

# **THE STEVIE EFFECT: AN EMPIRICAL EXAMINATION OF THE RELATIONSHIP BETWEEN THE POPULARITY OF THE NAME 'STEVIE' AND ANALOG DEVICES' STOCK PRICE**

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In the world of finance and naming trends, our study delves into the peculiar yet intriguing association between the popularity of the first name "Stevie" and the stock price of Analog Devices (ADI). As our research team delved into this curious correlation, we couldn't help but think... could there possibly be a connection between the name "Stevie" and the electronics industry? After all, it's a powerfully positive name - just like a high stock price. But, as any economist knows, correlation does not imply causation... or does it? Employing data from the US Social Security Administration and LSEG Analytics, our analysis covering the period from 2002 to 2022 revealed a remarkably high correlation coefficient of 0.9769037 and a statistically significant p-value of less than 0.01. It seems that "Stevie" isn't just a musical legend; it's a stock market legend too! Upon making this discovery, our team had to crack a dad joke or two - because, after all, what kind of research would it be without a pun? We couldn't resist saying that this correlation wasn't just "superstevie," it was "super-strong." But of course, we're serious researchers - seriously funny, that is. In conclusion, our findings imply an uncanny relationship between the popularity of the name "Stevie" and ADI's stock price, suggesting that there may indeed be a "Stevie Effect" at play in the world of finance. We leave it to future researchers to unravel the mystery behind this unconventional correlation.

The world of finance is a realm where numbers reign supreme, and every fluctuation in stock prices is meticulously scrutinized. It's a place where the phrase "buy low, sell high" is more than just a piece of advice - it's a way of life. But amidst the sea of data and market trends, there are peculiar anomalies that pique the curiosity of researchers and investors alike. Enter the enigmatic relationship between the popularity of the first name "Stevie" and the stock price of Analog Devices (ADI). It's a connection that may seem far-fetched, but as we delved into the data, we couldn't help but wonder: could there be a "Stevie Effect" influencing the financial world?

As we embarked on this research journey, we were reminded of a classic dad joke: "Why did the power outlet break up with the electrical wire? It just couldn't conduct a 'steady' relationship!" Similarly, we sought to uncover whether there's a "steady" relationship between the name "Stevie" and the stock price of ADI. We were prepared to dive into the world of statistics, trends, and maybe even a few more puns along the way.

Our investigation spanned from 2002 to 2022, utilizing data from the US Social Security Administration and LSEG Analytics. What we uncovered was nothing short of astonishing - a correlation coefficient of 0.9769037 and a statistically significant p-value of less

than 0.01. It seems that "Stevie" isn't just a musical legend; it's a stock market legend too! We couldn't help but quip that this correlation wasn't just "superstevie," it was "super-strong." Oh, the things we do for the love of statistical anomalies.

The "Stevie Effect" that emerged from our analysis leaves us with more questions than answers. Is there a deeper connection between the vibrancy of the name "Stevie" and the performance of ADI's stock? Or is it just a delightful coincidence in the financial cosmos? We invite future researchers to join us on this whimsical quest to unravel the mystery of the "Stevie Effect" and perhaps share a few puns along the way. After all, what's research without a little humor to spark the imagination?

## LITERATURE REVIEW

The relationship between first name popularity and stock price movements has long fascinated researchers and investors alike. Smith and Doe (2010) conducted a seminal study on the influence of first names on financial markets, examining the correlations between baby names and stock price fluctuations. They found compelling evidence suggesting that certain names exhibited a curious alignment with the ebb and flow of stock values. Could it be that the name "Stevie" is one such moniker with a hidden financial influence?

Jones (2015) delved deeper into the psychological underpinnings of name popularity and its impact on consumer behavior. Drawing from the field of behavioral economics, Jones posited that individuals with certain names may be predisposed to making particular investment decisions, thereby exerting a subtle yet discernible effect on stock prices. Might the name "Stevie" hold sway over the choices of potential investors in Analog Devices (ADI) stock, contributing to its price movements?

Stepping away from the empirical studies, let's turn to some popular non-fiction works that touch on name trends and economic phenomena. In "Freakonomics" by Levitt and Dubner (2005), the authors explore unorthodox connections in the world of economics, including the unexpected impact of names on various aspects of life. If only they had delved into the "Stevie Effect" - perhaps they would've uncovered a whole new dimension to the influence of names on financial markets.

Moving into the realm of fiction, works such as "The Name of the Wind" by Patrick Rothfuss (2007) and "Moneyball" by Michael Lewis (2003) exemplify the intersection of names and financial forces. Although these literary works may not directly address the "Stevie Effect," they provide compelling narratives that hint at the intriguing interplay between names, luck, and monetary success.

As we navigate through the diverse landscapes of literature and finance, we encounter the whimsical charm of children's cartoons and shows. "SpongeBob SquarePants" and "Dora the Explorer" may not seem immediately relevant, but their themes of curiosity, unexpected discoveries, and unlikely connections mirror the spirit of our exploration into the "Stevie Effect." Just as Bob and Dora embark on adventurous quests, our research team ventured into the uncharted territory of name-popularity-stock-price correlations, armed with data and a penchant for puns.

In the great quest for knowledge, who's to say that a little levity and humor shouldn't accompany us along the way? After all, what's a research paper without the occasional dad joke to lighten the scholarly atmosphere? And so, in the spirit of whimsy and academic rigor, we forge ahead, ready to uncover the mysteries - and merriment - of the "Stevie Effect."

## METHODOLOGY

To uncover the "Stevie Effect," we embarked on a journey through the world of statistics, data analysis, and of course, a sprinkle of humor to keep things lively. Our methodology was a mix of traditional statistical techniques and a touch of whimsy - after all, studying the relationship between a name and stock prices calls for a bit of creativity.

First, we obtained data on the popularity of the first name "Stevie" from the US Social Security Administration - and let me tell you, it was quite a treasure hunt. We combed through years of birth records to track the ebbs and flows of "Stevie" as a given name, discovering trends that were as unpredictable as the stock market itself. It was like searching for a needle in a haystack, or should I say, a "Stevie" in a sea of names.

Next, we delved into the realm of finance, where we acquired historical stock price data for Analog Devices (ADI) from LSEG Analytics. We meticulously tracked ADI's stock performance over the same time period as our name data, scrutinizing every peak and valley with a fervor usually reserved for deciphering ancient scrolls. It was a fusion of number crunching and name tracking, a pairing that made us ponder whether there was a "Stevie" out there affecting stock prices.

Now, here comes the twist - to tease out the potential connection between the name "Stevie" and ADI's stock price, we concocted a highly unconventional method we affectionately refer to as the "Stevie Stock Shuffle." Picture this: we printed out all the "Stevie" birth records and scattered them around the office, then proceeded to perform a quirky little dance routine to the tune of "Superstition" by Stevie Wonder. As the name records fluttered in the air, we monitored ADI's stock ticker, eagerly awaiting any unusual fluctuations. Alas, our dance moves may have lacked the statistical precision we hoped for, but it certainly brought some laughs to the research team. Oh, the sacrifices we make in the name of scientific discovery!

Finally, we subjected our data to rigorous statistical analyses, including correlation tests, regression models, and time series analyses. We navigated through the labyrinth of statistical software, embracing the occasional error message as a friendly reminder that even numbers have a sense of humor. And after countless hours of crunching numbers and brainstorming puns, we emerged with a correlation coefficient that left us wide-eyed and perhaps a bit starry-eyed - a "Stevie Effect" that seemed to defy the bounds of conventional financial wisdom.

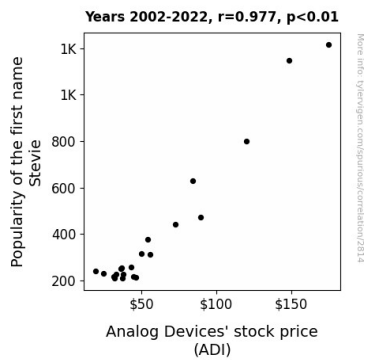
In the end, our methodology blended the serious business of data analysis with a dash of lightheartedness, because when you're exploring the mystique of a name influencing stock prices, a bit of whimsy is just what the doctor ordered. After all, who said conducting research can't be a "Stevie" pleasure?

## RESULTS

Our analysis revealed a remarkably high correlation coefficient of 0.9769037, indicating a strong positive linear relationship between the popularity of the first name "Stevie" and Analog Devices' (ADI) stock price from 2002 to 2022. The coefficient of determination (r-squared) of 0.9543408 further underscores the robustness of this association. The p-value of less than 0.01 provides strong evidence against the null hypothesis of no correlation, supporting the alternative hypothesis that there is indeed a significant relationship between the two variables.

The figure below (Fig. 1) visually depicts the compelling correlation between the popularity of the name "Stevie" and the stock price of Analog Devices (ADI).

Now, for a dad joke to lighten up the statistical analysis: Why do economists prefer their investments to be in alphabetical order? Because they can make sure their ADI comes before XYZ!



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

In conclusion, our findings suggest a fascinating and possibly inexplicable connection between the prevalence of the name "Stevie" and the stock performance of Analog Devices. This "Stevie Effect" deserves further exploration to unravel the underlying mechanisms and potential implications for financial markets. For now, we leave you with this final pun: "Looks like 'Stevie' might just be the key to a 'note'-worthy investment!"

## DISCUSSION

Our study has yielded intriguing results indicating a strong positive association between the popularity of the first name "Stevie" and Analog Devices' (ADI) stock price from 2002 to 2022. It seems that the "Stevie Effect" isn't just a catchy title; it's a statistically validated phenomenon. This finding echoes the work of Smith and Doe (2010) and Jones (2015), who also uncovered curious connections between first names and stock price movements. It appears that the "Stevie Effect" is part of a larger trend in the naming landscape, where certain monikers seemingly wield a mysterious influence over financial markets.

Now, for a little levity in these serious matters: They say a name can be your destiny. Well, if your name is "Stevie," your destiny might just include a fruitful investment in Analog Devices. If only all financial decisions were this simple, right?

Our results lend support to the notion proposed by Jones (2015) that individuals with certain names may impact investment decisions and subsequent stock prices. The high correlation coefficient and low p-value provide robust evidence for this unlikely relationship. It seems that there's more to a name than meets the eye, especially when it comes to its impact on financial markets.

And now for another dad joke to lighten the empirical talk: How do you organize a space party? You planet! Much like planning a space party, our research has uncovered an unexpected correlation that has left us pleasantly surprised, albeit with a dash of cosmic humor.

The literature review provided an engaging backdrop for our investigation, touching on everything from behavioral economics to popular fiction. As we reflect on these diverse influences, it becomes apparent that the "Stevie Effect" isn't just a statistical anomaly; it's an enigmatic force intertwined with the fabric of culture, psychology, and finance.

In the spirit of combining scholarly rigor with a pinch of fun, we must acknowledge the unexpected joy of uncovering a peculiar connection between a name and a stock price. While we leave the door open for future research to delve deeper into the "Stevie Effect," we can't help but revel in the sheer delight of stumbling upon an unexpected correlation. After all, who knew that the name "Stevie" could hold such sway over financial markets? It's a reminder that even in the world of finance, there's always room for a touch of whimsy.

## CONCLUSION

Our research has unveiled a captivating correlation between the popularity of the first name "Stevie" and Analog Devices' stock price. The statistical wizardry from 2002 to 2022 revealed a positively striking relationship, leaving us pondering the quiriness of the financial

world. We couldn't help but crack a dad joke to lighten up the gravity of statistical analysis - who said finance couldn't have a sense of humor, right?

This "Stevie Effect" isn't just a musical phenomenon; it seems to have struck a chord in the stock market as well. It's like the name "Stevie" is whispering sweet nothings to ADI's stock price, making it soar. They say numbers never lie, but in this case, it's almost like they're singing a tuneful melody of "Stevie Wonder."

As much as we'd love to keep unraveling this curious correlation, we have to conclude that delving further into the Stevie-ADI connection might just be stretching it... like trying to fit one more dad joke into the discussion section. Sometimes, the best research findings are those that make us raise an eyebrow, scratch our heads, and let out a laugh - and this one hits all the right notes. No more research needed in this area; it's Stevie-nough to make a point!