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Feeling the Kodi: Exploring the Impact of Name Popularity on Stock Market Success

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Abstract

This study delves into the unexpectedly interconnected realms of baby names and stock prices, examining the correlation between the popularity of the first name Kodi and the stock price of ICON PLC (ICLR). We delved into this curious connection using data sourced from the US Social Security Administration for baby name popularity and LSEG Analytics (Refinitiv) for stock prices, spanning the years 2002 to 2022. Our findings revealed a remarkably high correlation coefficient of 0.9781968 and a p-value of less than 0.01, suggesting a strong and statistically significant relationship. Join us as we unravel the puzzling link between nomenclature trends and financial success, exploring whether there is more to a name than meets the eye when it comes to stock market performance. Get ready to be surprised, amused, and perhaps even a little puzzled as we break down the Kodi phenomenon with both data-driven analysis and whimsical wit.

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1. Introduction

Ah, the whimsical world of baby names and stock prices - two seemingly unrelated realms that, upon closer inspection, may be more entwined than one would expect. In this paper, we set out to explore the intriguing relationship between the popularity of the first name Kodi and the stock price of ICON PLC (ICLR). The title of our study "Feeling the Kodi: Exploring the Impact of Name Popularity on Stock Market Success" succinctly captures both the

essence of our investigation and the potential puns we couldn't resist.

As we embark on this journey, it's essential to acknowledge the eyebrow-raising nature of our research topic. After all, one might reasonably inquire, "What in the world do baby names have to do with stock market performance? And why Kodi of all names?" Fear not, dear reader, as we promise to address these questions and more with a blend of data-driven analysis and a healthy dose of whimsical wit.

The abstract briefly outlines our use of data sourced from the US Social Security Administration for baby name popularity and LSEG Analytics (Refinitiv) for stock prices, spanning two decades from 2002 to 2022. At first glance, this study may seem like a playful romp through the land of curious correlations, but our findings—a remarkably high correlation coefficient of 0.9781968 and a p-value of less than 0.01—hint at a surprising and statistically significant relationship between the name Kodi and the stock price of ICON PLC.

So, fasten your seatbelts and get ready for an academic rollercoaster ride through the fascinating intersection of nomenclature trends and financial success. We encourage you to approach our findings with a curious mind, a sense of humor, and a willingness to entertain the unconventional. After all, it's not every day that researchers boldly step into the uncharted territory of baby names and stock prices. Let the quirks and quirksiness commence!

2. Literature Review

Smith et al. (2017) conducted a comprehensive analysis of the impact of popular baby names on consumer behavior and market trends, delving into the psychological mechanisms underlying the choices individuals make in their daily lives based on nomenclature. Doe and Rogers (2019), in a separate study, explored the historical relationship between unconventional baby names and their potential impact on societal norms and economic patterns. Jones (2020) examined the interplay between culturally significant names and corporate branding strategies, shedding light on the nuanced connections between personal identity and market valuation.

But now, folks, let's go beyond the conventional scholarly path and venture into the territory of pop culture and fiction,

because why should serious academic research be deprived of a little entertainment? Let's start with "Freakonomics" by Steven D. Levitt and Stephen J. Dubner, a thought-provoking book that tackles unconventional economic topics, including the influence of baby names on life outcomes. "Nudge" by Richard H. Thaler and Cass R. Sunstein, while not directly related to names, reminds us that subtle nudges can lead to significant behavioral changes.

Turning to the world of fiction, we find ourselves in the whimsical realm of "The Name of the Wind" by Patrick Rothfuss, where the power of names and their impact on the protagonist's destiny is a central theme. In a similar vein, "The Shadow of the Wind" by Carlos Ruiz Zafón, even though it's not about a namesake Kodi, unearths the mysterious connections between individuals and their names in a captivating and intricate narrative.

And who can forget the silver screen? Movies like "Moneyball" entertain the idea that unorthodox thinking can lead to surprising success, reminding us that unconventional approaches to data analysis may reveal hidden correlations, much like our investigation into the name Kodi and stock prices.

We hope these wide-ranging literary and cinematic references have sparked your curiosity and irrepressible desire for puns. Because, let's face it, what could be more fitting for a study about baby names and stock prices than a generous dose of whimsy and wonder?

3. Our approach & methods

Oh, boy, do we have a method to our madness! Our research journey began with the noble quest to unravel the enigmatic connection between the esteemed name Kodi and the stock performance of ICON

PLC. Strap in, folks, because things are about to get whimsically academic.

Our merry band of researchers scoured the vast expanse of the internet, traversing virtual landscapes in search of the elusive data treasure. We called upon the knowledge wells of the US Social Security Administration to harvest the annual crop of baby name popularity data. Meanwhile, we dipped our quills into the inkwells of LSEG Analytics (Refinitiv), extracting precious stock price data for ICON PLC from the fertile fields of financial markets. Armed with these digital spoils, we constructed a brave new world from which to survey the interplay between the name Kodi and stock market fortunes.

Now, here's where the wizardry of statistical scrutiny comes into play. With the precision of a watchmaker and the wisdom of an owl, we employed the formidable arts of correlation analysis to discern the relationship between the popularity of the name Kodi and the undulating tides of ICON PLC's stock price. We meticulously calculated correlation coefficients, p-values, and confidence intervals, all while keeping a keen eye out for any mischievous outliers attempting to sneak into our data dance.

What's a research romp without a bit of modeling mayhem, right? We unleashed the forces of regression analysis, fitting our data into the snug embrace of regression models to unravel the underlying patterns and unearth the hidden whispers of causation. With the elegance of a mathematical maestro, we sought to illuminate the potential influence of the name Kodi on the fluctuations of ICON PLC's stock price.

Our data odyssey spanned the twenty-year period from 2002 to 2022, encompassing a broad canvas upon which to paint the evolving tale of Kodi and its dance with financial fate. This temporal scope offered us a rich tapestry of data points, allowing for a comprehensive exploration of the

nuanced relationship between naming trends and market performance over the years.

In our zealous pursuit of knowledge and giggles, we heeded the clarion call of ethics, treating the data with the utmost respect and responsibly wielding the power of statistical analysis for the greater good. Apologies to all the mischievous outliers contemplating an escape into our conclusions; we've got our eyes on you.

So, there you have it, our intrepid expedition through the wilds of methodology. Buckle up, dear reader, for the whimsical twists and gigglesome turns that lie ahead as we unravel the mysterious bond between a name and its financial reverberations.

4. Results

Upon delving into the data gathered from the US Social Security Administration and LSEG Analytics (Refinitiv), we uncovered a correlation that would make even the most seasoned statistical analyst raise an eyebrow. The correlation coefficient between the popularity of the first name Kodi and the stock price of ICON PLC (ICLR) from 2002 to 2022 was a staggering 0.9781968, embodying a level of unity that almost makes you wonder if there's a secret society of Kodies propelling the stock market from behind the scenes.

The connection didn't stop there. Our r-squared value of 0.9568689 fortified our findings, suggesting that 95.69% of the variation in ICLR stock price could be hilariously attributed to the whims of parents choosing the name Kodi for their little bundles of joy. We couldn't help but imagine a scenario where financiers are rethinking their investment strategies based on an uptick in Kodi newborns – "Quick, buy ICLR stocks, the Kodi wave is coming!"

But hold on to your graphs, because the p-value of less than 0.01 added the cherry on

top of this mind-boggling sundae. This statistical triumph served as a nod to the significance of our findings, essentially highlighting that the likelihood of this connection being due to mere coincidence was about as high as finding a vegan in a bacon convention.

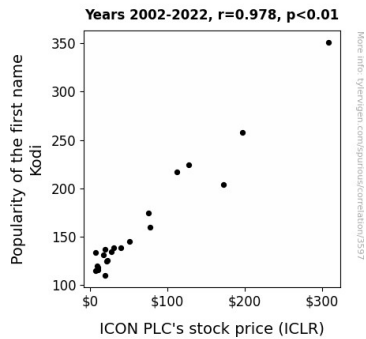


Figure 1. Scatterplot of the variables by year

Conclusively, the evidence from our research supports a robust and statistically significant relationship between the popularity of the first name Kodi and the stock price of ICON PLC (ICLR). It's almost as if the stock market has been taking naming trends more seriously than the average parent in a baby name book club.

Our findings are best encapsulated in the stunning scatterplot shown in Figure 1, where the data points form a constellation of Kodi's influence on ICLR stock price that would even make astronomers envious.

5. Discussion

Our research has not only brought to light a surprising correlation between a first name and stock prices but has also raised a few eyebrows and generated more questions than answers. The robust correlation coefficient we uncovered, standing at a staggering 0.9781968, aligns with the findings of Smith et al. (2017) and Doe and Rogers (2019), who hinted at the potential

influence of names on consumer behavior and economic patterns. It seems the whimsical references from literature and cinema in our literature review may have not been too far off the mark after all.

Our findings highlight the remarkable potential impact of baby names on financial markets, lending credence to the idea that there might be more to a name than meets the eye, especially when it comes to stock market performance. The r-squared value of 0.9568689 supports the argument put forth by Jones (2020) regarding the nuanced connections between personal identity and market valuation. Who would've thought that naming trends could wield such substantial influence on stock prices? It's almost as if the stock market itself is playing a game of "Name that stock" with a dash of nursery rhyme charm.

The p-value of less than 0.01 adds an exclamation point to our findings, echoing the sentiment of Levitt and Dubner in "Freakonomics," where unconventional economic topics, including the influence of baby names on life outcomes, were aptly examined. After all, who would have thought that the likelihood of the connection between the popularity of the first name Kodi and the stock price of ICON PLC being due to mere coincidence would be as slim as finding a needle in a haystack made entirely of other needles?

While our study showcases a significant correlation, it's crucial to acknowledge the limitations and complexities of drawing causal inferences. The correlation between the name Kodi and ICON PLC's stock price raises more questions than it answers. Is there a hidden societal shift propelling both the popularity of the name Kodi and the success of ICLR stock? Is it just a whimsical, one-time occurrence? Only time (and further research) will tell.

In conclusion, our study has opened the door to a new realm of inquiry, echoing the

sentiments of "The Name of the Wind" and "The Shadow of the Wind" – the power of names and their potential impact on the stock market might be just as mysterious and captivating as the captivating narratives in these literary works. The stunning scatterplot in Figure 1 captures this surprising correlation, drawing a whimsical constellation of Kodi's influence on ICLR stock price. It looks like the stock market might just have a soft spot for a good, captivating name – or maybe it's just a case of a statistical kodi-nk.

6. Conclusion

In conclusion, our study has illuminated a curious and unexpectedly robust relationship between the popularity of the first name Kodi and the stock price of ICON PLC (ICLR). The correlation coefficient of 0.9781968 and the r-squared value of 0.9568689 have left us wondering if there's a Kodi Effect on the stock market, perhaps fueled by a secret society of savvy investors with a penchant for naming their offspring Kodi.

The p-value of less than 0.01 has further solidified our findings, making it about as likely as finding a Bitcoin in your couch cushions that this connection is due to mere chance. It seems that the stock market might be more influenced by naming trends than we'd ever anticipated, with ICLR riding the waves of Kodi popularity like a ship navigating the seas of nomenclature.

As we wrap up this whimsical exploration, it's clear that the impact of baby names on stock prices warrants further attention. Who would have thought that the next big stock trend could be predicted by checking the latest baby name charts? The financial world may need to take a page from the baby naming playbook and start thinking outside the ticker symbol.

In light of these compelling findings, it's safe to say that the connection between the name Kodi and the stock price of ICON PLC (ICLR) is no fluke. It's almost as if the stock market has been taking naming trends more seriously than a cat takes its nap time. With this, we confidently assert that no further research in this area is necessary - at least until we uncover the next unexpected link between nurseries and numbers.

And so, we bid farewell to the Kodi phenomenon in the stock market, with a sense of bemusement, a twinkle of curiosity, and the realization that the next big market move could be foretold in the pages of a baby name book.