

IMAGE OF MONEY IN THE MIND OF UKRAINIAN YOUTH

Губеладзе І. Г. Образ грошей у свідомості сучасної української молоді

В статті представлено результати емпіричного дослідження образу грошей у свідомості сучасної української молоді. Показано, що гроші є одним зі специфічних соціальних інститутів, пов'язаних з відносинами власності. Обґрунтована соціально-психологічна природа образу грошей та відповідного ставлення до них. Показано, що міські жителі скептичніше ставляться до грошей, ніж сільські, які наділяють гроші певними можливостями. Загалом суттєво домінує позитивна конотація асоціацій до поняття «гроші».

Ключові слова: образ грошей, почуття власності, психологічна власність, ставлення до грошей

Губеладзе И. Г. Образ денег в сознании современной украинской молодежи

В статье представлены результаты эмпирического исследования образа денег в сознании современной украинской молодежи. Показано, что деньги являются одним из специфических социальных институтов, связанных с отношениями собственности. Обоснована социально-психологическая природа образа денег и соответствующего отношения к ним. Показано, что городские жители более скептически относятся к деньгам, чем сельские, которые наделяют деньги определенными дополнительными возможностями. В общем, существенно доминирует положительная коннотация ассоциаций к понятию «деньги».

Ключевые слова: образ денег, чувство собственности, психологическая собственность, отношение к деньгам

Iryna Hubeladze Image of money in the mind of ukrainian youth

The paper deals with the results of the empirical study of the image of money in the minds of contemporary Ukrainian youth. Money is shown as one of the specific social institutions associated with property relations. The social and psychological nature of the image of money and its corresponding attitudes towards them are substantiated. It is shown that city dwellers are more skeptical of money than rural people, who give money additional opportunities. In general, the positive connotation of associations to the concept of "money" is significantly dominated.

Key words: image of money, sense of ownership, psychological ownership, attitudes towards money

Formulation of the problem. The rapid changes in the system of social-economic relations marked by the emergence of different forms of ownership, reducing the role of the state in the processes of regulation of economy, a sharp change in its structure, the formation of new social-economic groups of the population, the leveling of the need for compulsory employment, etc., lead to transformations in citizens' value orientations, including in relation to property and money, in ownership relations. Changes in economic consciousness and the formation of a new type of economic thinking are observed. It is reflected in the change of attitudes towards money and their image as one of the aspects of economic socialization and economic consciousness of individuals.

Analysis of recent research. Conceptual bases of studying peculiarities of attitudes towards money at different age stages (S. Abramov, W. Bailey, S. Burenina, I. Zubiashvili, O. Kozlova, J. Lown, R. Sutton, M. Semenov, B. Stacy, A. Strauss, A. Fenko), attitudes towards money as a leading component of economic consciousness and socialization (G. Belitskaya, O. Deyneka, M. Oleson, I. Zubiashvili, I. Korokoshko), attitudes towards money as a basis for the formation of the subculture of poverty (V. Vasiutynskyi, O. Lewis, V. Myalenko), socio-demographic factors of formation of children's monetary perceptions (O. Aronson, G. Marshall, L. Magruder, R. Sutton, M.

Segal, A. Fernam, D. Shvalb), attitudes towards money as a component of ownership (A. Karnyshev, R. Pypes).

The young generation which was born and grew up in an independent country, in the digital age of rapid changes and the dominance of consumer society, and the rapid earning of money, sometimes has a distorted view on money and the opportunities they can give. The image of money in the minds of Ukrainian youth needs detailed study.

The purpose of the paper is to determine the image of money and the peculiarities of attitudes of modern Ukrainian youth towards money as a component of psychological ownership.

Outline of the main research material. Ownership from the standpoint of economic psychology is seen as everything to which we have the right and can feel, manage and control. Among the attributes of ownership researchers in particular called money, property, and realty.

Money is one of the social institutions connected to ownership relations that has a powerful impact on all spheres of public life. From a psychological point of view, they are an exceptionally paradoxical phenomenon, manifested in the polysemy and contradiction of their reflection in the mind. Money is a special symbol of economic and psychological reality. They combine both material and ideal, thing and thought at the same time. They are objectively and subjectively represented in the mind of individual.

A unique characteristic of the image of money is its indispensable future orientation, as they embody potential and abstract purchasing power. Unlike all other aging things that require replacement or restoration, money is a perpetually renewable substance. Constancy in the image of money is combined with dynamism. Money is unique and universal in a kind of integrity that manifests itself in the ability to unite and at the same time separate people. Money as a specific cultural phenomenon acts as a mediator of metabolic processes in human relationships. (Зубіашвілі, 2009).

Given the social-psychological nature, money is both a powerful motivator and a frustrator. According to S. Moskovichi (1998), the image of money has various empirical indicators, including objectivity, integrity, constancy, generalization, etc.

In addition to traditionally economic function money perform a social and psychological one. The system of financial social practices has a powerful influence on the behavior of individuals, social groups and society as a whole. Understanding the mechanisms of this influence is a prerequisite for the correct interpretation of the motivation of people's actions, understanding the interdependence of their interests, revealing the inherent stereotypes of perception of social reality, determining the level of their information security in the sphere of economic activity.

Zubiashvili I. (2009), examining the attitudes of high schoolers towards money, notes the differences between the importance of money as value and their accessibility for high school students. They together with the blockade of the need to find their place in life are a value-motivational source of intrapersonal conflict. It can lead to disadaptation in economic relations and self-realization. This configuration of the elements leads to a contradictory, irrational attitude of high school students towards money, characterized by high affective tension, which explains the spontaneity and unpredictability of economic socialization of high schoolers and indicates that the money contains a great potential for conflict. The author notes that the high school students are inherently passive type of economic and psychological adaptability and dominance in its structure of the affective component, namely high monetary anxiety. Harmonizing the image of money is one way of optimizing the economic socialization of individuals.

The image of money evolves and is transformed in ontogenesis by the emergence of new dimensions and their filling with different content in accordance with the experience and tasks of growing up.

When we are talking about ownership, money is often correlated with material things and values, since material goods are the easiest way to get money. However, they can also be a mean of achieving social and spiritual goals. You can, for example, free up time and obtain other resources for self-realization; with the help of money and professionals to adjust your image and strengthen your tarnished reputation. It is easy to obtain material values by money (Zubiashvili, 2009).

Psychological attitudes towards money is emotionally colored representations and appraisals of objects, phenomena, and events related to monetary regulation of the life of a society, group, or individual.

Both individuals and social community (individual or group entities) may be the subjects of money. The objects of monetary relations are external conditions of monetary activity, representatives of different social groups to which they are affiliated with partnership or other forms of interaction, characteristics of monetary activity of its subjects. By valence, the image of money can be positive, negative or neutral.

Money can be seen as a form of ownership, that is, what I own. And on the other hand, as a tool to increase (accumulate) property - that is, something you can buy something for. In this regard, the meaning of the concept of "money" is increasing.

Psychosemantic methods are widely used in studies of people's attitudes towards money and their economic consciousness. They were implemented in the works of O. Deineka, I. Zubiashvili, A. Kapustin, Y. Nikolenko, M. Panga, M. Semenov, A. Fenko in order to study the attitudes towards money in general. The use of psychosemantic methods makes it possible to analyze social attitudes and personal meanings, as well as various forms of functioning of values in the individual consciousness. The semantic differential is actively used to assess respondents' attitudes towards money, their material status, the concepts of "poverty" / "wealth", "money".

Research methodology and organization. In order to determine the personal meaning and peculiarities of functioning of the category "money" in the individual and collective consciousness of rural and urban youth, an associative experiment on the words "Money" was conducted. 50 students of Drahomanov National Pedagogical University were interviewed: 25 rural and 25 urban ones. Respondents were asked to give five associations per word stimulus, resulting in 311 words and phrases. After that this set of individual associations was grouped into thematic groups by semantic dominant.

As a result of this grouping, 13 topics were highlighted in order to reduce their frequency: cost opportunities (57 categories), financial-banking services, attributes, concepts (42), opportunities provided by money (37), names of money, synonyms (35), sources of profit (33), material values, property (22), synonymous with wealth (22), emotions (19), emotional coloring (15), social capital and connections (9), the meaning of life (6), personality traits (4), various (4).

Research results. The most commonly used spending opportunity category is represented by the following subgroups of associations: hedonistic expenses (vacations, parties, entertainment, casinos, resorts, travel, alcohol, cigarettes, sex, drugs), food (restaurant, food, McDonald's), purchases (purchases, bills, check, shop, auction), tuition fees (driving school, training, exam), housing payment (accommodation, rent, apartment), as well as certain categories: charity, hospital, bribe, cosmetics, etc.

Next, the frequency of reference goes to *"Financial banking services, attributes, concepts"* (bank, wallet, pocket, bag, credit and credit card, ATM, loan, cashier and cashier, exchanger, inflation, interest, exchange, safe, rate, prices, debt, controller, budget, tax, crisis, deposit).

The third category – *"Opportunities that can be obtained in the presence of money"* - is represented by the following words-associations: opportunities, authority, influence, business, strength, power, glory, popularity, permissiveness, freedom, independence, luxury, self-realization, development, career, benefit.

The next category is *"Money names, synonyms for the word "money"* is represented by several subgroups: currency names (hryvnia, euro, dollars), synonymous with the word "money"(coins, currency, "greens" metal, "kapusta", loot, "money", banknotes, cash), a certain amount of money (million, teal, tin, half-ton, tugrik).

The fifth category is *"Sources of Profit"*, which can also be divided into two subgroups: passive sources (19), which imply an external position of the person to receive money (assistance, casino, roulette, poker, lottery, jackpot, loan, luck, inheritance, sponsor, machine, man) and active sources of income (16), or human internment to make money (business, scholarship, salary, job, career).

Another commonly used category is *"Material values, ownership"*, combines the following associations: car, clothing, house, expensive watch, jewelry.

Further, the *synonyms of wealth* were most often found: abundance, wealth, security, income, luxury, prosperity.

The next category reflects a person's emotional feelings about money: positive emotions (happiness, joy, high, carefree, freedom, dream, good) and negative (misfortune, devaluation, anger).

The category "*Emotional coloring*" includes both positive (beauty, luck, dream, self-realization) and negative signs (illusion, corruptibility, pathos, problems, deception, slavery, devaluation, evil).

The tenth category "*Social Capital and Relationships*" is represented by the following associations: family, friends, love, relationships, marriage.

The next category "*Lifestyle*" included the following attributes: style, purpose, life, rules.

Among the "*Personality features*" that money is associated with, respondents identified perseverance, independence, sales and greed.

Several associations were also identified that did not fit into any of the categories (Money, Smell, Few, TV).

As you can see, the most commonly used groups are those related to spending rather than making money. In addition, expenditures are often not vital but aimed at meeting hedonic needs. When analyzing the sources of income mentioned by students in their answers, the passive-external sources over the active-internals obviously dominate. In addition, they are prevalent not only in frequency but also have a wider variation. That is, respondents offer far more variations on how they can get money from the outside without earning them, but having alternative sources of income than options how they can earn it.

A rather large group of "*financial and banking concepts*" indicates a certain level of awareness among contemporary youth in banking issues and their economic literacy.

Analysis of the data obtained showed that associations with positive valence were dominant. 54.3% (169 out of 311 traits) were found, such as happiness, glory, opportunity, dream, etc., and only 13.5% (42 traits) were negative: evil, sales, deceit, bribe, etc. All others have a neutral emotional color (for example, coins, bank, cashier, numbers, etc.). This indicates that modern Ukrainian youth are generally positively perceive the money and opportunities they open.

To determine the image of money in the minds of rural and urban residents, a semantic differential "Money" was conducted among 142 students of Dragomanov National Pedagogical University. It was based on a modified semantic differential developed by A. Kapustin for the purpose of studying the attitudes towards money. The questionnaire included 49 bipolar characteristics, according to which respondents had to rate "money" for each pair of traits from 1 to 7 points accordingly.

Within the features that recorded statistically significant differences between rural and urban populations (according to the Mana-Whitney U-test), factor analysis was conducted to determine the main trends of modern youth's attitudes towards money. Thus, after the Varimax rotation, three significant factors were formed. They describe 58.7% of the variance (KMO =, 775; Bartlett =, 000). The interpretation of the data was based on Means.

The content of factor 1 "*Stability, reliability, comfort*" / "*trust-distrust in money*" (contribution to the total variance of 32.8%) indicates that the urban population is less likely to trust money and those who have it compared to rural population. Money in the phenomena of city dwellers is something unstable, unreliable, risky, cold and distant.

Factor 2 "*Reality / illusory*" (14.3%) emphasizes the illusory nature of money in the minds of urban citizens: it is rather something invisible, uncertain, blurred. They do not have a clear understanding of how much and where to make money, how to spend it correctly, etc. Instead, the money for the rural people is something more clear, understandable, visible.

The signs that formed the third factor reflect "*emotional acceptance / rejection of money*" (11.6%). The urban population, compared to the rural population, is more likely to consider money bad, disgraceful, unattractive, bringing evil and evil.

Conclusions and prospects for further exploration. Modern Ukrainian youth have a positive image of money and high level of economic culture and awareness of banking. Despite the higher level of financial awareness of the urban population, they are more negative and skeptical of

money and the opportunities they provide, less trusting them, compared to the rural population, who clearly see the money as a solution to all their problems. The prospect of further research is seen in the study of the relationship between attitudes towards money and the formation of ownership in various fields.

Література

1. Белицкая Г. Э. (2003). Особенности отношения к деньгам: деньги как предмет личностного осмысления. Ежегодник Российского психологического общества по материалам 3-го Всероссийского съезда психологов (С.-Петербург, 25 – 28 июня 2003 года) в 8 т. – СПб.: Изд-во С.-Петербург. Ун-та, Т.1. С. 120 – 123.
2. Дейнека О. С. (2004). Символизация денег: опыт эмпирического исследования. Проблемы экономической психологии. Том 1. М.: Изд-во «Институт психологии РАН». 207 – 240.
3. Зубіашвілі І.К. (2009). Ставлення до грошей як фактор економічної соціалізації старшокласників
4. Карнышев А. Д., Бурменко Т. Д. (2002). Собственность: психолого-экономический анализ. Иркутск: БГУЭП, 184.
5. Корокошко И. О. (2011). Особенности экономического сознания у лиц с разными жизненными ориентациями : автореф. дис. ... канд. психол. наук. Саратов.
6. Московичи С. (1998). Машина, творящая богов. М. Центр психологии и психотерапии. 560 с.
7. Соціальна психологія бідності: монографія / Т. І. Белавіна, В. О. Васютинський, В. Ю. Вінков та ін. ; за ред. В. О. Васютинського ; Національна академія педагогічних наук України, Інститут соціальної та політичної психології. К. : Міленіум, 2016. 294 с.
8. Фенько А.Б. (2000). Проблема денег в зарубежных психологических исследованиях. Психологический журнал, № 1. 50-62
9. Aronson, O. V. (2019) From the Photogeny of Poverty to the Cinegeny of Money, Russian Studies in Philosophy, 57:2, 155-169, DOI: 10.1080/10611967.2019.1628571
10. Bailey, W. C. , Lown, J. M. (1993). A cross-cultural examination of the aetiology of attitudes towards money. International Journal of Consumer Studies. Volume17, Issue4. December 1993. Pages 391-402
DOI: 10.1111/j.1470-6431.1993.tb00181.x
11. Oleson, M. (2004). Exploring the relationship between money attitudes and Maslow's hierarchy of needs. International Journal of Consumer Studies, 28, 1, January, pp. 83–92.