

## Paper number 750 | Spotlight Talk

### Digital well-being of Ukrainians with different war experiences

Maryna Dvornyk<sup>1, 2</sup>

<sup>1</sup>Kyiv School of Economics, Ukraine

<sup>2</sup>Institute for Social and Political Psychology of National Academy of Educational Sciences of Ukraine, Ukraine

The research aim is to define the features of digital well-being components among Ukrainians with different socio-demographic and war experience statuses.

Theoretical background. The term 'digital well-being' is used to balance the positive and negative impacts of digital engagement on users' quality of life. It is especially crucial in wartime when civilians and militaries are exposed to numerous tragic war scenes in digital space as well as in real life. While the digital transformation activity in Ukraine allows the development of numerous online services, the focus on gadget usage to preserve citizens' health and well-being stays mostly uncovered.

Research design. The cross-sectional study design covers the scales of the author's survey and the scales of the "Digital Wellbeing Self Assessment Tool". The sample includes 6042 cases. Statistically significant differences in the level of expression of the scales are obtained as a result of non-parametric analysis of variance (Kruskal-Wallis H test).

Results. The specifics of digital well-being components (overall well-being, boundary, communication, focus, connection, purpose) are configured according to the following parameters: socio-demographic indicators (gender, age, education level, employment field, residence, living conditions, income level); type of losses (psychological, opportunities; social ties; material and financial; human; physical and physiological); specific experiences during a full-scale invasion (forced migration, combat experience, providing medical care, human rights activities, living under occupation, experiencing shelling, experiencing flooding).

Limitations. As a panel sample is used the results do not apply to all Ukrainian population.

Implications for research and practice. Taking into account the identified specifics, strategies for digital well-being promotion to prevent the negative outcomes of digital engagement during the war can be designed.

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### Paper number 21 | Spotlight Talk

#### Aftermath of adverse childhood experiences on cosmetic surgery desire: The mediating effects of appearance anxiety and body appreciation

Wing Yee Ho<sup>1</sup>, Kuo Cui<sup>2</sup>, Yuk Ching Law<sup>2</sup>

<sup>1</sup>Hong Kong Metropolitan University, Hong Kong

<sup>2</sup>Hong Kong Metropolitan University, China

This study examined the parallel mediating effects of appearance anxiety and body appreciation between adverse childhood experiences and cosmetic surgery desire. The surge in cosmetic surgery interest among adults in 2024 reflects a trend expected to continue. The mind-body connection theory supports the idea that healing the heart can be achieved through the body. Cosmetic surgery may enhance self-confidence and body image, and aid in healing the aftermath of adverse childhood experiences. Despite innovative technology reducing its risks, cosmetic