

Psychological Correlations Between Chronic Consumption of Feline-Related Digital Media and Workplace Productivity: A Longitudinal Study of the "Grumpy Cat Effect" in Remote Workers

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Abstract (English): *This study investigates the psychological impact of consuming feline-related videos on social media regarding the work efficiency of remote workers. Using a quantitative survey method on 500 respondents, this study found a unique paradox: although watching cat videos reduced effective working time by 15%, employee stress levels decreased significantly ($p < 0.05$), which ultimately improved long-term work output quality. We term this phenomenon the "Grumpy Cat Effect." We suggest that companies provide a "cat therapy" break for 10 minutes every 4 working hours.*

Keywords: *Procrastination, Digital Anthropology, Feline Therapy, Remote Work, Mental Health.*

1. Introduction

The rise of social media has introduced a new variable in workplace dynamics: the infinite scroll. Among the various types of content available, videos featuring the domestic cat (*Felis catus*) represent a significant portion of internet traffic.

This paper questions whether this consumption is a form of procrastination or a necessary coping mechanism for modern digital workers.

2. Methodology

We conducted a study using the "Pomodoro Technique" variation. Participants were divided into two groups:

- 1. **Control Group:** Worked for 8 hours without access to YouTube.
- 2. **Experimental Group:** Allowed to watch 5 minutes of cat videos every hour.

The variables measured included:

- Typing speed (WPM).
- Heart rate variability (HRV).
- Self-reported happiness levels.

3. Results

The data indicates a strong correlation between "cuteness overload" and stress reduction.

3.1. The Dopamine Spike

Participants watching videos of cats knocking things off tables reported a sudden surge in dopamine. However, there were side effects observed.

3.1.1. Observed Side Effects (Nested List Test)

- **Loss of Focus:**
 - Subjects often forgot their email passwords.
 - Subjects started mimicking "meowing" sounds during Zoom calls.
- **Physical Symptoms:**
 - Uncontrollable smiling.
 - Urge to adopt a pet.

3.2. Statistical Analysis

Table 1 shows the productivity scores between the two groups.

(Table Test - 4 Columns)

Group Type	Hours Worked	Videos Watched	Error Rate (%)	Happiness Index (1-10)
Control	8.0	0	12%	4.5

Group Type	Hours Worked	Videos Watched	Error Rate (%)	Happiness Index (1-10)
Experimental	6.5	15	2%	9.2
Placebo	7.0	2	5%	6.0

As seen in the table above, the **Experimental Group** had a significantly lower error rate despite working fewer hours.

4. Discussion

The "Grumpy Cat Effect" suggests that negative emotions in the workplace can be neutralized by the visual stimulus of a fluffy animal.

"Time spent with cats is never wasted." — Sigmund Freud (Attributes unverified).

However, excessive consumption can lead to a state of *Catatonia Digitalis*, where the worker becomes immobile and only capable of hitting the "Like" button.

5. Conclusion

We recommend that Human Resources departments integrate "Feline Content Breaks" into standard operating procedures. Future research should investigate whether this effect applies to dog videos or if it is exclusive to felines.

D. References

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