PSYCHOLOGICAL FEATURES OF SENSE OF OWNERSHIP REALIZATION IN SOCIAL NETWORKS[1]

ПСИХОЛОГІЧНІ ОСОБЛИВОСТІ РЕАЛІЗАЦІЇ ПОЧУТТЯ ВЛАСНОСТІ В СОЦІАЛЬНИХ МЕРЕЖАХ

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Social networks, digital accounts are seen as a space for realizing a sense of ownership and are perceived by information entities as their own space with all attributes of ownership. The concept of sense of ownership and peculiarities of its manifestation in social networks are analyzed. A sense of ownership of virtual space is understood as the psychological feeling that virtual space, an account, created content, etc. belong to you and the person can mark as «my» or «mine». The issue of psychological nature of the personal virtual space is raised and an attempt is made to find answers to the questions about the presence and qualitative expression of changes in the phenomenology of experiencing the possession, identity by the subject, whose psychic functions are increasingly activated not in the conditions of traditional dialogical communication, but with information overflowing in the media space, hyperreality and hypertext. The results of social networks users study about their experiences and psychological ownership of their own account or profile are presented. It was shown that the sense of ownership of virtual space has the same characteristics as in real space: self-investment, territory (platform), self-identification (virtual identity), self-efficacy, protection, ability to control, personalization, and fear of losing. It is shown that women have a higher level of ownership than men. They are more involved in the creation of own content, discussions, a more intense experience of ownership and psychological desire for appropriation, and the fear of losing. Virtual space and own account are associated with a specific territory or thing. Young internet users have stronger feeling that their virtual space belongs to them only. They show a much higher level of identification with their own profile, fear of losing it, and a willingness to create content than the older generation. There is a significant distortion of virtual identity, which consists in the biased evaluation of the representation of one's own and other's life on social networks.
Key words: sense of ownership, psychological ownership, social networks, information space, information and communication technologies.

У статті соціальні мережі, цифрові акаунти розглядаються як простір для реалізації почуття власності та сприймаються суб'єктами інформаційної діяльності як власний простір з усіма атрибутами володіння. Аналізується поняття почуття власності й особливості його прояву в соціальних мережах. Почуття власності щодо віртуального простору розуміється як психологічне відчуття, що віртуальний простір, акаунт, створюваний контент тощо належить саме тобі й особа може його позначити словом «моє». Порушується проблема психологічності віртуального простору особи та зроблена спроба знайти відповіді на питання щодо наявності та якісного вираження змін у феноменології переживання власності, ідентичності суб'єктом, психічні функції якого все частіше активізуються не в умовах традиційного діалогічного спілкування, а в перенасиченому інформацією медіапросторі, у ситуації гіперреальності й гіпертексту. Представлено результати опитування користувачів соціальними мережами щодо їхніх переживань і психологічного володіння власним акаунтом чи профілем. Показано, що почуття власності щодо віртуального простору має ті самі ознаки, що й у реальному просторі: самоінвестування, територіальність (платформа), самоідентифікація (віртуальна ідентичність), самоефективність, захист, можливість контролювати, персоналізація, страх утратити. Визначено, що жінки мають вищий рівень сформованості почуття власності порівняно з чоловіками, вони активніше долучаються до творення авторського контенту, дискусій, гостріше переживають ефект володіння та психологічне бажання привласнення, а також страх утрати. Віртуальний простір, власний акаунт асоціюються з певною територію, річчю. У молодих користувачів інтернетом сильним є прояв відчуття, що їхній віртуальний простір належить тільки їм. Вони демонструють значно вищий рівень ідентифікації з власним профілем, страх утрати його, готовність створювати контент, ніж старше покоління. Спостерігається суттєве викривлення віртуальної ідентичності, що полягає в необ'єктивній оцінці представленості власного й чужого життя в соцмережах.
Ключові слова: почуття власності, психологічна власність, соціальні мережі, інформаційний простір, інформаційно-комунікативні технології.

The problem statement. The revolution in the field of communications has led to the formation of a new virtual space. Access to it is completely open, and communication between people is free and without borders. Modern information and communication technologies expand the possibilities of social and psychological interaction of people and create a special communicative space. It leads to the transformation of the psychological structure of human activity and the formation of new practices of interaction.

The sphere of property did not remain outside the influence of the World Wide Web. On the one hand, the issue of preserving property rights to

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products, especially information, which can be easily reproduced [1]. On the other – the possibility of presenting their property has moved from the real life to the virtual space [2]. And in turn it affected the ways of perceiving other people's ownership, the realism/unrealism of the demonstrated property, the aggravation of the experience of the need to own something and, accordingly, the way of presenting one's ownership.

A sense of ownership of a personal virtual space or profile needs to be considered separately. How is it important for modern man and whether activity in social networks, the production of unique content can enhance this experience of ownership?

Analysis of recent studies and publications. As a result of changes in the way of social-psychological interaction and communication of people became the emergence of such phenomena as "virtual reality", "virtual personality" and "virtual identity", which implies a mismatch between the person's real identity. Myronenko H. argues that the full person's realization in real space reduces the internal need to construct a virtual identity, which is significantly different from the real one [3]. Social networks provide wide and sometimes unlimited opportunities to experiment with person's identity create any image, up to a change of age, gender, preferences, etc. With healthy communication and adequate self-perception in the real world, social networks can be an additional tool to the main type of communication. However, among modern users of social networks there is a dominance or significant distortion of virtual identity.

The digital space fundamentally changes the nature of social communications, which is directly related to the change the phenomenology of the community's need for interaction, which, in turn, leads to the deployment of a completely new informational social-communicative paradigm.

The rapid development of the global information space and social networks has led to changes in the way people interact and access to information resources and meet the needs for goods and services. Researchers pay special attention to the peculiarities of changes in economic, political, production processes due to the spread of open access to the network [1; 3].

It is widely known that social media – global, open, transparent, non-hierarchical, interactive and in real time – changes consumer behavior and expectations in a society. In times of information boom and digitalization, this issue is especially acute, because it is information and communication technologies that create unlimited opportunities to demonstrate their ownership, create a virtual, often idealized picture and, accordingly, exacerbate the desire to own something.

More often people perceive their account, personal information space as a continuation of themselves. It is their virtual ownership. They seek to control and dispose of it. Based on this, it is important to consider the psychological nature of the person's virtual space and answer the question of the presence and qualitative expression of changes in the phenomenology of ownership, subject's identity. His/her mental functions are increasingly activated not in traditional dialogic communication, but in a situation of hyperreality and hypertext, where the simulation of reality dominates and the inability to distinguish reality from fantasy [4].

For a long time the value of goods and services was determined by their consumer value. But in times of the information society it changed in a symbolic value. The value of goods and services is determined not by their immediate benefit, but by the extent to which they symbolize prestige, power, success or prosperity. In the information space, the boundaries between a real object and its sign, symbol are blurred. And the need to own an object often disappears if there is an illusion of its existence. Not only has an object become a symbol, but also the fact of possession. Our space and culture are increasingly filled with simulacra. They are signs, symbols that mark something that does not really exist outside of human consciousness. So the need to differentiate imaginary and real things disappears, because thanks to information and communication technologies, the imaginary can be quite realistically reflected. Bright, idealized, detached from reality images often seem more attractive than reality, forming a hyperreality that is more in line with the norms and values of society. Even such spheres of human life as relationships, politics, economics, and sexuality now exist in hyperreality.

Transformations of virtual reality are perceived differently by people, differentiating their behavior. So some people respond to such changes by increasing activity, the emergence of new patterns of behavior, creative self-expression, and others – on the contrary, indifferently and passively, or internal protest. It can also affect the well-being, emotional sphere of the individual (for example, in the form of optimism, faith and hopes, or pessimism, apathy and fear of change and the passage of time) [3, p. 88].

Numerous studies show significant differences between the activities of the individual in real life and his/her virtual activity [5; 6; 7]. T. Tytarenko notes that in the life world of man coexist not real physical objects in their direct interaction, but their subjective interpretations, between these interpretations the mediator is the Internet environment, which further symbolizes their social-psychological content [7].

One of the new areas of research in the field of economic and social psychology is the study of the peculiarities of a sense of ownership manifestation in the information space, including

social networks. Issues related to digital ownership, problems of preserving property rights in the information world are analyzed.

We consider social networks, personal accounts as one of the areas or platforms for a sense of ownership realization, which are perceived by the subjects of information activities as their own space with all attributes of ownership.

Sense of ownership is a cognitive-affective construct based on the experience that a person feels towards certain objects of property. It is a subjective feeling that something belongs to you, something that you can mark the word "mine" or "ours" [8; 9]. A sense of ownership is formed on the basis of a sense of power and control, knowledge of the object of ownership, self-investment and self-efficacy, self-identification and expected value, and subject to active involvement and use that affects a person's self-esteem. Sense of ownership can extend to tangible, intangible and abstract objects in various fields and social practices. For example, on personal things, territory, money, body, ideas and values, social contacts, information space, workplace and time regime.

Information space can be either a tool, or rather an area in which a sense of ownership is distorted, or an object of psychological appropriation. That is, the object to which the sense of ownership extends. In the process of social comparison, there is a desire to own a certain object of ownership, and in the conditions of virtual reality, this desire is easily scaled and strengthened. The effects of mass, popularity, and necessity appear, although often artificially.

The increased ability to personalize your account, your device, and eventually your news feed is unprecedented and one of the great achievements of the information society era [2]. Such freedom of choice, uniqueness and emphasized personalization enhances the feeling of uniqueness, ownership, and the tools of its creation give a person a sense of control and security. Researchers' attention is drawn to the possibilities of social networks to strengthen the sense of ownership, in particular during communicating in virtual groups. Especially given that the virtual groups can be used as a platform for working interaction of employees. At the same time, the issue of a person's perception of his/her account, profile as his/her own space, in which the feeling of ownership can be fully realized, is little studied.

The paper aims to theoretically substantiate and empirically verify the peculiarities of the realization of a sense of ownership in social networks as one of the important spheres of modern human life.

The statement of the main research material. The research was conducted by using a set of general scientific theoretical, empirical and statistical methods. To achieve the goal, a survey was conducted in 2019 among 158 people – users of the Internet and social networks. Participants were aged from 15 to 77 years, and average age is 34.7 years. 58 men and 100 women were interviewed. The questionnaire included 16 content questions and points on social-demographic data of respondents. The purpose of the survey was to determine the peculiarities of a sense of ownership manifestation in relation to one's own profile and the peculiarities of the manifestation of the respondents' virtual identity.

The results and discussion. It was determined that 75% of women and 65.5% of men consider their profile (account, page or group on social networks) to belong only to them and they can mark them with the word "mine".
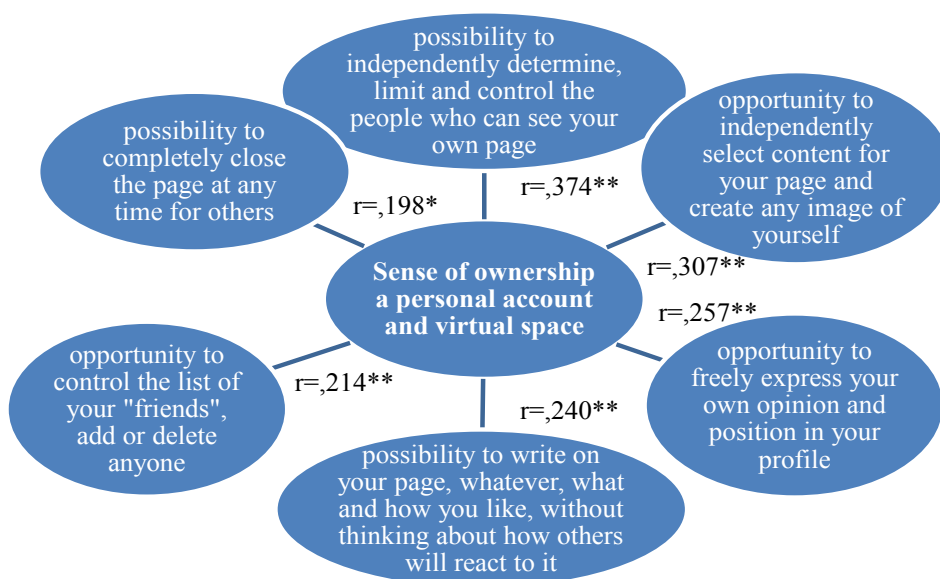

Fig. 1. Correlations between feeling a sense of ownership a personal account and virtual space and other statements

It was important to analyze the semantic space of the concept of ownership of information space in the perceptions of social networks users. Thus, Pearson's correlation coefficient was used to test correlations between feeling a sense of ownership a personal account and virtual space and other statements (fig. 1).

So, it was determined that it is directly related to the possibility to independently determine, limit and control the people who can see your own page ($r = .374^{**}$, $p \leq 0.000$); the opportunity to independently select content for your page and create any image of yourself ($r = .307^{**}$, $p \leq 0.000$); the opportunity to freely express your own opinion and position in your profile ($r = .257^{**}$, $p \leq 0.001$); the possibility to write on your page, whatever, what and how you like, without thinking about how others will react to it ($r = .240^{**}$, $p \leq 0.002$); the opportunity to control the list of your "friends", add or delete anyone ($r = .214^{**}$, $p \leq 0.007$) and the possibility to completely close the page at any time for others ($r = .198^*$, $p \leq 0.013$). Accordingly, there was a negative correlation for the lack of subjective feeling of possession virtual account ($r = -.554^{**}$, $p \leq 0.000$).

There were interesting results regarding a sense of ownership manifestation in relation to a personal account or profile which depends on the respondents' age (Fig.2). This question was evaluated on a 5-point scale, where 1 – definitely disagree, 2 – rather disagree, 3 – difficult to answer, 4 – rather agree, 5 – exactly agree. Thus, 100% of respondents under the age of 20 (N = 22) said that they had this feeling exactly or rather. The same opinion is supported by 85.1% of respondents aged 20 to 30 years (N = 47), 60.7% respondents aged 30 to 40 years (N = 28), 57.1% – aged 40 to 50 years (N = 35) and 56% – over 50 years (N = 25). 3.8% of the total sample had no any subjective feeling of the Internet as their own, and 8.3% said that they rather did not have such feeling. As we can see, the vast majority of respondents (almost 88%) indicate a subjective sense of ownership concerning their account or profile. Despite the fact that most respondents are convinced that they can moderate and control the account and delete all information at any time.

And there is a paradox – users of social networks create their own accounts, realizing that it will violate their privacy from the beginning and at the same time offended and perceived as a violation of ownership when someone finds private information about them on the Internet, "inadequate" comments on posts, misinterprets someone's personal information.

One of the key indicators of a sense of ownership formation and manifestation is the fear of losing what you feel as "your own". To this aim we asked respondents about the feelings of a person whose account has been hacked. Anticipating the reactions of other people, a person in fact projects his/her own experiences. When assessing how people whose account was hacked or blocked feel, respondents often indicated that this feeling was similar to "someone interfering in your territory without permission" ($r = .317^{**}$, $p \leq 0.000$); "you have lost an important, valuable for you thing" ($r = .269^{**}$, $p \leq 0.001$); or «robbed your house» ($r = .184^*$, $p \leq 0.021$). That is, the profile is perceived more as a certain space, territory, and the created content as a thing, a product that belongs to the user and to which the sense of ownership extends.

Accordingly, the answer do not feel anything special, because you can always quickly create a new account or page has a negative correlation ($r = -.464^{**}$, $p \leq 0.000$) and such an answer was given by only 12.1% of respondents.

Another important indicator and factor in the actualization of a sense of ownership is the violation of the legitimacy of psychological possession, boundaries and one's own space. As for social networks, here as a manifestation of their own space violation, people perceive when others add a person to different groups without his consent (65.6% of men and 66% of women), when a person created text, photos, videos, infographics, etc. someone teaches to a page without preserving authorship (32.8% of men and 58% of women), when someone marks a person on collective photos or joint greeting cards (25.8% of men and 31% of women), when someone writes on a private page of a person (18.8% of men and 30% of women). Among other things, social media users violated their own space by including private messages from strangers, including spamming postcards and dating, posting private photos without permission, intrusive advertising, and posting in irrelevant posts.

Correlation analysis has shown that the more often and longer people use social networks, the more they feel this space as their own and feel like the loss of something important and special. The more a person feels the information space as his/her own, the more he/she protects it as
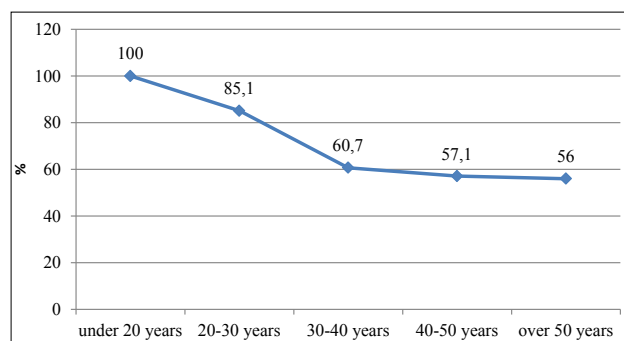

Fig. 2. Sense of ownership manifestation of a personal virtual profile depending on the age

property, the more his/her activity in social networks is meaningful. The more often a person writes his/her own posts, confidently expresses his/her opinion in the comments, which is actually a manifestation of self-investment of their strength, time, knowledge, the stronger he/she experiences a sense of ownership of the profile and information space (r = .262**, p≤0.001).

Thus, it was noted that self-investment and perceived control had a positive effect on the realization of users' sense of ownership of social networks. It in turn intensifies their involvement in social networks, their active content creation and expression of subjective position.

And there is another paradox – the more respondents are involved in activities in the Internet space, the stronger their feeling that they control it, and the less they can actually control their activity and degree of involvement in social networks. This can manifest itself as an uncontrollable desire to use social networks, create content and collect likes, comments, and be dependent on the reaction of others to the image and content you create.

Another indicator of the feeling of ownership is the identification with this space and the same users, the desire to be like them. To empirically define this indicator, we asked respondents about their feelings about whether someone might have (and demonstrate it on their pages) something attractive and valuable from their point of view (for example, beautiful or expensive things, travel photos, recognition of their success, awards and achievements, products of their creativity, etc.) and whether there is a desire to have something similar, or even better.

Women are more likely to want what others have (58%) than men (29.3%). They increase the effect of ownership, given the overall higher level of ownership of their own profile in social networks.

Such a paradox was fixed – 63.8% of men and 71% of women say that in general their account truthfully describes, presents their real life (its quality, level, intensity, their hobbies, etc.). At the same time, 58.6% of men and 60% of women notice that other people, whom they know quite well in real life, do not quite truthfully show their lives on social networks. That is, people in general try to present themselves on social networks from the best side, although they do not recognize the fact that consciously or not, but embellish their image. At the same time, they often notice that other people (but not me) decorate, improve their image on social networks by creating false photos or writing special statuses.

Conclusions and prospects for further research. An empirical study of the peculiarities of a sense of ownership realization in social networks has shown a high level of the effect of ownership manifestation on a personal profile or account in social networks. Digital accounts are considered as one of the areas or a platform for the realization of a sense of ownership and are perceived by the subjects of information activities as their own space with all the attributes of psychological possession. Signs of the psychological nature of cyberspace are demonstrated. It is expressed in increased personalization, identification with the Internet community, motivation/demotivation of activity in social networks, involvement, empathy and fear to loss. The presence and qualitative expression of changes in the phenomenology of property experience, identity of the subject, whose mental functions are increasingly activated not in the context of traditional dialogic communication, but in information-saturated media space, in a situation of hyperreality and hypertext. A sense of ownership of cyberspace has the same characteristics as in real space, namely self-investment, territoriality or platform, self-identification or virtual identity, self-efficacy, protection, ability to control, personalization, and fear to loss. In general, women have a higher level of ownership of the information space in comparison with men. They are more actively involved in the creation of original author's content, discussions, more acutely experiencing the effect of ownership, psychological desire for appropriation and fear of loss. Virtual space, own account in the minds of users of social networks is associated with a certain area, at least – a thing. Young Internet users have a strong sense that their cyberspace belongs only to them. They show a much higher level of identification with their own profile, fear of losing it, willingness to create content than the older generation. There is a significant distortion of virtual identity, which consists in a biased assessment of the representation of their own and others lives on social networks. Three paradoxes have been identified in the process of a sense of ownership realization on social networks: 1) by voluntarily creating an account and posting private information, users show a high level of dissatisfaction that anyone can find and use their data; 2) the more a person is involved in activities in the Internet space, content creation, the stronger his/her sense of ownership in this area, and therefore increases the sense of control over it; but at the same time increases dependence and real inability to control their activity to the extent involvement in social networks; 3) creating a more attractive image of yourself and not recognizing it on the one hand, and fixing such inconsistencies for others – on the other.

Prospects for further research are seen in the study of the possibilities of distorting the presentation of psychological ownership and its perception in social networks through various media technologies and the study of relevant psychological consequences that may arise as a result of mismatch between real and virtual world.

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