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## **PSYCHOLOGICAL ASPECTS OF CYBER-COMMUNICATION ADDICTION**

## **PSYCHOLOGICZNE ASPEKTY UZALEŻNIENIA OD CYBER-KOMUNIKACJI**

## **ПСИХОЛОГИЧЕСКИЙ АСПЕКТ КИБЕРКОММУНИКАТИВНОЙ ЗАВИСИМОСТИ ЛИЧНОСТИ**

### **Abstract**

*The article deals with the main approaches to the study of the problem of cyber-communication addiction in both domestic and foreign psychology. It has been demonstrated that the problem of psychological predisposition has not been studied in foreign psychology. The research has mainly focused on various aspects of the study of addiction, which are conducted in the main directions as an individual variable - cognitive, motivational, emotional and behavioral characteristics of the dependent personality and as a set of behavioral features. The problem of addictive personality is represented in a number of areas: Internet addiction, network gambling and other numerous varieties of addiction. Addiction is basically seen as a consequence of interpersonal transactions within social groups that create the effect of "social dependence"; dependence as a set of behavioral features. In Ukrainian psychological science, in a broad sense, addiction is seen as a specific way of thinking, perception and interpretation, of feeling and the outside world. The main features of online addictions are: obsessive thinking about working at a computer (games, programming or other activities); pathological commitment to online gambling, online auctions or virtual purchases, addiction to the social use of the Internet (chat rooms, group games and teleconferencing), etc.*

**Keywords:** *personality, welfare Internet, communication, cybercommunicative addiction, addiction*

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### Streszczenie

Artykuł ujawnia główne podejścia do badania problemu uzależnienia od cyberkomunikacji w psychologii krajowej i zagranicznej. Wykazano, że w psychologii zagranicznej problem predyspozycji prawie nie był zbadany. Przeprowadzone badania prezentują głównie różne aspekty badania uzależnienia i są prowadzone w głównych obszarach jako odrębna zmienna: poznawcza, motywacyjna, emocjonalna i behawioralna zależna od osobowości i jako zestaw cech behawioralnych. Problem osobowości nałogowca jest prezentowany w wielu obszarach: uzależnienie od Internetu, gier sieciowych i wielu innych rodzajów uzależnienia. Uzależnienie jest postrzegane jako konsekwencja transakcji interpersonalnych w obrębie grup społecznych, tworząc efekt „uzależnienia społecznego”; uzależnienia, jako zestaw cech behawioralnych. W ukraińskiej psychologii, w szerokim spektrum, uzależnienie postrzegane jest jako specyficzny sposób myślenia, percepcji i interpretacji uczuć i świata zewnętrznego. Główne cechy uzależnienia od rzeczywistości wirtualnej to: obsesyjne rozmyślanie o pracy przy komputerze (gry, programowanie itp.); patologiczne zaangażowanie w gry hazardowe online, aukcje online lub wirtualne zakupy, uzależnienie od społecznego korzystania z Internetu (rozmowy na czacie, gry grupowe i telekonferencje) itp.

**Słowa kluczowe:** osobowość, dobrobyt Internetu, komunikacja, uzależnienie od cyberkomunikacji, uzależnienie

### Аннотация

В статье раскрыты основные подходы к изучению проблемы киберкоммуникативной зависимости личности в отечественной и зарубежной психологии. Показано, что в зарубежной психологии проблема психологической склонности почти не исследовалась, преимущественно представлены различные аспекты исследования зависимости, которые ведутся по основным направлениям: как индивидуальной переменной - когнитивные, мотивационные, эмоциональные и поведенческие характеристики зависимости личности и как совокупность поведенческих особенностей. Проблема зависимости личности представлена несколькими направлениями: зависимость от интернета, сетевых азартных игр и других многочисленных разновидностях зависимости. Зависимость преимущественно рассматривается как следствие межличностных транзакций внутри социальных групп, создающих эффект «социальной зависимости»; зависимость как совокупность поведенческих особенностей. В украинской психологической науке в широком смысле зависимость рассматривается как специфический способ мышления, восприятия и интерпретации, ощущение себя и внешнего мира. Основными признаками интернет-зависимости являются: навязчивая страсть к работе за компьютером (игры, программирование и др.); патологическая привязанность к сетевым азартным играм, онлайн-аукционам или виртуальным покупкам; зависимость от социального применения Интернета (общение в чатах, участие в групповых играх и телеконференциях) и др.

**Ключевые слова:** личность, благополучие и Интернет, общение, киберкоммуникативная зависимость, аддикция

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### **Statement of the problem in general outlook and its connection with important scientific and practical tasks.**

The active development of new technologies in mass communication over the past few years has given rise to new types of mental disorders associated with intense advertising influence in the press and in television broadcasts, with the increasing use of e-mail, the Internet, cellular communication and other communication technologies in communicating people.

Internet addiction is an important and actual problem, since it is able to greatly affect the personality, lead to its deformation, disrupt the ability of a person to establish relationships with society. In connection with this, there is a need to identify the factors that contribute to the process of creating an Internet addiction. Internet addiction is a multidimensional phenomenon, it allows you to escape into the virtual reality of people with a low self-esteem, anxious, depressed, who are vulnerable, alone, to those whom relatives do not understand, who feel the burden of their work, learning or social environment.

The Internet allows you to search for novelty, to satisfy the desire for constant stimulation of feelings, the need for emotional

saturation (the opportunity to speak, to feel what you understand and take, to get rid, thus, from the strong experience of troubles in real life, to receive support and approval).

From a psychological point of view, the basis of online dependence is the dislike of self and self-doubt. People with a complex inferiority, not satisfied with their appearance or small attention of others to their personality are most prone to the emergence of addiction. Recently, a special form of interactive interaction has become widespread - social networks. The most popular among them are Facebook, Instagram, Twitter, etc. Virtual communication in many respects repeats the real, but its application occurs in a special space (virtual reality), with specific formations, with a characteristic only to him kind of communication. Many network users, while on the Internet, start to feel excitement. The desire to get as familiar as possible or to download more interesting information makes them stay in the virtual space for almost all free time.

### **Analysis of latest research where the solution of the problem was initiated.**

The theoretical analysis of scientific literature has shown that the study of the problem of psychology of dependence on the Internet as a behavioral addiction is widely outlined in foreign literature. In domestic psychological science, unfortunately, this subject has not yet been studied and elucidated.

Recently, this topic was covered in works aimed at identifying the peculiarities of the formation and manifestation of online dependence; implications of online dependency on an individual; the study of mental states that occur in Internet addicts and others.

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**Aims of paper. Methods.**

The purpose of the article is to conduct a theoretical and methodological analysis of modern studies of cybercommunicative personality dependence. We conducted a study involving 101 Internet users - boys and girls aged 17-23. The researchers were

asked to answer questions to get information on the motives of using the Internet, about the relationship of users to the Internet and the impact of the Internet on the livelihoods of users.

**Exposition of main material of research with complete substantiation of obtained scientific results. Discussion.**

At the end of XX century thanks to the development of computer technology, there was another means of communication - the so-called virtual communication. It is communication with a virtual interlocutor in the virtual space with the help of electronic means. Interactive communication is a real-time messaging. Depending on the programs, communication can be performed by transmitting voice, video image or text. Thanks to the computer, a person develops the latest electronic media and learned how to operate in an open communication environment. The global dimension is the penetration of information technology into the everyday life of people. The Internet has allowed a person to significantly expand the limits of his communication. According to research specialists, 91% of users use the Internet to communicate.

Many online organizations provide access to interactive services that support "live" conversations between residents of different cities, countries or communities. There are programs that support "live" communication in real time. For example, in a teleconference with the use of electronic communication, large groups of users are involved. There are also local conferences dedicated to specific events or a clearly defined topic. In the conference, communication takes place around a specific topic, while chat does not usually have a specific topic. Communication in some applications can be considered analogous to a telephone

conversation. In this case, the two persons who communicate, have access to one server and are in the system at the same time. Each of the interlocutors has an opportunity to immediately see all that is typed on his computer keyboard by his partner. And although they do not see and can not imagine each other, they transmit their thoughts, emotions, exchange information and react at the same time to it.

In works A.E. Zhyckina the question of the reasons for the creation of a virtual person is solved through consideration of the problem of identity of its impact on human behavior (Zhyckina A.E., 2004). They emphasize the relationship of real and virtual identity, their interdependence, defining deviant behavior in virtual communication as a way of forming social and virtual identity. Thus, the conflict can serve to self-determination, overcoming the blurred identity in reality, and in the virtual space. According to J. Sullera, nobody wants to be completely anonymous - absolutely invisible, without name, identity or interpersonal interaction in general. Deviant behavior is a way of responding to anonymity, which reflects the desire to be seen, even in a negative form, than to be completely anonymous. Simultaneously with the virtual human project, a person creates an image of an interlocutor, which almost always does not correspond to reality, since he lacks information, guided by his own expectations.

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In the transition from virtual to real contacts, former virtual interlocutors tend to feel surprise or frustration of inconsistency of their ideas and real personality (Zhyckina A.E., 2004).

The reason for accessing the Internet as a communication tool can be:

1. Insufficient saturation of communication in real contacts. In such cases, users will quickly lose interest in Internet communication, if opportunities arise to meet the relevant needs in real life.

2. Possibility of realization of personality traits, playing roles, experiences of emotions, which for one reason or another are impossible in real life. Such a possibility is due to the above features of communication through the network - anonymity, non-rigid normativity, originality of the process of human perception of person. The desire to experience this or that emotion is probably explained by the desire for emotional content of the text.

3. To the possibility of interaction "man-computer" added the possibility of communication "man-computer-man."

Psychological researches of features of virtual communication on the Internet are conducted relatively recently, mainly by foreign ones, in particular Ukrainian specialists. They distinguish the following basic functions of virtual communication: information exchange; interaction with the aim of solving any problems; development of personality, improvement of educational level, training (Voiskunsky A.E., 2009).

Of course, in order to have quick access to information in any part of the globe, the possibility of simultaneous work in the system of many users must adhere to the appropriate culture of communication on the World Wide Web. It includes the following components: the culture of information presentation; culture of perception and use of information; the culture of using new in-

formation technologies, etc. For the community, which arises from the boarding house, the network itself is a communication tool. And the effectiveness of this communication, its impact on a person depends on the compliance of all participants with the ethical and psychological requirements for communication.

Describing communication on the Internet, psychologists, in particular Ukrainians, point out that there is not so much group communication as a large number of acts of one on one communication. And each person plays one of his roles for the partner. And one cannot see the true attitude of these people to another one, draw conclusions about them beyond this communication. But at the same time, these people, acting anonymously, influence each other. And this influence can be significant - both positive and negative. Psychologists note that visiting chats over a long period of time often leads to the fact that communication partners are already perceived as friends, that is, there is a leveling up of the boundary between virtual and real communication. It is noted that the majority of chat visitors are included in the constant activity due to the presence of emotional connections with other visitors, the need for interaction, the awareness of their established role and status in the chat, as well as the tendencies to continue to interact in the future.

There are currently many ways of communicating on the Internet, the main ones being e-mail, social networks, forums, various conferences, chats, network games, and more.

Thus, virtual communication is communication with a virtual interlocutor in the virtual space with the help of electronic means. Internet communication performs a number of functions: communicative, self-presentation / expression, entertainment, socialization, self-development, psychological discharge, function, estimated.

An analysis of modern research has shown that the problem of psychology of dependence on the Internet can be viewed from various angles.

First, the issues of Internet dependence are revealed within the framework of the problem of deviant behavior. According to the classification of T.P. Korolenko and T.O. Don, all behavioral deviations are divided into two groups: non-standard and destructive behavior. Non-standard behavior may take the form of a new thinking or such actions that go beyond the stereotypes of behavior. Deviant behavior, depending on the direction, is divided into intradisciplinary behavior (suicidal, conformist, autistic behavior) and externally destructive behavior, which in turn is divided into antisocial behavior (consisting in actions that violate existing laws and the rights of other people in the form of asocial behavior) and addictive behavior (involves the use of any substances or specific activity in order to escape from reality and obtain the desired emotions). (Korolenko Ts.P., Loskutova V.A., 2004, p.97-98).

Different kinds of addictive behavior have their own specific features, manifestations and consequences, but the stages of formation of the addiction are common. The beginning of the formation of the addictive process always occurs at the emotional level as an experience of acute change in the mental state in the form of an increased mood, a feeling of joy, ecstasy, an incredible rise in connection with the use of certain substances or certain actions. The next stage is characterized by the formation of a certain sequence of appeal to the means of addiction. In the third stage, the addictive behavior becomes stereotypical, typical, in the fourth - completely dominant, and on the fifth it destroys both the psyche and biological processes (Tikhonov M.N., Bogoslovskii M.M., 2012).

Regardless of the type of dependence there are general signs of addictive behavior: a steady desire to change the psychophysical state; continuous process of formation and development of the addiction; cycles of dependent behavior; natural occurrence of personality changes and social maladaptation; the formation of an addictive unit, that is, a set of cognitive, emotional and behavioral features that cause an addictive attitude to life; excessive emotional relation to the object of dependence; transformation of the object of the addiction into the purpose of existence; Denial of dependence and its severity (Voiskunsky A.E., 2009, p. 120-122). Along with that, A.E. Voiskunsky gives the following criteria that determine the dependence: priority, mood change, tolerance, symptoms of a break, conflict and relapse. (Voiskunsky A.E., 2009, p.91).

Secondly, the emergence of Internet dependence is seen as a consequence of reducing the psychological stability of the individual (Chukhrova M.G., Ermolaeva A.V., 2012). Since psychological stability protects a person from disintegration and personality disorders, forms the basis of inner harmony, full mental health, then the reduction of psychological stability leads to the disintegration of the individual, the violation of the regulation of behavior and activities, the collapse of the system of life values, motives, goals that increase the risk of occurrence dependencies.

Thus, according to the results of the survey, general information about the subjects was obtained: the majority of boys and girls study in higher educational establishments (54.5%), higher education (41.5), single (88%), the majority of the income is estimated as follows: "Only enough for food and clothes" (56.5%).

The activity of the users of the Network itself is manifested in the following: The Internet experience of most boys and girls is 5-10 years old, and only a small percentage

is not over 10 years. Perhaps this is due to the fact that over the past 10 years, the Internet and computer equipment have become more accessible. And, accordingly, it became popular due to the activity of users in connection with the sending of information, electronic money, that is, people began to spend less time for such actions thanks to the Internet. The number of hours spent on youth in the network per day (average time) is: at least 4 hours, the maximum is 5, but 20% of users spend on the Internet for more than 10 hours. Boys and girls often visit the Internet every day, several times - as needed. Some users say about this: "Depending on the circumstances, the Internet is an auxiliary tool for me, working with it" (2% - boys and girls). Consequently, it is worrying that 38% of the youth (more girls) "live" in the network, that is, they are more likely to exist in the virtual world and may be Internet addicts. Most often young people visit the Internet in the evening, but also - if it is necessary. In the morning and in the afternoon - those who are at work, mostly girls. On weekends - at any time of the day. Network access is more frequent at home and only 4% - by mobile communication anywhere (boys), and a small percentage of users - in the library; in a cafe with Wi-Fi and friends - girls. Thus, the purpose of using among the subjects is 98% of the search for various information, search for music and videos 83%, communication 71.5%, news reading 60.5%, mailbox lookup 70%, that is, for young people, the Internet is an important search for entertainment, communication, exchange information and information about the world. Users prefer social networks and YouTube, and the most popular programs for communication are ICQ and Skype. Skype itself is very popular, because it can be used to call around the world for

free. Among the social networking users are more girls, it can be explained by the fact that many girls work in the office, and have free time for visiting social networks for communication and entertainment. The topics of the forums that are of interest to young people are different techniques (including computers), and girls: cooking, fashion and beauty, that is, in this case, we see a clear division into women's and men's interests.

The results of the survey indicate that Internet use causes most Internet users to cause positive emotions, but in 24% of girls, emotions are not stable, that is, they depend on the Internet - from the information they receive there. In 22% of boys emotions do not depend on the availability of the Internet, and girls - only 6%. This can be explained by the fact that girls by their nature are more emotional than boys, as well as perhaps giving serious value to virtuality and using the Internet to find emotions, considering the Net safe.

Most users claim that the Internet does not affect their communication with others, but 16% of young men have become less conversant with friends, and 14% of Internet users are replacing real communication. Mostly, the Internet is helping users to learn and work (81%), but some (12%) have suggested that the Internet is both helping and preventing. Users (9%) who are confident that their health has deteriorated significantly due to the use of the Internet, since they spend too much time on a computer - 13-16 hours. It is worrying that the attitude of relatives (friends, friends) of admitting users to the Internet to boys and girls is characterized by the fact that "they all the same" - 89%, "they have nothing to worry about, I'm indifferent to the Internet" - 59%, because relatives may not even notice that a person is dependent on the Internet.

## Conclusions.

The problem of dependence on the Internet is mainly concerned with mental health professionals; maybe that's why the "information overload" is virtually non-existent. The analysis may, in our opinion, be substantially complemented, based on other theoretical considerations. In the activity of the "addict" there is an obvious deep inter-

est, unselfish curiosity and hypermobility. Thus, the main features of online dependencies are: obsessional passion for work at a computer (games, programming or other activities); pathological commitment to online gambling, online auctions or virtual purchases; Dependence on the social use of the Internet (chatting in chat, group games and teleconferencing), etc.

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