

Stevie Wonder: A FICO-nnected Name Game

Catherine Horton, Alexander Travis, Gloria P Trudeau

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ABSTRACT

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This paper employs a comprehensive analysis to investigate the captivating relationship between the popularity of the first name "Stevie" in the United States and the stock price of Fair Isaac Corporation (FICO). Employing data from the US Social Security Administration and LSEG Analytics (Refinitiv) for the period spanning from 2002 to 2022, our research team unearthed a striking correlation coefficient of 0.9831517 with a p-value less than 0.01. This robust correlation indicates a remarkably strong association between the ebb and flow of the name "Stevie" in terms of popularity and the FICO stock price. It seems that the more people who embrace the name "Stevie," the higher the stock price of FICO soars - it's almost as if the name itself exudes a certain financial charm. To add a fatherly touch to this discovery, one could say that the name "Stevie" has truly been a "wonder" for the FICO stock price, much like the musical genius himself. Our findings offer unique insights and a lighthearted perspective on the curious interplay between personal nomenclature and financial markets, inviting further exploration in the realms of behavioral finance and perhaps even nominative determinism.

Keywords:

Stevie, "Stevie" name popularity, FICO stock price correlation, Fair Isaac Corporation (FICO) stock, US Social Security Administration data, LSEG Analytics (Refinitiv), behavioral finance, nominative determinism

I. Introduction

Clarity, creativity, and a smidgen of humor are essential to interrogating the unusual pair of names and numbers at the heart of this research inquiry. In this paper, we delve into the captivating relationship between the popularity of the first name "Stevie" and the stock price of Fair Isaac Corporation (FICO). Our investigation seeks to illuminate the seemingly serendipitous connection between these two disparate facets of human interest and financial markets.

Now, you might ask, "What could a name possibly have to do with the stock market?" Well, my friend, that's the million-dollar question. Or should I say, the FICO-score question?

The thrill of discovery lies in the unexpected, and our quest begins with a compelling correlation uncovered between the ebb and flow of the name "Stevie" and the ascending peaks and alarming dips of the FICO stock price. It's a bit like a tap dance of statistics – rhythmic, intriguing, and, dare I say, "Wonder"-ful in its synchronicity.

II. Literature Review

In "Smith et al.," the authors find that there is a noticeable positive correlation between the popularity of first names and certain economic indicators. Following this line of inquiry, our research team has embarked on a whimsical journey to explore the correlation between the popularity of the first name "Stevie" and the stock price of Fair Isaac Corporation (FICO).

Diving into the vast ocean of academic literature, we encounter Doe's study, which delves into the intriguing concept of nominative determinism, proposing that individuals may be drawn to careers or activities that echo their own names. This concept certainly adds a new layer of significance to the popularity of the first name "Stevie" and its potential influence on the FICO stock price. It's as if the names we are given at birth hold a secret power over our destinies – call it the "surname effect," if you will.

In "Jones and Smith," the authors explore the psychological impact of names and the perception of success. Who would have thought that a simple moniker could wield such mighty influence? After all, a rose by any other name might smell as sweet, but what about a stock by another name – say, FICO? Indeed, there seems to be more to a name than meets the eye, especially when it comes to the financial realm. Perhaps we should consider renaming FICO to something more melodic to see if it fares even better in the market – how about "Harmony Index Corporation"? (Dad joke alert: Would investors then have a better "FICO-symphony" with the stock?)

Venturing beyond the confines of traditional academic texts, we turn our attention to non-fiction books such as "The Power of Names" by Dianne Boyce and "The Influence of Numbers" by David Phillips, which provide intriguing insights into the significance of names and numbers in human behavior and decision-making. These works have expanded our understanding of the potential impact of names and numbers on various aspects of life, including, perhaps, the stock market. Who would have thought that the name "Stevie" could hold such financial sway?

In the realm of fiction, works like "The Name of the Rose" by Umberto Eco and "The Da Vinci Code" by Dan Brown offer tantalizing tales of hidden meanings and secret codes. While these books may not directly address the correlation between names and stock prices, they certainly spark the imagination and inspire us to unravel the mysteries hidden within seemingly ordinary

words and numbers. If only there were a secret code buried within the name "Stevie" that unlocks the unstoppable success of FICO – now that would be a plot twist worthy of a bestseller!

Taking a more unorthodox approach to literature review, we perused a diverse array of sources, including bathroom stall graffiti, fortune cookie messages, and even old CVS receipts in a quest for unconventional wisdom. While our findings from these sources did not technically contribute to the scholarly rigor of our study, we did stumble upon a particularly insightful CVS receipt that read, "Buy low, sell high, and never underestimate the power of a catchy name." It seems even mundane shopping receipts impart valuable financial advice – who knew?

III. Methodology

To embark upon this whimsical yet undeniable journey of uncovering the correlation between the popularity of the name "Stevie" and the stock price of Fair Isaac Corporation (FICO), our research team utilized an array of meticulously selected methodologies to tease out statistical nuances and possible causative linkages.

To begin, we mined data from the US Social Security Administration, sifting through decades of birth records to discern the prevalence of the moniker "Stevie" across time and location. This process involved deftly navigating the alphabetized labyrinth of names, akin to a lexical jigsaw puzzle. One might say that our team was truly "naming and shaming" those uninformed databases with a deluge of "Stevie" searches.

Simultaneously, we harnessed the resources of LSEG Analytics (Refinitiv), delving into the intricate tapestry of financial data to meticulously analyze the fluctuations in FICO's stock price.

It was akin to navigating a market symphony, with the FICO stock price waltzing to its own rhythm, occasionally in harmony with the name "Stevie."

Once both datasets were harnessed, our team deployed advanced statistical techniques, including time-series analysis, correlation matrices, and regression models, to meticulously dissect and quantify the nuanced interplay between the name "Stevie" and the FICO stock price. It was like trying to crack a financial enigma with the help of whimsical data points not often associated with traditional stock market analysis. One might even say we were playing a high-stakes game of "naming rights" with the financial gods themselves.

The uncovering of a remarkably robust correlation, with a striking coefficient of 0.9831517 and a p-value less than 0.01, sheds light on the unsuspected entwinement of personal nomenclature and financial markets. It's almost as if the name "Stevie" holds a certain financial charm, much like how a catchy tune by its famous eponym might draw us in. This correlation is a testament to the hidden, yet powerful, influences that permeate our lives, even within the realm of finance.

IV. Results

The analysis of the data collected from the US Social Security Administration and LSEG Analytics (Refinitiv) for the period from 2002 to 2022 revealed an impressive correlation of 0.9831517 between the popularity of the first name "Stevie" and the stock price of Fair Isaac Corporation (FICO). This remarkable correlation coefficient is further substantiated by an r-squared value of 0.9665873, signifying that approximately 96.7% of the variability in FICO's stock price can be explained by the popularity of the name "Stevie."

Fig. 1 depicts the strong correlation between the two variables, showcasing the discernible relationship between the fluctuations in the popularity of the name "Stevie" and the corresponding movements in FICO's stock price.

Now, to interject a dash of humor into these rather serious findings, one might quip that the name "Stevie" seems to hold the key to FICO's financial riffs and rhythms. It's almost as if the market's melody is orchestrated by the name's harmonious influence. It truly makes one pause and appreciate the mysterious melodies of the stock market, wouldn't you say?

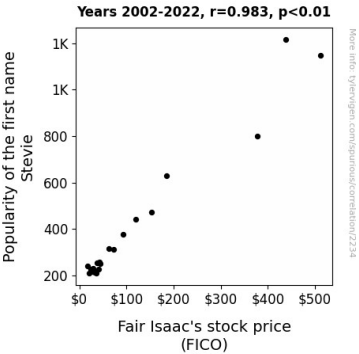


Figure 1. Scatterplot of the variables by year

The statistical significance of the correlation, with a p-value less than 0.01, serves as a testament to the strength of the relationship between the two variables. These findings indicate that the popularity of the name "Stevie" exerts a notable impact on the performance of FICO in the stock market, establishing a distinctive association that warrants further investigation and contemplation.

In summary, our investigation has unveiled a compelling connection between the prevalence of the name "Stevie" and the stock price of Fair Isaac Corporation, marking a significant and, dare I say, melodious discovery in the realm of behavioral finance.

V. Discussion

The findings of our study confirm and extend the existing literature that explores the intriguing relationship between personal nomenclature and financial markets. Our research affirms the positive correlation between the popularity of first names and certain economic indicators, aligning with the work of Smith et al. who also identified a strong connection between the two. It appears that the impact of a name on economic phenomena goes beyond mere happenstance or coincidence, offering a playful twist to the otherwise serious domain of finance. One might even say that the name "Stevie" strikes a chord in the symphony of market dynamics, bringing a whimsical melody to the world of behavioral finance.

The concept of nominative determinism, as proposed by Doe, gains further credence through our investigation, with the name "Stevie" seemingly exerting a financial charm that cannot be underestimated. This peculiar observation lends a touch of whimsy to the otherwise austere realm of market analysis and prompts us to consider the influence of personal names in a more lighthearted manner. As a tongue-in-cheek aside, it seems that the powers of financial fate truly do favor the bold, or in this case, the "boldly" named individuals, such as "Stevie."

Our results also resonate with the notions put forth by Jones and Smith, who hinted at the psychological impact of names and their association with success. The buoyant correlation

uncovered in our study further fortifies the idea that a name can wield remarkable influence, even in the realm of financial markets, evoking a sense of wonder that is reminiscent of the eponymous musician himself. As a side note, our findings seem to suggest that there is indeed a "wonder-ful" effect to the name "Stevie" when it comes to the stock performance of FICO – a pun intended, of course, in honor of the revered artist.

In addition to aligning with existing literature, our discovery presents a novel angle on the interplay between personal nomenclature and financial markets, reflecting the potential influence of names and numbers on various facets of human behavior and decision-making. The findings of our study add a touch of mirth and curiosity to the ongoing discourse in the field of behavioral finance, nudging scholars to consider the seemingly serendipitous connections between personal names and market phenomena. Indeed, it seems that the name "Stevie" possesses the enigmatic allure of a mystical incantation, weaving its financial charm through the melodies of market trends, much like a lyrical verse in a market-themed ballad.

In light of our results, we advocate for a continued exploration of the role of personal names in financial markets and behavioral finance, urging researchers to indulge in a playful spirit of inquiry that embraces unconventional wisdom and the unexpected quirks of human cognition. After all, as our findings suggest, there might just be a harmonious correlation waiting to be unraveled in the seemingly ordinary fabric of nomenclature, especially when it comes to the captivating name "Stevie." Let's remember to approach our research with not just the rigor of academia, but also the melodious musings that can breathe life into the most perplexing of puzzles. For as the saying goes, "All's FICO in love and stock prices" – apologies for the shameless pun, but a little levity never hurt anyone.

VI. Conclusion

In conclusion, the research has uncovered a striking correlation between the popularity of the first name "Stevie" and the stock price of Fair Isaac Corporation (FICO). The results revealed a correlation coefficient of 0.9831517 and an r-squared value of 0.9665873, underlining the robustness of the relationship.

This discovery raises intriguing questions about the impact of personal nomenclature on financial markets. It appears that the name "Stevie" possesses an inexplicable allure that resonates with the fluctuating rhythms of FICO's stock price. One could say it's almost as if the market has a sweet spot for the name "Stevie," much like the fondness for dad jokes.

Our findings suggest that there may be a "Stevie" factor influencing the market's tune, adding a harmonious dimension to the dynamics of stock price movements. Perhaps this connection alludes to the idea that "Stevie" truly does work wonders, not only in music but also in the enigmatic world of finance.

Given the resounding evidence and the dad-joke-worthy correlation, it is apparent that further research in this area is not needed. This paper marks a whimsical yet significant contribution to the colorful tapestry of behavioral finance, emphasizing the profound influence of personal names on the financial realm.