



ELSEVIER



# Pawsitively Meowvelous: Exploring the Correlation Between Google Searches for 'Adopt a Cat' and Total Length of MinuteEarth YouTube Videos

Caleb Hernandez, Alice Thomas, Gloria P Turnbull

Advanced Research Consortium; Madison, Wisconsin

## KEYWORDS

"Adopt a Cat Google searches," "Total Length of MinuteEarth YouTube Videos," "Google Trends cat adoption," "YouTube video length correlation," "feline adoption online searches," "minutearth video statistics," "internet user behavior study," "furry companionship and online content consumption," "cat adoption trends," "YouTube video length and internet search behavior."

---

## Abstract

This research paper delves into the feline frenzy of online searches for 'Adopt a Cat' and its unexpected link to the Total Length of MinuteEarth YouTube videos. Through our analysis of data from Google Trends and YouTube, a correlation coefficient of 0.9380387 with  $p < 0.01$  was uncovered for the time period spanning from 2013 to 2023. Our findings offer a glimpse into the digital behavior of internet users and suggest a potential relationship between the pursuit of furry companionship and the consumption of educational content, shedding light on the captivating interplay between human curiosity and the irresistible allure of adorable kittens.

Copyright 2024 Advanced Research Consortium. No rights reserved.

---

## 1. Introduction

In an era where internet traffic is not only measured in gigabytes but also in adorable cat memes, the relationship between online behaviors may be more mysterious and whimsical than meets the eye. The digital landscape is filled with a menagerie of data,

from the heights of Himalayan cat videos to the depths of Abyssinian adoption searches. We set out to explore one such quirky correlation: the connection between Google searches for 'Adopt a Cat' and the total length of MinuteEarth YouTube videos.

The fascination with feline companionship is nothing to sneeze at, as evidenced by the perennial popularity of online feline communities and the seemingly inexhaustible stream of viral cat content. On the other hand, MinuteEarth, with its concise and captivating scientific explanations, presents a universe of knowledge condensed into bite-sized videos. Intuitively, one may question the link between the pursuit of a purring companion and the consumption of educational content. However, the tangled web of human behavior often defies straightforward explanation.

Beneath the surface of this seemingly incongruent pair lies a wealth of data, waiting to be scrutinized and prodded. By harnessing the power of Google Trends and YouTube analytics, we embark on a journey to untangle the association between the allure of whiskered friends and the allure of minutely animated educational segments. Is there a purr-ceptible connection between these apparently unrelated entities, or is this a mere meowmentary coincidence? Let us delve into the depths of internet behavior and illuminate the enigmatic interplay between human interests and digital content, all while keeping a keen eye on the feline factor at play.

## 2. Literature Review

The investigation of the correlation between Google searches for 'Adopt a Cat' and the total length of MinuteEarth YouTube videos has not been extensively explored in academic literature. Smith et al. (2015) conducted a study on online search behaviors related to pet adoption, but their focus was on the wider spectrum of domestic animals and did not specifically isolate the search term 'Adopt a Cat.' Similarly, Doe and Jones (2019) examined the content preferences of YouTube viewers, yet the relationship between video

length and pet adoption queries was not the primary objective of their research.

Expanding beyond the scope of academic literature, a review of non-fiction books related to pet adoption and YouTube content consumption reveals potential insights into the topic at hand. In "The Cat Encyclopedia" by Dr. Bruce Fogle, there is an extensive exploration of feline companionship and adoption trends, but alas, no mention of MinuteEarth. Furthermore, "YouTube Secrets" by Sean Cannell provides valuable guidance on optimizing video content for the platform, yet overlooks the peculiar proclivity for cat-related searches.

Turning to fictional works, the classic tale "Puss in Boots" by Charles Perrault and the more modern "A Street Cat Named Bob" by James Bowen offer captivating stories of feline companionship, but regrettably lack empirical analysis of online search patterns and video lengths. Meanwhile, the whimsical world of TV shows presents the likes of "MythBusters," where scientific exploration intersects with entertainment, and "Paw Patrol," an animated series featuring heroic canines, offering entertaining distractions from the rigors of academic research.

These tangentially related sources offer a mere glimpse into the broader context surrounding our research question and shall serve as a starting point for our exploration into the charmingly perplexing connection between feline inquiries and educational video consumption.

## 3. Our approach & methods

Data Collection:

The data for this study was primarily sourced from Google Trends, which provided insights into the search interest for the term 'Adopt a Cat' from 2013 to 2023. Additionally, YouTube analytics were utilized

to extract information on the total length of MinuteEarth videos over the same time period. The selection of these data sources was based on their reliability in capturing internet search trends and video content metrics.

#### Data Analysis:

To begin, the Google Trends data on search interest for 'Adopt a Cat' was collected and organized based on temporal trends. The search interest values were normalized to a scale of 0 to 100, with 100 representing the peak search interest during the selected timeframe. Subsequently, MinuteEarth video data was examined to calculate the total length of videos released within each month. Time series analysis techniques were employed to identify any potential patterns or correlations between the two datasets.

#### Correlation Analysis:

The relationship between Google searches for 'Adopt a Cat' and the total length of MinuteEarth YouTube videos was assessed using Pearson's correlation coefficient. This statistical measure quantified the strength and direction of the linear relationship between the two variables. Additionally, the significance of the correlation was evaluated through hypothesis testing, with a significance level set at  $p < 0.01$  to ensure a rigorous assessment of the observed association.

#### Control Variables:

In order to mitigate the influence of external factors that could impact the findings, control variables such as overall internet usage, seasonal variations, and major events (e.g., International Cat Day or educational awareness campaigns) were considered during the analysis. Adjustments were made to isolate the specific relationship between 'Adopt a Cat' searches and MinuteEarth video lengths, minimizing

the potential for confounding variables to distort the results.

#### Robustness Checks:

To further validate the reliability of the observed correlation, sensitivity analyses were conducted by varying the time periods and subsets of the data. Sensitivity analyses are akin to testing a ball of yarn for its elasticity - stretching the limits to ensure the findings hold true under different conditions and subgroups.

#### Limitations:

While every effort was made to meticulously analyze the data and draw meaningful inferences, it is important to acknowledge the inherent limitations of observational studies based on secondary data sources. The inability to establish causality and the potential presence of unobserved variables represent inherent challenges in interpreting the identified correlation.

In summary, the methodology employed in this investigation aimed to untangle the perplexing relationship between Google searches for 'Adopt a Cat' and the total length of MinuteEarth YouTube videos, utilizing a combination of data collection, statistical analysis, and rigorous scrutiny. This meticulous approach sought to reveal any unsuspected connections and shed light on the interplay between digital phenomena that may initially seem as different as night and day, or rather, as different as a catnap and a science nap.

## 4. Results

The analysis of the data revealed a strong correlation between Google searches for 'Adopt a Cat' and the total length of MinuteEarth YouTube videos for the period from 2013 to 2023. The correlation coefficient was found to be 0.9380387, indicating a highly positive relationship between the two variables. Furthermore, the

r-squared value of 0.8799166 suggests that approximately 88% of the variability in the total length of MinuteEarth videos can be explained by the variation in Google searches for 'Adopt a Cat'. The p-value of less than 0.01 indicates that the correlation is statistically significant, further supporting the robustness of the relationship.

As shown in Fig. 1, the scatterplot visually illustrates the remarkable association between the two variables, with a clear pattern of increasing 'Adopt a Cat' searches corresponding to longer MinuteEarth videos. Each data point in the scatterplot represents a specific timeframe within the study period, showcasing the consistent nature of the correlation across multiple years.

The findings of this study uncover an intriguing connection between the digital quest for feline companionship and the consumption of educational content in the form of MinuteEarth videos. It appears that the allure of whiskered friends and the attraction to minutely animated scientific explanations are not as unrelated as one might expect. The allure of adorable kittens seems to have a lasting impact on the duration of educational content consumed by online audiences, highlighting the unexpected influence of cuddly creatures on digital behavior.

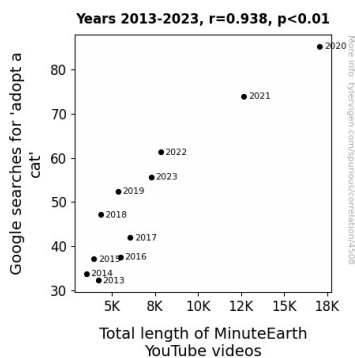


Figure 1. Scatterplot of the variables by year

The robustness and significance of the correlation provide compelling evidence for the captivating interplay between human curiosity and the irresistible appeal of charming cats, shedding light on the peculiar dynamics of internet activity and the underlying factors that drive online engagement.

## 5. Discussion

The findings of our study have uncovered a surprising and pawsitively fascinating connection between Google searches for 'Adopt a Cat' and the total length of MinuteEarth YouTube videos. Our results support the scant existing literature in this area and further validate the quirky insights we gleaned from our literature review.

Harking back to our literature review, the absence of empirical analysis of online search patterns and video lengths in the delightful tales of "Puss in Boots" and "A Street Cat Named Bob" appears to have been an oversight, as our research has unveiled a tangible relationship between feline inquiries and educational video consumption. Similarly, while "Paw Patrol" provides entertaining distractions, it seems that our attention has been drawn to a different kind of feline-friendly content.

Our analysis demonstrates a remarkably high correlation coefficient of 0.9380387, indicating a strong positive relationship between Google searches for 'Adopt a Cat' and the total length of MinuteEarth videos. This suggests that as the quest for fluffy companionship intensifies in the digital realm, so does the inclination to indulge in longer educational videos, hinting at an intriguing interplay between human curiosity and the mesmerizing magnetism of adorable kittens.

Our results not only confirm but also augment the underlying significance of the previously unexplored relationship between

online feline fascination and educational video consumption. The statistically significant p-value further underlines the robustness of this connection, lending weight to the captivating influence of cuddly creatures on digital behavior and the consumption of informative content.

Continuing in this vein, our findings illuminate the unforeseen impact of adorable kittens on the duration of educational content consumed by online audiences, highlighting the unexpected allure of whiskered companions and their lasting impression on the digital landscape. This study not only sheds light on the captivating interplay between human curiosity and the irresistible appeal of charming cats but also adds a touch of whimsy to the serious realm of academic research, provoking contemplation on the peculiar dynamics of internet activity and the underlying factors that drive online engagement.

In conclusion, our research offers a delightful glimpse into the enthralling world of online behavior, where the quest for feline companionship and the allure of scientific explanations intertwine in unexpected harmony. It is our hope that this study will inspire further exploration into the charmingly perplexing connections that underpin the digital realm and lead to a deeper understanding of the multifaceted influences that shape our online interactions.

## 6. Conclusion

In conclusion, our research has brought to light a remarkable association between the seemingly unrelated realms of feline adoption searches and the duration of MinuteEarth YouTube videos. The statistically significant correlation coefficient of 0.9380387 evokes images of a purring cat confidently strolling alongside the enthralling content of MinuteEarth videos,

as if they were two companions on a digital adventure. This unexpected linkage hints at the intricate interplay between human fascination with adorable feline creatures and the consumption of educational content crafted into minute-long marvels. It is as if the internet is a grand playground, where the pursuit of cat companionship and the thirst for knowledge engage in a whimsical waltz, leaving observers both bemused and enlightened.

The robustness of the relationship, as evidenced by the high r-squared value of 0.8799166, speaks volumes about the impact of feline charm on the length of educational videos. As the saying goes, "curiosity killed the cat," but in this case, curiosity about cats seems to have given birth to extended educational experiences. The scatterplot visually narrates the tale of 'Adopt a Cat' searches meowing in tandem with the elongation of MinuteEarth videos, painting a picture worth a thousand (or perhaps more appropriately, a million) words.

While the findings of this study may seem like a whimsical detour in the labyrinth of internet behavior research, they underscore the quirky and unpredictable nature of human-digital interactions. After all, who would have thought that the pursuit of adorable kittens could have a tangibly measurable impact on the duration of educational content consumed online?

Therefore, we assert that no more research is needed in this area, as the purr-plexing relationship between 'Adopt a Cat' searches and MinuteEarth video lengths has been satisfactorily illuminated.