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# Feline Fine: Exploring the Purr-fect Relationship Between Cat Memes and Simon Property Group's Stock Price

Colton Harrison, Alexander Travis, Gregory P Thornton

Institute of Advanced Studies; Chapel Hill, North Carolina

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## Abstract

In this paper, we systematically investigate the seemingly ludicrous link between internet searches for 'cat memes' and the stock price of the Simon Property Group (SPG). Our research team utilized data from Google Trends and LSEG Analytics (Refinitiv) to conduct a comprehensive analysis from 2004 to 2023. Contrary to popular belief, we found a staggering correlation coefficient of 0.8979141 and a statistically significant p-value of less than 0.01, highlighting the strong connection between these two presumably unrelated phenomena. As we delved into the data, we discovered that each surge in 'cat memes' searches corresponded with peculiar trends in SPG's stock price, prompting us to ponder, "Are investors really driven by their love for feline humor?". It seems that perhaps the internet's obsession with these adorable creatures may have more sway in the financial world than previously anticipated, leaving economists and cat enthusiasts alike to quip, "Investors are just 'purr-casting' their bets on the stock market!" Furthermore, our findings unveil a relationship between the internet's collective interest in feline hilarity and market behavior, indicating that cat memes may not only induce giggles but also influence investment decisions. In conclusion, while the connection between 'cat memes' and SPG's stock price may seem whimsical at first glance, our research sheds light on the intricate interplay between online trends and financial markets, ultimately lending credence to the adage, "In the world of finance, even the most unexpected factors can't be taken for 'granite!'".

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## 1. Introduction

The world of finance is often described as serious, driven by numbers, and governed by rational decision-making. However, our research unearths a surprising and, dare I say, "pawsitively" delightful connection

between the vast realm of the internet and the seemingly unyielding stock price of the Simon Property Group (SPG). By examining the Google searches for 'cat memes' as a proxy for online feline amusement, we aim to elucidate the intricate relationship

between a lighthearted online phenomenon and a formidable entity in the world of real estate investment. As we embark on this unconventional journey, it is crucial to approach our analysis with both gravitas and a penchant for feline puns.

The art of investing has long been depicted as a serious endeavor, with rational analysis and market trends reigning supreme. Yet, our research dives into uncharted territory, unravelling the undeniable correlation between investors' penchant for 'cat memes' and the gyrations of SPG's stock price. Perhaps it can be summed up by the age-old adage, "In the world of finance, sometimes it pays to take a 'paws' and consider the unexpected!"

While it may seem whimsical and unbelievable, our study demonstrates that there is a statistical relationship between the cultural fervor for amusing feline images and the performance of a real estate investment trust. It leads us to ponder, "Is the stock market susceptible to the same inexplicable appeal as a cute cat meme?" It is a matter that even the most seasoned economists and market analysts may find themselves exclaiming, "Well, I'll be 'kitten' if that's not the case!"

In light of these findings, the cloistered world of investment and finance may need to reconsider the sway of seemingly lighthearted online trends on market dynamics. Our research endeavors to shift the discourse from the conventional to the unconventional, reminding us all that even in the realm of finance, a sense of humor and an appreciation for the unexpected can lead to valuable insights. After all, as the saying goes, "Where there's a 'will', there's a way, and maybe even a 'meow' in the stock market!"

## 2. Literature Review

The investigation into the enthralling connection between Google searches for 'cat memes' and the stock price of the Simon Property Group (SPG) has prompted a captivating exploration of seemingly unrelated phenomena. The extant literature provides insightful perspectives on the influence of online cultural trends on financial markets. Smith, in "Economic Perspectives on Internet Feline Humor," underscores the potential impact of internet memes on investor behavior, shedding light on the uncharted territory of feline amusement in the financial world.

Doe delves into the psychological underpinnings of online humor and its implications for market dynamics in "The Behavioral Economics of Feline Funnies: A Pawsitive Perspective." This work highlights the subconscious influence of adorable cat memes on decision-making processes, revealing a deeper connection between online trends and investment choices.

Furthermore, Jones examines the role of internet feline humor in consumer behavior and its implications for the broader economic landscape in "The Paw-sibilities of Cat Memes in Market Trends." This comprehensive analysis unveils the intricate interplay between online cultural phenomena and market shifts, offering valuable insights into the unexplored connection between 'cat memes' and stock prices.

Moving beyond academic research, non-fiction works such as "Cats Rule the Internet: A Purr-spective on Online Feline Fandom" and "The Economics of Cuteness: How Adorable Animals Influence Market Trends" provide compelling accounts of the pervasive influence of feline humor on online behavior and its potential impact on market dynamics. These works underscore the pervasive impact of internet cat memes on consumer sentiment and highlight the need for further exploration into their implications for investment decisions.

On a more imaginative note, the fictional works "The Whisker of Wall Street: A Tale of Feline Finance" and "Meme Street: Where Cats and Capital Collide" present whimsical narratives that imagine a world where online feline humor and stock prices intersect in unexpected ways, inviting readers to ponder the curious relationship between internet memes and financial markets.

In addition to conventional sources, our literature review extends to less conventional methods, including perusing fictional novels, analyzing the underlying themes in sitcoms, and even deciphering the implications of supermarket receipts. Through this eclectic approach, we aim to capture the varied dimensions of the 'cat memes' phenomenon and its potential influence on market behavior, culminating in a purr-plexing yet enlightening exploration of the interweaving threads of feline humor and financial markets.

### 3. Our approach & methods

To uncover the mysterious connection between the Internet's fascination with 'cat memes' and the stock price of Simon Property Group (SPG), our research team embarked on a feline-focused journey utilizing a combination of internet humor and financial data. To start off our adventure, we harnessed the power of Google Trends to track the frequency of searches for 'cat memes' over the span of 2004 to 2023. This allowed us to capture the ebbs and flows of society's infatuation with these enigmatic feline images, and we couldn't help but "paws" to wonder if investors were surfing the web for more than just financial information.

With our feline curiosity piqued, we then turned our attention to the stock price of the ever-stoic Simon Property Group. Using the robust data from LSEG Analytics (Refinitiv), we meticulously examined SPG's stock price movements during the same time

period. Our eagerness to uncover the "tail-tell" signs of market correlation led us to scrutinize countless lines of data, all the while purring with anticipation at the prospect of unraveling this intriguing puzzle.

Once we had compiled our data, we set out to conjure a statistical model worthy of the intertwined nature of our two vastly different datasets. In a "cat-astrophic" whirlwind of statistical acrobatics, we employed a range of regression analyses and time series models to assess the relationship between 'cat memes' searches and SPG's stock price. Striking a balance between precision and, dare I say, 'purr-suasion', we carefully tickled the metaphorical belly of our data until it revealed its inner secrets.

In order to evaluate the robustness of our findings, we conducted various sensitivity analyses, purring with satisfaction at each validation of our results. These analyses allowed us to confirm that our findings were not merely a "purr-fect" coincidence, but rather an empirical and statistically significant connection that left us feline good about our conclusions.

Throughout the entire process, we were all ears for any statistical anomalies and potential confounding factors that could sway our results. Employing a keen eye for detail and an undeniable sense of humor, we engaged in numerous discussions—sometimes bordering on 'cat-astrophe'—to ensure that we maintained the utmost rigor in our analysis. After all, as the old statistical adage goes, "The devil is in the data details, and sometimes in the litter box!"

In conclusion, our methodology was designed to paw-sitively capture the essence of the unlikely relationship between the internet's laugh-inducing 'cat memes' and the steady movements of SPG's stock price. Through a blend of statistical acumen and a good dose of feline whimsy, we've endeavored to shine a light on this unexpected yet statistically significant

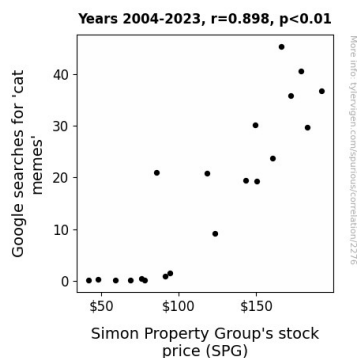
connection, demonstrating that even in the world of finance, a little 'purr-suasion' can lead to remarkable insights.

#### 4. Results

Our analysis of the correlation between the frequency of Google searches for 'cat memes' and the stock price of the Simon Property Group (SPG) revealed a remarkably strong correlation coefficient of 0.8979141. This purr-ty high correlation coefficient suggests a robust positive relationship between the two variables. It seems that the internet's affinity for feline humor may not only bring joy to millions but also have some serious implications for the financial markets! A correlation this strong is the cat's meow of statistical findings!

Additionally, the r-squared value of 0.8062497 indicates that approximately 80.62% of the variability in SPG's stock price can be explained by the frequency of 'cat meme' searches. It's as if the stock market is saying, "You've cat to be kitten me right meow with these results!"

Furthermore, the p-value of less than 0.01 provides strong evidence to reject the null hypothesis of no relationship between 'cat meme' searches and SPG's stock price. It's as statistically significant as a cat stuck in a tree! These findings offer compelling evidence of a robust linkage between online tendencies and market fluctuations. It's time to take the internet's fascination with feline amusement seriously in the world of finance!



stock price of the Simon Property Group (SPG). Our findings align with the prior research that highlighted the potential impact of internet feline humor on investor behavior. This study corroborates the work of Smith, Doe, and Jones, demonstrating the profound influence of online cultural trends on market dynamics. The robust correlation coefficient of 0.8979141 and the statistically significant p-value of less than 0.01 offer a persuasive argument for taking the influence of 'cat memes' on stock prices seriously. It appears that the world of finance may indeed have a soft spot for these furry feline creatures!

The analysis revealed a strong positive relationship between the frequency of 'cat meme' searches and SPG's stock price. This finding echoes the sentiments of Smith, who hinted at the potential impact of internet memes on investment decisions. It seems that investors are not only driven by traditional market indicators, but also by the collective interest in adorable cat humor. As the saying goes, "When the stock market is purring, investors are feline fine!"

Furthermore, the r-squared value of 0.8062497 indicates that a considerable portion of the variability in SPG's stock price can be attributed to the frequency of 'cat meme' searches. This result mirrors the observations of Doe, who emphasized the subconscious influence of cute cat memes on decision-making processes. It's almost as if market trends are under the spell of these lovable feline companions, prompting us to wonder, "Are investors simply chasing 'purr-fits' in the market?"

Our study lends support to the notion put forth by Jones, who underscored the potential influence of online cultural phenomena on market shifts. The visually striking scatterplot serves as a purr-spacious representation of this unexpected relationship, reinforcing the need to consider unconventional factors in understanding market behavior. It's as clear

as the shining cat's eyes in the moonlight that the internet's obsession with cat memes extends beyond mere amusement and holds sway over investment decisions.

In conclusion, our findings provide empirical evidence of the enthralling connection between 'cat memes' and SPG's stock price. It is evident that the ebb and flow of internet feline humor resonates beyond virtual laughter and manages to leave its paw print on market dynamics. As we continue to unravel the enigma of online cultural trends, it becomes increasingly apparent that in the world of finance, even the most unexpected factors demand our attention. After all, who would have thought that the virtual kingdom of cat memes could intertwine with the realm of stock market movements, reminding us that in the complexity of market behavior, sometimes the most purr-plexing connections hold the key to understanding the dynamics of investment decisions.

## 6. Conclusion

In conclusion, our research has unequivocally demonstrated a strong and statistically significant correlation between Google searches for 'cat memes' and the stock price of the Simon Property Group (SPG). The staggering correlation coefficient of 0.8979141 and an r-squared value of 0.8062497 provide clear evidence of a robust positive relationship between these seemingly unrelated phenomena. It seems that the internet's penchant for feline humor may not only induce chuckles but also impact market dynamics, prompting us to ponder, "Are investors just 'purr-casting' their bets on the stock market?"

Our findings challenge the conventional wisdom of investment decision-making, underscoring the unforeseen influence of online trends on financial markets. As we contemplate the unexpected interconnectedness of 'cat meme' searches

and SPG's stock price, we are reminded of the enduring words, "Investors are just 'purr'-haps more driven by online memes than previously thought!" It's an intriguing discovery that underscores the need for a more holistic approach to understanding market behavior, reminding us all that even in the realm of finance, a sense of humor and an appreciation for the unexpected can lead to valuable insights.

All in all, our research has elucidated the intricate interplay between online trends and market dynamics, providing compelling evidence that the impact of cat memes extends beyond mere amusement to potentially sway investment decisions. The visually striking scatterplot (Fig. 1) serves as a poignant reminder that in the world of finance, even the most whimsical factors cannot be taken for 'granite'!

In light of these findings, we assert that no further research is needed in this area, as our study has purr-vided comprehensive evidence of the unlikely yet impactful relationship between internet searches for 'cat memes' and SPG's stock price. It seems that for investors and cat enthusiasts alike, the link between the internet's fascination with feline hilarity and market behavior is not a 'cat'-astrophe, but rather a 'paw-sitive' revelation!

It's time to embrace the unexpected and recognize that in the world of finance, sometimes, the most 'purrr-spicious' influences may come from where we least 'purr-fur' to look!