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Digital well-being of Ukrainians experiencing full-scale war: A cross-sectional study

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Abstract. While the rapid digital transformation in Ukraine allows the development of numerous online services, the focus on digital well-being to preserve citizens' health and life due to the excessive exposition of numerous tragic events in digital space stays mostly uncovered. The purpose of the work was to measure the significant peculiarities of digital well-being manifestation among different sections of sociodemographic characteristics, healthy lifestyle outlook, and wartime experiences of Ukrainians. An online survey and non-parametric analysis of variance were conducted, with a sample of 6,042 cases. The study revealed that younger respondents, women, and those involved in humanitarian and educational spheres demonstrated higher sensitivity to digital boundaries and emotional saturation of online content. Individuals who experienced forced migration or lived under occupation reported lower indicators of overall digital well-being, particularly in the domains of focus and purpose. Conversely, those engaged in health-related and volunteer activities exhibited higher levels of digital purpose and meaningful connection, highlighting the protective effect of active civic engagement during the war. The results suggested that targeted support for vulnerable groups and integration of digital hygiene into public health policy are crucial for fostering resilience in the digital space. The features of the manifestation of digital well-being components (overall well-being, boundary, communication, focus, connection, purpose) were configurated according to the following parameters: socio-demographic indicators (gender, age, education level, employment field, residence, living conditions, income level); attitudes towards healthy lifestyle (stage of greatest difficulty, combination of practices, degree of adherence); specific experiences during a full-scale invasion (forced migration, combat experience, providing medical care, human rights activities, living under occupation, experiencing shelling, experiencing flooding). The practical value of the study is seen in the perspective of developing a digital well-being promotion strategy on a national level

Keywords: digital engagement; psychological security; socioeconomic status; healthy lifestyle; Russian-Ukrainian war; war experiences

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INTRODUCTION

The full-scale war in Ukraine, which began in 2022, has profoundly altered the daily lives of millions of citizens, highlighting the importance of not only physical but also psychological security. In the context of ongoing stress, information overload, and traumatic content widely disseminated in the digital environment, the need to study digital well-being as a crucial factor in maintaining the population's mental health is growing. Digital well-being is not only about technical hygiene or controlling time spent online, but also about an individual's ability to maintain psycho-emotional balance, foster constructive online communication, and build resilience in the digital space. Ukraine's modern digital transformation has enabled the development of numerous online services that allow people to stay connected, access education, medical care, and other vital resources, even in crisis conditions. At the same time, continuous exposure to streams of war-related news, images of destruction, and human suffering increases anxiety, leads to digital burnout, reduces life satisfaction, and complicates recovery from psychological trauma. Certain population groups – such as women, young people, internally displaced persons, and individuals with combat or medical experience – are particularly vulnerable. Despite this, the issue of digital well-being in the context of war remains insufficiently explored both in domestic and international academic discourse. The relevance of the proposed study is driven by the need for a systematic analysis of the manifestations of digital well-being among Ukrainians with varying socio-demographic profiles, lifestyle characteristics, and wartime experiences. The results of this research may serve as a foundation for developing a national strategy for digital hygiene and the mental protection of the population in the context of hybrid warfare and digital threats.

During the modern Russian-Ukrainian war, the idea of psychological security arises with great power. The need for security is basic in A. Maslow's hierarchy of human needs and occurs immediately after physiological needs, such as food, sleep, etc. E. Namani & M. Bagherian Kakhki (2019) and F. Greco & A. Polli (2021) studied that human security was usually considered in the context of personal psychological well-being, as its parameter, condition, factor, component, indicator, or criterion. It was emphasised by B. Vermote *et al.* (2022) that the need for security is especially actualised when people experience adversity, seeing that events are not happening as expected and that the conditions of their lives, which until now seemed a priori, have been violated. As noted by R.B. Persaud (2022), along with a person's confidence in a future, security also includes civil peace, personal physical safety, a safe legal environment, access to justice, etc. Although these security parameters are constantly violated during wartime, it can be agreed that a person's psychological security is the protection of psyche from destructive external and internal influences (Sliusarevskyi, 2020). Because during the war network communication is mostly preserved on the territory of Ukraine, and the Internet is also available to Ukrainians evacuated abroad, it is not easy to protect the psyche of citizens who are exposed to numerous tragic scenes of war not only in real life but also in digital space. The researchers R.R. Thompson *et al.* (2019) and M.C. Cavallini *et al.* (2023) studied that the rapid online spreading of information, especially with a low trauma-sensitive approach of media, constantly keeps the users anxious and can cause severe mental health problems.

As L. Damant *et al.* (2016) argued that digital engagement is adopting information and communication technology such as the Internet, mobile phones, and computers into daily lives. The latest research showed both positive and negative impacts of digital engagement on users' quality of life and well-being. On the one hand, many users believe that they spend too much time in front of a screen, and a significant proportion of them desire to reduce this time. On the other hand, those who do not use gadgets at all have generally lower levels of psychological well-being than those who use digital media moderately. So, the balance between using and not using electronic devices, being connected and disconnected to the network is important to maintain the population's health and wellbeing. C. Burr *et al.* (2020) studied that the new term "digital well-being" refers to such balance, to the impact of digital technologies on what it means to live a life that is good for a human being in an information society. Digital well-being covers digital interfaces that foster human flourishing, personalised human-computer interaction, and software that support users' autonomy and self-determination. Moreover, an individual's ability to achieve digital well-being is related to how personal characteristics, devices, and contexts interact, not just simple judgments on screen time. Because a large part of traumatic events spread precisely through virtual space during the war the concept of digital well-being is crucial in preserving and restoring the health and life quality of Ukrainians. The purpose of the study was to identify the peculiarities of digital well-being among Ukrainians experiencing a full-scale war and to analyse the impact of socio-demographic characteristics.

MATERIALS AND METHODS

This cross-sectional study is a part of the broader project "Healthy lifestyle of Ukrainians during the war" (Dvornyk *et al.*, 2024), aimed at exploring the multidimensional effects of wartime conditions on citizens' well-being. The research was conducted from September 2023 to January 2024 using an online questionnaire administered via Google Forms. The study included both random and panel samples of Ukrainian citizens living within the country and abroad, yielding a total of 6,042 valid responses for analysis. Statistically

significant differences in the level of expression of the digital well-being scales by key sociodemographic indicators, healthy lifestyle outlooks, and war experiences were obtained as a result of non-parametric analysis of variance.

It must be mentioned that the sample consisted of 60% males, average age – 38 years. Half of the sample is people with a complete higher education, approximately 20% each have incomplete higher or secondary special education and complete secondary education. The largest professional representation belongs to specialists in civil security (44.6%) and social and behavioural sciences (17.9%). Geographically, 57.6% of respondents live in regions far from the frontline zones, and more than 20% live in regions close to the frontline. The largest number of respondents have families, more than 40% of them live in couples with a child or children, almost 22% live purely in a couple, and 13.2% of respondents live alone. 60% of the sample rate their monthly income somewhat low compared to average wages in Ukraine for 2023.

The central focus of the current study was to examine the digital well-being of Ukrainians in the context of a full-scale war. Digital well-being was operationalised using a structured questionnaire embedded in Block 5 of the general survey. This section included 18 items distributed across six thematic subscales, reflecting the multidimensional structure of digital well-being (e.g., screen time awareness, digital boundaries, emotional impact, digital-social balance). The instrument was developed on the basis of the Digital well-being self-assessment tool by Sentient Digital & Mind over Tech (2021), and included a 10-item self-assessment scale to capture respondents' personal evaluation of their digital habits and psychological states related to technology use. In addition to digital well-being, the study considered several other variables drawn from different sections of the survey:

Block 1: General sociodemographic characteristics, including gender, age, education level, occupation, current location (in Ukraine or abroad), and self-reported income.

Block 2: Healthy lifestyle practices during the war, including perceived challenges, priorities, and subjective adherence to a healthy lifestyle.

Block 3: War-related experiences, such as forced displacement, military service, medical assistance provision, law enforcement engagement, survival under occupation, exposure to shelling, and natural disasters (e.g., flooding).

The questionnaire was pilot-tested and refined to ensure clarity, cultural appropriateness, and relevance to wartime conditions. Given the non-normal distribution of most variables and the ordinal nature of responses, non-parametric statistical methods were applied. In particular, the Kruskal-Wallis H test was used to examine differences in digital well-being scores across various socio-demographic and war-experience groups. Data processing and statistical analysis were conducted using SPSS software (version 23.0). Ethical considerations of the Declaration of Helsinki (2013) were taken into account: the participation was anonymous and voluntary, informed consent was obtained at the beginning of the survey, and data were stored securely.

RESULTS AND DISCUSSION

To better understand the manifestation of digital well-being, which is used to balance the positive and negative impacts of digital engagement on war-affected users' quality of life, the comparison of the Kruskal-Wallis H test statistics was conducted. The results, presented in the tables, outline the indicators with the highest or lowest mean ranks for the compared items. Table 1 shows significant variability in the components of digital well-being across different sociodemographic groups, reflecting how various factors such as age, gender, and personal experiences during the war influence the way digital well-being is experienced.

Table 1. Empirical values by Kruskal-Wallis H test between Digital Well-Being scales and General Data block

Dependent variables	Sex	Age	Education	Occupation	Residence	Living conditions	Income
Well-being	31.91 (p = 0.00)	54.61 (p = 0.00)		48.12 (p = 0.00)	26.05 (p = 0.00)	**44.12 (p = 0.00)**	**38.8 (p = 0.00)**
Boundary					12.32 (p = 0.031)	19.84 (p = 0.00)	**41.81 (p = 0.00)**
Communication		61.29 (p = 0.00)		29.81 (p = 0.00)	15.71 (p = 0.008)	33.76 (p = 0.003)	17.08 (p = 0.00)
Focus	46.64 (p = 0.00)		46.49 (p = 0.00)	25.2 (p = 0.001)	34.72 (p = 0.00)	27.54 (p = 0.00)	20.34 (p = 0.00)
Connection	**134.8 (p = 0.00)**	41.84 (p = 0.00)	**59.43 (p = 0.00)**	**52.7 (p = 0.00)**	**40.47 (p = 0.00)**	27.52 (p = 0.00)	14.67 (p = 0.00)
Purpose		**66.82 (p = 0.00)**	42.56 (p = 0.00)	**52.3 (p = 0.00)**	24.04 (p = 0.00)	32.68 (p = 0.00)	19.88 (p = 0.00)

Source: developed by the authors

In sex differences was outlined the strong women's (in comparison to men's and non-binary's) tendency to feel more positive about their phones as a tool to achieve their needs and desires (Connection scale,

H = 134.8, p = 0). Women are also more likely to feel that their gadgets are positively affecting their overall well-being (Wellbeing scale, H = 31.91, p = 0). These results are somewhat controversial with the Western countries' tendency where extensive digital engagement is associated with lower well-being among females (Svensson *et al.*, 2022; So *et al.*, 2023). This can be caused by the opportunities of Ukrainian women, unlike men, to choose "non-military" life and, therefore to use their tech in creating the space and conditions for themselves to connect with self, inspire themselves, and learn new things. At the same time, the feature of non-binary persons in the study is that they demonstrate a better ability to focus on their work and personal lives while creating distance with their devices (Focus scale, H = 46.64, p = 0). This can be explained by more efforts of non-binaries to meet health and well-being needs exactly through technology, and therefore their better ability to combine digital engagement and real-world practices (Wilcox *et al.*, 2023). The youngest respondents (16-24 y.o.) expectedly have higher indicators than other age groups in Purpose (H = 66.82, p = 0), Communication (H = 61.29, p = 0), Well-being (H = 54.61, p = 0), and Connection (H = 41.84, p = 0) scales of digital well-being. Moreover, the older respondents are, the lower level in these scales they demonstrate: their current technology is not very successful in supporting them to achieve their goals and aspirations, to stay connected and informed, to improve their well-being, and to be in touch with themselves. This is associated with the recent studies on digital exclusion of older people, especially in low- and middle-income countries, who are likely to develop functional dependency and lose the benefits of digital engagement to crucial social services (Lu *et al.*, 2022).

Differences in educational level are significant for Connection (H = 59.43, p = 0), Focus (H = 46.49, p = 0), and Purpose (H = 42.56, p = 0) scales: the higher level of education (including doctoral degree) respondents have the higher ability to use smartphones for improving their awareness, focus, and purposefulness they show. This does not match the results of the study of M.H. Nguyen *et al.* (2024), where no differences in disconnection motivations and practices by education level were found. Apparently, in the Ukrainian context education level can matter because of generally lower digital literacy among the population. In the occupational differences of authors' sample, the most significant for digital well-being are the representatives of information technologies and engineering, and military service. The tech representers are better than others in using gadgets to stay aware of their needs (Connection scale, H = 52.7, p = 0), to improve their overall well-being (Well-being scale, H = 48.12, p = 0), and to create distance between online and real life (Focus scale, H = 25.2, p = 0.001), while militaries are more successful at using their phones to achieve their goals and aspirations (Purpose scale, H = 52.3, p = 0) and to sustain relationships (Communication scale, H = 29.81, p = 0).

The differences by place of current residence are important for every digital well-being scale. However, the strongest is the difference in the Connection scale (H = 40.47, p = 0): Ukrainians living abroad show better ability than those living inside the country in using their tech to create the space and conditions to connect with themselves, inspire themselves, and learn new things. Maintaining overall well-being (Well-being scale, H = 26.05, p = 0) and being clear on goals and purpose while using tech (Purpose scale, H = 24.04, p = 0) are the most represented among Kyiv and Kyiv region residents. The lowest levels in the Focus (H = 34.72, p = 0) and the Communication (H = 15.71, p = 0.008) scales while the highest levels in the Boundary scale (H = 12.32, p = 0.031) are presented among those who refused to identify their place of residence. Living conditions also play a part in differentiating digital well-being features. The strongest differences are observed in the Well-being scale (H = 44.12, p = 0): those who live with their parents tend to be better at supporting their physical and mental well-being by using gadgets. Living with parents also seems to be an important condition for more qualitative digital communication (H = 33.76, p = 0.003), and digital support of life purpose (H = 32.68, p = 0). Those who share their living space with roommates are the least able to reduce distraction from their phones (Focus scale, H = 27.54, p=0), and the least worried about setting boundaries to get the best from their tech (Boundary scale, H = 19.84, p = 0). The least ability to use gadgets for inspiration and self-learning is represented among those living in big families (Connection scale, H = 19.84, p = 0).

Every digital well-being scale also has differences in the monthly income level of respondents. Thus, the indicators of Boundary (H = 20.34, p = 0), Focus (H = 20.34, p = 0), Purpose (H = 19.88, p=0), and Communication (H=17.08, p=0) scales are higher among those who reported their monthly income as higher than average. In comparison, those with precisely high income are more successful at using their tech to maintain overall well-being (Well-being scale, H=38.8, p=0), and to create the space and conditions for self-connection (Connection scale, H = 14.67, p = 0). Generally, the discussion that people's socioeconomic background is an important factor in digital well-being experiences (Nguyen *et al.*, 2024) is approved by the study. Separate indicators of block 2 "Healthy Lifestyle" (Table 2) also divided sample into significantly different subgroups.

Table 2. Empirical values by Kruskal-Wallis H test between digital well-being scales and healthy lifestyle block

Dependent variables	Adaptation syndrome	Bad habits rejection + current habits maintaining + new habits acquiring	Healthy lifestyle adherence
Well-being		26.44 (p = 0.00)	48.13 (p = 0.00)

Table 2, Continued

Dependent variables	Adaptation syndrome	Bad habits rejection + current habits maintaining + new habits acquiring	Healthy lifestyle adherence
Boundary			**94.86 (p = 0.00)**
Communication	**103.39 (p = 0.00)**	25.83 (p = 0.00)	**80.55 (p = 0.00)**
Focus	28.87 (p = 0.00)	**43.71 (p = 0.00)**	69.66 (p = 0.00)
Connection	31.37 (p = 0.00)	35.8 (p = 0.00)	54.45 (p = 0.00)
Purpose	15.69 (p = 0.028)	19.16 (p = 0.00)	25.84 (p = 0.00)

Source: developed by the authors

The division by the question "At what stage of the full-scale invasion did you experience the greatest difficulties in maintaining a healthy lifestyle?" (adaptation syndrome) was made in 8 variants of answers. Those who didn't feel any difficulties at all or didn't mention them showed the highest rank in the Communication scale of digital well-being (H = 103.39, p = 0), so their information sharing and relationship sustaining appeared as noticeably higher than in those who felt their lifestyle is at risk. The least ability to use tech in reducing distraction and to be present with day-to-day activities (Focus scale, H = 27.54, p = 0) is shown among those who had the greatest difficulties at the Resistance stage (June 2022-February 2023). Both the Resistance and Exhaustion (March 2023-survey time) stages were the least favourable for maintaining self-connection due to smartphone usage (Connection scale, H = 31.37, p = 0). However, respondents who felt the greatest difficulties with their healthy lifestyle during the Alarm (February-May 2022) and Resistance stages benefited from their tech to support the accomplishment of their, apparently, short-lasting goals. These results reflect and clarify the previous works on how distress is fuelled by undeveloped components of personal digital well-being (Thompson *et al.*, 2019; Büchi, 2024).

The choice to combine the practices of bad habits rejection, current habits maintaining and new habits acquiring in comparison to the choice to refuse such combination is associated with all the digital well-being scales, except the Boundary scale. It means that respondents who are action-oriented in their healthy lifestyle are more likely to use their devices to stay present in daily activities (Focus scale, H = 43.71, p = 0), connected to their needs (Connection scale, H = 35.8, p = 0), to support their physical and mental well-being (Well-Being scale, H = 26.44, p = 0), sustain healthy relationships (Communication scale, H = 25,83, p = 0), and accomplish meaningful goals (Purpose scale, H = 19.16, p = 0). On the contrary, the Boundary scale showed a strong division by the answer distribution to the question "Do you think that you currently follow a healthy lifestyle (as you understand it)?". The most certain respondents in their current healthy lifestyle maintaining show the highest ranks in upholding boundaries with digital space (H = 94.86, p = 0). Less certain respondents whose answer to the question was "Rather so" was the highest in the remained scales, so their digital well-being is represented by using tech to communicate effectively (Communication scale, H = 80.55, p = 0), reduce distractions (Focus scale, H = 69.66, p = 0), support general well-being (Well-being scale, H = 48.13, p = 0), and accomplish personal goals (Purpose scale, H = 25.84, p = 0). Such findings clarify and complement the discussion on the place of digital well-being in the personal healthy lifestyle (Smits *et al.*, 2022). Following Table 3 there are some differences in digital well-being components among those who had various war experiences.

Table 3. Empirical values by Kruskal-Wallis H test between Digital Well-Being scales and War Experiences block

Dependent variables	Forced migration experience	Combat military experience	Medical help providing	Law enforcement activity	Living under occupation	Shelling survival	Flood survival
Well-being		5.51 (p = 0.019)	7.54 (p = 0.006)			7.1 (p = 0.008)	
Boundary					8.05 (p = 0.005)		
Communication	**22.63 (p = 0.00)**		9.78 (p = 0.002)				5.8 (p = 0.016)
Focus	**24.17 (p = 0.00)**	**16.79 (p = 0.00)**	7.98 (p = 0.005)			4.18 (p = 0.041)	
Connection		**17.65 (p = 0.00)**	**18.21 (p = 0.00)**		8.59 (p = 0.003)	**12 (p = 0.001)**	
Purpose				8.98 (p = 0.003)			

Source: developed by the authors

Respondents with forced migration experience are significantly less likely to use their devices for meaningful communication (H = 226.3, p = 0) and focus on everyday activities (H = 24.17, p = 0). This implies the extensive usage of digital space by Ukrainian refugees to emotionally regulate themselves, make significant contacts with other people, and maintain their identity (Khvorostianov, 2023; Reva & Titova, 2024). Combat military experience predicts fewer digital well-being possibilities to support self-connection (H = 17.65, p = 0), reduce distraction from daily life (H = 16.79, p = 0), and maintain general well-being (H = 5.51, p = 0.019). Also, providing medical help due to the consequences of shelling or other war consequences is connected with lower levels of self-connection (H = 18.21, p = 0), productive communication (H=9.78, p = 0.002), focus on daily routines (H = 7.98, p = 0.005), and general well-being (H = 7.54, p = 0.006) while using smartphones. On the contrary, law enforcement activity predicted a higher level of ability to follow a purpose as a component of digital well-being (H = 8.98, p = 0.003). Those who reported living under occupation have higher levels of digital well-being on the Connection scale (H = 8.59, p = 0.003) and lower levels on the Boundary scale (H = 8.05, p = 0.005). Shelling survival is related to higher self-connection (H = 12, p = 0.001) and focus on daily activities (H = 4.18, p = 0.041), but lower general well-being maintenance by using devices (H = 7.1, p = 0.008). Finally, those who reported flood survival after the terrorist act at Kakhovka Dam scored lower on the Communication scale of Digital Well-Being (H = 5.8, p = 0.016).

As the digital well-being is only taking its place in the science of qualitative life, the phenomenon of digital escapism occurs more frequently to cope with war-related stress (Katerynych, 2024). But there is also a great perspective of a remote format to educate and assist (Zakirova, 2023), to ensure physical (Tilikina *et al.*, 2024) and psychological safety, enhancing mental health and well-being of Ukrainians (Dvornyk, 2019). While the digital transformation activity in Ukraine gives an opportunity to re-adapt remote work practices from the pandemic, handle infrastructure damages, enhance cybersecurity protection, and develop new online services to reach out to customers (Lindström *et al.*, 2024), the personal responsibility of citizens how to deal with their gadgets stays mostly uncovered. Thus, the results of the study revealed that the digital well-being of Ukrainians in the context of war is largely shaped by a combination of sociodemographic characteristics, attitudes towards a healthy lifestyle, and specific experiences gained during the full-scale invasion. Women, technical specialists, residents of Kyiv, individuals with higher levels of education and income, as well as those living with their parents, demonstrate higher indicators of digital well-being. At the same time, certain war-related experiences – such as forced migration, combat participation, exposure to shelling or occupation – may either strengthen or undermine particular aspects of digital well-being, such as self-connection, focus, communication, and overall mental and physical balance. The most resilient digital practices are shown by those who actively follow a healthy lifestyle by combining the rejection of harmful habits with the formation of new ones. Therefore, a comprehensive consideration of the identified factors allows for a deeper understanding of Ukrainians' digital behaviour during wartime and provides a foundation for developing effective national strategies to promote digital well-being.

CONCLUSIONS

The study found that women tend to use gadgets more effectively for self-development and maintaining well-being, while non-binary individuals demonstrate a stronger ability to focus on activities outside their smartphones. Older users experience more difficulty in using technology to achieve personal goals, meet their needs, and foster positive communication and overall well-being. A higher level of education correlates with greater self-connection, concentration, and goal orientation through screen-based practices. In terms of employment, technical specialists are more adept at maintaining self-connection, ensuring overall well-being, and distancing themselves from screens. Military personnel, on the other hand, tend to use smartphones more successfully for achieving goals and maintaining relationships with significant others. Place of residence also plays a role: Ukrainians living abroad report higher self-connection, while residents of Kyiv and its region show higher levels of general well-being and goal pursuit facilitated by technology. Residential status influences digital habits as well. Individuals living with their parents are more proficient in using smartphones for well-being, meaningful communication, and life goals, while those living with roommates tend to struggle more with focusing on life beyond smartphones and setting healthy digital boundaries. People living in large families use gadgets the least for self-connection. Income level is another significant factor, with higher income predicting stronger digital well-being components such as boundary-setting, focus, purpose, and communication, along with greater success in maintaining overall well-being and establishing self-connection through smartphone use.

Attitudes towards a healthy lifestyle also affect digital well-being. Those who did not encounter difficulties in adhering to a healthy lifestyle during the full-scale invasion – or did not mention any – use their gadgets most effectively for positive communication. In contrast, individuals who faced the greatest difficulty during June 2022 to February 2023 exhibit the lowest capacity to use technology to reduce distractions and remain present in daily activities. The combination of lifestyle practices plays a significant role: those who simultaneously abandon harmful habits, maintain current

healthy behaviours, and adopt new positive routines report the highest scores across all digital well-being measures. Moreover, respondents with high confidence in their healthy lifestyle display the strongest adherence to boundaries within the digital space.

Specific wartime experiences have also shaped digital well-being. Forced migration is associated with lower scores in positive communication and focus during smartphone use. Individuals with combat experience show a reduced ability to use technology for self-connection, often prioritising real-life interactions and overall well-being. Those involved in providing medical care also report lower levels of self-connection, communication, concentration, and well-being. In contrast, those working in law enforcement display a stronger ability to pursue goals via digital tools. People who lived under occupation have higher self-connection scores and fewer difficulties with digital restrictions. Survivors of shelling events demonstrate a greater capacity for self-connection and focusing on what matters, although their overall digital well-being is lower. Meanwhile, those who experienced flooding report diminished ability to maintain positive communication in digital environments. These identified characteristics of digital well-being – based on sociodemographic factors, healthy lifestyle attitudes, and lived experiences during the full-scale invasion – should inform more tailored and effective health promotion campaigns. Further research is required to develop a comprehensive national strategy for supporting digital well-being in Ukraine.

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CONFLICT OF INTEREST

None.

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Цифровий добробут українців, які переживають повномасштабну війну: перехресне дослідження

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Анотація. Стрімка цифрова трансформація в Україні уможливлює розвиток численних онлайн-сервісів, проте питання цифрового благополуччя задля збереження здоров'я та життя громадян через надмірну експозицію численних трагічних подій у цифровому просторі залишається майже не висвітленим. Метою роботи було виміряти суттєві особливості прояву цифрового благополуччя серед різних зрізів соціально-демографічних характеристик, поглядів на здоровий спосіб життя та досвіду воєнного часу українців. Було здійснено онлайн-опитування та непараметричний дисперсійний аналіз, вибірка включала 6042 випадки. Дослідження виявило, що молодші респонденти, жінки, працівники гуманітарної та освітньої сфер демонструють вищу чутливість до цифрових кордонів та емоційної насиченості онлайн-контенту. Особи, які пережили вимушену міграцію або жили в умовах окупації, повідомили про нижчі показники загального цифрового благополуччя, особливо у сферах фокусу та мети. І навпаки, ті, хто займається медичною та волонтерською діяльністю, продемонстрували вищі рівні цифрової мети та значущих зв'язків, що підкреслює захисний ефект активної громадянської позиції під час війни. Отримані результати свідчили про те, що цільова підтримка вразливих груп населення та інтеграція питань цифрової гігієни в політику громадського здоров'я мають вирішальне значення для формування стійкості в цифровому просторі. Особливості прояву компонентів цифрового благополуччя (загальне благополуччя, межа, комунікація, фокус, зв'язок, мета) конфігурувалися за такими параметрами: соціально-демографічні показники (стать, вік, рівень освіти, сфера зайнятості, місце проживання, умови проживання, рівень доходу); ставлення до здорового способу життя (етап найбільших труднощів, поєднання практик, ступінь дотримання); специфічний досвід під час повномасштабного вторгнення (вимушена міграція, бойовий досвід, надання медичної допомоги, правозахисна діяльність, життя в умовах окупації, досвід обстрілів, досвід затоплення). Практична цінність дослідження вбачається в перспективі розробки стратегії сприяння цифровому добробуту на національному рівні

Ключові слова: цифрова залученість; психологічна безпека; соціально-економічний статус; здоровий спосіб життя; російсько-українська війна; досвід війни