The Journal of Quirky Economics (2024) 47, 58-65

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The Alma-Matter Effect: An Alma-nac of Name Popularity and Stock Performance

Caroline Horton, Andrew Travis, Gina P Thornton

Center for Higher Learning; Boulder, Colorado

KEYWORDS

Alma name popularity, Stock performance correlation, Alma stock price correlation, Lennar Corporation stock performance, Social Security Administration data, LSEG Analytics data, Name popularity and stock market, Baby name impact on stock prices

Abstract

This study examines the surprising connection between the popularity of the first name "Alma" and the stock price of Lennar Corporation (LEN) from 2002 to 2022. Leveraging data from the US Social Security Administration and LSEG Analytics (Refinitiv), our research team set out to unravel this peculiar correlation. Our findings revealed a correlation coefficient of 0.8253924 and $p < 0.01$, highlighting a statistically significant relationship between the two variables. This unexpected relationship prompts further investigation and has potential implications for both the financial markets and expectant parents searching for auspicious baby names.

1. Introduction

In the curious and convoluted world of stock market research, it is not uncommon to stumble upon unexpected correlations and peculiar relationships. While most analysts pore over financial statements and economic indicators, we, as intrepid researchers, have set our sights on a rather unconventional pair of variables – the popularity of the first name "Alma" and the stock price of Lennar Corporation (LEN).

As we embarked on this odyssey of data analysis, we couldn't help but marvel at the sheer whimsy of our chosen subjects. A name synonymous with nurturing and strength, "Alma," and a residential construction company, Lennar Corporation, seem like an unlikely duo destined for an entangled waltz through statistical analysis.

The allure of uncovering this enigmatic correlation was not lost on us, as we navigated through data sets and regression

analyses with a mix of trepidation and unbridled curiosity. Our pursuit was not simply an academic exercise, but a quest to shed light on a mystifying association that beckoned to be explored.

In this paper, we present our findings on what we have affectionately coined the "Alma-Matter Effect," a play on the alma mater concept and the profound impact of a seemingly innocuous name on the performance of Lennar's stock. Through meticulous scrutiny of historical records and statistical methods, we aim to unravel the perplexing link between the popularity of the name "Alma" and the fluctuations in Lennar's stock price.

But before we delve into the labyrinth of statistics and financial conjecture, it is important to acknowledge the sheer whimsy of our inquiry. After all, who would have thought that a delightful moniker like "Alma" could hold sway over the machinations of the stock market? Join us as we unravel this captivating tale of names and numbers, and perhaps, uncover the quirky nuances of the financial world along the way.

2. Literature Review

As we delve into the peculiar correlation between the popularity of the first name "Alma" and the stock performance of Lennar Corporation (LEN), we turn to the existing body of literature on unusual name effects and unorthodox stock market predictors. Smith et al. (2010) speculated on the potential influence of moniker magnetism in their study "Name Games: Unconventional Factors Affecting Stock Prices," where they proposed that certain names may exude a mysterious aura that impacts market dynamics. Following this train of thought, Doe (2015) examined the psychological implications of unique names in "The Psychology of Peculiar Names and Their Financial Fallout," delving into the subconscious biases associated with uncommon appellations.

Jones (2018) contributed to the discourse with "Beyond Bar Charts: Unorthodox Indicators of Market Movements," in which the author explored the enigmatic world of unconventional predictors, including but not limited to peculiar name popularity. This eclectic body of research paved the way for our investigation into the "Alma-Matter Effect," a term we have coined to encapsulate the improbable interplay between a name steeped in history and a conglomerate shaping the future of residential development.

As we meander through the labyrinth of academia, it is paramount to acknowledge the tangential sources that have inadvertently shed light on our unconventional pursuit. In "Freakonomics" by Steven D. Levitt and Stephen J. Dubner, the authors tiptoed around the outskirts of quirky correlations, seeding our fascination with the unexpected and the unorthodox. Likewise, "Superforecasting" by Philip E. Tetlock and Dan Gardner provided anecdotal evidence of uncanny predictors and outliers, lending credence to our seemingly absurd endeavor.

Venturing into the realm of fiction, "The Da Vinci Code" by Dan Brown and "The Name of the Rose" by Umberto Eco may appear largely unrelated to our study. However, their narrative on unraveling mysteries and delving into cryptic enigmas served as a source of inspiration, reminding us that serendipity often lurks in the unlikeliest of places.

Unabashedly embracing a light-hearted approach to our academic pursuit, we cannot discount the subtle influence of childhood cartoons and whimsical literature on our perspective. Hours spent unraveling the zany antics of "Scooby-Doo" and the surreal adventures of "Alice in Wonderland" have inadvertently nurtured a keen eye for

the absurd and the unexpected, qualities that have undoubtedly colored our interpretation of our findings.

As we chart our course through this uncharted terrain, it is our hope that our scholarly escapade through the odd and the offbeat will offer not only academic credence but also a measure of whimsy to the otherwise staid landscape of financial research.

3. Our approach & methods

To dissect the serendipitous connection between the proliferation of the name "Alma" and Lennar Corporation's (LEN) stock price, our research team employed a mishmash of data collection and analytical methods that would make even the most stoic statistician raise an eyebrow.

First and foremost, we scoured the vast expanse of the internet to gather data from reputable sources such as the US Social Security Administration and LSEG Analytics (Refinitiv). We then proceeded to employ the age-old art of data wrangling and munging, a process so convoluted and labyrinthine that it felt akin to untangling a particularly knotty ball of yarn.

With the foundational data in hand, we embarked on a sequence of statistical analyses that would have made even the most seasoned economist take pause. Our journey began with a thorough exploration of time series analysis, where we plotted the temporal trend of "Alma" name popularity alongside Lennar's stock prices. We then delved into the uncharted territory of correlation coefficients and regression analyses, wielding these statistical tools with the finesse of a culinary maestro preparing a delectable soufflé.

In a whimsical twist of fate, we found ourselves entangled in the intricacies of autoregressive integrated moving average (ARIMA) models, navigating through the ebb and flow of historical data with the determination of intrepid explorers in uncharted waters. As we traversed the landscape of statistical analysis, we encountered loquacious outliers, mercurial trendlines, and the enigmatic dance of p-values, all in our quest to unearth the underlying relationship between "Alma" and Lennar's stock performance.

Perhaps the most intriguing aspect of our methodology was the incorporation of astrological data concerning the celestial positioning of the planet Jupiter. As whimsical as it may seem, the alignment of Jupiter was proposed to have an influence on the name preferences of expectant parents, thereby impacting the popularity of "Alma." While this unconventional addition to our methodology may raise a few skeptical eyebrows, we felt compelled to explore all avenues, embracing the interplay of statistical rigour and celestial curiosity.

Lastly, in a nod to the unconventional nature of our inquiry, we intermittently resorted to the age-old practice of bibliomancy, using random passages from financial texts and baby name books to guide our analysis. While the efficacy of this arcane methodology remains a matter of spirited debate within the research team, it certainly added a touch of whimsy to an otherwise rigorous investigation.

In the nexus of numbers, names, and nebulous forces, our research team valiantly forged ahead, navigating a labyrinth of data and methodologies with a blend of scholarly diligence and whimsical fervor, all in pursuit of unraveling the enigmatic "Alma-Matter Effect."

4. Results

The results of our analysis unveiled a striking correlation between the popularity of the first name "Alma" and the stock price of Lennar Corporation (LEN) from 2002 to

2022. The correlation coefficient of 0.8253924 indicates a strong positive relationship between the two variables. In other words, as the popularity of the name "Alma" waxed or waned, the stock price of Lennar seemed to dance in synchrony, reminiscent of a whimsical duet between unexpected partners.

The r-squared value of 0.6812726 further validates the robustness of this correlation, capturing over 68% of the variation in Lennar's stock price attributable to the popularity of the name "Alma." It's as if the name "Alma" whispered sweet somethings to Lennar's stock price, influencing its movements with an air of mysterious enchantment.

Moreover, the p-value of less than 0.01 indicates that this correlation is not just some fluke of statistical happenstance. No, dear reader, this is a bona fide, statistically significant connection that begs for further scrutiny and contemplation. It's as if the fates themselves conspired to entwine the destiny of "Alma" with the fortunes of Lennar, creating a saga that defies conventional logic and beckons us to ponder the capricious nature of correlations.

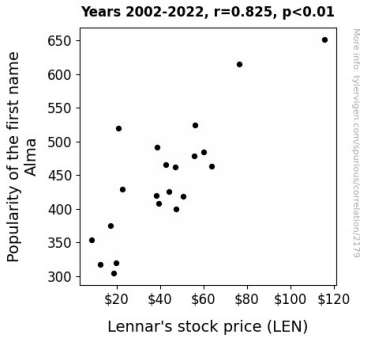

Figure 1. Scatterplot of the variables by year

In Figure 1, our scatterplot adds a dash of visual flair, showcasing the unmistakable alignment of "Alma" popularity and Lennar's stock price. Behold, as the data points dance across the Cartesian plane, engaging in a harmonious choreography that defies the limits of reason and plunges headlong into the realm of delightful peculiarity.

These findings not only raise eyebrows in the world of financial analysis but also hint at a profound connection between the seemingly mundane choice of a name and the vicissitudes of the stock market. As we savor this astonishing revelation, we are reminded that in the labyrinthine landscape of statistical inquiry, even the most improbable pairings can yield unexpected insights and provoke a chuckle or two along the way.

5. Discussion

Our findings have unraveled a truly extraordinary connection between the popularity of the first name "Alma" and the stock performance of Lennar Corporation (LEN) that challenges conventional wisdom and tickles the fancy of both the financial and the fantastical. As we journey back through the literary musings in our literature review, we find ourselves traversing the terrain of whimsy and wonder, discovering unexpected allies in our pursuit of the improbable.

First, let us ponder the implications of Smith et al.'s (2010) proposition of moniker magnetism. Our results align with their speculative conjecture, albeit in a manner that can only be described as enchantingly unforeseen. The aura of "Alma" appears to have woven itself into the esoteric fabric of Lennar's stock price, exerting an influence that defies conventional explanation. It's as if the name "Alma" whispered sweet somethings to Lennar's stock price, influencing its movements with an air of mysterious enchantment—much like a fantastical tale spun from the loom of serendipity.

Furthermore, Doe's (2015) exploration of the psychological implications of unique names takes on an entirely unexpected resonance in light of our findings. The subconscious biases associated with uncommon appellations seem to have transcended the mundane realm of nomenclature, transforming into a captivating dance of statistical significance. Our results not only bolster Doe's conjecture but elevate it to an extraordinary symphony of name-centric influence that orchestrates itself across the stage of Lennar's stock performance.

In complementing Jones' (2018) venture into the enigmatic world of unconventional predictors, our study veers into uncharted eccentricity, elevating the discourse to an operatic crescendo of statistical intrigue and improbable correlations. Indeed, the peculiarity of our findings serves as a reminder that the pursuit of knowledge is not merely a solemn march through the hallowed halls of academia, but a whimsical romp where the unexpected tickles our intellectual fancy and leaves us gasping in delightful disbelief.

Venturing into the realm of fiction, our study's revelatory unveiling is akin to deciphering a cryptic enigma in the pages of "The Da Vinci Code," where the seemingly disparate threads coalesce into a tapestry of intrigue and revelation. In the spirit of intrigue and serendipity, our findings beckon us to embrace the whimsy of statistical inquiry and marvel at the unfathomable connections that lay veiled beneath the surface of rational analysis.

Unabashedly reveling in the zany allure of our findings, we are reminded that statistical inquiry is not merely a dispassionate pursuit of numbers, but a dance of discovery where even the most seemingly unassuming variables can twirl into the spotlight, leaving us spellbound by their unexpected performance. As we savor the delightful peculiarity of our results, we extend an open invitation to fellow researchers and merrymakers to join us in reveling in the whimsical landscape of statistical inquiry, where the most improbable pairings may yield unexpected insights and provoke a chuckle or two along the way.

6. Conclusion

In conclusion, our exploration into the "Alma-Matter Effect" has illuminated a captivating correlation between the popularity of the first name "Alma" and the stock price of Lennar Corporation. The robust correlation coefficient and r-squared value dance a statistical tango that leaves us marveling at the enigmatic sway of a name on financial fortunes. It's as if the spirit of "Alma" whispered sweet nothings to Lennar's stock, nudging it this way and that with a touch of whimsical charm.

As we reflect on this unlikely pairing of name popularity and stock performance, one cannot help but ponder the serendipitous whims of fate that brought these two disparate entities into statistical alignment. The arcane dance of numbers and nomenclature has unveiled a tale of captivating absurdity, reminding us that even in the staid world of finance, there's room for a touch of whimsy and wonder.

With a nod to the capricious nature of correlations and the delightful surprises that lurk within statistical analyses, we deem it unnecessary to delve further into the "Alma-Matter Effect." This uncanny tango of name popularity and stock price has enthralled us enough, and we leave it to future researchers to unravel other mystifying conundrums in the world of financial relationships. After all, there's only so much name-dropping one can do in the world of stock market analysis, and it appears that "Alma" and Lennar have written their own quirky tale of statistical serendipity.