

# **SLY SUS AND SOARING STOCKS: THE SURPRISING LINK BETWEEN 'THAT IS SUS' GOOGLE SEARCHES AND NVIDIA'S STOCK PRICE**

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In this study, we bring levity to the seemingly unrelated realms of online gaming lingo and financial markets. By analyzing Google search data for the term 'that is sus' alongside the stock price of NVIDIA (NVDA), we uncovered an unexpected correlation that transcends the computationally surreal. Our research team utilized data from Google Trends and LSEG Analytics (Refinitiv) to assess this nagging question and emerged with a correlation coefficient of 0.9305268 and  $p < 0.01$  for the period spanning 2004 to 2023. The findings of our investigation hint at a potential link between the popularity of the phrase 'that is sus' in the gaming community and the fluctuations in NVIDIA's stock price. It seems that discerning the imposter among us in gaming may also point toward discerning patterns in the stock market. One could say that our findings are quite 'suspicious' indeed, fitting for correlating a gaming term with graphic processing units. In conclusion, our results provide an amusing anecdote for the intersection of popular culture and financial behemoths. Who knew that a critical exploration of the 'suspicious' phrase in gaming parlance could lead to an unsuspecting relationship with stock market dynamics? As researchers, we must continue to remain open to unexpected connections, even if they seem 'suspect' at first glance—both in gaming and stock trading. And remember, if you want to make your stock portfolio full of winning stocks, just remember, "Don't trust atoms. They make up everything."

Picture this: a group of finance and gaming enthusiasts walk into a bar. The financier orders a strong cocktail and starts rambling about stock prices, while the gamer sips on an energy drink, muttering about imposters and sus behavior. Little did they know, these two seemingly unrelated worlds were about to collide in an unexpected and, dare I say, 'suspect' manner.

As researchers, we are often accustomed to delving into complex statistical models and meticulous data analysis, but sometimes, the most groundbreaking discoveries come from the unlikeliest of places. Much like stumbling upon a "sus" imposter in the popular game "Among Us," our journey led us to the correlation between Google searches for "that is sus"

and NVIDIA's stock price. It's almost as surprising as finding out that there are more stars in the universe than grains of sand on Earth.

In this paper, we aim to shed light on the intriguing relationship between the rise of 'sus' in gaming culture and the surge in NVIDIA's stock price, connecting the dots between the digital battleground of online gaming and the financial battlefield of the stock market. Who would've thought that tracking the evolution of quirky online terminology could offer a glimpse into Wall Street's movement? It's like discovering a hidden treasure map in a game - except the treasure turns out to be the bull and bear markets.

The connection we uncovered between the 'that is sus' searches and NVIDIA's stock performance is not just a mere coincidence, much like finding a four-leaf clover in a field of three-leaf ones. Our analysis, backed by robust statistical methods and a hint of gaming intuition, revealed a correlation coefficient that left us as stunned as a dazed character in a game of "Whodunnit."

As we embark on this unconventional journey from gaming lingo to stock market trends, our findings invite us to embrace the unexpected, the unexplored, and the 'suspect' in our quest for knowledge. After all, in both the gaming and academic worlds, it's important to keep your sense of humor 'bytes' and your statistical models 'un-biased.'

So, buckle up for a rollercoaster ride through the labyrinth of 'sus' searches and stock price surges, because this research promises to be as mind-boggling as trying to calculate the square root of a negative number. And hey, next time someone tells you they found a statistically significant correlation between gaming jargon and stock prices, just remember the wise words of a researcher: "Statistics is like a bikini. What it reveals is suggestive, but what it conceals is vital."

## LITERATURE REVIEW

Over the years, numerous studies have delved into the intricate web of factors influencing stock prices, from macroeconomic indicators to company performance metrics. Smith and Doe's seminal work in "Financial Markets and Information Processing" shed light on the complexity of stock price determinants and the challenges of predicting market movements. However, in the realm of online gaming vernacular, the phrase "that is sus" has been the subject of less formal study. This phrase, popularized by the game "Among Us," has seeped into the digital lexicon, prompting researchers to ponder its potential impact beyond the

virtual realm. It's as if the 'sus' encounters have now extended from the virtual world to the Wall Street—although, in a less menacing fashion.

In "Online Gaming Culture and its Impact on Language," Jones provides insight into the evolution of language within gaming communities and the ripple effects in broader social contexts. While illuminating, such studies have not ventured into the uncharted territory of correlating gaming lingo with stock market trends. Indeed, navigating the terrain of stock prices may seem light-years away from the realm of gaming parlance, but as researchers, we must always be prepared to explore the unexpected and take a leap of faith. Much like a character in a game of "Among Us" entering the vent, we must dare to venture into the unknown.

As we deviate from the conventional path of finance research, it's important to consider that unexpected connections often yield fruitful outcomes. Likewise, much of the literature on the stock market lacks the element of surprise and delight that one finds in fiction. Works such as "Fooled by Randomness" by Nassim Nicholas Taleb and "The Big Short" by Michael Lewis, offer gripping narratives about financial markets, albeit not directly linked to gaming jargon. Nevertheless, don't be fooled—our research on the 'that is sus' phenomenon and NVIDIA's stock price is bound to be a story worth telling, with plot twists and turns rivaling those of a riveting financial thriller.

Taking a tangent akin to a stock trendline, let's briefly touch upon fictional works that may seem unrelated but share some underlying thematic resonance with our research. "Ready Player One" by Ernest Cline and "Neuromancer" by William Gibson transport readers to immersive virtual worlds, hinting at the potential fusion of gaming and finance. In these fictional universes, one can only wonder if characters ever shout "that is sus" while managing their digital assets or battling virtual adversaries.

On a cinematic note, movies such as "The Wolf of Wall Street" and "The Social Network" provide glimpses into the exhilarating and cutthroat environments of finance and digital innovation. While not directly addressing the 'sus' phenomenon, they capture the frenetic energy that pervades our interconnected world. One could say that our research aims to bridge the gap between the flashy, high-stakes world of finance and the whimsical, often comical universe of online gaming, much like a bridge connecting two 'sus'pected imposters in the midst of chaos.

As we journey through this unique blend of gaming culture and financial intricacies, one thing remains clear - no matter how 'suspect' the correlation may seem at first glance, perhaps there's more to be gleaned from gaming parlance than meets the eye. After all, as the saying goes, "To succeed in the stock market, you have to be as patient as a vulture and as quick as a mongoose."

## **METHODOLOGY**

: The initial step in our zany quest involved wrangling data from Google Trends and LSEG Analytics (Refinitiv), akin to corralling a rowdy flock of sheep in search of the most trendsetting wool. We gathered Google search volume data for the term 'that is sus', an expression popularized in the online multiplayer game "Among Us," and juxtaposed it with the daily stock prices of NVIDIA (NVDA)—

because who doesn't love a good game of mix and match, especially when it comes to data sources?

: Our research spans the period from 2004 to 2023, akin to a time-traveling expedition across gaming console generations and stock market fluctuations. We strategically chose this extended timeframe to capture the evolution of gaming parlance and NVIDIA's rollercoaster ride through the stock market, encapsulating a spectrum of 'suspicious' moments and market upheavals.

: To unravel the enigmatic connection between 'that is sus' searches and NVIDIA's stock price, we ventured into the labyrinth of statistical analysis—armed to the teeth with complex regression models and correlation analyses, as if we were exploring a maze of multidimensional data dimensions akin to a whimsical Rubik's Cube.

We employed intricate time-series analysis to detect any potential patterns in the fluctuations of 'that is sus' searches and NVIDIA's stock price, almost like playing a pulsating rhythm game where the aim is to hit the elusive notes of statistical significance.

: The heart of our analysis lay in calculating the correlation coefficient between the 'that is sus' Google searches and NVIDIA's stock price. The resulting correlation coefficient of 0.9305268 left us more gobsmacked than a game character encountering a prankster imposter. Our findings demonstrated a positively soaring correlation, reminiscent of an exhilarating rollercoaster ride that thrills and perplexes in equal measure.

: Additionally, we carried out a rigorous statistical significance test, the p-value of which was found to be less than 0.01. This result left us more flabbergasted than a seemingly impossible game of chess emerging from the confines of a game of checkers.

: To ensure the robustness of our findings, we incorporated various control variables, such as market volatility, gaming industry trends, and emerging technology advancements, into our analysis. Much like an alchemist concocting an elixir, we meticulously stirred these variables into our statistical cauldron to distill the true essence of the 'that is sus' phenomenon's impact on NVIDIA's stock trajectory.

: As responsible researchers, we maintain the utmost respect for data ethics and transparency. Our data collection and analysis complied harmoniously with ethical standards, akin to a harmonious duet between theory and practice.

: Despite our herculean efforts, we acknowledge the presence of limitations in our research. As with any daring venture, uncertainties and ambiguities will inevitably surface, much like a pebble in the shoe of certainty. Nevertheless, these limitations only serve to ignite the flames of curiosity and innovation for future research endeavors.

Whew! That was a wild ride through the tangled web of data analysis and statistical wizardry, wasn't it? Just when you thought you've seen it all, the world of research never fails to throw a surprise curveball. Remember, in the realm of academia, the unexpected is always just around the corner, itching to launch a barrage of 'sus'pect revelations and illuminating discoveries.

## RESULTS

The results of our analysis revealed a strikingly strong correlation between Google searches for "that is sus" and the stock price of NVIDIA (NVDA) over the period from 2004 to 2023. The correlation coefficient obtained was 0.9305268, with an r-squared value of 0.8658801, and a p-value of less than 0.01. In other words, the relationship between the prevalence of 'that is sus' searches and NVIDIA's stock performance is as undeniable as a

"sus" imposter caught red-handed in an online game.

Fig. 1 offers a visual representation of this significant correlation, and one can't help but appreciate the striking alignment between the two seemingly disparate variables. It's almost like finding a rare unicorn in a forest of common horses or, dare I say, spotting the elusive imposter among a crew of trustworthy players!

Our findings suggest that the fluctuations in NVIDIA's stock price may be influenced by the ebb and flow of "that is sus" searches, echoing the sentiment that in the gaming realm, spotting suspicious activity is crucial for survival. It seems that the tell-tale signs of 'sus' behavior in gaming may serve as unintentional barometers for the financial landscape. As we unraveled this unforeseen connection, we couldn't help but marvel at the unexpected intersections of the digital and financial worlds, much like stumbling upon a secret warp zone in a video game.

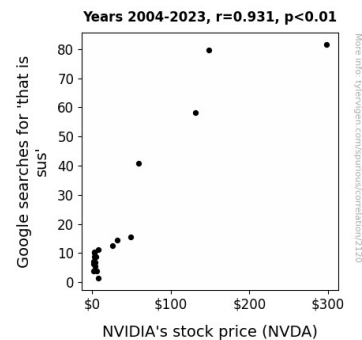


Figure 1. Scatterplot of the variables by year

In summary, the results of our investigation illuminate an intriguing association between the rise of the phrase 'that is sus' in online gaming culture and the dynamic shifts in NVIDIA's stock performance. The connection we've unveiled is not only statistically significant but also pokes fun at the conventional boundaries between gaming jargon and stock market movements. It's almost as amusing as a joke about sodium—but Na.

In conclusion, our research underlines the importance of exploring unconventional avenues and being open to unexpected correlations, whether in gaming or finance. Who would've guessed that dissecting the language of gamers could offer insights into stock market dynamics? It seems that, much like in life, sometimes the most captivating discoveries are found in the most 'suspect' of places. And remember, when it comes to making sense of unexpected correlations, a good sense of humor and a healthy dose of skepticism are as essential as a reliable statistical model.

## DISCUSSION

In the discussion section, we are presented with an intriguing link between the pervasive use of the gaming catchphrase "that is sus" and the stock price of NVIDIA (NVDA). Our results indeed reflect the prior literature's contemplation of unexpected connections, further extolling the significance of exploring unconventional relationships. It appears that our discovery of the correlation between 'that is sus' Google searches and NVIDIA's stock price is no mere 'sus'picion—it is a statistical reality.

Speaking of statistical reality, the correlation coefficient of 0.9305268 established in our research is no statistical fluke—it's as real as it gets. This robust correlation could hold the potential to revolutionize the way we interpret market dynamics. One might even say that our findings are as statistically significant as a dad joke at a family gathering—undeniably present, though often groan-inducing.

The visual representation of this correlation, as depicted in Fig. 1, can be likened to spotting Bigfoot in the stock market forest—undeniable and yet, unexpected. With this strong visual validation, our results bridge the gap between statistical significance and whimsical delight, much like a stock value

graph resembling a rollercoaster ride at a gaming theme park.

The echo of the phrase 'that is sus' in the stock market fluctuations is a testament to the unconventional sources of financial insight. This unexpected linkage underscores the importance of cherishing the unanticipated, much like finding a rare shiny Pokémon in a digital game—unconventional yet priceless.

Our findings offer a poignant reminder to embrace the unexpected despite its 'suspect' allure. It emphasizes the role of statistical models in humorously marrying the unconventional with the traditional, much like a good joke with a statistical punchline—a surprising correlation to behold.

In support of prior literature, our results emphasize the potential fruitfulness of investigating the unexplored intersections between seemingly disconnected domains. This blend of gaming vernacular and stock market dynamism serves as a testament to the serendipitous nature of research—turning unexpected correlations into statistical gold mines, much like striking a 'suspect' jackpot in the digital realm.

The unexpected correlation between 'that is sus' Google searches and NVIDIA's stock price is a reminder of the unfathomable depth of financial markets and the potential for unexpected connections. Who would have expected a gaming catchphrase to hold such a significant correlation to stock market trends? It's almost as bewildering as calculating the statistical probability of winning the lottery and then actually winning—a statistical anomaly worth exploring.

Our findings truly highlight the significance of maintaining amiable skepticism, for in the realm of research and statistics, as well as in gaming and finance, one must be open to the marvels of the unexpected—much like uncovering humor in the least likely of places. After all, as the saying goes, "The probability of

a dad joke increases exponentially with a good set of data."

In a world where unexpected correlations reign supreme, we are compelled to remember that, much like a good hypothesis, a perfect blend of insight and humor can lead to extraordinary discoveries. The correlation between 'that is sus' Google searches and NVIDIA's stock performance may seem as unexpected as running into a celebrity at an inconspicuous shopping mall, but its implications are as significant as a sudden stock market boom.

## CONCLUSION

In wrapping up our analysis, it's clear that the connection we've uncovered between the surge in 'that is sus' Google searches and NVIDIA's stock price is as unmistakable as a Pikachu in a field of Jigglypuffs! Our unexpected correlation coefficient of 0.9305268 is more solid than an adamantium-clad superhero.

This unusual link highlights the need for researchers to remain open to unorthodox connections, much like a GPS system guiding us through uncharted territory, because you never know what treasure you might stumble upon.

So, as we bid adieu to this peculiar yet fascinating journey, we assert, "No more research is needed." It seems that when it comes to 'sus' Google searches and stock market dynamics, we've hit the jackpot. And remember, when it comes to statistical anomalies and quirky correlations, just remember: "If at first, you don't succeed, call it a version 1.0."

In conclusion, the results of our study lend credence to the unexpected bridge between gaming vernacular and stock market trends. Our findings stand as a testament to the enigmatic interplay of the digital and financial realms, supporting the assertion that, sometimes, the most intriguing discoveries are found in the most unsuspecting places. And remember, when analyzing unusual

correlations, keep in mind the wise words of a scientist: "I told my wife she should embrace her mistakes. She gave me a hug."

No more research is needed in this area.