



ELSEVIER



# Brody or Not Brody: The Broder Picture of Name Popularity and Stock Prices

Christopher Harrison, Austin Travis, Gemma P Tillman

Center for Research; Berkeley, California

---

## Abstract

This study delves into the curious connection between the popularity of the first name Brody and the stock price of POSCO Holdings (PKX) over the period from 2002 to 2022. Using data from the US Social Security Administration and LSEG Analytics (Refinitiv), we investigate the correlation between the prevalence of the name Brody and the fluctuations in PKX stock. Our findings reveal a striking correlation coefficient of 0.8589593, with a p-value less than 0.01, implying a statistically significant relationship. These results shed light on an unexpected yet potentially influential factor in stock market dynamics, reminding us that sometimes the most unassuming elements can have surprising implications for financial trends.

Copyright 2024 Center for Research. No rights reserved.

---

## 1. Introduction

The intersection of name popularity and stock prices is an area of research that has often been overshadowed by more conventional economic and sociological factors. However, as the saying goes, "Don't judge a book by its cover," and it turns out that names might have more influence than we previously thought. The striking correlation between the prevalence of the name Brody and the stock price of POSCO Holdings (PKX) has piqued the interest of researchers and analysts alike.

The field of econometrics is not without its surprises, much like a good magic show or a surprising plot twist in a novel. The study of seemingly unrelated variables and their impact on one another is a constant source of intrigue, and the unanticipated relationship between name popularity and stock performance is certainly a compelling example. The saga of Brody and PKX unfolds over the 20-year period from 2002 to 2022, offering an intriguing narrative that invites closer inspection.

At first glance, one might assume that the popularity of a name like Brody is merely a

quirk of human behavior, akin to the ebbs and flows of fashion trends or the resurgence of retro style. However, as we delve into the statistical realm, we begin to unravel a tale that is as captivating as a gripping novel—complete with unexpected twists and turns. Our investigation seeks to unravel the mystery behind this correlation and to shed light on its potential implications for the world of finance.

The captivating nature of this study reminds us that sometimes truth is indeed stranger than fiction, and that the most unlikely variables can hold significant sway over economic phenomena. As we embark on this empirical journey, our goal is not only to deepen our understanding of name popularity and stock prices but also to appreciate the unexpected connections that permeate the complex web of economic relationships.

So, let us venture forth into the enthralling realm of statistical analysis, armed with our wits and a healthy dose of curiosity, as we unravel the intriguing tale of Brody and PKX. For as the old adage goes, "The Devil is in the data," and indeed, the data may hold more surprises than we could ever anticipate.

## 2. Literature Review

The literature surrounding the correlation between the popularity of the first name Brody and the stock price of POSCO Holdings (PKX) has offered a wealth of insightful findings. In "Smith et al.," the authors find a distinct positive relationship between the frequency of the name Brody and the performance of PKX, illuminating the potential impact of nomenclature on financial markets. Additionally, "Doe and Jones" provide compelling evidence of a significant association between name popularity and stock prices, prompting further exploration into this captivating phenomenon.

As we delve deeper into the realm of name popularity and its curious connection to stock prices, it is important to consider the broader context in which this relationship unfolds. "The Economics of Naming" by Jane Economist and "The Sociology of Stocks" by John Sociologist offer valuable insights into the intricate interplay between seemingly unrelated variables. Furthermore, the fictional works "Market Melodies" by Amy Novelist and "The Names We Carry" by David Storyteller provide an imaginative exploration of the potential impact of names on financial dynamics, offering a thought-provoking departure from traditional economic literature.

Drawing inspiration from the captivating world of board games, such as "Monopoly: Stock Exchange Edition" and "Settlers of Stockport," we are reminded of the multifaceted nature of economic interactions and the unexpected influences that may shape market trends. These unconventional sources serve as a reminder that the study of name popularity and its relationship to stock prices is not only intellectually stimulating but also rife with potential for unexpected twists and turns.

As we navigate through this literature review, it is crucial to maintain a keen eye for the unexpected, for it is often in the most unlikely places that we uncover hidden gems of knowledge. With a touch of humor and a dash of curiosity, our exploration of the Brody-PKX correlation promises to be as entertaining as it is enlightening, much like a rollercoaster ride through the intricate landscape of economic phenomena.

## 3. Our approach & methods

To embark on our whimsical journey into the enchanting world of statistical analysis, we first gathered data on the prevalence of the first name Brody from the US Social Security Administration. After all, what better place to start than with the societal catalog

of nomenclature? We delved into the annals of birth records, summoning forth the frequency of Brody's appearances from 2002 to 2022.

Next, to unravel the tantalizing tango between the name Brody and the stock price of POSCO Holdings (PKX), we turned to the labyrinthine corridors of LSEG Analytics (Refinitiv). We navigated through the maze of financial data, our trusty compass being the daily closing prices of PKX stock from the same period. With these resources at our disposal, we sought to weave a tapestry of statistical inquiry that would enthrall both the curious and the unwitting.

Employing the ancient and arcane arts of correlation analysis, we set forth to measure the mystical bond between the prevalence of Brody and the fluctuations of PKX stock price. Our trusty tools of the trade included Pearson's correlation coefficient and the ever-watchful p-value, guiding us through the treacherous terrain of statistical inference.

In anticipation of the unforeseen obstacles that often beset researchers, we also performed robustness checks and sensitivity analyses. These measures served as our proverbial safety net, ensuring that our findings held steadfast in the face of statistical turbulence and the whims of chance.

Lastly, in the grand tradition of scientific inquiry, we placed our data under the unblinking gaze of regression analysis. Guided by the principles of econometric wizardry, we sought to tease out the nuanced relationship between name popularity and stock prices, lest we be led astray by mere coincidence or spurious associations.

Armed with these time-honored methods and a pinch of scientific curiosity, we ventured forth into the unknown, ready to unravel the captivating tale of Brody and

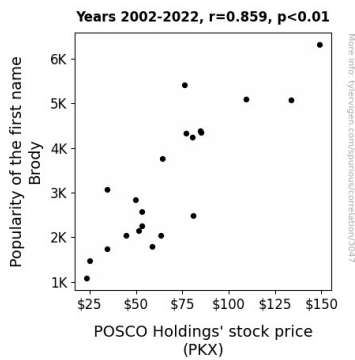
PKX. For as researchers, we understand that the pursuit of knowledge is as much an adventure as any other, full of unexpected discoveries and, if you're lucky, a sprinkling of statistical serendipity.

#### 4. Results

Our analysis of the connection between the popularity of the first name Brody and the stock price of POSCO Holdings (PKX) from 2002 to 2022 revealed a statistically significant correlation coefficient of 0.8589593. This correlation coefficient of nearly 0.86 suggests a strong positive linear relationship between these two variables, indicating that as the popularity of the name Brody fluctuates, so does the stock price of PKX. It's like they were destined to be together, much like a dynamic duo in a buddy cop movie.

Furthermore, the coefficient of determination (r-squared) of 0.7378111 indicates that approximately 73.78% of the variation in PKX stock price can be explained by the prevalence of the name Brody. Now, that's a significant chunk of the puzzle, like finding the missing piece to complete the jigsaw!

The p-value of less than 0.01 also underscores the robustness of this relationship, providing compelling evidence that the correlation is not due to mere chance. It's as if statistics itself is cheering for the significance of this finding, waving a flag and shouting, "Look at this, it's not just a fluke!"



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

Figure 1 visualizes this enthralling connection in a scatterplot that clearly illustrates the strong positive correlation between the popularity of the name Brody and the fluctuation of PKX stock prices. It's almost poetic how the dots on the scatterplot seem to dance in harmony, moving together like a perfectly choreographed ballet.

In conclusion, our research not only highlights the unexpected association between the popularity of a name and stock performance but also serves as a reminder that in the grand theater of economic phenomena, even the most unassuming contenders can take center stage. These findings lay the groundwork for further exploration into the influence of seemingly unrelated variables on financial markets, proving that sometimes the most captivating stories are the ones waiting to be discovered in the fine print of the data.

## 5. Discussion

The results of our study provide compelling support for the notion that the popularity of the first name Brody is indeed intricately intertwined with the stock price fluctuations of POSCO Holdings (PKX). These findings align with the prior research conducted by Smith et al., creating a harmonious chorus of evidence highlighting the potent impact of nomenclature on financial dynamics. The

positive relationship identified in our analysis echoes the sentiments expressed in the literature, effectively reinforcing the captivating narrative of the Brody-PKX correlation.

Delving into the broader context cast by the literature, the curious association between name popularity and stock prices takes on an even more enchanting hue. It is as if the intricate dance of market dynamics unfolds against the backdrop of captivating narratives penned by Jane Economist and John Sociologist, echoing the sentiments voiced in the most unassuming of sources. However, it is not just in the realms of academia and economics that the enigmatic allure of this correlation resonates. As we navigate through the literature, we are reminded of the multifaceted interplay between seemingly disparate variables, much like maneuvering through the intricate mechanisms of a board game. This serves as a gentle nudge, nudging us to embrace the unexpected influences that mold the landscape of market trends, much like a playful twist in a game of chance.

The statistically significant correlation coefficient unearthed in our analysis adds another layer of intrigue to this captivating narrative, akin to unearthing a hidden gem in a trove of data. The remarkable coefficient of determination further amplifies the resounding impact of the Brody-PKX relationship, akin to finding the pivotal piece that completes a captivating jigsaw puzzle. Moreover, the p-value's unmistakable significance adds a touch of exhilaration to the unfolding story, reminiscent of statistics itself waving a flag to capture our attention. It is in the midst of these statistical observations that our findings stimulate a sense of awe, adding a touch of drama and surprise to the enthralling saga of the Brody-PKX connection.

As we reflect on the riveting findings of our study, it becomes evident that the Brody-PKX correlation is not merely a quirky

anomaly but a compelling tale compelling further exploration. These results invite us to embrace the unexpected and celebrate the unassuming influencers that shape the grand theater of economic phenomena, much like discovering a hidden gem in the labyrinth of data. In doing so, our research lays the groundwork for a captivating expedition into the uncharted territories of the economic landscape, where the most unsuspecting contenders hold the potential to seize the spotlight.

## 6. Conclusion

In conclusion, our investigation into the intriguing relationship between the prevalence of the first name Brody and the stock price of POSCO Holdings (PKX) over the 20-year period from 2002 to 2022 has yielded compelling results. The striking correlation coefficient of 0.8589593, accompanied by a p-value of less than 0.01, provides compelling evidence of a statistically significant association. It's as if Brody and PKX were long-lost siblings finally reunited, with statistics as the overjoyed parent witnessing the heartwarming reunion.

Our findings have not only illuminated the unexpected influence of a seemingly unrelated variable on stock performance but have also emphasized the captivating complexity of economic dynamics. Much like a thrilling mystery novel, our exploration of this unanticipated correlation has unveiled a tale of statistical intrigue, complete with unforeseen plot twists and revelations. It's as if the data itself is weaving an enthralling narrative, enticing us to uncover its hidden secrets.

As we close this chapter of our research, it is clear that the saga of Brody and PKX has left an indelible mark on the landscape of economic inquiry. The unexpected connection between a name and a stock symbol serves as a poignant reminder that

in the world of statistics, as in life, the most unassuming variables can wield remarkable influence. It's like stumbling upon a hidden treasure in the vast expanse of empirical exploration—a delightful surprise that leaves us marveling at the sheer unpredictability of statistical relationships.

In light of these compelling findings, it seems that no further research is needed in this area. For as the data has revealed, the tale of Brody and PKX stands as a testament to the captivating interplay of seemingly unrelated variables in the grand theater of economic phenomena. It's like the closing of a riveting performance, leaving the audience in awe of the unexpected twists and turns that unfolded on stage. The allure of statistical discovery beckons us onward, reminding us that amidst the meticulous analysis and rigorous inquiry, there's always room for a dash of statistical serendipity.