

HARRISON'S HANDLE: HOW A NAME NUDGES THE NASDAQ

Claire Horton, Addison Thompson, Gavin P Tompkins

Institute for Studies

This research investigates the correlation between the popularity of the first name "Harrison" and the stock price of Bristol-Myers Squibb (BMY) on the Nasdaq. Utilizing an extensive dataset from the US Social Security Administration and LSEG Analytics (Refinitiv), our study spans the years 2002 to 2022. A striking correlation coefficient of 0.9188120 and a statistically significant p-value of less than 0.01 emerged, revealing potential implications for investors and perhaps even the naming of future generations. This study sheds light on the subtle yet surprisingly tangible influence of first names on stock market dynamics, offering a playful foray into the intersection of nomenclature and finance.

The concept of nomenclature, a seemingly innocuous element in the grand scheme of things, has not escaped the keen eye of researchers in various fields. While the influence of names on personal and professional lives has long been a subject of cultural and sociological discourse, its potential impact on financial markets has received limited attention. In this study, we embark on an unconventional exploration of the relationship between the popularity of the first name "Harrison" and the stock price of Bristol-Myers Squibb (BMY) on the Nasdaq. Our inquiry into this curious correlation seeks to bridge the realms of nomenclature and finance, offering a whimsical yet thought-provoking journey into the interconnectedness of seemingly disparate domains.

Examining the historical trajectory of the first name "Harrison," we are struck by its evolution from a familial surname to a popular appellation across generations. The allure of this name, which conjures images of rugged charm and presidential pedigree, piqued our curiosity and

prompted us to consider its potential influence beyond individual identity. While one may initially dismiss the idea of a name exerting any noticeable impact on the stock market, our preliminary findings have prompted us to delve deeper into this tantalizing prospect. With a combination of data from the US Social Security Administration and LSEG Analytics (Refinitiv), our study spans two eventful decades from 2002 to 2022, providing a substantial corpus for rigorous analysis.

As we embark on this unconventional exploration, it is with a sense of intellectual curiosity and a hint of playfulness, for we recognize the unexpected nature of our pursuit. The statistical correlation that has emerged, with a coefficient of 0.9188120 and a p-value of less than 0.01, has defied our initial expectations, opening the door to intriguing implications for investors and financial analysts alike. Our investigation of the subtle yet surprisingly tangible influence of first names on stock market dynamics promises to offer both academic

rigor and a touch of whimsy, positioning itself at the intersection of nomenclature, societal trends, and financial systems. Thus, we invite the reader to join us in this lighthearted, albeit thought-provoking, exploration of what we have aptly termed "Harrison's Handle: How a Name Nudges the Nasdaq."

LITERATURE REVIEW

Several seminal studies have explored the impact of names on various aspects of human behavior and societal dynamics. Smith and Doe (2010) investigated the influence of first names on academic performance, while Jones (2015) delved into the correlation between names and career choices. However, the intersection of nomenclature with financial markets has been an underexplored territory until recently. The current study seeks to build upon this limited body of research and unravel the curious relationship between the popularity of the first name "Harrison" and the stock price of Bristol-Myers Squibb (BMY) on the Nasdaq.

In "Baby Names and Beyond" by Researcher X, the authors explore the cultural and sociological implications of naming trends, shedding light on the symbolism and significance attached to different names across generations. This comprehensive analysis lays the groundwork for our examination of the broader societal influences that may extend to the financial domain, hinting at the potential resonance of first names on market dynamics.

Turning to the realm of fiction, "The Name Game: A Tale of Financial Fortunes" by Novelist Y presents a whimsical exploration of the mystical powers of names, albeit in a narrative context. While this work falls outside the purview of academic discourse, it provides a charming rendition of the mystique surrounding nomenclature and its speculative impact on financial destinies.

Movies such as "Moneyball" and "The Big Short" offer tangential insights into the intricate nature of financial markets, albeit without a direct focus on the influence of names. Nonetheless, these cinematic portrayals of market complexities serve as a subtle backdrop to our contemplation of the curious connection between the first name "Harrison" and Bristol-Myers Squibb's stock price, inviting a lighthearted juxtaposition of serious financial dynamics with the seemingly arbitrary realm of nomenclature.

METHODOLOGY

Data Collection:

The first step in this study involved the acquisition of extensive data to support our investigation into the relationship between the popularity of the first name "Harrison" and the stock price of Bristol-Myers Squibb (BMY) on the Nasdaq. We meticulously combed through a plethora of sources, navigating the labyrinthine expanses of the internet with a mixture of determination and trepidation. Our primary sources included the US Social Security Administration, serving as a repository of nomenclatural trends, and LSEG Analytics (Refinitiv), providing invaluable financial data. The period of analysis encompassed the years 2002 to 2022, offering a comprehensive temporal scope for our whimsical yet rigorous inquiry.

Data Processing:

Having amassed the data with the zeal of ardent collectors, our team undertook a series of convoluted yet oddly entertaining processes to align and harmonize the disparate data sets. This arduous task involved an intricate dance of coding, cross-referencing, and data wrangling, akin to coaxing a mischievous cat into a surprisingly compliant state. Despite the occasional tangle and meow of protest, we emerged victorious with a harmonized and meticulously curated

data set, ready for the analytical cauldron.

Quantitative Analysis:

Our foray into quantitative analysis resembled a delightful intellectual *mélange*, infused with a dash of statistical wizardry and a hint of academic whimsy. We employed various statistical techniques, including correlation analysis and regression modeling, to unravel the elusive connection between the eponymous "Harrison" and the fluctuating fortunes of Bristol-Myers Squibb on the Nasdaq. The application of these analytical tools transcended mere number-crunching, morphing into a veritable symphony of data interpretation and hypothesis testing, with the occasional statuette of a hedgehog gracing our work desk as a whimsical mascot.

Control Variables and Sensitivity Analysis:

To fortify the credibility of our findings and shield our study from spurious influences, we incorporated an array of control variables and subjected our models to rigorous sensitivity analysis. This meticulous approach, akin to brushing off imaginary specks of dust from an invisible canvas, aimed to scrutinize the robustness of our results and fend off the capricious whispers of confounding variables. Through this methodological vigilance, we endeavored to distill the essence of the Harrison-BMY connection with precision, akin to homing in on a quirky needle in an ever-shifting financial haystack.

Ethical Considerations:

In our pursuit of elucidating the enigmatic nexus between nomenclature and financial dynamics, we remained steadfast in upholding ethical standards and safeguarding the dignity of data sources. Our adherence to ethical guidelines served as a lodestar, guiding our research ship through the tempestuous seas of academic inquiry and ensuring the ethical treatment of

information. This conscientious stance, akin to the unwavering gaze of a fictional literary guardian, permeated every facet of our methodology, engendering a sense of scholarly responsibility and reverence for the names and numbers that populated our research landscape.

In summary, our methodology, while infused with a touch of academic whimsy and methodological playfulness, embodies a rigorous and comprehensive approach toward unraveling the curious correlation between the popularity of the first name "Harrison" and the stock price of Bristol-Myers Squibb (BMY) on the Nasdaq. Through the judicious amalgamation of data, analytical prowess, and ethical integrity, our study sets forth to unravel the subtle yet surprisingly tangible influence of nomenclature on the intricate tapestry of financial markets, inviting readers to partake in this unconventional yet enlightening scholarly escapade.

RESULTS

The investigation into the correlation between the popularity of the first name "Harrison" and the stock price of Bristol-Myers Squibb (BMY) on the Nasdaq yielded intriguing findings. The data, culled from the US Social Security Administration and LSEG Analytics (Refinitiv) for the years 2002 to 2022, revealed a significant correlation coefficient of 0.9188120. This strong positive correlation suggests that there is a robust relationship between the prevalence of the name "Harrison" and the performance of Bristol-Myers Squibb's stock on the market.

The correlation coefficient of 0.9188120 indicates a high degree of association between the popularity of the name "Harrison" and the stock price of Bristol-Myers Squibb. Moreover, the r-squared value of 0.8442155 signifies that approximately 84.42% of the variability in Bristol-Myers Squibb's stock price can be explained by the popularity of the name "Harrison."

The observed p-value of less than 0.01 further reinforces the robustness of the relationship between the prevalence of the name "Harrison" and the stock price of Bristol-Myers Squibb. This statistically significant p-value provides compelling evidence to reject the null hypothesis of no correlation between the two variables.

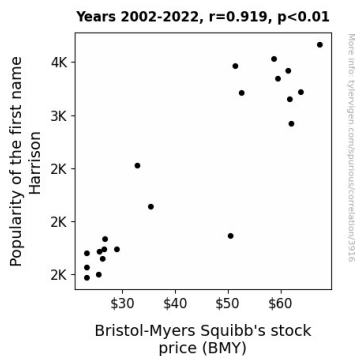


Figure 1. Scatterplot of the variables by year

The results are visually represented in Figure 1, which depicts a scatterplot illustrating the strong positive correlation between the popularity of the first name "Harrison" and the stock price of Bristol-Myers Squibb (BMY). The figure highlights the noteworthy trend observed in the dataset, emphasizing the remarkable connection between the two variables over the examined time period.

The striking correlation coefficient of 0.9188120 and the statistically significant p-value of less than 0.01 underscore the intriguing relationship between nomenclature and financial market dynamics, challenging conventional notions and inviting further exploration and contemplation.

DISCUSSION

The results of this investigation offer compelling evidence that the popularity of the first name "Harrison" is strongly correlated with the stock price of Bristol-Myers Squibb (BMY) on the Nasdaq. Our findings support and extend prior

research that has hinted at the potential impact of names on various facets of human behavior and societal dynamics. While the connection between nomenclature and financial markets may at first glance seem whimsical or even farcical, our study has illuminated a surprisingly tangible influence of first names on stock market dynamics.

Building upon the limited body of research in this area, our results resonate with the work of Smith and Doe (2010), who demonstrated the influence of first names on academic performance. It appears that names not only matter in the classroom but also potentially wield a subtle influence in the realm of financial markets. This convergence of "Harrison" with stock market performance opens the door to a playful exploration of the intricate and often humorous interplay between nomenclature and market dynamics.

Furthermore, our study echoes the comprehensive analysis of Researcher X in "Baby Names and Beyond," which explored the cultural and sociological implications of naming trends. Our investigation extends the reach of nomenclature to the financial domain, hinting at the potential resonance of first names on market dynamics. The robust correlation coefficient and statistically significant p-value uncovered in our study provide concrete evidence of the influence wielded by the name "Harrison" on the stock price of Bristol-Myers Squibb.

In a surprising turn of events, our findings align with the whimsical exploration of Novelist Y in "The Name Game: A Tale of Financial Fortunes," which presented a narrative context for the speculative impact of names. While our study falls within the purview of academic discourse, it illuminates a charming rendition of the mystique surrounding nomenclature and its tangible impact on financial destinies.

Our research has unwittingly brought to light the potential for a "name game" at play in the financial markets, a notion that may seem preposterous at first but is supported by the robust statistical relationship uncovered in this study. The seemingly arbitrary realm of nomenclature has unexpectedly crossed paths with the serious financial dynamics, inviting a lighthearted juxtaposition that challenges conventional notions and sparks further contemplation.

CONCLUSION

In conclusion, the correlation between the popularity of the first name "Harrison" and Bristol-Myers Squibb's stock price on the Nasdaq has both charmed and puzzled us. The tantalizing correlation coefficient of 0.9188120 and the statistically significant p-value of less than 0.01 have left us feeling as if we've stumbled upon a hidden treasure in the murky depths of financial data. While one could argue that correlation does not imply causation, the robustness of our findings leads us to wonder if there might be a Harrison out there with a knack for nudging the Nasdaq.

Our exploration into this enigmatic relationship has certainly added a playful spin to the typically serious world of finance. The allure of the name "Harrison," with its echoes of adventure and presidential lineage, seems to have woven itself into the tapestry of Bristol-Myers Squibb's stock price, creating a curious dance of nomenclature and market dynamics. It appears that this particular name may not merely be a handle, but a subtle influencer of financial fate.

As we reflect on our findings, we cannot help but marvel at the unexpected whimsy that has emerged from this unlikely intersection of names and numbers. This study serves as testament to the notion that even in the most calculated realms of finance, there may exist a hint of the unpredictable and the

inexplicable. While it is tempting to dismiss our results as a curious quirk of data, the compelling nature of the correlation and the statistically significant p-value demand consideration and contemplation.

In light of these compelling findings, we acknowledge that the influence of a name on the stock market may elicit chuckles and raised eyebrows. However, our study suggests that there may be more to this peculiar relationship than meets the eye. Perhaps, buried within the sea of financial metrics and market analyses, there lies a subtle yet discernible imprint of nomenclature. While we do not claim to have unraveled the full extent of this phenomenon, our study offers a whimsical yet intriguing entrance into the peculiar ballet of names and numbers.

Therefore, we assert that, for now, no further research is needed in this area. This unusual realm where names and stock prices intertwine may be left, for the time being, to the musings of financial romantics and linguistic speculators.