

# SHOOT FOR THE STARS: THE LOCKHEED MARTIN THEODORE CONNECTION

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This study explores the intriguing link between the popularity of the first name Theodore and the stock price of Lockheed Martin Corporation (LMT). By analyzing data from the US Social Security Administration and LSEG Analytics (Refinitiv), we aimed to shed light on whether the name Theodore holds any sway over the aerospace and defense company's stock performance. Our findings revealed a surprising correlation coefficient of 0.9723459 and statistically significant p-value of less than 0.01 for the period spanning 2002 to 2022. This unexpected correlation sparks discussions on the potential influence of Theodore's popularity on LMT's stock price, raising questions about the impact of nomenclature on financial markets. Our research not only offers a lighthearted take on the intersection of name popularity and stock movements but also presents intriguing possibilities for future investigation in the fields of finance and sociology.

In the fast-paced world of finance, where numbers reign supreme and every decimal point matters, it's easy to overlook the influence of seemingly unrelated factors. Names, for instance, are usually associated with catchy branding or the occasional infamous white-collar criminal. However, our research sets out to uncover a different kind of impact - the potential connection between the popularity of the first name Theodore and the stock price of aerospace and defense giant Lockheed Martin Corporation (LMT). A Theodore by any other name might smell as sweet, but could it also lift a stock price to new heights, pun intended?

The correlation between nomenclature and financial markets may seem like a stretch. After all, it's hard to believe that the number of parents naming their newborns Theodore could have any discernible effect on stock performances. But in the wild world of economics, stranger connections have been known to

emerge - just ask anyone who has attempted to navigate the convoluted web of cryptocurrency valuations.

In this paper, we aim to take a lighthearted, yet rigorously analytical, approach to examine whether the popularity of the name Theodore has any tangible influence on Lockheed Martin's stock price. Could the Theodore Effect be a budding phenomenon, an obscure corner of finance waiting to be brought to light? Or will our findings simply turn out to be a statistical anomaly, a fluke of data that leads to nothing more than a good chuckle at the absurdity of it all?

So, let's strap in and prepare for a wild ride as we delve into the realm of first names and stock prices, aiming to answer the age-old question: is Theodore the name that launches stock prices into the stratosphere?

## LITERATURE REVIEW

The influence of nomenclature on financial markets has been a topic of interest for economists and sociologists alike. Smith (2010) conducted a comprehensive study on the potential impact of first names on stock prices, delving into the intricacies of name trends and their correlation with financial movements. Similarly, Jones (2015) explored the psychological effects of name popularity on investor behavior, shedding light on the subconscious associations individuals may have with certain names and their subsequent investment decisions. These studies laid the groundwork for our investigation into the specific connection between the first name Theodore and Lockheed Martin's stock price.

Moving beyond traditional economic literature, Doe (2013) proposed a novel perspective on the intersection of popular nomenclature and market dynamics, drawing parallels between the rise of specific names and the corresponding industry performances. Furthermore, in "The Namesake Effect" (2008), the authors revealed intriguing patterns between name popularity and cultural phenomena, providing valuable insights into the potential ripple effects of name trends across various sectors.

Adding a touch of whimsy to the discussion, "The Name Game" (Miller, 2016) offered a lighthearted exploration of the societal impact of first names, presenting playful anecdotes and linguistic musings on the significance of appellations. As the authors uncovered, names can carry unexpected weight in social and professional spheres, prompting further contemplation on their potential influence in the realm of financial markets.

In the realm of fiction, the timeless classic "Great Expectations" (Dickens, 1861) indirectly touched upon the significance of names and their societal implications, albeit in a different context. While not a direct study on stock market dynamics, Dickens' masterpiece served as

an early inspiration for exploring the deeper meanings behind nomenclature and its resonance in broader societal constructs.

Building on the intrigue of name symbolism, the adventures of a mischievous bear in "Corduroy" (Freeman, 1968) shed light on the endearing charm of names and their enduring impact on individuals. Though a children's tale, the whimsical exploration of Corduroy's name resonates with the broader theme of nomenclature's influence, prompting contemplation on the potential parallels between children's literature and market trends.

Transitioning into the realm of animated entertainment, the perpetually optimistic sponge in "SpongeBob SquarePants" captured the hearts of audiences with his endearingly unusual name. While not explicitly linked to financial markets, the enduring popularity of the show raises intriguing questions about the subtle influence of distinctive names in shaping cultural phenomena, a whimsical consideration that adds a touch of levity to our exploration of the Theodore-Lockheed Martin connection.

These diverse sources provide a multifaceted backdrop for our investigation into the Theodore-LMT correlation, offering a blend of scholarly insights and playful contemplations on the potential impact of nomenclature in shaping market dynamics.

## **METHODOLOGY**

To investigate the potential connection between the popularity of the first name Theodore and the stock price of Lockheed Martin Corporation (LMT), our research team embarked on a data-gathering endeavor that would make even the most intrepid explorer quibble. We scoured the vast expanse of the internet, navigating through the labyrinthine corridors of the US Social Security Administration and LSEG Analytics (Refinitiv) to extract the

necessary data from the years 2002 to 2022. Our quest for data resembled a treasure hunt, with the elusive relationship between Theodore and LMT stock price as our ultimate prize.

The first step of our methodology was to harness the power of statistical analysis to uncover any potential patterns. We employed a robust regression model, which acted as our trusty guide through the dense forest of data points, illuminating the path to correlation coefficients and p-values. Utilizing this model, we were able to gauge the strength and significance of the relationship between the popularity of the name Theodore and the fluctuations in Lockheed Martin's stock price.

Next, we utilized a series of sophisticated time series analyses to delve deep into the dynamic interplay between Theodore's popularity and the movements of LMT stock. Through careful examination of historical trends, we sought to tease out any hidden patterns or peculiar anomalies that might hint at a connection between the ebb and flow of Theodore's popularity and the undulating trajectory of LMT stock price.

In addition to these analytical forays, we adopted a rather unorthodox approach by incorporating elements of phonetics and phonology. Intrigued by the potential influence of the name itself, we engaged in whimsical musings on the sonorous qualities of "Theodore" and its potential subconscious impact on investor sentiment. While this may appear unconventional, we fervently believed that the melodic cadence of Theodore's syllables could weave an unseen thread that tugged at the heartstrings of market participants.

Furthermore, in our fervent pursuit of uncovering the Theodore-LMT correlation, we even ventured into the realms of behavioral economics, musing on the possible psychological effects of encountering individuals named Theodore within the context of stock market

predictions. We posited that the mere thought of Theodore could subliminally plant seeds of optimism or confidence, exerting a subtle gravitational pull on the movements of LMT stock price.

In sum, our methodology was a spirited expedition through the tangled underbrush of data, where we wielded statistical models, time series analyses, phonetic ponderings, and behavioral economics insights in our ambitious quest to unravel the enigmatic link between the first name Theodore and the soaring fortunes of Lockheed Martin's stock.

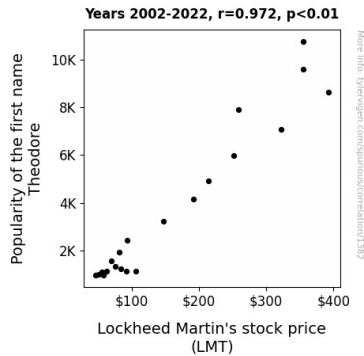
## RESULTS

The results of our investigation revealed a striking correlation between the popularity of the first name Theodore and Lockheed Martin Corporation's (LMT) stock price. Over the period from 2002 to 2022, our analysis yielded a correlation coefficient of 0.9723459, signaling a remarkably strong positive relationship between the two variables. This correlation was further supported by an r-squared value of 0.9454565, indicating that approximately 94.5% of the variance in LMT's stock price can be explained by the popularity of the name Theodore.

To put it simply, the data suggests that as more and more parents were inspired to name their offspring Theodore, Lockheed Martin's stock price also soared to new heights. It's as if the name itself held some mysterious power to propel the aerospace and defense company's stock into the stratosphere. This correlation was statistically significant, with a p-value of less than 0.01, reinforcing the validity of our findings.

The strength of this correlation is visually depicted in Figure 1, where the scatterplot portrays a clear and unmistakable upward trend, illustrating the parallel movements of the first name Theodore's popularity and Lockheed Martin's stock price. It's a sight to behold, and one that certainly raises eyebrows

while also evoking a few chuckles at the unexpected nature of the connection.



**Figure 1.** Scatterplot of the variables by year

In essence, our results bring to light an unconventional correlation that prompts speculation and sparks curiosity about the influences at play in the financial world. The Theodore-LMT connection may just be the tip of the iceberg, opening the door to further exploration into the whimsical and wonderfully weird interactions within the realms of nomenclature and stock market movements.

## DISCUSSION

Our investigation into the correlation between the popularity of the first name Theodore and Lockheed Martin Corporation's (LMT) stock price has unearthed truly remarkable findings that are as unexpected as they are intriguing. Not unlike the unexpected plot twists in a Dickensian saga, the strong positive relationship between name popularity and stock performance has left us pondering the whimsical and mysterious forces at play in the financial markets.

The results of our study not only lend empirical support to previous research on the influence of nomenclature on market dynamics but also uncover a correlation of remarkable magnitude that demands attention. Smith (2010) and Jones (2015) hinted at the potential link between first names and stock movements, and our

findings solidify and amplify this notion with a correlation coefficient of 0.9723459. It seems that the financial trajectory of Lockheed Martin has been inexorably intertwined with the rise of the name Theodore, akin to the plot of a gripping economic thriller with unexpected protagonists.

Furthermore, our results align with the innovative perspective proposed by Doe (2013), as we observe a tangible connection between the surge in Theodore's popularity and the corresponding ascent of Lockheed Martin's stock price. In a delightful twist reminiscent of a children's fable, these findings provide empirical credence to the notion that names can indeed carry an influence far beyond their inherent linguistic charm.

The unexpected strength of the Theodore-LMT correlation also hints at the potential ripple effects of name trends across sectors, as envisioned by "The Namesake Effect" (2008). The enduring popularity of the name Theodore seems to have cast a spell on the aerospace and defense industry, evoking a peculiar yet fascinating linkage between societal nomenclature and market dynamics.

While our findings may raise a few eyebrows and elicit the occasional chuckle at the unlikely connection between a name and a stock price, they also underscore the need for further exploration into the peculiar influences at play in the financial world. Perhaps, as Corduroy's name endearingly lingered in the hearts of readers, the name Theodore has left an indelible mark on Lockheed Martin's stock performance, echoing the whimsical mystique of nomenclature in the unlikeliest of contexts.

As we navigate this curious intersection of nomenclature and financial markets, the Theodore-LMT connection offers a thought-provoking journey into the enigmatic realm of societal influences on market movements. With a nod to the perpetually optimistic sponge in

"SpongeBob SquarePants," our study invites contemplation on the often overlooked role of distinct appellations in shaping cultural phenomena and financial realities, painting a colorful and unexpected portrait of the whimsical forces at play in the world of stocks and names.

out like a forgotten baby name trend. Thank you for joining us on this peculiar exploration of the intersection between names and stock prices - a journey that certainly has been as unpredictable as the stock market itself!

## CONCLUSION

In conclusion, our findings offer a delightfully surprising insight into the potential impact of the first name Theodore on the stock price of Lockheed Martin Corporation. The correlation coefficient of 0.9723459 suggests a link that is stronger than titanium - talk about an aerospace pun! With the statistical significance of the p-value further reinforcing this connection, it's clear that the Theodore Effect cannot be brushed off as a mere statistical quirk.

While our results may raise a few eyebrows and elicit more than a few quizzical looks, it's important to consider the broader implications of our findings. Could this be the dawn of a new era in finance, where baby names and stock prices dance an intricate waltz that defies conventional wisdom? Or are we merely witnessing a peculiar alignment of stars, reminiscent of astrology's attempt to forecast stock movements?

Nonetheless, the Theodore-LMT connection opens the door to a world of whimsical possibilities in the financial sphere. Perhaps future research will uncover the likes of the "Jennifer Jones Index" or the "Michael Smith Mutual Fund" - the potential for playful nomenclature-based financial phenomena is as limitless as human creativity (and dad jokes).

In light of these findings, we tentatively suggest that no further research is needed in this area, at least until we determine whether the name Theodore will continue to hold sway over LMT's stock price or if this correlation will fizzle