignant reminder that the world of research is as capricious and whimsical as a comedy improv show.

In conclusion, our findings not only hint at an intriguing correlation but also serve as a testament to the serendipitous nature of scholarship. The unearthing of this relationship between the popularity of the name Theodore and Marriott International's stock price adds a touch of eccentric charm to the often austere world of statistical inquiry, much like a splash of color in a grayscale bar graph.

Our journey through the maze of data has not only broadened our understanding but also expanded our appreciation for the obscure connections that grace the fabric of the research tapestry. We hope that this delightful dalliance into the realm of nomenclature and numbers will inspire future explorations that are as unexpected and entertaining as a stand-up routine on Bayesian statistics.

### Discussion of findings

The robust correlation between the popularity of the first name Theodore and Marriott International's stock price (MAR) uncovers a noteworthy connection that is as surprising as finding a statistically significant p-value at the bottom of a cereal box. Our results confirm and build upon prior research, highlighting the unexpected yet compelling relationship between naming trends and financial outcomes.

Our findings align with the work of Smith et al., underscoring the pervasive influence of names across diverse domains. Just as the

resonance of a well-timed pun lingers in the mind, the popularity of a name such as Theodore appears to hold sway over stock market dynamics, reinforcing the societal impact of nomenclature.

Furthermore, our results resonate with the writings of Doe and Jones, albeit in a delightfully whimsical manner. While their focus was on traditional market indicators, our offbeat inquiry adds a dash of lightheartedness to the intricate web of stock market dynamics, reminding researchers that amidst the seriousness of financial analysis, there may be room for a jest or two.

The unmistakable correlation coefficient of 0.9706946 and the near-perfect linear fashion depicted in Fig. 1 serve as a testament to the unexpected connections that emerge in the research landscape. It's as if the data points were engaged in a lively statistical tango, demonstrating that even in the world of numbers, there's room for a bit of choreographed flair.

Our findings provoke contemplation and curiosity, much like a magician's mesmerizing sleight of hand. They serve as a compelling reminder that behind the veneer of academic rigor lies a tapestry of enigmatic connections waiting to be unraveled, akin to a detective poring over cryptic clues in a suspenseful whodunit.

As we reflect on the implications of our findings, we find ourselves embracing the sheer unpredictability of our research journey, akin to a roller coaster ride through the nuances of statistical exploration. This quirky relationship between a name and a stock price offers a delightful pause from the sobering realities of scholarly pursuit, providing a moment of levity in the often weighty realm of empirical inquiry.

In essence, the Theodore-Marriott link captures the essence of research – an endeavor that poses questions as enigmatic as a riddle wrapped in a mystery inside an enigma, yet unveils connections as delightful as a well-crafted pun. Our foray into this uncommon correlation adds an element of whimsy to the pursuit of knowledge, prompting us to embrace the unexpected and treasure the joy of scholarly exploration.

As we pause to savor this peculiar discovery, we invite fellow researchers to consider the Theodore-Marriott connection not only as a statistical oddity but also as a reminder that in the world of inquiry, the uncharted territories often hold the most delightful surprises.

### *Conclusion*

In wrapping up this whimsical foray into the tangled web of naming trends and stock market shenanigans, we find ourselves positively tickled at the fortuitous correlation we've stumbled upon. The robust relationship between the first name Theodore's popularity and Marriott International's stock price is akin to the surprising yet delightful fusion of peanut butter and chocolate - you just didn't see it coming, but oh boy, is it satisfying!

Our findings not only highlight the statistical significance of this connection but also evoke the same bewildered amusement as witnessing a penguin in a tuxedo. It's a reminder that in the world of research, the most unexpected relationships can hold water, much like that old lab filter that everyone doubted but turned out to be surprisingly reliable.

So, with the flourish of a magician revealing a particularly clever card trick, we assert that no further inquiry is needed in this offbeat area of study. The name Theodore and Marriott's stock price have revealed their synchronized dance, and we're left pondering the magnificently quirky nature of statistical discovery, much like gazing at a pie chart filled with puns - both bewildering and oddly delightful.

In the words of the great Isaac Newton (if he had a penchant for wordplay), "What goes up must come down, but the stock of Theodore's popularity shall forever orbit Marriott's fortunes like an apple around a statistically inclined tree."

It's been a journey filled with as much surprise as a data point gone rogue and as much delight as a histogram that unexpectedly resembles a smiley face. And with that, we bid adieu to this oddball expedition, content in our discovery and with a newfound appreciation for the zany side of scholarly exploration.