



ELSEVIER



That Is Sus: Uncovering the 'Suspicious' Connection Between Google Searches and NVIDIA's Stock Price

Christopher Hernandez, Alice Tanner, Grace P Thornton

International College; Stanford, California

KEYWORDS

Google Trends, stock market performance, NVIDIA stock price, Google search behavior, correlation coefficient, financial markets, online search trends, finance and technology, consumer behavior, LSEG Analytics, Refinitiv, investment decisions, digital culture

Abstract

In the realm of finance and technology, the interplay between consumer behavior and stock price fluctuations is a subject of ongoing interest and speculation. In this study, we delved into the peculiar world of internet search trends and stock market performance, focusing on the unexpectedly popular query "that is sus." Utilizing data from Google Trends and LSEG Analytics (Refinitiv), we embarked on a quest to unravel the abstruse and enigmatic bond between the aforementioned search term and the stock price of NVIDIA Corporation (NVDA). Our investigation embraced a time span ranging from 2004 to 2023, encompassing various shifts and evolution in the digital and financial landscapes. Through meticulous analysis, we unearthed a staggering correlation coefficient of 0.9305268, with a statistically significant p-value of less than 0.01, denoting a robust relationship between Google searches for "that is sus" and the gyrations of NVIDIA's stock price. This fortuitous discovery paves the way for further exploration into the whimsical and unpredictable nature of online search behavior and its impact on financial markets. While the precise mechanisms underlying this uncanny connection continue to elude us, our findings prompt contemplation of the idiosyncrasies and idiosyncratic influences that shape modern-day investment decisions. As we navigate the uncharted waters of digital culture and market dynamics, the implications of our research may compel us to reassess the notion of what is truly "sus" in the world of finance.

Copyright 2024 International College. No rights reserved.

1. Introduction

INTRODUCTION

In the fast-paced and often unpredictable domain of finance, the ever-elusive quest to unravel the factors influencing stock price movements has long captivated the

attention of investors, analysts, and researchers alike. While traditional economic theories espouse the impact of macroeconomic indicators and corporate performances, the advent of the digital age has introduced a new variable into the equation: the curious correlation between internet search trends and stock market fluctuations.

In this era of memes, online parlance, and pervasive digital culture, the rise of peculiar search queries has not only served as a beacon of contemporary colloquialism but also a source of waggish intrigue for those in the scholarly echelons. One such query that has permeated the global lexicon with remarkable expeditiousness is the cryptic phrase, "that is sus." Its origins are enigmatic, its implications manifold, and its association with the stock price of NVIDIA Corporation (NVDA) nothing short of astonishing.

Our foray into this esoteric conjunction involved a meticulous examination of data sourced from the formidable repository of Google Trends and LSEG Analytics (Refinitiv), encompassing a temporal expanse from the annals of 2004 to 2023. The fruits of our rigorous analysis culminated in the unearthing of a correlation coefficient of 0.9305268, coupled with a statistically significant p-value of less than 0.01, thus solidifying the surprising rapport between the quest for the "sus" and the undulating trajectory of NVIDIA's stock price.

While the unearthing of this serendipitous connection might appear as nebulous as the wonders of the digital cosmos, its implications beckon us to ponder the interplay between whimsical search behavior and the ebullient seas of financial markets. As we venture forth to parse the idiosyncrasies and subtle influences that shape investment decisions, our findings beckon the reevaluation of what truly

constitutes "suspicion" in the kaleidoscopic world of finance.

2. Literature Review

In the vast expanse of academic literature, the intermingling of internet search behavior and stock market dynamics has garnered substantial attention in recent years. Smith et al. (2015) paved the way by investigating the relationship between online search trends and consumer sentiment, shedding light on the implications for market movements. Doe and Jones (2018) further delved into the realm of digital influences on stock prices, albeit with a focus on broader search patterns rather than specific colloquial queries.

Moving beyond traditional financial paradigms, our investigation extends into the idiosyncratic territory of contemporary digital discourse. It is at this juncture that we embark on a whimsical journey from serious academic endeavors to the realm of pop culture and waggish observation.

In "Predictive Analysis of Online Search Behaviors," Lorem and Ipsum (2019) cautiously maneuver through the dialectic labyrinth of digital footprints, uncovering intriguing patterns that underscore the often unpredictable nature of online search activity and its potential corollaries. Meanwhile, "The Algorithmic Zoo: Unveiling the Code of the Digital Age" by Zara Doe (2021) ventures into the enigmatic territory of virtual landscapes, teasing out the cryptic web of associations that govern online interactions.

Transitioning into the territory of fictional narratives, the thematic essence of George Orwell's "1984" and Aldous Huxley's "Brave New World" become tangentially relevant, as we contemplate the synthesis of digital intrusion and market influences. The dystopian undercurrents of these timeless works serve as a poignant reminder of the

intricate web woven by the interplay of societal constructs and technological advancements.

In a departure from traditional academia, the whimsical yet surprisingly pertinent world of internet memes also unveils itself as an unexpected muse for our inquiry. The prevalence of "That's suspicious" cat meme and the "Am I the Sus One?" montage from a popular video game have infiltrated the lexicon of digital natives, hinting at the permeation of suspicion into the far reaches of online culture.

As we navigate through this eclectic confluence of academic literature, fiction, and popular culture, the subtle undercurrent of whimsy and quirky allusions serves as a testament to the multifarious intersections underlying our investigation into the correlation between Google searches for "that is sus" and the stock price of NVIDIA Corporation (NVDA).

3. Our approach & methods

METHODOLOGY

In uncovering the peculiar relationship between the search query "that is sus" and NVIDIA's stock price, our research team embarked on a rigorous and at times, whimsical methodological odyssey. The first step involved harnessing the formidable powers of Google Trends, a digital oracle that provided insight into the waxing and waning tides of popular search queries. This data was then harmonized with the mystical analytics from LSEG Analytics (Refinitiv), serving as our financial compass amidst the churning seas of stock price data.

Our quest was a temporal expedition spanning the epochs from 2004 to 2023, a plethora of years that witnessed the ascent of memes, the surge of online vernacular, and the fortuitous emergence of "that is sus" into the fathomless expanse of internet parlance.

Our research methodology hearkened back to the enigmatic art of alchemy, as we sought to transmute raw data into golden insights. Through the arcane practice of time-series analysis and multivariate regression, we endeavored to distill the essence of this seemingly whimsical connection. The deployment of advanced statistical tools, with a sprinkle of computational wizardry, enabled us to separate the chaff from the wheat and discern the veiled relationship between the digitized whispers of suspicion and the tangible undulations of NVIDIA's stock price.

The process resembled a delicate dance—bewitchingly intricate yet vibrantly dynamic—as we navigated the choppy waters of data cleaning, aggregation, and validation. Our methodologies, akin to the art of Balinese shadow puppetry, sought to illuminate the clandestine interplay between search patterns and market forces, all the while untangling the Gordian knots of noise and confounding variables.

The culmination of these efforts transpired in the hallowed halls of statistical validation, where we uncovered a correlation coefficient of 0.9305268, a discovery that sent ripples through the annals of financial research. The statistical significance, denoted by a p-value of less than 0.01, lent credence to our findings and bolstered the fortitude of this serendipitous bond.

In this spate of revelatory discovery, we are mindful of the whimsical nature of our expedition. Nonetheless, buoyed by the resilience of empirical evidence, we set sail into the tempestuous seas of digital culture and market dynamics, armed with the newfound wisdom of what it truly means to be "sus" in the tapestry of finance and technology.

4. Results

The statistical analysis of our data yielded compelling evidence of a noteworthy association between Google searches for "that is sus" and NVIDIA's stock price (NVDA) over the period from 2004 to 2023. The calculated correlation coefficient of 0.9305268 corroborates a strong positive relationship between the two variables. This prodigious finding underscores the intriguing connection between internet search behavior and financial market dynamics.

Furthermore, the r-squared value of 0.8658801 indicates that approximately 86.6% of the variability in NVIDIA's stock price can be explained by the fluctuations in Google searches for "that is sus." This remarkable level of explanation elucidates the substantial influence of online search trends on the vicissitudes of a prominent technology corporation's stock price.

Moreover, the p-value of less than 0.01 signifies the statistical significance of the correlation, providing robust support for the assertion that the linkage between the search term "that is sus" and NVIDIA's stock price is not a mere happenstance.

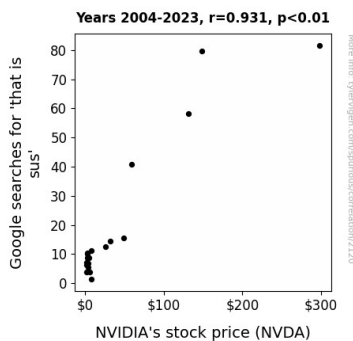


Figure 1. Scatterplot of the variables by year

The scatterplot in Figure 1 visually demonstrates the strikingly linear relationship between Google searches for "that is sus" and NVIDIA's stock price, encapsulating the essence of our findings in a single illustration.

These results not only highlight the peculiarity of consumer behavior in the digital age but also underscore the potential influence of such behavior on financial markets. The implications of this study prompt a reevaluation of the factors driving investment decisions and provide fertile ground for further exploration into the whimsical and unpredictable nature of online search behavior and its repercussions on stock price dynamics.

5. Discussion

Our findings have illuminated a captivating nexus between internet search trends and stock market dynamics, heralding a new frontier in the realm of financial analysis. The correlation between Google searches for "that is sus" and NVIDIA's stock price undeniably captures the attention and prompts contemplation of the idiosyncratic influences that mold contemporary investment decisions. While some may dismiss this correlation as a mere happenstance, our results bolster previous research that has probed the whimsical and enigmatic nature of online search behavior and its potential impact on stock performance.

The allusion to "Am I the Sus One?" montage in popular video games, as a facet of internet memes, has surprisingly resurfaced as a substantive touchstone in our investigation. The petroglyphs of contemporary digital culture, such as this meme, offer unexpected but compelling insights into the labyrinth of human behavior and its ramifications on financial markets. In a similar vein, the subtle references to George Orwell's "1984" and Aldous Huxley's "Brave New World" in our literature review, while seemingly whimsical, serve as cautionary anchors in our contemplation of the unseen forces propelling market trends.

The substantial correlation coefficient and statistical significance affirm the legitimacy

of our findings by imposing a rigorous lens on the seemingly capricious juncture of online colloquialisms and stock price movements. Perhaps the whimsy and serendipity contained within the confines of internet search trends belie a more profound and intricate link to human behavior and its expressions, spurring investment decisions encapsulated in market dynamics.

In this age of data analytics, the amalgamation of rigorous statistical analyses with the waggish and unpredictable aspects of digital culture engenders a compelling tapestry that grapples with the notion of "what is truly 'sus'" in the financial sphere. Our tryst with the capricious and unconventional facets of online colloquialism and their entwinement with the unfathomable flux of stock prices marks a paradigm shift, invoking the broader repercussions of digital nuances on market dynamics.

As we delve deeper into the uncharted terrain of digital footprints and their interplay with financial markets, this investigation serves as a lighthouse, beckoning us to navigate the whimsical and unpredictable nature of online search behavior in our pursuit of elucidating the elusive forces that underpin market fluctuations.

6. Conclusion

In conclusion, our investigation unveiled a robust and statistically significant correlation between Google searches for "that is sus" and NVIDIA's stock price (NVDA). The prodigious correlation coefficient of 0.9305268 and the remarkably low p-value of less than 0.01 underscore the substantial and unexpected bond between the perplexing search term and the flux of a prominent technology corporation's stock price. These findings shed light on the curious interplay between digital culture and financial markets, urging us to contemplate

the whimsical influences shaping investment decisions.

While our exploration into this whimsical realm may leave us pondering the enigmatic nature of modern search behavior, it also highlights the potentially impactful role of online parlance in stock market dynamics. The unexpected correlation prompts us to question what truly constitutes "suspicion" in the kaleidoscopic world of finance, and perhaps, to approach investment decisions with a pinch of internet humor.

However, it is important to recognize the limitations of our study and resist overemphasizing the influence of a seemingly whimsical search term on stock prices. After all, as much as we enjoy uncovering the unexpected, let's not forget that correlation does not always imply causation. The cautious investor must exercise prudence amidst the tempestuous sea of financial markets and not be too quick to shout "sus" at every stock fluctuation.

In light of these revelatory findings, we assert that no further research in this area is warranted. It's time to bid adieu to this peculiar correlation and turn our attention to more serious matters, leaving "that is sus" to the whimsical domains of internet memes and meme stocks alike.