

# 22894551 - Question 1 - US Baby names

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## **Abstract**

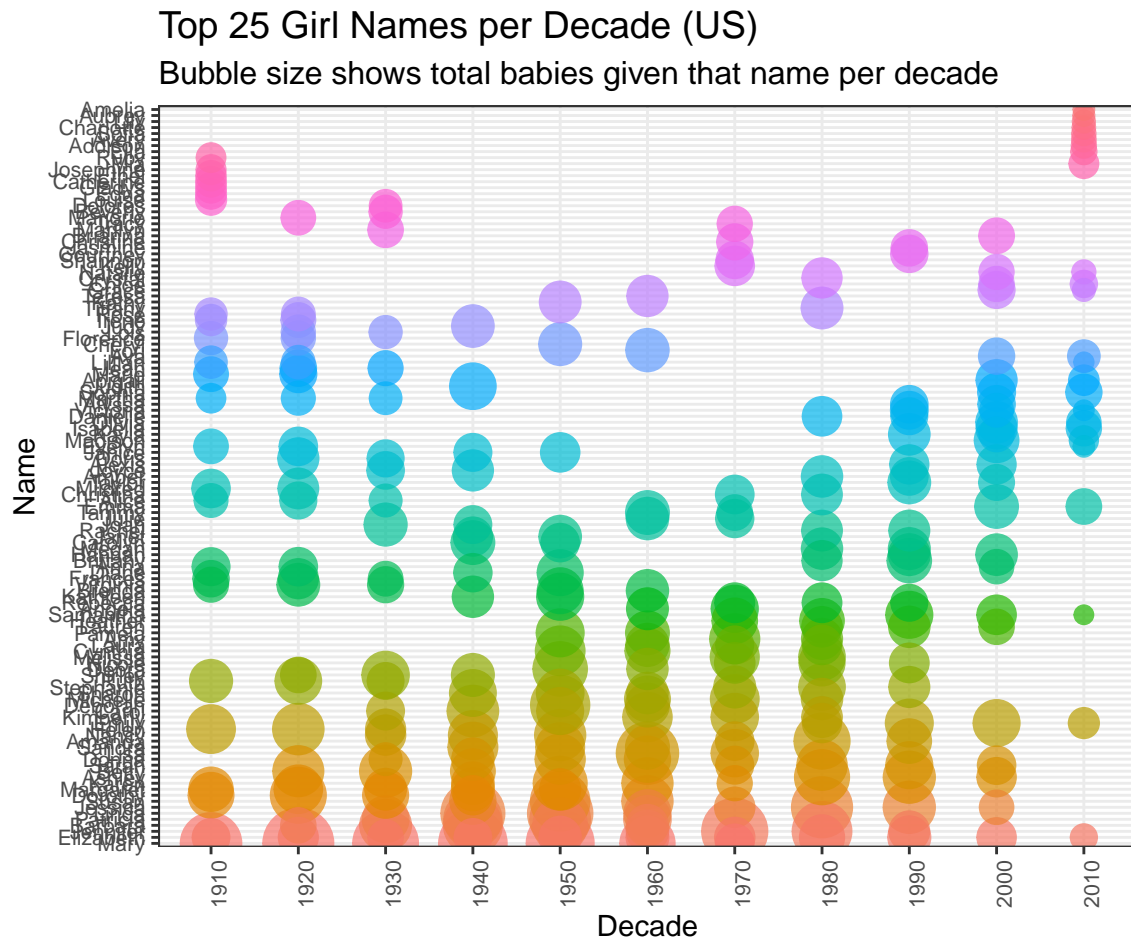
This report shows trends in US baby names. It looks at persistence and popularity of baby names and its correlation to other popular US celebrities and Netflix/ TV shows over the decades.

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## 1. Introduction

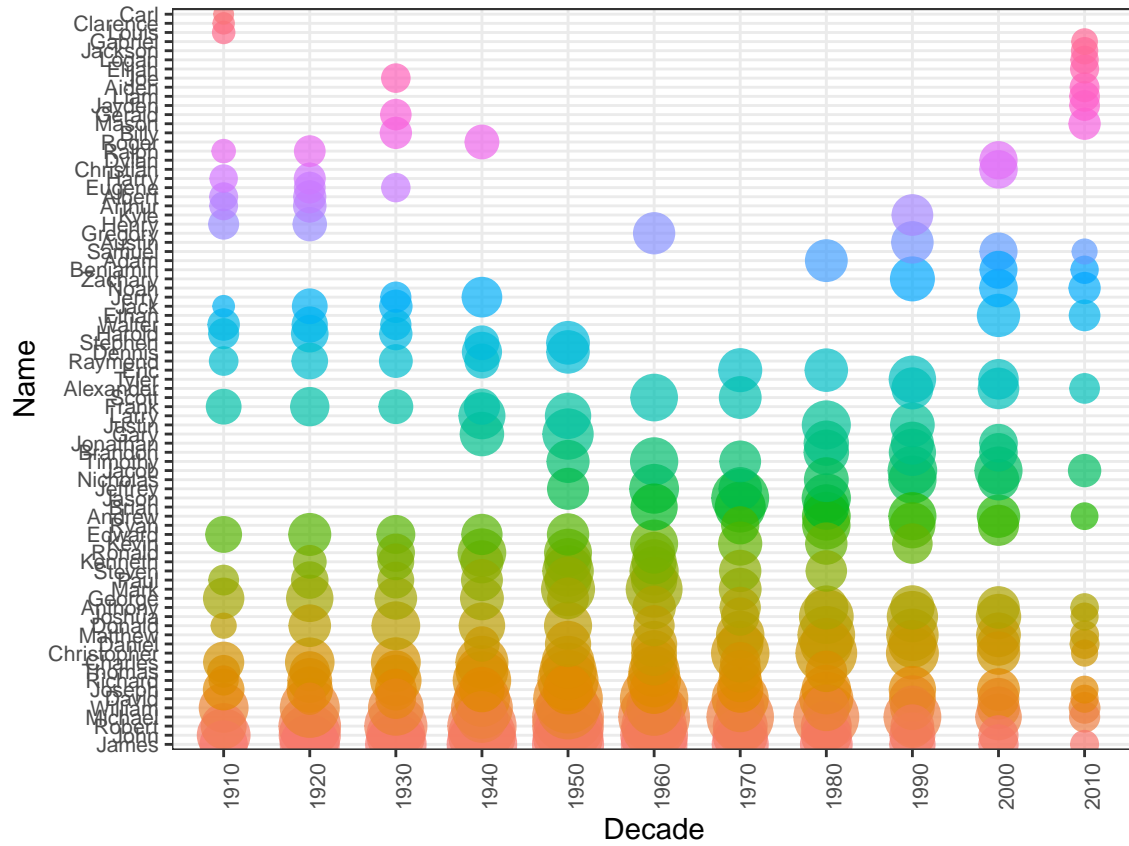
## 2. Plot 1: Popular names by decade: Girls



### 3. Plot 2: Popular names by decade: Boys

## Top 25 Boy Names per Decade (US)

Bubble size shows total babies given that name per decade

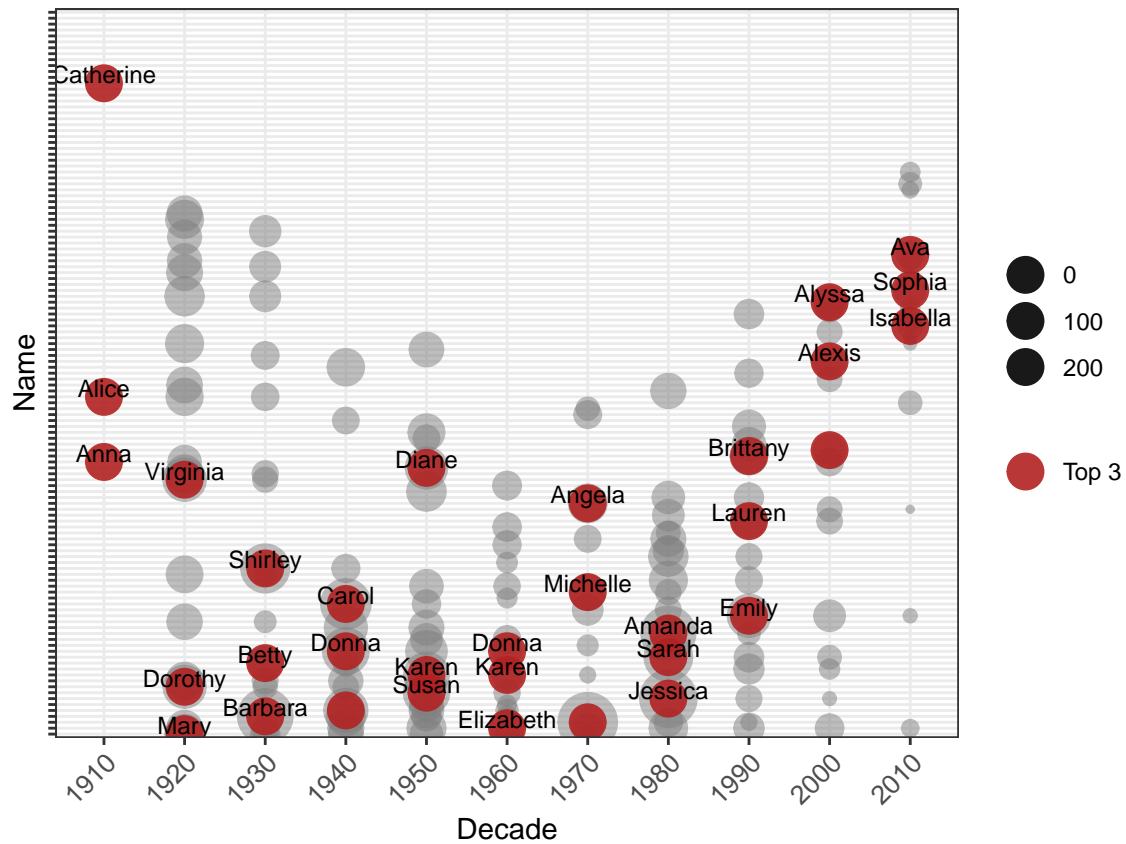


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#### 4. Plot 3: Increase in name popularity year-on-year, per decade: Girls

##### Top 25 Girl Names – % Increase per Decade

Red bubbles show Top 3 decade-on-decade % increases

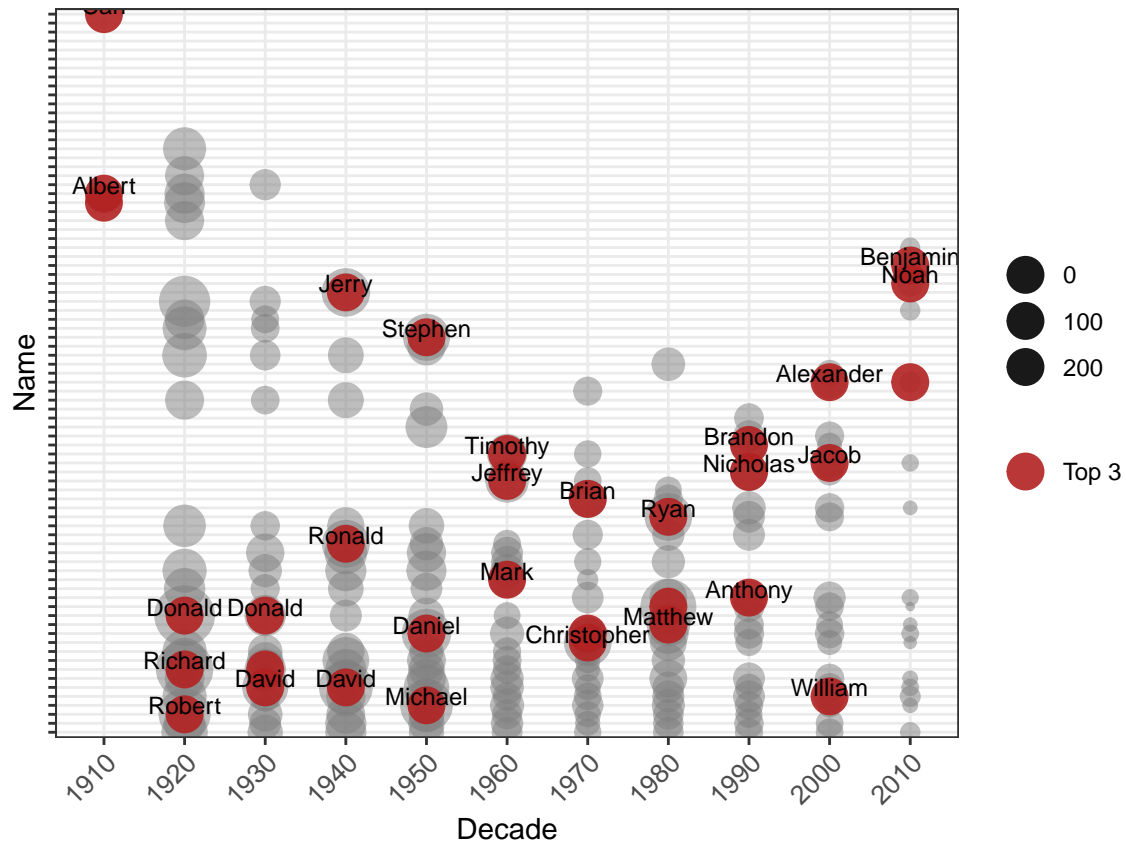


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5. Plot 4: Increase in name popularity year-on-year, per decade: Boys

Top 25 Boy Names – % Increase per Decade

Red bubbles show Top 3 decade-on-decade % increases



These plots show how year-on-year popularity of names are distributed. The 3 names that had the highest uptake per decade is shown in red. This can be compared to releases of music, movies where the name is used.

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## 6. Spearman correlation

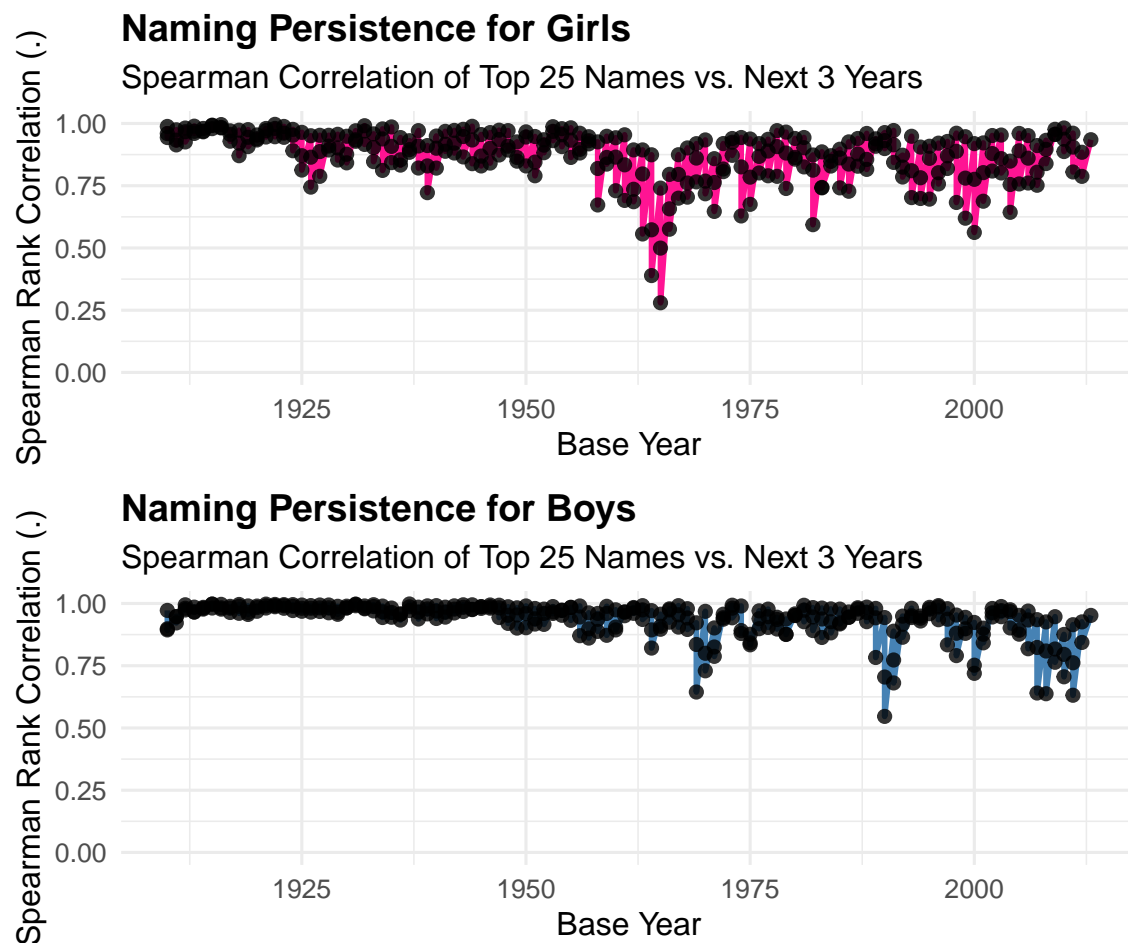


Figure 6.1: Figure: Spearman correlation for naming persistence over time

We can observe the Spearman rank correlations, portraying naming persistence of the Top 25 girls and boys names in Figure @ref(fig:spearman). In the early years, naming persistence was very high, with a correlation close to 1. Naming persistence decreased severely in the 1960s and stayed lower. For girls, it also decreased, but not as dramatically. Between the 1970s and 1990s, naming patterns in the United States began to shift noticeably, particularly for girls. The rise of television, pop music, and mass media exposed parents to a wider range of influences. Parents were now getting inspiration from soap opera characters to chart-topping musicians — which led to short-lived spikes in name popularity ([Abramson, 2003](#)). Names like Katina (influenced by the 1974 soap “Where the Heart Is”) illustrate how easily cultural moments could shape naming choices. This era marked a move away from traditional, family-based naming toward more trend-driven and individualistic preferences, contributing to a clear decline in naming persistence as measured by year-over-year Spearman correlations. This leads us to looking

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into the correlation between the Top-100 Billoard artist names and HBO character and actor names, with popular baby names in the US.

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## [1] "Id"      "name"    "year"    "Gender"  "State"   "Count"
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## References

Abramson, A. 2003. *The history of television, 1942 to 2000*. McFarland.

## Appendix

### *Appendix A*

Some appendix information here

### *Appendix B*