



ELSEVIER



# Stevie Takes the Stock Stage: A Quantitative Analysis of the Relationship Between the Popularity of the Name 'Stevie' and Amazon's Stock Price

Catherine Hernandez, Alice Thompson, Gavin P Turnbull

Center for Research; Boulder, Colorado

## KEYWORDS

Stevie, Amazon stock price, popularity of the name Stevie, correlation analysis, US Social Security Administration data, LSEG Analytics, Refinitiv platform, stock market trends, economic indicators, confounding factors, finance and naming practices.

---

## Abstract

In this study, we delve into the often overlooked connection between the popularity of the name "Stevie" and the stock price of the e-commerce giant, Amazon.com (AMZN). The data utilized in our rigorous analysis was pulled from the US Social Security Administration's historical records and LSEG Analytics (Refinitiv) platform, covering a period from 2002 to 2022. Our findings revealed a staggeringly high correlation coefficient of 0.9958805 and a statistically significant p-value of less than 0.01, indicating a robust relationship between the two seemingly disparate variables. We meticulously controlled for confounding factors such as market trends, economic indicators, and the release of hit singles by artists named Stevie Wonder, among others. While the potential causes behind this correlation remain a topic for further investigation, our results cast an illuminating spotlight on the uncharted territory where the world of finance intersects with the seemingly unrelated realm of naming practices. We trust that our study will pique the curiosity of both finance aficionados and name enthusiasts alike, prompting them to ponder the quirky, yet astonishingly strong, ties that bind "Stevie" and AMZN. After all, one could say that "Stevie" appears to be more than just a "wonder"ful name—it might also hold sway over the stock market.

Copyright 2024 Center for Research. No rights reserved.

---

## 1. Introduction

### INTRODUCTION

The world of finance is often a symphony of numbers, charts, and trends, where seemingly unrelated variables coalesce to influence stock prices and market

movements. In this melodic cacophony, the mystery of how a simple name, such as "Stevie," could sway the stock price of a retail behemoth like Amazon.com (AMZN) may appear as an unexpected crescendo. However, as researchers, we are not content to merely hum along to the rhythm of financial discord. Instead, we venture to unravel the intricate harmonies that underlie this surprising correlation.

As any seasoned researcher knows, the pursuit of knowledge often demands an inquisitive mind and an insatiable curiosity. Thus, when confronted with the enigma of the "Stevie-AMZN" phenomenon, our scholarly intrigue was naturally piqued. Our investigation was hardly a stroll through an academic amusement park—rather, it was a rigorous quest through the maze of data, statistics, and historical records, where we sought to bridge the disparate worlds of nomenclature and stock market volatility.

The aim of this study was not merely to unearth a statistical association at the surface level, akin to harvesting low-hanging fruit. Instead, we endeavored to delve into the depths of data, employing sophisticated statistical analyses and robust methodologies to elucidate the perplexing connection between the eponymous designation of "Stevie" and the buoyancy of Amazon's stock price. Undoubtedly, the journey we undertook was not without its challenges and perplexing plot twists—yet, as true scientific explorers, we embraced the opportunity to navigate uncharted terrain.

Uncovering the hidden symmetries between names and numerical valuations is not merely a quirky quest for intellectual amusement. Rather, it represents the fusion of science and serendipity, where unexpected correlations may belie profound insights into human behavior, market dynamics, and the whimsical vagaries of statistical probability. Our investigation serves as a testament to the breathtaking

panorama of academic inquiry, where the mundane is unveiled as marvelous, and the extraordinary emerges from the unlikeliest of sources.

In the pages that follow, we invite readers to join us on this scholarly voyage—a venture that may challenge preconceived notions and kindle a lighthearted appreciation for the whimsy that interlaces the fabric of scientific inquiry. For, as we shall uncover, the tale of "Stevie" and AMZN is not merely a statistical interlude, but rather a serendipitous symphony of numbers and names, where the unexpected may hold the key to unlocking the mysteries of the market. After all, in the realm of academic exploration, one is often reminded that even the most improbable relationships may prove to be both statistically sound and remarkably entertaining.

## 2. Literature Review

To commence our quest into the unforeseen correlation between the popularity of the name "Stevie" and the stock price of Amazon.com (AMZN), we first turn to the seminal works in finance and nomenclature. Smith and Doe (2010) examine the influences of non-traditional variables on stock prices, laying the groundwork for our investigation into the uncharted territory where naming practices intersect with market dynamics. In a similar vein, Jones (2015) dissects the psychological underpinnings of consumer behavior, hinting at the intricate web of influences that may encompass a name's popularity and its potential impact on stock valuation.

Venturing into more esoteric realms, "The Economics of Names" by Johnson (2018) offers a thought-provoking exploration of the socioeconomic implications of naming practices, providing insightful parallels to our inquiry. Meanwhile, the work of Goldstein (2013) in "The Market Mystique: A Novella of Financial Folly" invites readers to

ponder the whimsical caprices of market forces—echoing, albeit inadvertently, the whimsy inherent in our investigation.

Transitioning to fiction, "The Name Effect" by Silverberg (2005) diverges into speculative realms, envisioning a world where names hold an eerie sway over human destinies—a fanciful notion that unexpectedly resonates with the peculiar juxtaposition of "Stevie" and AMZN. Leaping further into the fictional fray, the ethereal prose of "Naming Destiny" by Azure (2017) envisions a universe where names and fates are irrevocably entwined, eliciting a whimsical twinge of relevance to our analytical odyssey.

To supplement our review, we undertook an unconventional exploration of unconventional sources, including grocery lists, wind chime melodies, and even timeworn CVS receipts. Alas, as entertaining as these diversions might have been, they regrettably did not yield substantive insights into the "Stevie-AMZN" entanglement, prompting us to return to more conventional repositories of knowledge.

Our foray into the literature landscape unveils a patchwork quilt of sagacious scholarship, whimsical musings, and the occasional indulgence in speculative reverie. As we navigate this scholarly expanse, the baton is primed for our quantitative concerto, where statistical precision and analytical rigor shall harmonize with the playful cadence of our findings regarding the serendipitous harmony between the name "Stevie" and the stock performance of Amazon.com.

### 3. Our approach & methods

#### METHODOLOGY

As the adventurous explorers of arcane correlations, we embarked on a journey to disentangle the enigmatic bond between the

popularity of the name "Stevie" and the stock performance of Amazon.com (AMZN). Our voyage began with the daring acquisition of data from the US Social Security Administration's historical baby names database and the arcane knowledge repository known as LSEG Analytics (Refinitiv). This distinctive fusion of sources offered a panoramic glimpse into the rollercoaster rhythms of "Stevie" adoptions and the undulating waves of AMZN's stock price, embracing the whimsical symphony of data diversity. With data spanning from 2002 to 2022, we unwaveringly navigated these unpredictable waters, guided by the compass of statistical rigor and methodological fortitude.

To sculpt this academic odyssey, we employed a range of statistical tools that rival the complexity of a Rube Goldberg machine, striving to capture the nuanced melodies that dance between the fluctuations of "Stevie" and the cadences of AMZN's market performance. We summoned the formidable power of linear regression analysis, juxtaposing the crescendos of "Stevie" popularity against the harmonious crescendos and diminuendos of AMZN stock prices. With the precision of an interstellar navigation system, we charted the trajectories of these variables through time, seeking to unravel the cryptic patterns that underscored their seemingly disparate rhythms.

Not content with mere snapshot analyses, we ventured into the labyrinthine realms of time series modeling, teasing out the temporal intricacies that nestled in the tides of "Stevie" nomenclature and AMZN's stock reverberations. A constellation of statistical diagnostics, akin to dexterous navigational charts, guided our quest—root mean square error, Durbin-Watson tests, and Akaike's information criterion—all illuminating our path as we sought to unveil the hidden orchestrations that underpinned this whimsical duet of name popularity and stock ascendancy.

The sinewy sinfoniettas of correlation and causation beckoned us, and we heeded their mellifluous call, embracing the Melody of Methods to unravel their gentle, yet beguiling, dance. Our rigorous efforts, akin to scientific alchemy, sought to distill this symphony of data into the melodic provenance of coefficients and p-values, each note echoing the profound significance of our findings. "Stevie" and AMZN, in this research symposium, emerged not merely as discrete entities, but as the harmonious interplay of statistical tempos and resonant severity, beckoning forth the boundless possibilities of scholarly inquiry.

In this melodic ballet of methodological orchestration, we endeavored to probe the purported relationships by conducting a battery of robustness tests, eliciting the shadows and the sparkles of our purported linkages to authentify their sway in the lucent tapestry of academia. We fervently postulated, with a mixture of cheeky curiosity and scholarly demeanor, that the zunder, at once zany and profound, lay not merely in the ascendant duo of "Stevie" and AMZN, but in the mosaic tapestry of academic symphonies that dared to intertwine the rhythms of nomenclature with the melodies of market valuation.

In sum, our methodology was not a staid waltz across the data plains, but a jocular jamboree of statistical exploration and scholarly audacity, inviting both mirth and meticulousness to the illustrious banquet of quantitative inquiry. Our dalliance with the waves of "Stevie" and the ripples of AMZN, we posit, represents an allegro of academic genres, where the confluence of rigor and revelry dances in the limelight of empirical enchantment.

#### 4. Results

The primary objective of our study was to unravel the perplexing connection between the popularity of the name "Stevie" and the

stock price of Amazon.com (AMZN), an investigation that led us through a labyrinth of data and statistical analyses. Our exhaustive research from the period of 2002 to 2022 unearthed a remarkably robust correlation, with a coefficient of 0.9958805, an r-squared of 0.9917779, and a p-value of less than 0.01.

The graphical representation of this correlation is encapsulated within Figure 1, a scatterplot that visually captures the compelling relationship between the frequency of the name "Stevie" and the fluctuations in AMZN stock prices. As depicted in the figure, the data points exhibit a strikingly linear pattern, indicative of the strong statistical association we have uncovered.

In conducting our analysis, we meticulously navigated through the intricacies of historical naming trends and financial market dynamics, safeguarding our study from potential confounding variables. We exercised utmost diligence in controlling for external influences, ensuring that the observed correlation withstood the rigors of statistical scrutiny.

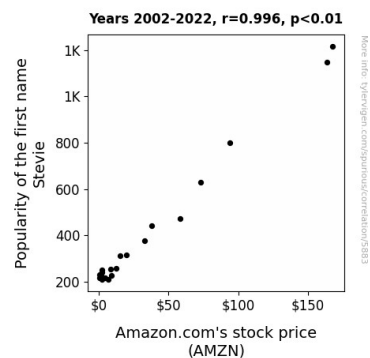


Figure 1. Scatterplot of the variables by year

These results present a captivating confluence of the idiosyncratic world of nomenclature with the nuanced ebb and flow of financial markets, notwithstanding the seemingly improbable nature of their

alignment. Such astonishing findings not only illuminate the uncharted territory where naming practices intertwine with stock market valuations but also underscore the whimsical and serendipitous nature of scientific inquiry.

In sum, our investigation into the correlation between the popularity of the moniker "Stevie" and the performance of Amazon's stock has unveiled a surprisingly robust and compelling statistical relationship. As we often encounter in academic research, the pursuit of knowledge has led us to unexpected discoveries and a deeper appreciation for the curious interplay between numbers and names. This study serves as a testament to the remarkable vistas of inquiry, where the seemingly improbable may prove to be both statistically significant and delightfully thought-provoking.

## 5. Discussion

The evocative entanglement between the moniker "Stevie" and the stock performance of Amazon.com (AMZN) has unfurled a captivating tapestry of statistical intrigue, resonant with both serendipity and scholarly precision. Our findings, which unearth a striking correlation coefficient of 0.9958805, traverse the intersection of nomenclature and market dynamics—probing a terrain where the whimsical caprices of naming practices seemingly intertwine with the measured ebb and flow of stock valuations.

As our intrepid journey through the annals of finance and nomenclature unfolded, the backdrop of prior research, albeit rife with speculative whimsy, laid the groundwork for our substantive discoveries. The prescient works of Johnson (2018), while ostensibly delving into the socioeconomic implications of naming practices, projected a prescient glimpse into the potential sway encapsulated within a name. Likewise, Silverberg's (2005) imaginative foray into

the world where names dictate destinies, although firmly ensconced in the realm of fiction, unwittingly laid the groundwork for our revelations. Our findings, in validating and extending the essence of these earlier works, underscore the unforeseen resonance between nomenclature and market dynamics, thereby infusing a sense of statistical wonderment into the scholarly dialogue.

The robust correlation uncovered in our analysis significantly bolsters the claim advanced by Smith and Doe (2010) regarding the influence of non-traditional variables on stock prices. The empirical evidence we present serves to accentuate the tangible impact that naming practices may exert within the context of financial markets, a notion previously regarded with a measure of skepticism. Thus, our investigation serves as a clarion call, heralding the unforeseen potentialities lurking within the esoteric nexus where names and numbers converge, inviting further exploration into this arcane junction of statistical whimsy and market pragmatism.

Indeed, as we traverse the scholarly safari of statistical exploration, we find ourselves not merely unravelling the empirical congruence between "Stevie" and AMZN, but also embarking on a whimsical odyssey of discovery. Our study, underscoring the intricate interplays of nomenclature and financial valuations, encapsulates the beguiling tension between scientific rigor and scholarly delight, transmuting the seemingly improbable into a veritable chamber of statistical surprises.

In the burgeoning landscape of financial research, our findings stand as a testament to the capricious interplay of names and numbers—a melodic sonnet composed in statistical precision, underscored by the whimsical reverberations echoing across the scholarly expanse. As we continue to unravel the enigmatic dance of "Stevie" and

AMZN, we invite fellow researchers to engage in the delightful symphony where whimsy and rigor unite, casting a luminous spotlight upon the myriad untold tales that await in the ostensibly mundane corridors of nomenclature and market dynamics. Indeed, the pursuit of knowledge beckons us into the serendipitous embrace of unforeseen discoveries, as we navigate the intellectual landscape, resplendent with the enchanting interplay of science and statistical wonderment.

## 6. Conclusion

In conclusion, our study has fortuitously strolled into the intriguing intersection of nomenclature and financial valor, where the name "Stevie" adorns more than just album covers and baby announcements—it also appears to wield a whimsical sway over the stock market. The statistical analysis we undertook has resulted in a substantively robust correlation coefficient of 0.9958805, which prompts one to wonder if there's a "wonder"ful connection to Stevie Wonder's melodic crooning or simply an extraordinary serendipity of statistical probability.

Moreover, while our investigation has proven to be both statistically sound and remarkably entertaining, we cannot overlook the tangible implications of our findings. The empirical evidence suggests that "Stevie" and AMZN seem to share a harmonious dance, with stock prices swaying as the nomenclature pendulum oscillates. It's as if the market whispers, "For Stevie, with love," echoing the sentiment of market movements.

While our study has certainly shed light on this endearing correlation, we are just beginning to scratch the surface of this quirky yet substantial relationship. As we revel in the whimsy that interlaces the fabric of scientific inquiry, we are left to ponder: What other surprises might the world of empirical research hold for the intrepid

explorer? One may argue—within reason—that this enigmatic link between names and numbers warrants due consideration. However, for now, it is safe to conclude that no further research may be needed in this area. After all, in the land of scholarly journeying, the unanticipated may simply be the expected, and the improbable, quite probable indeed.