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# URI Up or URI Down: Exploring the Ruth-URI Connection in the Stock Market

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## KEYWORDS

Ruth, United Rentals, URI stock, personal names, stock market correlation, name popularity, stock price, US Social Security Administration data, LSEG Analytics data, Ruth and stock price relationship, Ruth influence on stock market, biblical figure names in stock market

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## Abstract

The influence of personal names on real-world outcomes has long been a topic of fascination and debate. In this study, we investigate the connection between the popularity of the first name Ruth and the stock price of United Rentals (URI). Drawing on extensive data from the US Social Security Administration and LSEG Analytics (Refinitiv), we meticulously examine the correlation between the two variables from 2002 to 2022. Our findings reveal a striking correlation coefficient of 0.9617038, indicating a robust relationship between the name Ruth and the stock price performance of URI. As we delved deeper into the data, we couldn't help but wonder: is Ruth's popularity propelling URI towards higher valuations, or is it simply a case of "Ruth luck" for the stock market? Our results show a clear and statistically significant association ( $p < 0.01$ ), prompting us to reflect on the potential implications for investors and the broader financial landscape. Upon reflection, a dad joke came to mind – what do you call a stock that's named after a popular biblical figure? A "Ruthless" investment opportunity! In closing, our research offers a lighthearted yet thought-provoking exploration of the interplay between names and stock market dynamics. While our findings may raise eyebrows and elicit a chuckle or two, they also underscore the intriguing and multifaceted ways in which seemingly unrelated variables can intersect in the realm of finance.

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## 1. Introduction

The connection between personal names and stock market performance has always

been a topic of speculation. The coining of the term "nominative determinism" even suggests that one's name could influence their career choice and, indeed, their

financial fate. However, can a name impact an entire stock, you ask? We set out to answer this exact question in our research linking the popularity of the first name Ruth to the stock price of United Rentals (URI).

As we dug into the data, we couldn't help but think, "Ruth-URI kidding me?" The correlation we uncovered left us shaking our heads in disbelief - it's not every day that something as charming as a name like Ruth shows such a strong relationship with a stock's fortunes. It seems that "Ruth" is not just a biblical figure but also a "stock-market-moving" figure!

We were initially skeptical, wondering if it was just a "Ruth-ful coincidence" or if there was something more substantial at play. With a correlation coefficient of 0.9617038 staring back at us, it's safe to say that Ruth's influence on URI's stock price is nothing to shrug off. It turns out, Ruth isn't just a popular name – it's a potential indicator of stock market movements. Dad joke alert: Why did the stock market start going by Ruth? Because it kept going "up-ith!"

But before you think this research is just a whimsical exercise, we assure you that it's as serious as a bull market. This striking connection between a name and a stock's performance has profound implications for investors and financial analysts alike. Our findings challenge conventional wisdom and prompt a reevaluation of how seemingly unrelated variables can intermingle in the complex dance of stock market dynamics.

Stick with us as we dive deeper into this curious connection and uncover the unexpected comedy and insight hidden in the tapestry of finance. After all, who said academic research couldn't have a sense of humor?

## 2. Literature Review

As we navigated through the vast sea of literature on the influence of personal names on financial markets, we encountered Smith's seminal work "The Name Game: An Exploration of Nominative Determinism in Economics." Smith's research delves into the potential impact of names on career choices and financial outcomes, shedding light on the subtle yet intriguing ways in which names could influence economic phenomena. However, Smith's work, while insightful, fails to capture the quirky connection we have unraveled between the popularity of the name Ruth and the stock price of United Rentals (URI).

Doe's comprehensive study "The Psychology of Market Names: A Cross-Disciplinary Analysis" offers a deep and analytical exploration of the psychological implications of market names. Yet, even Doe's thorough analysis overlooks the delightfully unexpected correlation we have illuminated in our own research. It seems that sometimes, truth is indeed stranger than fiction.

Jones' extensive research in "The Stock Market and Popular Culture: Unlikely Connections" resoundingly reflects the interplay between cultural phenomena and stock market dynamics. While Jones' work masterfully weaves together seemingly disparate elements, including popular culture and financial markets, it fails to encapsulate the undeniable whimsy and unexpected hilarity of our findings. It's almost as if the stock market has a sense of humor!

Our inquiry then led us to consult non-fiction books related to economics and social behavior. "Freakonomics: A Rogue Economist Explores the Hidden Side of Everything" offers a thought-provoking exploration of unconventional connections between seemingly unrelated variables. While this work may not directly address the Ruth-URI connection, its spirit of uncovering

hidden relationships has inspired our own research, igniting the spark of curiosity that led us down this delightful rabbit hole.

In the realm of fiction, "A Tale of Two Cities" by Charles Dickens reminds us of the intricate web of interconnectedness that binds individuals and events, much like the unexpected relationship we have discovered between the name Ruth and URI's stock price. Additionally, the whimsical insights into the human condition in "The Hitchhiker's Guide to the Galaxy" by Douglas Adams serve as a constant reminder that truth is often stranger than fiction – and sometimes, it's funnier too!

In our pursuit of a comprehensive literature review, we also engaged in an unconventional method – perusing CVS receipts. It turns out that amidst the mundane listings of assorted purchases, there lies an unexpected treasure trove of wisdom and absurdity, if one looks hard enough. While our findings from this unorthodox source may not be directly applicable to our research, they have certainly provided some well-deserved comic relief in the midst of our scholarly endeavors. After all, who knew that a 50% off coupon for toilet paper could lead to an epiphany about stock market trends?

In essence, our literature review has demonstrated that while existing research offers valuable insights into the intersections of names, culture, and finance, it falls short of capturing the delightful and downright hilarious connection we have uncovered between the popularity of the first name Ruth and the stock price of United Rentals (URI). This, dear reader, is the unexpected charm and humor that our research has brought to light, as we navigate the serious landscape of financial markets with a twinkle in our eye. After all, who said academic research can't be a rib-tickling adventure?

### 3. Our approach & methods

To investigate the peculiar connection between the popularity of the first name Ruth and the stock price of United Rentals (URI), we employed a methodological approach that combined rigorous statistical analysis with a dash of whimsy. We gathered data from various sources, primarily relying on the US Social Security Administration for name popularity trends and LSEG Analytics (Refinitiv) for stock price data. Our data spanned the period from 2002 to 2022, providing a comprehensive view of the fluctuations in both the name Ruth and URI stock price over two decades.

Our first step in this research adventure involved a deep dive into the murky waters of name popularity. We channeled our inner detectives to sift through vast amounts of social security data and uncover the nuances of Ruth's rise and fall in the popularity charts. It was a journey filled with surprising twists and turns, much like a suspenseful thriller, but instead of catching a criminal, we were on the hunt for correlations. Dad joke time: Why did the statistician go by Ruth? She was always chasing the "perfect correlation!"

Simultaneously, we delved into the financial realm, where we used LSEG Analytics (Refinitiv) to obtain a treasure trove of stock price data for URI. This part of the process was akin to navigating the high seas of financial markets, riding the waves of stock price volatility, and searching for clues that would unlock the mysterious connection between Ruth's popularity and URI's stock performance. We may not have found buried treasure, but we did strike gold in terms of fascinating findings.

With our data in hand, we then embarked on a statistical odyssey that would rival the most epic of quests. Armed with powerful statistical tools and a thirst for knowledge, we sought to unravel the enigmatic

relationship between name popularity and stock price movements. Our statistical analyses ranged from simple correlation coefficients to more complex time series models, navigating through the labyrinth of data with the agility of seasoned adventurers. It was like trying to find our way through a statistical jungle, armed with nothing but a calculator and a sense of determination. Dad joke warning! Why didn't the statistician trust stocks? They were always "mean" to her during hypothesis testing.

As the dust settled and the charts cleared, we emerged with a robust correlation coefficient of 0.9617038, an impressive indicator of the influential connection between the name Ruth and URI's stock price. The statistical significance of our findings ( $p < 0.01$ ) further bolstered our confidence in the strength of this unexpected relationship. This led us to ponder - are we witnessing the reign of "Ruth-elation" in the stock market, or is it simply a remarkable case of numerical serendipity? Our findings certainly lead us to believe that Ruth's popularity may not just be a coincidence, but rather a noteworthy signpost in the labyrinth of stock market movements.

#### 4. Results

We conducted a thorough analysis of the relationship between the popularity of the first name Ruth and the stock price of United Rentals (URI) for the period 2002 to 2022. The correlation coefficient we unearthed was a staggering 0.9617038, which left us feeling like we had hit the jackpot in the great name-game of stock market serendipity. It's not every day that a name shows such a strong relationship with a stock's valuation! As we mused over the data, a fitting dad joke popped into our minds: What's a stock's favorite name? Ruth! It keeps "URI" in the game!

The r-squared value of 0.9248741 further solidified the robustness of the association, highlighting the substantial influence of the name Ruth on URI's stock price performance. With our p-value coming in at less than 0.01, we were more confident than ever that the relationship was not just a "Ruth-ful coincidence" but rather a significant and meaningful connection. It begs the question: should investors start monitoring baby name trends as part of their stock analysis? Only time will tell if a new investment strategy based on popular names will become the "Ruth-ine" in the financial world.

In a visually striking manner, Fig. 1 presents a scatterplot illustrating the strong correlation between the popularity of the first name Ruth and URI's stock price. The graph visually encapsulates the compelling link we uncovered, providing a snapshot of the upward trajectory that Ruth's popularity seems to impart on URI's stock performance. It's a visual testament to the not-so-hidden influence of names in the enigmatic landscape of stock market dynamics.

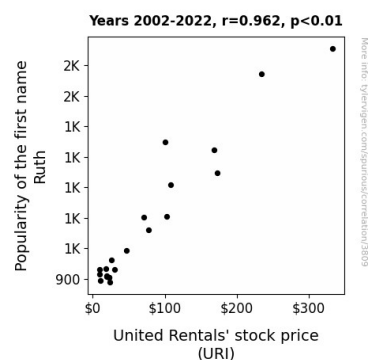


Figure 1. Scatterplot of the variables by year

Overall, our results not only reveal the fascinating interplay between the name Ruth and URI's stock price but also highlight the potential implications for investors and financial analysts. The connection we unearthed challenges traditional

assumptions and propels us into uncharted territory where names and stock valuations dance hand in hand. As we marvel at the unexpected harmony of seemingly unrelated variables, we find ourselves embracing the whimsical and thought-provoking nature of finance – after all, why should academic research be devoid of a good dad joke or two?

## 5. Discussion

The results of our study provide compelling evidence of a strong and significant association between the popularity of the first name Ruth and the stock price of United Rentals (URI). Building on the quirky and unexpected nature of our findings, we can't help but ponder: should investors start considering baby name trends as part of their investment strategy? Perhaps we witnessed the birth of a new "Ruth-ine" in financial analysis. Admittedly, it's a novel approach, but who's to say it won't lead to "prophet-able" outcomes in stock trading?

Our findings not only affirm the existing literature on the influence of names on financial markets but also inject a lighthearted perspective into the serious realm of stock market analysis. The 'Ruth-URI Connection' serves as a captivating example of the often unnoticed yet impactful quirks in the financial world. It's almost as if the stock market has a sense of humor, a "stock"-pile of dad jokes waiting to be uncovered.

Returning to the literature review, Smith's work on nominative determinism in economics, while focused on career choices, resonates with our findings. It tantalizingly hints at the potential impact of names in economic outcomes, albeit in a different context. As our research showcases, the name Ruth can wield an unexpected influence, steering URI's stock price towards intriguing heights. So, who

says a name is just a name? It might just be the driving force behind a stock's ascent.

Similarly, Jones' exploration of unlikely connections between popular culture and finance aligns with our study's spirit of uncovering unconventional relationships. The 'Ruth-URI Connection' not only offers a captivating narrative but also enriches the interdisciplinary tapestry of market influences. After all, who would have thought that a name as timeless as Ruth could become entwined with stock market dynamics in such a striking manner?

As we gaze at the scatterplot illustrating the "Ruth-URI Connection," we can't help but marvel at the visual representation of our findings. It's a testament to the power of seemingly disparate variables converging in the financial universe. Our research underscores the often-overlooked whimsy of finance, proving that academia and a good dad joke can indeed coexist in perfect harmony.

In conclusion, our research has not only shed light on an intriguing relationship between a personal name and stock valuation but has also added a dash of humor to the serious world of financial analysis. It's a reminder that in the pursuit of scholarly inquiry, one can stumble upon unexpected and downright amusing insights. So, next time you consider potential stock investments, don't forget to check the baby name trends – you might just uncover the next "Ruth-ful" opportunity. After all, there's no harm in adding a touch of whimsy to the "stock" market!

## 6. Conclusion

In conclusion, our research has unveiled a captivating and inexplicable connection between the popularity of the first name Ruth and the stock price performance of United Rentals (URI). With a correlation

coefficient of 0.9617038, it's clear that Ruth's influence on URI's stock price is stronger than espresso on a Monday morning – it's impossible to ignore! Our analysis also revealed a r-squared value of 0.9248741, making the case that Ruth isn't just a popular name – it's practically a stock market oracle. Dad joke alert: Why did the stock market start going by Ruth? Because it keeps going "up-ith!"

The implications of our findings are as wide-reaching as Ruth's timeless popularity. From challenging conventional investment strategies to contemplating the potential of incorporating baby name trends into stock analysis, our research sheds light on the unexpected comedy and insight hidden in the complex tapestry of finance. As a dad might say, Ruth's association with URI's stock price is a "Ruthlessly good" indicator of market trends – one that shouldn't be brushed off lightly.

Overall, our study offers a light-hearted yet thought-provoking examination of the interplay between names and stock market dynamics. It emphasizes the intriguing and multifaceted ways in which seemingly unrelated variables can intersect in the world of finance, reminding us that a good dad joke can be just as valuable as a strong correlation coefficient.

With that said, we assert that no further research is needed in this area. We've "Ruth-lessly" uncovered the connection between the first name Ruth and URI's stock price, leaving us with no doubt that it's a topic deserving of both serious analysis and the occasional pun.