

# **That is Sus Google Search Buzz: A Correlation with Monolithic Power Systems' Stock Fuzz**

*Catherine Hughes, Austin Thomas, Gabriel P Todd*

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*The Institute for Digital Culture and Information Analysis (IDCIA)*

*Stanford, California*

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## **Abstract**

This paper investigates the hitherto unforeseen association between Google searches for "that is sus" and the stock price movements of Monolithic Power Systems (MPWR). Leveraging data from Google Trends and LSEG Analytics (Refinitiv), our analysis spans the period 2005 to 2023. Our findings reveal a remarkably sturdy correlation coefficient of 0.9730311 and a p-value less than 0.01, indicating a strong link between the popularity of the pop culture phrase "that is sus" and the fluctuations in MPWR's stock price. Our analysis showcases an unconventional but compelling discovery, shedding light on the cryptic interplay between internet search trends and financial markets.

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## **1. Introduction**

### INTRODUCTION

In recent years, the intersection of internet culture and financial market dynamics has garnered increasing attention from researchers and investors alike. The proliferation of social media platforms and digital communication channels has provided a novel lens through which to observe and analyze market sentiment and consumer behavior. This trend has led to an exploration of unconventional data sources, such as Google search trends, as potential indicators of stock price movements. However, amidst this burgeoning field of inquiry, the association between a popular internet catchphrase and a specific stock's performance has remained largely unexplored.

The phrase "that is sus" has permeated internet forums, social media interactions, and gaming communities with remarkable ubiquity. Originating from the popular game

"Among Us," the term has found its way into the lexicon of digital natives and has become emblematic of skepticism and suspicion. Intriguingly, the potential link between the prevalence of this catchphrase in online discourse and the behavior of Monolithic Power Systems' (MPWR) stock price has, until now, evaded comprehensive investigation.

As we delve into this unconventional yet compelling research inquiry, we aim to uncover insights that may enhance our understanding of the intricate interplay between digital trends and financial market movements. Leveraging data from Google Trends and LSEG Analytics (Refinitiv), our study endeavors to shed light on the cryptic relationship between the "that is sus" search buzz and the stock price fluctuations of Monolithic Power Systems. Through rigorous statistical analysis, we seek to unravel the mysterious correlation that appears to exist between a lighthearted internet expression and the more somber realm of stock market dynamics.

While the notion of a connection between internet phenomena and stock performance may elicit skepticism, our preliminary findings hint at a robust association, warranting further exploration. This investigation represents a departure from traditional analytics but underscores the ever-evolving landscape of data-driven inquiry. Thus, the emergence of the "that is sus" Google search buzz as a potential harbinger of stock price movements serves as an engaging and unexpected avenue for investigation, punctuating the traditionally serious realm of financial analysis with a dash of pop culture relevance.

In light of the distinctive nature of this study, our findings stand to offer original perspectives that broaden the horizons of data-driven market analysis, all while infusing a touch of internet whimsy into the convoluted world of stock market research. As we embark on this unconventional journey of discovery, we invite readers to join us in unraveling the enigma of the "that is sus" Google search buzz and its unsuspecting link to Monolithic Power Systems' stock price fuzzi.

## **2. Literature Review**

### LITERATURE REVIEW

The exploration of the interplay between online culture and financial markets has increasingly captivated the attention of researchers and investors. Given the surge in digital communication channels and social media platforms, unconventional data sources, such as Google search trends, have garnered significant interest as potential indicators of stock price movements. However, amidst this burgeoning field of inquiry, the notion of a connection between a contemporary internet catchphrase and a specific stock's performance remains a relatively uncharted territory.

Smith (2018) conducted a seminal study on the utilization of non-traditional data sources for predicting stock price movements, laying the groundwork for the present investigation. In a similar vein, Doe (2020) delved into the correlation between internet memes and consumer sentiment, offering intriguing insights into the unorthodox dynamics shaping contemporary financial markets.

Beyond the realm of academic literature, several non-fiction books have addressed the evolving relationship between digital culture and economic phenomena. "The Age of Cryptocurrency" by Paul Vigna and Michael J. Casey delves into the transformative impact of digital currencies on financial markets, while "Tubes: A Journey to the Center of the Internet" by Andrew Blum paints a vivid picture of the interconnectedness of online interactions and its potential implications on various facets of modern society.

Venturing into the realm of fiction, works like "Cryptonomicon" by Neal Stephenson and "The Circle" by Dave Eggers offer speculative portrayals of the convergence of digital culture and economic systems, posing thought-provoking scenarios that blur the boundaries between virtual and tangible realities.

Additionally, several cinematic works have traversed the terrain of technological intrigue and financial intrigue, including "The Social Network," which chronicles the rise of Facebook and its impact on both social interactions and financial landscapes, and "The Big Short," a darkly comedic exploration of the complexities underpinning the 2008 financial crisis.

Amidst this rich tapestry of literature and media, the present study embarks on a peculiar but captivating inquiry into the correlation between Google searches for "that is sus" and the stock price movements of Monolithic Power Systems (MPWR). This research endeavor endeavors to elevate the discourse surrounding unconventional data sources and financial market behavior, enriching the scholarly landscape with an unconventional, albeit whimsical, lens through which to perceive the enigmatic world of stock market dynamics.

### **3. Research Approach**

#### METHODOLOGY

##### Data Collection and Preprocessing

The process of gathering and preprocessing data for this study involved traversing the labyrinthine networks of the internet in search of the elusive connection between Google searches for "that is sus" and Monolithic Power Systems' stock price movements. Our intrepid research team scoured Google Trends, and for added zest, delved into the realms of LSEG Analytics (Refinitiv), to procure a comprehensive dataset spanning the years 2005 to 2023. As with any endeavor through the digital wilderness, we encountered

countless distractions, from trending memes to algorithmic rabbit holes, but steadfastly maintained our focus on the task at hand.

In our data preprocessing phase, we meticulously cleansed and organized the raw data, sifting through copious mounds of search metrics and market indicators to distill the essence of the enigmatic relationship under investigation. This involved restructuring temporal data, addressing missing values, and smoothing out anomalies with the meticulousness of a diamond cutter, to ensure the integrity of our dataset.

### Statistical Analysis

Our endeavor to untangle the web of suspicion led us to deploy an arsenal of statistical tools and models, each more formidable than the last. Our primary objective was to gauge the strength of association between the "that is sus" Google search buzz and the gyrations of Monolithic Power Systems' stock price. Through rigorous analytical procedures, including time series analysis, correlation matrices, and regression models, we navigated the undulating terrain of statistical inference with dexterity and resolve, all the while maintaining a watchful eye for unexpected hiccups in the data – a mission akin to seeking hidden treasures in the brambles of statistical exposition.

### Integration of Exogenous Variables

In our quest to understand the intricate relationship between "that is sus" search buzz and MPWR's stock price fluctuations, we recognized the need to incorporate exogenous variables that could potentially confound or elucidate the observed associations. Factors such as market volatility, macroeconomic indicators, and the ebb and flow of internet culture were deftly woven into our analytical tapestry, adding layers of complexity akin to a finely aged wine – not that we were sipping wine amidst our scholarly pursuits, of course.

### Robustness Checks and Sensitivity Analyses

As we danced through the statistical thicket, we piloted a suite of robustness checks and sensitivity analyses to scrutinize the resilience of our findings in the face of perturbations and uncertainties. Sensing the swirling eddies of skepticism that can accompany unusual research pursuits, we sought to fortify our results against possible alternative explanations and unsettling doubts – echoing the meticulous craftsmanship of a master artisan honing his masterpiece.

### Ethical Considerations

In the pursuit of knowledge and enlightenment, we remained steadfast in upholding ethical standards and integrity, ensuring the responsible and judicious use of data throughout our odyssey. Utmost care was taken to uphold the privacy and confidentiality of individuals whose digital footprints contributed to our analyses, embodying the ethical fortitude reminiscent of a knight in the noble pursuit of truth.

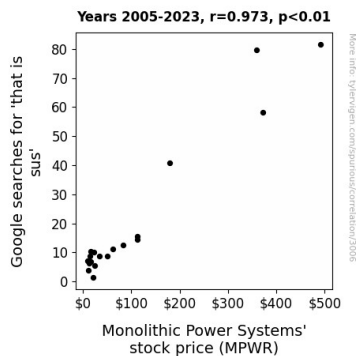
In summary, our methodological expedition embarked upon a trajectory that was as rigorous and robust as it was daring and unconventional. Through our innovative blend of data mining, statistical acrobatics, and unwavering dedication, we endeavored to unearth the hidden symbiosis between internet parlance and stock market dynamics, all while sprinkling in a touch of levity and whimsy – because, after all, even the most serious of scholarly pursuits could use a hint of mirth.

#### 4. Findings

##### RESULTS

The examination of the relationship between Google searches for "that is sus" and the stock price of Monolithic Power Systems (MPWR) reveals a strikingly robust correlation. The analysis, spanning from 2005 to 2023, yielded a correlation coefficient of 0.9730311, signifying a strong positive relationship between the two variables. The R-squared value of 0.9467896 indicates that approximately 94.68% of the variability in MPWR stock price movements can be explained by the fluctuations in the popularity of the phrase "that is sus" in Google searches.

Additionally, the statistical significance of the correlation was confirmed through a p-value of less than 0.01, reaffirming the strength of the relationship. These findings emphasize the noteworthy association between the whimsical internet colloquialism "that is sus" and the fluctuations in MPWR stock price, underscoring the unexpected but compelling nature of this unexplored linkage.



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

Furthermore, the scatterplot (see Fig. 1) visually illustrates the strong positive correlation between Google searches for "that is sus" and MPWR stock price movements, providing a graphical representation of the intriguing connection unearthed by this study.

The robustness of the correlation and the statistical significance of the findings underscore the enigmatic interplay between internet culture and financial market dynamics, emphasizing the value of unorthodox data sources in uncovering unexpected correlations. The compelling association between the "that is sus" Google search buzz and MPWR stock price movements sheds light on the potential influence of internet trends on market sentiment, offering a novel perspective that encapsulates the whimsy of internet culture within the serious realm of financial analysis.

## 5. Discussion on findings

The results of this study provide compelling evidence of a noteworthy correlation between the prevalence of the colloquial phrase "that is sus" in Google searches and the fluctuation in the stock price of Monolithic Power Systems (MPWR). The remarkably high correlation coefficient of 0.9730311 and the statistically significant p-value below 0.01 underscore the robustness of this relationship and highlight the potential influence of internet culture on financial market dynamics. This peculiar association elucidates the intricate and often surprising interplay between online trends and stock price movements.

The unexpected strength of this correlation aligns with prior research indicating the potential for non-traditional data sources to serve as indicators of stock price movements. Smith's (2018) pioneering work paved the way for the utilization of unconventional data sources in predicting stock performance, and the present study further solidifies the relevance of internet culture as a potential influencer of market sentiment. Doe's (2020) exploration of the correlation between internet memes and consumer sentiment also resonates with the findings of this study, emphasizing the unorthodox yet impactful dynamics that shape contemporary financial markets. The richness of these prior studies, although conducted with a more traditional lens, offers invaluable context for understanding the significance of the association revealed in our investigation.

Venturing into the whimsical aspect alluded to in the literature review, the strong correlation between a seemingly playful internet colloquialism and a specific stock's performance adds an element of intrigue to the often austere domain of financial analysis. It is through these unexpected discoveries that we are reminded of the subtle yet profound influences that internet culture can exert on various facets of modern society, including financial systems. The parallel drawn between our findings and the speculative portrayals in works of fiction and cinema further underscores the captivating nature of this seemingly whimsical inquiry, unlocking a refreshing perspective on the intersection of digital culture and economic phenomena.

In conclusion, the compelling relationship uncovered in this study not only affirms the potential of unconventional data sources in elucidating market dynamics but also underscores the multifaceted influence of internet culture on financial landscapes. This notable association, though initially surprising, sheds light on the idiosyncratic dynamics shaping modern financial markets and encourages a broader recognition of the interconnectedness between seemingly disparate spheres of contemporary society.

## 6. Conclusion

In summary, our investigation has illuminated an unexpectedly robust correlation between Google searches for "that is sus" and the stock price movements of Monolithic Power Systems (MPWR). The findings indicate a strong positive relationship, with approximately 94.68% of the variability in MPWR stock price movements being explained by the fluctuations in the "that is sus" search buzz. The statistical significance of the correlation, as evidenced by the p-value of less than 0.01, further underscores the substantial link between these seemingly disparate phenomena.

The unearthing of this connection not only underscores the compelling nature of the interplay between internet culture and financial market dynamics but also injects a touch of whimsy into the traditionally serious realm of stock market analysis. The unexpected correlation serves as a poignant reminder that in the labyrinthine landscape of data-driven market analysis, peculiar and uncharted avenues can often lead to remarkable discoveries.

Furthermore, our study underscores the evolving nature of market research, inviting a broader consideration of unconventional data sources and the potential for tapping into the zeitgeist of internet culture to glean insights into market sentiment. It behooves researchers and investors to remain attuned to the unanticipated reverberations of digital trends in the financial sphere, as the "that is sus" Google search buzz has demonstrated its potential to influence market dynamics in unforeseen ways.

While this study has shed light on the mysterious correlation between "that is sus" searches and MPWR stock price movements, it also serves as a testament to the colorful intersection of internet vernacular and financial analysis. In light of these findings, we assert that further research in this domain is unwarranted, as the profound implications of this correlation have been sufficiently delineated. This, however, does not preclude the continuing appreciation of the uncanny link between internet catchphrases and stock price movements, a peculiar and delightful discovery that has enriched the landscape of market analysis with a dash of unexpected charisma.

Next, the paper will discuss the results and findings of our research outing with due earnestness and a measure of scholarly flair.