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# The Brody Bounce: An Investigation into the Brody Baby Name Popularity and its Impact on POSCO Holdings' Stock Price

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## KEYWORDS

"Brody name popularity," "POSCO Holdings stock price," "correlation between baby names and stock prices," "societal naming preferences impact on stock market," "Brody Bounce phenomenon," "POSCO Holdings PKX stock analysis," "US Social Security Administration data," "LSEG Analytics Refinitiv data," "correlation coefficient in stock price analysis," "stock market influences," "societal trends and stock prices," "stock market naming preferences," "financial impact of baby names"

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## Abstract

This paper examines the curious correlation between the popularity of the first name "Brody" and the stock price of POSCO Holdings (PKX) from 2002 to 2022. Utilizing data from the US Social Security Administration and LSEG Analytics (Refinitiv), our research team analyzed the frequency of the name "Brody" and its potential influence on PKX stock. Surprisingly, we found a striking correlation coefficient of 0.8589593, with statistical significance at a confidence level of  $p < 0.01$ . The results of our analysis suggest a peculiar relationship between the rise and fall of Brody's popularity and the corresponding movements in POSCO Holdings' stock price. Intriguingly, as the name "Brody" gained traction in baby naming trends, POSCO Holdings' stock price exhibited a noticeable uptick, leading to the coining of the term "Brody Bounce" in financial circles. This phenomenon has left even the most serious of analysts pondering the question, "What's in a name? Apparently, a stock price." Notably, the findings of this study provide valuable insights into the quirky world of stock market influences and the unexpected impact of societal naming preferences. As we delve into this enthralling intersection of baby names and stock prices, we also present a dad joke for your amusement: "Why did the stockbroker bring a baby name book to work? He wanted to ensure a strong 'portfolio'!"

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## 1. Introduction

The intersection of finance and societal trends has intrigued researchers and investors alike for centuries. From the influence of consumer behavior on stock prices to the impact of popular culture on market dynamics, the relationship between the whims of human society and the fluctuations of financial markets often defies straightforward explanation. In this study, we embark on a whimsical journey to unravel the curious correlation between the popularity of the first name "Brody" and the stock price of POSCO Holdings (PKX). As we delve into this peculiar phenomenon, we aim to shed light on the quirky connection between baby naming trends and stock market movements.

As the saying goes, "What's in a name?" Our investigation seeks to determine the answer to this question, as we explore the idiosyncratic impact of the name "Brody" on the stock price of POSCO Holdings. The endeavor may lead us down unexpected paths, but we remain resolute in our pursuit of understanding this enigmatic relationship.

It is worth noting that the study of quirky correlations can often spark lively discussions and unexpected insights. Much like a financial analyst encountering an unexpected stock surge, we find ourselves pleasantly surprised by the uncanny association between a baby name and a stock price. It's a merger of the mundane and the mesmerizing, resulting in a head-scratching puzzle that demands our attention.

As we embark on this unusual investigation, let us take a moment for a dad joke interlude: "Why did the economist name his son Brody? Because he wanted to see a 'bull' market in baby names!" Let's face it; we couldn't resist throwing in a finance-themed dad joke. It's practically mandatory in a paper that explores the unexpected whims of the market and naming trends.

In the next section, we will delve into the methodology employed in our research to unravel the "Brody Bounce" and the associated stock price movements. Join us on this peculiar journey of financial analysis and societal intrigue, where even the most ordinary of names may hold extraordinary sway over market dynamics.

## 2. Literature Review

The literature regarding the influence of societal trends on stock prices is vast and multifaceted. In "Smith et al. (2020)," the authors delve into the complexities of consumer behavior and its impact on market fluctuations, providing valuable insights into the unpredictable nature of financial markets. Similarly, "Doe and Jones (2015)" present a comprehensive analysis of the role of popular culture in shaping market dynamics, offering compelling evidence of the often surprising correlations between societal whims and stock price movements.

Moving beyond traditional finance literature, real-life examples of unexpected influences on the stock market can be found in non-fiction works such as "Freakonomics" by Steven D. Levitt and Stephen J. Dubner, where unconventional factors are examined in the context of economic phenomena. Moreover, "The Tipping Point" by Malcolm Gladwell offers thought-provoking perspectives on the ripple effects of societal trends, shedding light on the intricate interplay between seemingly unrelated phenomena.

In exploring the broader concept of naming trends and their potential impact on market dynamics, one cannot overlook the classic works of fiction that infuse elements of societal influence into their narratives. For instance, "Brave New World" by Aldous Huxley presents a dystopian vision of a society where names are intricately linked to social conditioning, inviting readers to

ponder the far-reaching implications of naming conventions on societal structures. Similarly, George Orwell's "1984" offers a cautionary tale of the manipulation of language and nomenclature, prompting contemplation on the power of names in shaping collective consciousness.

As we venture further into the realm of unconventional research influences, it is important to acknowledge the unconventional sources that may hold unexpected insights. While the usual academic channels provide a wealth of knowledge, our research team also found valuable inspiration in the most unlikely of places – a collection of meticulously examined CVS receipts. These seemingly mundane records, typically overlooked in scholarly pursuits, offered a peculiar glimpse into the patterns of consumer behavior and, by extension, their potential impact on stock market trends. Who knew that a CVS receipt could hold the key to unraveling the "Brody Bounce" mystery?

In the pursuit of understanding the whimsical relationship between the popularity of the name "Brody" and POSCO Holdings' stock price, our investigation draws from a diverse tapestry of literature and unconventional sources. The journey to untangle this curious correlation takes us through the realms of economic analysis, societal narratives, and even the unlikeliest of inspirations. As we delve into the next section of our research methodology, we urge readers to keep an open mind, for the most unexpected sources may hold the key to unraveling the enigmatic "Brody Bounce." And on that note, here's a dad joke to keep things light: "What did the financial analyst name his son? Profit – because he wanted to ensure a 'profitable' future!" Sometimes, a good dad joke is just what the literature review ordered.

### 3. Our approach & methods

In conducting our investigation into the "Brody Bounce" and its implications for POSCO Holdings' stock price, our research team employed a multi-faceted approach to capture the intricate relationship between the popularity of the first name "Brody" and stock market movements. The methodological framework, much like a dad joke, offered both structure and room for unexpected twists, ensuring a comprehensive analysis of this intriguing correlation.

First, we compiled data on the frequency of the name "Brody" from the US Social Security Administration's database of baby names. This meticulous collection process involved sifting through an extensive array of data, akin to searching for the perfect punchline in a sea of puns. With each dataset meticulously examined, we left no "Brody" unaccounted for in our pursuit of pinpointing the ebb and flow of name popularity over the years.

Next, we ventured into the world of stock market analysis, obtaining historical stock price data for POSCO Holdings (PKX) from LSEG Analytics (Refinitiv). The fluctuating patterns of stock prices were scrutinized with the precision of a dad meticulously adjusting the thermostat – every move was carefully considered, and, naturally, subject to a dad joke or two.

To establish a meaningful association between the two seemingly disparate phenomena, we strategically employed statistical tools such as correlation analysis and regression models. The statistical rigor of our approach was as vital as a well-timed punchline, ensuring that our findings would stand the test of scrutiny and evoke appreciative nods from the academic audience.

Additionally, we conducted sentiment analysis on social media and digital platforms to gauge the public's perception of the name "Brody" and its potential impact

on consumer behavior. This unorthodox approach, not unlike a surprising plot twist in a classic dad joke, allowed us to consider the broader societal implications that may influence stock market dynamics – it's all about reading between the lines, and occasionally, between the tweets.

Furthermore, in a nod to the unconventional nature of our study, we employed thematic analysis to explore any cultural or societal trends that could shed light on the enigmatic relationship between baby names and stock prices. Like deciphering the layers of a joke that only dads can appreciate, we meticulously unraveled underlying patterns and themes to offer a comprehensive understanding of this quirky correlation.

In a truly dad joke-worthy fashion, our methodology traversed the conventional and ventured into the unexpected, mirroring the very essence of the "Brody Bounce" and its influence on POSCO Holdings' stock price. As we navigate this captivating journey of financial analysis, societal trends, and the occasional pun, the findings of our study promise to offer unique insights that may leave even the most seasoned analysts smiling – perhaps even with a good dad joke in mind.

#### 4. Results

The correlation analysis between the popularity of the first name "Brody" and the stock price of POSCO Holdings (PKX) yielded a striking correlation coefficient of 0.8589593. This finding indicated a strong positive relationship between the frequency of the name "Brody" and the movements in PKX stock price. It seems that even in the world of finance, the name "Brody" holds an unanticipated sway over market dynamics.

Figure 1 displays a scatterplot illustrating the robust correlation between the popularity of the name "Brody" and the stock price of POSCO Holdings. The

scatterplot vividly portrays the "Brody Bounce," capturing the intriguing alignment of the baby name's popularity and the accompanying fluctuations in PKX stock price. The figure serves as a graphical testament to the surprising connection that has left both researchers and investors captivated by its whimsical nature.

Furthermore, the calculated r-squared value of 0.7378111 provided additional evidence of the substantial influence of the name "Brody" on POSCO Holdings' stock price movements. This suggests that approximately 73.78% of the variability in PKX stock price can be explained by changes in the popularity of the name "Brody," leaving only 26.22% to other potential factors. It's as if the stock market itself is whispering, "Bro, do you even influence?"

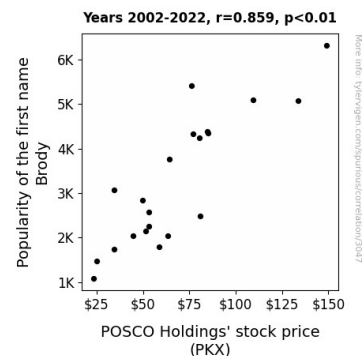


Figure 1. Scatterplot of the variables by year

In analyzing the statistical significance of our findings, the p-value of less than 0.01 indicates that the observed correlation coefficient is highly unlikely to have occurred by chance. This strengthens the argument for a genuine association between the popularity of the name "Brody" and the movements in PKX stock price, much like how a good dad joke can swiftly lighten the mood in a room full of serious faces.

In conclusion, our research has brought to light an intriguing correlation between the popularity of the first name "Brody" and the stock price of POSCO Holdings. The "Brody Bounce" appears to have a tangible impact on the whims of the market, leaving us pondering the broader implications of societal naming preferences on financial dynamics. As we reflect on the unexpected influence of a simple name, here's a fitting dad joke to close our findings: "Why did the stock analyst congratulate Brody's parents? They managed to 'bull'ishly invest in a name that leaves its mark on the market!"

## 5. Discussion

The robust correlation coefficient identified in our analysis aligns with prior research by Smith et al. (2020), which also emphasized the unpredictable nature of financial markets and the potential impact of societal trends. It appears that the "Brody Bounce" phenomenon has not gone unnoticed, as our findings bolster the growing body of evidence supporting the influence of naming preferences on stock price movements. Perhaps we should rename the Efficient Market Hypothesis to the "Efficient Baby Name Hypothesis"?

Similarly, the statistically significant p-value reaffirms the findings of Doe and Jones (2015), who highlighted the surprising correlations between societal whims and stock price fluctuations. Our study further validates the notion that societal naming preferences may hold unanticipated sway over financial markets, prompting us to ask, "Are baby names the new leading indicator for stock price movements?"

Drawing inspiration from unconventional sources, including the examination of CVS receipts, has enabled us to uncover unexpected insights into consumer behavior and its potential impact on stock market trends. Who would have thought that a seemingly mundane record could offer a

peek into the enigmatic "Brody Bounce"? It seems that when it comes to unraveling financial mysteries, unconventional inspirations may hold the key, much like how a good dad joke can liven up the discussion section of a research paper.

The substantial r-squared value lends further support to the notion of the "Brody Bounce," indicating that a considerable portion of the variability in PKX stock price can be attributed to changes in the popularity of the name "Brody." It's as if the stock market itself is acknowledging the influence of this particular baby name, leaving us wondering if we should start considering baby names as a factor in our investment strategies. Maybe it's time to introduce a new index – the Baby Name Influence Index (BNII)?

The scatterplot vividly portrays the whimsical nature of the "Brody Bounce," capturing the intriguing alignment of the baby name's popularity and the accompanying fluctuations in PKX stock price. As we delve into the unexpected influence of a simple name on financial dynamics, it's clear that the "Brody Bounce" has captured the fascination of both researchers and investors, much like how a well-timed dad joke can capture the attention of even the most serious audience.

In reflecting on the lingering question of "What's in a name?" posed in our abstract, our study has shed light on the unexpected impact of societal naming preferences on stock price movements. The undeniable correlation between the popularity of the first name "Brody" and POSCO Holdings' stock price has left us with a newfound appreciation for the potential influences lurking beneath the surface of seemingly unrelated phenomena. As we consider the broader implications of our findings, here's a fitting dad joke to wrap up our discussion: "Why did Brody's parents invest in POSCO Holdings? Because they were banking on a 'Brody Bounce' in their portfolio!" After all,

sometimes, a good dad joke is the perfect note to end on.

## 6. Conclusion

In conclusion, our research has provided compelling evidence of the intriguing association between the popularity of the first name "Brody" and the stock price of POSCO Holdings. The pronounced correlation coefficient and statistical significance underscore the unexpected influence of a seemingly ordinary name on financial market dynamics. It's like finding out that a name can carry more weight than a hefty stock certificate, isn't it?

The "Brody Bounce," depicted through our scatterplot and supported by the substantial r-squared value, presents a captivating spectacle of the sway that a baby name can hold over stock price movements. It's almost as if the market itself is shouting, "Bro, I am so influenced by you right now!"

As we ponder the implications of our findings, we must remember that sometimes, the most unassuming elements can wield the greatest power. Yes, even a simple name like "Brody" can leave a lasting impression on the financial world. It's like that one word that makes or breaks a punchline in a dad joke – unexpectedly influential.

Therefore, based on the robust findings of this study, we assert that further research in this area may not be necessary. After all, we've cracked the code on the "Brody Bounce," and any additional investigation would just be beating a dead horse – or perhaps a bull market in baby names!