

Analysis Of Cyberloafing Behavior Restriction Strategies At Company X

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Abstract

This study examines restriction strategies to manage cyberloafing behavior in Company X, a public transportation organization grappling with productivity issues due to excessive non-workrelated internet usage by employees. Employing a qualitative case study approach, the research collected data through in-depth interviews, observations, and document reviews. Findings indicate that while cyberloafing may offer temporary stress relief, it adversely impacts employee productivity, task completion, and team cohesion. The research highlights the effectiveness of selective restriction strategies, such as limiting non-essential internet access, implementing a reward and punishment system, and fostering a supportive work environment. Moreover, ergonomic office designs and employee training on time management are essential to sustain productivity and minimize distractions. These insights provide practical recommendations for organizations to implement balanced restriction strategies that promote both employee satisfaction and workplace efficiency.

Keywords: restriction strategy; cyberloafing; workplace productivity

1. Introduction

The rapid advancement of information technology in recent decades has significantly influenced workplace dynamics, particularly with the pervasive use of the internet. Data from the Indonesian Internet Service Providers Association (APJII) in 2021 shows that 86.9% of employees in Indonesia utilize the internet for work-related activities, underscoring its critical role in professional environments. However, this accessibility also presents challenges, such as reduced productivity caused by non-work-related internet use, a phenomenon commonly known as cyberloafing. Cyberloafing refers to employees using organizational internet resources during work hours for personal activities such as browsing social media, online shopping, or streaming content, which leads to distractions and inefficiencies in the workplace (Sulistyan & Ermawati, 2020).

Although technology like smartphones has enhanced communication and operational efficiency, it has also escalated instances of cyberloafing due to the ease of access and widespread use of these devices. Research highlights that cyberloafing can consume up to 60% of an employee's workday and cost organizations billions annually in lost productivity (Koay & Soh, 2018). Furthermore, the behavior poses organizational risks such as inefficient network resource usage, delayed task completion, and increased exposure to cybersecurity threats.

Existing literature has identified cyberloafing as a form of deviant workplace behavior, adversely affecting employee performance and organizational outcomes. While some organizations have implemented policies to mitigate this issue, these measures often lack consistency in enforcement or employee understanding. Thus, the challenge lies in developing strategies that effectively balance productivity and employee satisfaction while minimizing non-productive internet use (Kurnia & Mardawan, 2023).

This study focuses on PT X, a public transportation company facing significant challenges with cyberloafing among its employees. Initial observations and interviews revealed that while most employees were aware of the existing policies regulating internet use, enforcement and adherence remained inconsistent, especially among new or temporary staff. This highlights the need for improved strategies that address both policy awareness and behavioral dynamics.

Through a case study approach, this research aims to explore the current restriction strategies employed by PT X to manage cyberloafing, evaluate their effectiveness, and propose new strategies for fostering a more productive work environment. The findings are expected to contribute to both theoretical advancements in understanding workplace behavior and practical guidelines for organizations aiming to optimize employee performance through effective cyberloafing restriction strategies.

2. Literature Review

2.1 Concept of Strategy

The term "strategy" originates from the military, derived from the Greek word *strategos*, meaning a general in command. In its military context, strategy involves tactics and methods aimed at securing victory. Over time, the concept has expanded to various domains, emphasizing structured processes, situational analysis, and resource optimization to achieve specific goals

(Hazin, 2024)). Strategy in this study is associated with the term "restriction," which, according to the Indonesian Language Dictionary (KBBI), refers to limitations in areas such as production or credit provision. This perspective aligns with the nature of cyberloafing, which can only be restricted but not entirely eliminated. Thus, the strategies discussed aim to limit cyberloafing behavior without compromising employee productivity or satisfaction.

2.2 Definition of Cyberloafing

Cyberloafing, a term introduced by Tony Cummins in 1995, gained prominence through Lim's 2002 paper in the *Organizational Behavior Journal*. It describes employees' use of workplace internet access for non-work-related activities during office hours (Mirza et al., 2019; Syed et al., 2020). Examples include browsing social media, online shopping, or entertainment streaming, which divert focus and reduce productivity.

Scholars like Sulistyan & Ermawati (2020) and Zhong et al. (2022) emphasize that while internet use can facilitate work-related tasks, its misuse poses significant challenges, including operational inefficiency, decreased innovation, and increased workplace anxiety. Sao et al. (2020) further characterize cyberloafing as a modern form of counterproductive workplace behavior. These definitions converge on the understanding that cyberloafing is deviant workplace behavior that undermines organizational productivity and competitiveness.

2.3 Types of Cyberloafing

Cyberloafing is broadly categorized into two types:

1. **Browsing Activities:** Includes activities such as reading news, accessing entertainment sites, and engaging in online shopping or gaming (Lim & Chen in Mirza et al., 2020).
2. **Emailing Activities:** Personal use of email, such as sending or reading non-work-related messages, which distracts from job responsibilities (Blanchard & Henle in Damayanti et al., 2022).

Blanchard and Henle also identify two levels of severity:

- **Minor Cyberloafing:** Activities perceived as less severe, such as checking social media or browsing harmless websites.
- **Serious Cyberloafing:** Includes accessing adult content, gambling, or downloading copyrighted materials, which not only disrupt productivity but also pose legal and reputational risks.

2.4 Factors Contributing to Cyberloafing

According to Ozler and Polat, the occurrence of cyberloafing is influenced by three main factors: individual, situational, and organizational factors.

1. **Individual Factors:** These include personal attributes such as perceptions, attitudes, personality traits (e.g., shyness, loneliness, isolation), self-control, self-esteem, internet addiction, demographics, and personal ethics. These factors shape an individual's tendency to engage in cyberloafing.
2. **Situational Factors:** These relate to workplace environments with easy internet access and minimal supervision. Such environments increase the likelihood of cyberloafing, especially when situational triggers or supportive conditions are present.

3. **Organizational Factors:** These involve internet management policies, managerial support, workplace norms regarding cyberloafing, and the characteristics of assigned tasks. These elements significantly influence employees' internet usage behavior.

Beyond these factors, unmanaged cyberloafing can lead to decreased productivity, increased errors, and dissatisfaction among employees, ultimately affecting workplace morale. It fosters a work environment misaligned with organizational goals and targets (Sulistyan & Ermawati, 2020). Therefore, organizations must adopt strategic and planned measures to mitigate cyberloafing.

This literature review underscores the necessity for comprehensive strategies to address cyberloafing. By leveraging insights from previous research, organizations can develop structured approaches to limit non-productive internet use while maintaining employee satisfaction and organizational efficiency.

3. Material and Method

This research was conducted at PT X, a public transportation company, over a period of three months, from September 2024 to November 2024.

3.1 Design Study

This study employs a qualitative research approach to investigate cyberloafing behavior in its natural setting. Qualitative research focuses on understanding human behavior and social phenomena through systematic data collection and analysis. According to Abdussamad (2022), the case study method is particularly effective in qualitative research. It involves an in-depth exploration of a bounded system or multiple systems in real-life contexts, providing rich descriptive analysis and thematic understanding. Data collection methods used in this study are as follows:

1. Interview

Interviews are conducted to gather in-depth insights from employees and managers at PT X. Open-ended questions are used to allow participants to freely share their experiences and opinions on cyberloafing and its management within the company. As described by Rukhmana et al. (2022), interviews are a critical tool for exploring complex phenomena and understanding respondents' perspectives.

2. Observation

Observation involves systematically monitoring employee behavior related to internet usage during work hours. Observations were conducted both overtly and covertly to ensure authentic data collection. According to Abdussamad (2022), this method allows researchers to capture phenomena in real time, providing valuable context for the study.

3. Literature Review

A comprehensive review of books, journals, previous studies, and digital sources was conducted to support the research. The literature review focused on theories, prior research, and policies related to cyberloafing and its management, providing a theoretical foundation for the study (Hidayat & Irvanda, 2022).

4. Documentation

Company documents, including IT usage policies and employee guidelines, were analyzed to evaluate the current strategies employed to address cyberloafing. This method complements interviews and observations, offering a holistic view of the issue.

3.2 Data Analysis

Data analysis was performed using an iterative process as described by Miles and Huberman (1984), involving the following steps:

1. Data Collection

Data was gathered from various sources, including interviews, observations, and company documents. This step involved identifying and summarizing key insights relevant to the research topic.

2. Data Reduction

Collected data was streamlined by selecting and categorizing relevant information to address the research objectives. Irrelevant data was excluded, enabling the focus on meaningful patterns and findings that contribute to understanding cyberloafing and its management.

3. Data Presentation

Data was organized and presented using narrative descriptions and diagrams to illustrate key findings. Clear presentation helped in identifying relationships between cyberloafing behavior, employee productivity, and company policies.

4. Verification (Drawing Conclusions)

Conclusions were drawn iteratively, ensuring accuracy and alignment with the research objectives. Initial insights were refined and verified through cross-checking with multiple data sources, resulting in robust and reliable findings.

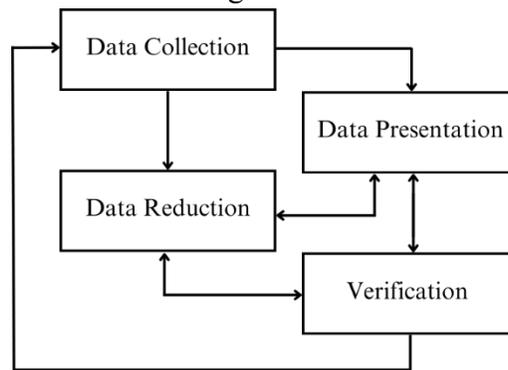


Figure 1 Data Analysis Components of the Rizky Fadilla and Ayu Wulandar

Source: Data processed by researchers (2024)

4. Result

This study utilized a qualitative approach to explore the phenomenon of cyberloafing within PT X, focusing on understanding its occurrence, impact, and management strategies. Data collection involved interviews and direct observations of employees, particularly those from the Human Resources (HR) and general staff divisions. The study included four participants, with demographic details as follows:

No.	Participant	Age	Gender	Work Experience	Division
1	Participant A	27	Male	2 Years	HR Staff
2	Participant B	25	Male	3 Years	General Staff
3	Participant C	22	Male	2 Years	General Staff
4	Participant D	21	Female	1 Year	General Staff

Table 1 . Data Participants

Source: Data processed by researchers (2024)

The findings are based on responses and observations related to three core aspects of cyberloafing behavior:

4.1 Strategies Implemented by PT X to Manage Cyberloafing

PT X has implemented various strategies to balance access to technology and productivity. These strategies include enforcing clear internet usage policies, conducting periodic training to emphasize the importance of maintaining focus during work, and utilizing software to monitor internet activities in a non-intrusive manner. Additionally, the company provides flexible break times to reduce employee stress and allow responsible internet use. This approach combines strict policy implementation with a more human-centered and persuasive communication strategy, aiming to create a balanced work environment where employees feel valued and encouraged to use technology responsibly.

4.2 Impact of Cyberloafing on Employees

Cyberloafing was observed to have both positive and negative effects. While some employees use it as a temporary escape from work-related stress, prolonged and unmonitored behavior led to diminished focus, delayed task completion, and weakened team dynamics. Employees who frequently engaged in cyberloafing exhibited reduced productivity and motivation, which impacted overall team performance. Moreover, excessive internet use for personal reasons often disrupted communication and collaboration among colleagues, creating social isolation and tension within the workplace.

4.3 Effective Strategies for Managing Cyberloafing

To address the challenges posed by cyberloafing, PT X has developed strategies that prioritize awareness, balance, and engagement. The company raises awareness about the importance of productivity through regular training sessions and open communication, allowing employees to understand the rationale behind restrictions. Flexible policies, such as allowing designated times for personal internet use, are combined with non-invasive monitoring tools to encourage discipline without making employees feel overly controlled. By fostering a sense of responsibility and aligning individual goals with organizational objectives, the company aims to minimize the negative impacts of cyberloafing while maintaining employee satisfaction.

5. Discussion

5.1 Strategies Implemented by PT X to Manage Cyberloafing

Cyberloafing, or the use of the internet for personal purposes during working hours, poses a significant challenge for companies in maintaining employee productivity. Company X has implemented several strategies to address this issue, including internet access restrictions and monitoring online activities.

According to Widianti and Pratama (2022), restricting access to non work related websites such as social media and e-commerce can enhance employees' focus on their tasks. However, as observed in Company X, such policies may create tension among employees who feel their freedom is being limited.

Additionally, the implementation of software to monitor employees' internet activity enables management to track patterns of non-work-related online behavior during working hours. While effective in identifying cyberloafing, this strategy risks eroding employees' trust in the company, potentially leading to a decline in morale.

On the other hand, Company X has also adopted a flexible approach by providing break times that allow employees to access the internet for personal purposes. According to Sutanto and Anindita (2023), this flexibility policy can improve employee well-being if accompanied by clear and consistent rules. Therefore, balancing monitoring efforts with flexibility is crucial to fostering a productive and harmonious work environment.

In conclusion, Company X strategies to limit cyberloafing highlight the importance of an integrated approach, where access restrictions and monitoring are complemented by flexible policies that support employees' work-life balance. Proper implementation of these strategies can enhance work efficiency while maintaining employee morale.

5.2 Impact of Cyberloafing on Employees

Cyberloafing behavior significantly affects employees at Company X. The most immediate impact is a decrease in productivity. When employees spend substantial time on non-work-related activities, such as browsing social media or online shopping, the time that should be allocated for completing work tasks is wasted. Consequently, the quality of work and task completion speed are disrupted. If this behavior persists, it can have a considerable impact on individual and team performance.

Moreover, participants agreed that cyberloafing reduces employee motivation and engagement in their work. When employees are frequently distracted by personal activities, they tend to feel less connected to the tasks they need to complete. This can lead to decreased commitment to their job and the company. Often, employees engaged in cyberloafing experience frustration or dissatisfaction with their work, which, in turn, lowers their morale and productivity. Over time, this dissatisfaction can lead to higher turnover rates, as disengaged employees are more likely to seek opportunities elsewhere.

The social impact of cyberloafing is also notable (Syed et al., 2020). Employees involved in cyberloafing often avoid interacting with colleagues or participating in important discussions. This creates disharmony within teams and undermines the collaboration that should exist. If this

behavior continues, interpersonal relationships among employees may deteriorate, ultimately affecting overall team dynamics. Poor teamwork can result in the failure to achieve common goals and a decline in work quality.

In addition to social and individual impacts, companies also face long-term losses. Persistent cyberloafing can lead to a decline in the company's operational efficiency. As highlighted by Sulistyan and Ermawati (2020), this behavior reduces time that could otherwise be utilized for completing tasks, ultimately lowering overall productivity and potentially causing financial losses for the company. Therefore, it is crucial for companies to focus on mitigating this behavior to prevent further adverse effects.

5.3 Effective Strategies for Managing Cyberloafing

Addressing cyberloafing requires a more holistic approach based on a thorough understanding of employee characteristics. One of the most effective steps is to establish policies that not only emphasize monitoring but also grant employees the freedom to manage their time wisely. By offering flexible break times, companies provide employees with opportunities to access the internet and engage in personal activities without guilt. This approach can help alleviate employee stress and motivate them to refocus on their work.

However, based on interviews with participants regarding this issue, the responses given tend to be normative and fail to address the core question comprehensively. Hence, the author believes that cyberloafing behavior needs to be restricted with clear rules to prevent misuse. Companies must ensure that allocated break times are used appropriately and do not disrupt productivity. This aligns with the view of Sulistyan & Ermawati (2020), who noted that while strict monitoring can reduce cyberloafing, overly restrictive policies risk lowering employee job satisfaction. Therefore, Company X needs to strike the right balance between monitoring and granting freedom.

Furthermore, in addition to previously implemented strategies, the author suggests the following approaches to restrict cyberloafing behavior at Company X:

1. Implementing Selective Internet Restrictions

The company needs to enforce more selective internet restrictions, not just limiting access to commonly used non-work-related websites but also optimizing technology to identify and restrict access based on activity type. For instance, using software that detects and blocks specific activities during work hours can more effectively reduce cyberloafing habits (Mirza, Thaybatan, & Santoso, 2019). Many companies have adopted similar approaches, such as blocking internet access to certain websites or designating specific office floors to only access sites integrated with the company's operations..

2. Implementing a Reward and Punishment System

Combining a reward and punishment system can be an effective tool for influencing employee behavior. Rewarding employees who demonstrate high productivity and discipline in using the internet for work purposes can boost motivation and foster a positive work culture (Henle & Blanchard, in Syukri, 2017). Conversely, fair and transparent sanctions for employees who excessively engage in cyberloafing will send a clear message that such behavior is

unacceptable. However, it is essential to ensure these sanctions are applied consistently and fairly to avoid negative perceptions among employees. The reward system should be designed to appreciate not only the end results but also efficient and disciplined work processes, ensuring employees feel recognized for their efforts in maintaining productivity.

3. Managing Office Layout and Workspace Design

A well-designed office layout and workspace can significantly contribute to productivity and reduce employees' need to seek online distractions. A comfortable work environment, such as having a well-furnished break area and a workspace with minimal distractions, can help employees stay focused on their tasks (Al-Zwamri & Hussain, 2017). Furthermore, proper lighting, adequate ventilation, and supportive facilities can enhance employees' overall well-being, reducing dependency on personal online activities during work hours.

For example, break areas equipped with recreational facilities or green spaces can provide employees with an opportunity to rest effectively without relying on internet usage for relaxation. A notable example is Google, renowned for its innovative workspace design that promotes physical comfort while fostering creativity and collaboration. The company offers flexible workspaces with various zones such as private work areas, collaboration rooms, and relaxation spaces designed for stress relief. Facilities like free meals in the cafeteria, recreational rooms, and even modern outdoor spaces allow employees to manage stress without turning to online entertainment.

Implementing strategies like those adopted by Google can be adapted to Company X on a smaller scale, aligned with its budget and needs. For instance, the company could start by providing break rooms equipped with basic facilities such as comfortable sofas, greenery, or soothing music. This can help create an environment that supports productivity without relying on online activities during work hours.

However, managing office layouts and workspace design also presents its challenges. Changes in workspace design require significant investment and must be tailored to employee needs and preferences. Additionally, Company X must ensure that the office design remains flexible and adaptive to changing work requirements and team dynamics. Office layout management should be strategically planned to create not only physical comfort but also support effective social interaction and team collaboration.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

The study on cyberloafing at PT X led to the following conclusions:

1. Strategies to Limit Cyberloafing

PT X implemented internet access restrictions and monitoring software to control cyberloafing among employees. While these measures were effective in improving focus, they sometimes created resistance among employees. The introduction of flexible break times emerged as a balancing strategy, allowing employees to meet personal needs without compromising productivity.

2. Impact of Cyberloafing

Cyberloafing adversely affects individual and organizational performance. It reduces productivity, delays task completion, and disrupts team communication and collaboration. Additionally, limited social interaction due to cyberloafing decreases employee engagement and commitment, which may ultimately impact organizational efficiency.

3. Effective Strategies for Restricting Cyberloafing

A combination of selective internet restrictions, reward and punishment systems, and an ergonomic workplace environment were identified as effective strategies to manage cyberloafing. PT X can adapt elements from companies like Google, emphasizing creative and collaborative workspaces, to promote employee well-being and minimize reliance on non-productive activities.

6.2 Implication

1. Theoretical Implications

This research contributes to workplace behavior management literature by demonstrating how a mix of policy interventions, workspace design, and behavioral incentives can reduce cyberloafing. It supports prior findings that comfortable environments and balanced policies enhance productivity and employee satisfaction.

2. Practical Implications

For PT X, this study provides actionable insights into balancing employee autonomy and supervision. Improvements in workspace design and implementing a transparent reward system could encourage discipline while maintaining morale. These strategies aim to reduce cyberloafing without negatively affecting employee satisfaction.

6.3 Recommendations

Future research should address the study's limitations with the following recommendations:

1. Adopting a mixed-method approach to capture a more comprehensive understanding of cyberloafing behavior.
2. Including participants from diverse industries and organizations to ensure broader applicability of findings.
3. Exploring additional variables such as organizational culture, employee motivation, and technological integration to provide a more nuanced understanding of factors influencing cyberloafing.

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