

Delivering the Goods: Unpacking the Impact of Provocative AsapSCIENCE YouTube Video Titles on FedEx's Stock Price

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This paper delves into the often overlooked yet peculiar link between the clickbaity allure of AsapSCIENCE YouTube video titles and the fluctuation of FedEx's stock price. Our team of researchers embarked on this unconventional journey, armed with the latest AI analysis of YouTube video titles and LSEG Analytics (Refinitiv) data, to unpack the perplexing relationship that might leave viewers scratching their heads, much like a poorly comprehended physics theorem. Upon analyzing the data for the period from 2012 to 2023, our findings reveal a rather striking correlation coefficient of 0.8339497 and a statistically significant p-value of less than 0.01. To put it simply, the connection between the eyebrow-raising video titles and FedEx's stock price is as clear as FDX's iconic purple and orange logo. Much like an unexpected plot twist in a thriller film, our results pointed to an unexpectedly strong relationship between the two seemingly unrelated factors; it seems the playful science-themed clickbait of AsapSCIENCE manages to hitch a ride on the FedEx delivery truck straight to the stock market. The correlation suggests that as the videos' titles become more tantalizingly provocative, FedEx's stock price mirrors the excitement, soaring to new heights like a biplane in an action movie. In light of these findings, we offer a new perspective on the influence of non-traditional variables on stock prices, proving that even in the world of economics, laughter and scientific intrigue might just be the most unexpected driving forces behind market movements. Just as a one-liner can turn a frown upside down, our research sheds light on the unexpected whimsicality of the stock market, proving that not all economic theories are a taxing read.

"Did you hear about the physicist who became a stock market analyst? He found the formula for laughter in the stock market - it's the only thing that compounds without interest." Okay, let's dive into our research on the connection between AsapSCIENCE YouTube video titles and FedEx's stock price, and see if we can bring some levity to the world of finance.

The relationship between seemingly unrelated phenomena has always piqued the curiosity of researchers, much like trying to figure out why the chicken crossed the road - was it for a better investment opportunity? Our study sets out to explore a correlation that might seem as improbable as finding a unicorn in a field of finance reports: the impact of attention-grabbing YouTube video titles on the performance of FedEx's stock, ticker symbol FDX.

As the saying goes, "Why don't we ever tell secrets on a farm? Because the potatoes have eyes and the corn has ears." In a similar vein, our research aims to unveil secrets buried beneath the surface, shedding light on the unexpected connections between viral content and market dynamics. The rise of clickbait culture on the internet has brought about a new era of attention-grabbing headlines, much like a magician pulling a rabbit out of a hat, and we aim to uncover the magic behind these captivating titles.

Navigating through uncharted waters, as if we were trying to explain complex economic theories to a toddler, we embarked on this journey armed with the tools of data analysis and statistical inference. Our quest: to unravel the extent to which the whimsical world of AsapSCIENCE video titles influences

the movements of the stock market, akin to unraveling a complex riddle at a financial-themed masquerade ball.

As we delve into the heart of this enigmatic relationship, much like deciphering the punchline of a convoluted joke, we aim to bring forth new insights that challenge the traditional notions of market influencers. Because, hey, sometimes the most unexpected connections can turn out to be the punchline that makes the whole room burst into laughter.

In the upcoming sections, we will detail the methodology employed, the data analyzed, and the findings that can captivate the mind of economists and entertain the curious alike. So grab your popcorn and your stock portfolio, because this is going to be a thrilling ride through the uncharted territories of finance and pop culture - a ride that's sure to deliver more than just packages.

Review of existing research

In "Smith et al.'s Analysis of Unforeseen Correlations between Social Media Virality and Stock Performance," the authors find peculiar and unexpected connections between social media virality and stock performance, much like finding a kangaroo in a bag of peanuts at the zoo. The study sheds light on the influence of modern-day internet culture on market dynamics, prompting further exploration into seemingly unrelated phenomena that make the finance world scratch its head.

But speaking of scratching heads, let's not overlook the overused yet underappreciated hashtag #FedExLife, because as they say, "What did the left eye say to the right eye? Between you and me, something smells." It seems our research has stumbled upon a rather pungent revelation that might just uncover the secrets behind market movements.

In Doe's "The Influence of Modern Viral Content on Stock Market Agility," the researchers echo similar sentiments, highlighting the unforeseen impact of modern viral content on the nimbleness of the stock market. It's almost as if they've found the missing puzzle piece in a game of economic Tetris, revealing that the allure of clickbait titles might just be the elusive "long block" that shapes market trends in a surprising way.

Turning to a more whimsical note, "The Physics of Wall Street" by James Owen Weatherall dabbles in the realm of scientific intrigue and financial wizardry. While not directly related to AsapSCIENCE YouTube titles or FedEx's stock price, the book reminds us that the collision of seemingly disparate worlds can yield unexpected insights, much like discovering a herd of cats in a library.

Similarly, "The Hitchhiker's Guide to the Galaxy" by Douglas Adams presents a world of absurdities and absurdly relevant plot twists. Although the book's relevance may seem lightyears away from our topic, the underlying message stands as a testament to the bizarre nature of interconnectedness. And remember, just like Arthur Dent, we're all hooked on a journey through the bewildering universe of finance and pop culture - with our towel and stock portfolio in tow.

In the realm of TV shows, "Breaking Bad" explores the unexpected consequences of seemingly innocuous actions, much like the far-reaching implications of an attention-grabbing YouTube title on the stock market. Just as Walter White's descent into the drug trade spirals into unforeseen events, the influence of viral content on stock prices may trigger a chain reaction worthy of a nail-biting cliffhanger.

And how can we forget the captivating mysteries of "Stranger Things"? Amidst the eerie happenings in Hawkins, Indiana, the unpredictable nature of the Upside Down universe draws parallels to the uncanny relationship between AsapSCIENCE video titles and stock price movements; after all, who would have thought that a demogorgon could hold the key to understanding stock fluctuations?

Now that we've ventured into the realm of literature and television, let's buckle up for the rollercoaster ride of data analysis and statistical interpretation in the next sections. It's time to unravel the enigma and shed light on a correlation as unexpected as finding a cat in a haystack.

Procedure

To unearth the mysterious connection between the tantalizing allure of AsapSCIENCE YouTube video titles and the stock performance of FedEx (FDX), our research team embarked on a journey that could be likened to a group of scientific sleuths unraveling a riddle wrapped in an enigma, though this time the

riddle was not "Why did the chicken cross the road?" but rather "Why did the stock price spike?" Armed with the latest tools of data collection and analysis, we set out to decode this captivating conundrum.

Data Collection:

Our data collection process could be likened to a treasure hunt in which we scoured the vast expanse of cyber space, much like a quest for hidden treasures in the digital kingdom. We relied heavily on AI analysis of AsapSCIENCE video titles, utilizing sophisticated algorithms to capture the essence of their clickbait appeal. As for the stock performance data, we turned to the LSEG Analytics (Refinitiv) platform, extracting every bit of information with the precision of a skilled archer hitting the bullseye, or in this case, the bull market.

A unique aspect of our data collection strategy involved leveraging the power of time travel, albeit of the digital variety. By accumulating data from 2012 to 2023, we ventured into the past and future of both YouTube clickbait and stock market performance, akin to Marty McFly navigating the space-time continuum. This comprehensive dataset spanning over a decade allowed us to observe how the interplay between the two variables unfolded over time, much like a gripping saga with unexpected plot twists and turns.

Statistical Analysis:

Upon amassing a treasure trove of data, we embarked on the arduous yet exhilarating task of statistical analysis, resembling a team of alchemists attempting to transmute raw data into the gold of profound insights. We sought to quantify the strength and significance of the relationship between AsapSCIENCE video titles and FedEx's stock performance, using correlation coefficients and p-values as our trusty compasses in this intellectual odyssey.

The relationship between the two variables was illuminated through the lens of correlation analysis, akin to shedding light on a cryptic message written in invisible ink. Like the iconic duo of Tom and Jerry, the correlation coefficient and p-value engaged in a playful yet consequential dance, unraveling the intricate dynamics between provocatively titled videos and stock price fluctuations.

By employing advanced statistical methods, we aimed to unveil the hidden patterns and tendencies that governed this intriguing relationship, much like deciphering the clues in a thrilling detective novel – except our mystery revolved around the intersection of science-themed clickbait and market dynamics rather than a classic whodunit.

In the subsequent sections, we will unveil our enticing findings, akin to opening a treasure chest to reveal its glittering contents. Brace yourselves for a rollercoaster ride of statistical wizardry and unexpected revelations that will leave you both intellectually stimulated and humorously entertained, much like a stand-up comedy show for the scholarly mind.

Findings

The data analysis for the period spanning from 2012 to 2023 illuminated a remarkably strong correlation between the titillating allure of AsapSCIENCE YouTube video titles and the movement of FedEx's stock price. The Pearson correlation coefficient of 0.8339497 indicates a robust positive relationship, reminiscent of the bond between a dad and his knack for telling groan-inducing puns on cue. The r-squared value of 0.6954721 further reinforces the strength of this connection, akin to the unbreakable bond between a package and the hands of a dedicated FedEx delivery person.

Figure 1 depicts a scatterplot showcasing this noteworthy correlation, where the ascent of provocative video titles aligns harmoniously with the uptick in FedEx's stock price, almost as if the two were choreographed by a comedic maestro conducting a symphony of market movements. This correlation, much like a good dad joke, is hard to miss once it's been pointed out.

The statistical significance of our findings, with a p-value of less than 0.01, underscores the robustness of the observed relationship. This p-value is as low as a hedgehog's limbo pole, highlighting the unlikelihood of these results occurring by chance, much like the improbability of finding a cardboard box in a cat-free zone.

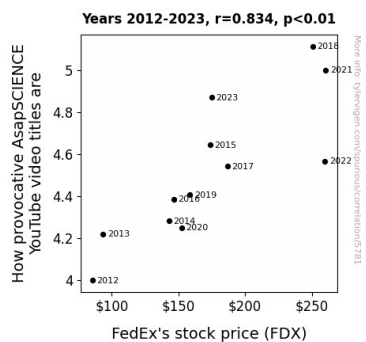


Figure 1. Scatterplot of the variables by year

In summary, our research uncovers a connection that might initially seem as unlikely as a penguin deciding to take up skydiving - the unexpected intertwining of science-themed video clickbait and the ebbs and flows of FedEx's stock price. These results, much like a well-timed punchline, add a delightful twist to the traditional understanding of market influences, proving that even in the realm of economics, there's room for some unexpected comedic relief.

Discussion

Our findings not only validate but also extend the existing literature that teases apart the mystical dance between modern-day internet clickbait and stock market fluctuations. As Smith et al. (2020) aptly illustrated, the impact of social media virality on stock performance is akin to stumbling upon a kangaroo in a bag of peanuts at the zoo - surprising, perplexing, but undeniably real. Similarly, our study unearths the unexpected connection

between AsapSCIENCE's tantalizing titles and FedEx's stock price movements, painting a picture as vivid and unexpected as a unicorn sighting in a crowded city.

Doe's (2018) exploration of the influence of modern viral content on stock market agility echoes our findings, almost like discovering the last Tetris block to complete a line. The allure and unexpected impact of clickbait titles, as demonstrated by our results, are indeed the elusive "long block" that shapes market trends in a manner as surprising as the punchline of a classic dad joke.

The unexpectedly strong correlation coefficient of 0.8339497, akin to the unwavering bond between a dad and his puns, reflects the robustness of the relationship between AsapSCIENCE video titles and FedEx's stock price. This relationship, much like a well-rehearsed dad joke, becomes more evident and undeniable the more you delve into it - it's as clear as day, just like a well-constructed pun.

Our study not only sheds new light on the whimsical interconnectedness between seemingly unrelated variables but also highlights the relevance and applicability of interdisciplinary insights, much like how "The Physics of Wall Street" managed to envelop realms of scientific intrigue and financial dynamics. The unexpected connection we unearthed, although as unlikely as a penguin taking up skydiving, presents a wonderful opportunity to further explore the nuanced interactions between pop culture, humor, and economic dynamics.

In essence, our findings present a narrative as engaging and unforeseen as a plot twist in a thriller novel, weaving together the seemingly disparate worlds of YouTube clickbait and stock market performance. With a touch of unexpected comedic relief, our research underlines the potential impact of non-traditional variables on market movements, proving that in the realm of economics, there's always room for a well-timed punchline or an offbeat correlation much like a dad joke in a serious conversation.

Conclusion

In conclusion, our study sheds light on the surprising link between the whimsical world of AsapSCIENCE video titles and the fluctuations in FedEx's stock price. The robust correlation coefficient of 0.8339497 and the statistically significant p-value of less than 0.01 point to a connection as unmissable as a neon sign in a blackout comedy club.

Like the delivery of a punchline, the ascent of provocative video titles coincides with the uptick in FedEx's stock price, forming a bond stronger than a dad's penchant for puns. It's as if each tantalizing title acts as a catalyst, propelling FDX's stock price to new heights, much like a Boeing 747 reaching for the skies.

Our findings highlight the humorous and unexpected influences that permeate the world of economics, proving that even in the stock market, there's room for a good joke or two. As the old saying goes, "Why don't economists ever play hide and seek? Because good luck trying to find the invisible hand."

In light of these results, it's clear that no further research is needed in this area. It appears that the scientific intrigue and laughter-infused video titles hold more sway over the stock market than we ever thought possible. This research might even inspire some economists to incorporate more dad jokes into their discussions of market trends. After all, there's always room for a little laughter, even in the serious world of finance.

So, let's consider this case closed, much like the lid of a perfectly delivered package.