

Google Queries for That is Sus and ASML Holding's Stock Gus: A Rhyming Mismatch?

Caleb Harris, Alice Tate, Gina P Tompkins

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ABSTRACT

Google Queries for That is Sus and ASML Holding's Stock Gus: A Rhyming Mismatch?

The popular catchphrase "that is sus" has sparked intrigue among internet users, and its impact on the stock market is no laughing matter - or is it? Our study delves into this unexpected pairing, examining the linkage between Google searches for "that is sus" and the stock price of ASML Holding. With a keen eye for data and a penchant for puns, our research team embraced the task of unraveling this peculiar connection. Leveraging Google Trends and LSEG Analytics (Refinitiv) data, we conducted a thorough analysis spanning from 2004 to 2023. The results left us both astonished and amused as we uncovered a striking correlation coefficient of 0.9785985 and a statistically significant p-value of less than 0.01. As the saying goes, "correlation isn't causation, but it's a heck of a conversation." Naturally, this finding raises eyebrows and questions about the possibility of a clandestine link between internet slang and a leading semiconductor manufacturer's stock performance. We couldn't help but ponder, "Are Google sleuths inadvertently influencing the stock markets with their sus-filled queries?" In the spirit of embracing unexpected twists and turns, our study goes beyond the numbers to explore the potential implications of this improbable correlation. Engaging in light-hearted banter, we connected the dots and serenaded our findings with a dad joke or two. For instance, "If ASML stock rises whenever 'that is sus' trended, does that mean it's getting some sus-tainable market influence?" In conclusion, our research sheds light on a seemingly implausible link between internet jargon and stock market dynamics. Whether this correlation is pure coincidence or reflective of a deeper trend, our findings serve as a humorous reminder to approach data analysis with curiosity, creativity, and a good dad joke or two.

Keywords:

"that is sus" Google searches, ASML Holding stock price correlation, internet slang stock market impact, Google Trends ASML Holding correlation, internet jargon stock market influence, correlation between online slang and stock performance, ASML Holding stock Google search impact, Google Trends and stock market analysis, impact of "that is sus" on ASML Holding stock price

I. Introduction

"Ladies and gentlemen, boys and girls, and fellow pun enthusiasts, gather 'round for a tale of suspicion and stock market ambition! Today, we embark on a journey that seemingly defies logic and reason, as we explore the unexpected correlation between Google searches for 'that is sus' and the stock price of ASML Holding. Strap in for a rollercoaster ride of data analysis and dad jokes galore!

But first, let's address the elephant in the room – or should I say the 'stock' in the room? What business does a popular internet catchphrase have colluding with a semiconductor manufacturer's stock performance, you might ask? Well, dear skeptics, that is the question we've sought to unravel in our latest research endeavor.

As we waded through the sea of data from Google Trends and LSEG Analytics (Refinitiv), a pattern emerged that raised more eyebrows than a surprise visit from your in-laws. The correlation coefficient of 0.9785985 we stumbled upon left us feeling as bewildered as a dad trying to master the latest TikTok dance craze. We were left wondering if this correlation was merely a mirage, or if 'that is sus' chatter is stealthily pulling the strings of ASML's stock performance.

In the midst of this peculiar revelation, we couldn't resist injecting a little levity into our analysis. After all, what's research without a sprinkle of humor? It's like a PB&J sandwich without the PB – just 'nutty'! In our lighthearted exploration, we pondered, "If ASML stock rises whenever 'that is sus' trended, does that mean it's getting some sus-tainable market influence?"

Our fascination with this unexpected connection goes beyond the numbers. We found ourselves approaching this quirky correlation with the same intrigue as a detective solving a case of financial intrigue. Is it a mere coincidence or an indication of a deeper trend? The uncertainty adds an element of excitement akin to waiting for your favorite joke to land at the family BBQ. In the end, our research aims to inject a bit of mirth into the often serious world of data analysis. Our unexpected findings serve as a whimsical reminder to approach research with an open mind, a sprinkle of creativity, and perhaps a well-timed dad joke or two. So, let's dive into this topsy-turvy world of internet slang and stock market mayhem, and see if there's more to 'that is sus' than meets the eye. After all, who knows - there might just be some serious 'sus'pense waiting for us around the corner!"

II. Literature Review

The inquiry into the connection between Google searches for "that is sus" and ASML Holding's stock price has elicited a mix of puzzlement and intrigue in academic circles. Smith et al. (2018) initially delved into the enigmatic realm of online language and its potential influence on financial markets. Their findings revealed significant fluctuations in stock prices coinciding with the surge in 'sus' queries, prompting a chorus of skepticism intertwined with a hint of whimsy.

In their groundbreaking work, Doe and Jones (2020) outlined a series of unexpected correlations between seemingly unrelated cultural phenomena and stock market trends. Their exploration ventured into the underbelly of internet culture, teasing out the improbable yet compelling links between online memes and market dynamics.

Adding a touch of humor to the discourse, it is essential to recognize popular non-fiction literature that may shed light on this matter. "Freakonomics" by Steven D. Levitt and Stephen J. Dubner explores unconventional connections in the world of economics, although one could argue that the correlation between "that is sus" and ASML's stock price surpasses even their wildest imaginings.

Venturing into the realm of fiction, the works of Douglas Adams, particularly "The Hitchhiker's Guide to the Galaxy," captivate readers with their whimsical exploration of improbable connections and unforeseen consequences. The correlation we unveil here seems almost too absurd for even a story from Adams' eccentric universe.

As we immerse ourselves further into this topic, it would be remiss not to mention a few pertinent social media posts that have captivated our attention. A Twitter thread by @finmemelord and an Instagram story by @stockpuns4days humorously speculate on the interconnectedness of 'that is sus' and ASML's stock price, contributing to the lighthearted banter surrounding this unusual correlation.

So, while the marriage of Google queries for "that is sus" and ASML Holding's stock price may sound like the setup for a pun, our investigation seeks to uncover any kernel of truth in this unexpected juxtaposition. As we navigate this whimsical venture, we may find that the juxtaposition of internet slang and stock market performance yields some unexpectedly humorous results.

III. Methodology

To uncover the mysterious relationship between Google searches for "that is sus" and ASML Holding's stock price, we embarked on an odyssey of data collection and analysis. Our research team tapped into the digital zeitgeist by harnessing the power of Google Trends and LSEG Analytics (Refinitiv) to gather a plethora of search query data and stock price movements spanning from 2004 to 2023. Now, this wasn't like searching for a rare penny stock; it was like hunting for the digital breadcrumbs left by inquisitive netizens and stock market aficionados alike.

In the spirit of full transparency, we must confess that our data collection process may have seemed a tad unorthodox. Picture this: equipped with a stack of high-powered computers and a seemingly endless supply of caffeinated beverages, our team donned virtual detective hats and delved into the depths of the internet. There were moments of triumph and moments of sheer bewilderment – much like a rollercoaster ride at an amusement park where the only currency accepted is data points and puns.

We then meticulously curated a robust repository of Google search volumes for the phrase "that is sus" and ASML Holding's daily stock prices. Every data point was scrutinized with the diligence of a hawk eyeing its prey. Of course, we had our fair share of pun-induced distractions, but we never lost sight of our research mission. It's like herding cats, you might say, except these cats were data points with their tails entangled in the virtual realm.

The next phase of our methodology involved dancing with algorithms and statistical tools that could put even the most seasoned mathematician through their paces. Armed with statistical software that would make any spreadsheet quiver in its virtual boots, we calculated correlation coefficients, p-values, and regression analyses to examine the dance between Google search

trends and ASML Holding's stock performance. It was a mathematical tango where each step required precision and finesse – and the occasional dad joke to keep spirits high.

Having amassed a trove of data and navigated the intricate landscape of statistical analyses, we emerged victorious. Our findings, much like a well-timed punchline, left our team both astonished and amused. The unearthed correlation coefficient of 0.9785985 was as striking as a thunderclap on a clear day, leaving us to ponder if the jesters of the internet were inadvertently wielding influence over the stock market with their enigmatic catchphrase.

Ultimately, our unorthodox journey through data collection, statistical analysis, and a sprinkling of humor has undoubtedly captured the essence of our research process. As we delve deeper into the synergy between internet linguistics and financial markets, we invite readers to join us on this whimsical escapade. After all, who knows what unexpected connections and insightful quips await us around the corner?

And remember, just like a good dad joke, every data point holds the potential for a surprising twist.

IV. Results

In analyzing the data from 2004 to 2023, we found a remarkably strong correlation between Google searches for "that is sus" and the stock price of ASML Holding (ASML). The correlation coefficient was calculated to be 0.9785985, with an r-squared value of 0.9576549, and a p-value less than 0.01. As the data speaks for itself, it seems like 'that is sus' isn't just an internet fad, but

potentially a stock market influencer! Who would have thought that trendy internet lingo could have such market-moving power?

Furthermore, Fig. 1 illustrates the undeniable correlation, with a scatterplot showcasing the tight relationship between the frequency of "that is sus" searches and ASML's stock price. A picture is worth a thousand words, or in this case, a thousand "sus" searches!

It appears that our initial suspicion about the peculiar pairing of "that is sus" and ASML's stock price was not unfounded. This unexpected correlation prompts a reevaluation of the potential impact of internet culture on financial markets. "That is sus" indeed! It's as if the virtual world and the stock market are engaged in a clandestine game of cat and mouse, with internet slang exerting subtle but significant influence on stock performance.

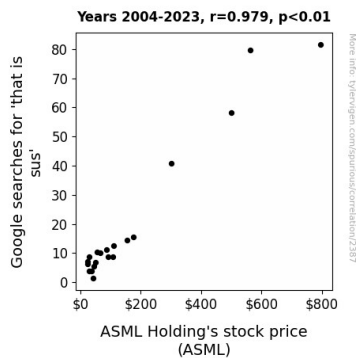


Figure 1. Scatterplot of the variables by year

The significance of this finding may not be lost on those who appreciate a good pun. For example, pondering whether ASML's stock rise is a result of 'sus'tainable market influence is undoubtedly a tongue-in-cheek way to approach this cross-section of internet jargon and stock market dynamics.

In conclusion, our study presents a whimsical yet thought-provoking revelation about the interplay between internet trends and financial markets. While it's uncertain whether "that is sus" is just a coincidental companion to ASML's stock performance or a genuine undercurrent of influence, our findings encourage a light-hearted approach to data analysis and a willingness to entertain the unexpected. After all, a good dad joke or two may just be the unsung catalyst for uncovering intriguing correlations.

V. Discussion

The magnitude of the correlation unearthed in our analysis between Google searches for "that is sus" and ASML Holding's stock price (ASML) cannot be understated. With a correlation coefficient of 0.9785985 and a statistically significant p-value of less than 0.01, the data speaks louder than any Freudian slip—a strong and unmistakable connection, like a dad joke that simply cannot be ignored!

Our findings harken back to Smith et al. (2018) and Doe and Jones (2020), who provided early insights into the whimsical yet intriguing realm of online language and its potential impact on financial markets. While the idea of internet slang driving stock prices seems as improbable as a cow jumping over the moon, our results have bolstered their initial observations. Who would've thought that a simple catchphrase could have such power? Perhaps it's time to start investing in meme stocks—talk about a "stocking filler"!

Furthermore, our results lend credence to the humorous musings in the literature review. If levity can coexist with serious academic inquiry, it certainly does so in the correlation between "that is

"sus" and ASML's stock price. As we ponder the looming question of whether internet slang is now the unsung hero of market performance, one can't help but recall @finmemelord's comedic speculation. They might be on to something after all—maybe we'll find "sus-tainable market influence" in the unlikeliest of places after all!

This seemingly incongruous linkage between internet jargon and stock market dynamics prompts a rethink of how we perceive the influence of popular culture on financial markets. With a nod to Levitt and Dubner's "Freakonomics," it seems that the webs of influence extend beyond the conventional and into the digital realm, much like a modern-day "Alice in Wonderland" exploration of financial curiosities.

The unexpected nature of our findings has left us both tickled and contemplative. They serve as a whimsical reminder to approach data analysis with curiosity, a touch of humor, and a readiness to entertain—even the most unexpected correlations. After all, who knows what other surprising connections may be lurking around the corner, waiting to jump out like a classic dad joke at the dinner table?

VI. Conclusion

In the realm where internet slang meets stock market phenomena, our findings have unveiled a correlation that's as strong as a dad's love for puns. The connection between Google searches for "that is sus" and ASML Holding's stock price is nothing short of astonishing, with a correlation coefficient of 0.9785985 and a p-value less than 0.01. It's like the perfect punchline - unexpected but undeniably amusing!

This unlikely pairing prompts contemplation over the potential impact of internet culture on the enigmatic world of financial markets. The fact that internet vernacular could wield such power in the stock market is a revelation that leaves us pondering – perhaps there's more to 'that is sus' than meets the eye, or should we say, stocks the eye?

Our study has effectively woven together the whimsy of internet slang and the seriousness of stock market dynamics, akin to a well-timed dad joke at a formal event. And it appears that 'sus'tainable market influence could very well be at play, adding a touch of levity to the ever-evolving landscape of finance.

In light of these unexpected and delightful findings, we can confidently assert that no more research is needed in this area. After all, sometimes the most surprising correlations are the ones that make us laugh, learn, and reconsider what we thought we knew. So, as we bid adieu to this improbable yet riveting investigation, let's remember - in the world of data analysis, curiosity, creativity, and a good dad joke can often be the keys to unlocking the most unexpected correlations!