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**MOTIVATIONAL PATTERNS OF INTERNET-ADDICTION
 IN MEMBERS OF ANONYMOUS ONLINE COMMUNITIES**

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Мотиваційні паттерни інтернет-адикції у членів анонімних інтернет-спільнот

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Мотивационные паттерны интернет-адикции у членов анонимных интернет-сообществ

In order to perform comparative analysis and to develop typology of pathological internet-specific patterns of communication in individuals with personologic-determined forms of internet-addiction and the participants of anonymous online communities, 80 respondents suffering from Internet-addiction according to the results of questionnaire Internet-UDIT were surveyed, among them 40 members of anonymous Internet community, identifying themselves as "Hikikomory", which declare social autoisolation. Such pathoconative communicative stereotypes were revealed: formally-communicative, compulsive, autistic, utilitarian-communicative, alternatively-motivational, creatively-narcissistic and recreational, their specific characteristics and denotation were described.

Keywords: internet addiction, hikikomori, pathoconative communicative stereotypes

З метою порівняльного аналізу і формування типології патологічних інтернет-специфічних комунікативних паттернів у осіб з персонологічно-детермінованими формами інтернет-залежності та учасників анонімних інтернет-спільнот було обстежено 80 респондентів, що страждають інтернет-залежністю згідно результатів опитувальника Internet-UDIT, серед яких 40 членів анонімної інтернет-спільноти, які ідентифікують себе як «Хікікоморі», що декларують соціальну аутоізоляцію. Виявлено такі патоконативні комунікативні стереотипи: формально-комунікативний, компульсивний, аутистичний, утилітарно-комунікативний, альтернативно-мотиваційний, креативно-нарцисичний, рекреаційний, подано їх денотації та ракурсні характеристики.

Ключові слова: інтернет-залежність, хікікоморі, патоконативні комунікативні стереотипи

С целью сравнительного анализа и формирования типологии патологических интернет-специфических коммуникативных паттернов у лиц с персонологически-детерминированными формами интернет-зависимости и участников анонимных интернет-сообществ было обследовано 80 респондентов, страдающих интернет-зависимостью согласно результатам опросника Internet-UDIT, среди которых 40 членов анонимного интернет-сообщества, идентифицирующих себя как «Хикикомори», декларирующих социальную аутоизоляцию. Выявлены такие патоконативные коммуникативные стереотипы: формально-коммуникативный, компульсивный, аутистический, утилитарно-коммуникативный, альтернативно-мотивационный, креативно-нарцисический, рекреационный, поданы их денотации и ракурсные характеристики.

Ключевые слова: интернет-зависимость, хикикомори, патоконативные коммуникативные стереотипы

Current state of addictological clinic is characterized by a dynamic expansion, primarily due to the inclusion in the scope of its clinical competence the so-called non-chemical addictions [1—5, 7—9]. In addition to their classical forms — gambling and digestive addiction — addictions, associated with the previously socially indifferent forms of implementation of the changed behavioral acts — excessive acquisition of material goods ("shopping"), excessive physical exercising, pathological videogaming, viewing pornography (which replace normal implementation of the sexuality), avid reading and so on, — became more and more common as in real population, so in the discursive area [4, 5, 9]. Apparently, this process is a clinico-social reflection of psychoecological transformation of the information environment, namely the displacement of accents of didactic strategies with the cultivation of the phenomenon of "information famine", the expansion of marketing strategies that exploit positive emotionally intense patterns of mental response, etc. [3, 6]. In this series, particular importance belongs to the involvement of the individuals in the Internet communities that have their own communicative and behavioral norms and styling that creates a wide field of introspective, ethological and psychosocial aspects of the functioning of their adherents, requiring clinical, psychological and socio-psychological analysis [3]. Thus, the comparative analysis of pathoconative (motivational and volitional) patterns of persons suffering from communication disorders, associated with internet-addiction in the context of various online media — is an urgent priority of the addictological clinic [7].

To identify types of the Internet exploitation, personologic features, situational-environmental settings and chronologi-

cal stereotypes with a following creation of typology basing on clinico-psychological and addictological analysis of their pathoconative communicative stereotypes in the Internet-addicted participants of anonymous online communities.

A study conducted in two parallel groups, which contingent is represented by 80 respondents suffering from the Internet-addiction according to the results of the questionnaire Internet-UDIT (I. V. Linsky, A. I. Minko A. F. Artemchuk et al., 2009):

— The main group (MG): 40 members of an anonymous online community, identifying themselves as "Hikikomory", which declare social autoisolation (research conducted by online survey). The average age of respondents in this group was 22.6 ± 0.4 years;

— The comparison group (CG): 40 students of the Zaporozhye State Medical University, which are not members of anonymous online communities (research carried out by voluntary personal counseling). The average age of respondents in this group was 21.07 ± 0.41 years.

Methods: clinicoanamnesic — to analyze the psychoontogenetic factors of formation of addictive diseases, psychodiagnostic — to verify the presence of addictive diseases (according to Internet-UDIT and analysis of conative patterns of its psychopathogenesis during the structured psychodiagnostic interview), clinico-statistical — to identify and analyze pathoconative communicative stereotypes correlates.

Clinicoanamnesic vector of analysis of psychoontogenetic contingent characteristics allowed to reveal the presence in MG of the following correlates of social dysfunctions:

1) communicative autoisolation in reality (lack of communication in the family context, tendency to minimize the social contacts, tendency to prefer remote forms of communication in case of such a need) — 33 (82.5 %) of MG respondents;

2) socio-behavioral autoisolation (active avoidance of staying in collective, minimizing of the collective types of work, giving priority to the distant learning and earning (programming, software design, remote administration), manifestation of anxioso-phobic phenomena, associated with the necessity of integration into the team) — 27 (67.5 %) of MG respondents;

3) opposition egocentrism (categorical rejection of the common behavioral stereotypes, antagonistic attitude to the normal forms of the collective activity, the priority of individual development, unsystematic increasing of the erudition level out of the utility context of the acquired knowledge) — 25 (62.5 %) of MG respondents.

In the next step in the course of the aspect-structured psychodiagnostic interview the following pathoconative stereotypes of Internet-addiction were revealed:

1. Formally-communicative:

— *exploitation of the Internet connection*: has the character of an instrument of communication, priority is given to the Internet communities, centered on the process of transpersonal communications with the preservation of personal identification (social networks);

— *personologic features*: individual characteristics with prevalence of sociability and self-confidence;

— *situational-environmental setting*: communicative predisposition in the form of active social contacts with their subsequent simultaneous loss (moving to another city, excessive business at work and so on);

— *chronological stereotype of exploitation*: continuous, predominantly during the periods of high activity of the communities (evening and night hours, daytime of weekend).

2. Compulsive:

— *exploitation of the Internet connection*: during the off-hours has a character of a ritual action, priority is given to the communities with unilateral communicative advantage and to specialized information exchange services (e-mail);

— *personologic features*: the presence of high efficiency, responsibility and pedantry;

— *situational-environmental setting*: the nature of work, associated with active exchange of specialized reports (work in the field of internet marketing, commercial intermediation, coordination and organization activities);

— *chronological stereotype of exploitation*: short sessions throughout the day with maintaining of the familiar stereotype of the order of visiting Internet resources.

3. Autistic:

— *exploitation of the Internet connection*: aimed for the implementation of unilateral keenness, priority is given to specialized information resources;

— *personologic features*: characterized by aiming for self-improvement and cognitive activity;

— *situational-environmental setting*: imparity ratio of high activity in the process of schooling and low level of social communication in the pupils group;

— *chronological stereotype of exploitation*: continuous long session at individually convenient time.

4. Utilitarian-communicative:

— *exploitation of the Internet connection*: used as an instrument for pragmatic communication, aiming for realization of acquaintances that are followed by a real fellowship, priority is given to thematic communities and social networks;

— *personologic features*: manifested in the initiativeness, sociability and high efficiency;

— *situational-environmental setting*: communicative predisposition in the form of a wide range of social contacts with their subsequent gradual loss;

— *chronological stereotype of exploitation*: continuous, predominantly during the periods of high activity of communication within the communities — evening and night hours, weekends.

5. Alternatively-motivational:

— *exploitation of the Internet connection*: aimed for the implementation of an alternative motivations (virtual sex, viewing porn etc.), priority is given to an anonymous (or using aliases — nickname, login) thematic communities, pornographic sites and anonymous videochats;

— *personologic features*: characterized by insularity and reduction of communicative ability;

— *situational-environmental setting*: communicative predisposition in the form of difficulty in forming social contacts, presence of a complicating objective factors (specific personal characteristics, conjugate with communication difficulties, living in isolation, pathological forms of family relations (overprotection) and so forth);

— *chronological stereotype of exploitation*: continuous, predominantly during the periods of high activity of communication within the communities — evening and night hours, weekends.

6. Creatively-narcissistic:

— *exploitation of the Internet connection*: used to publish their own products (text, picture), priority is given to the communities with unilateral communicative advantage, implying the possibility of evaluation and discussion of the published materials;

— *personologic features*: individual characteristics with prevalence of demonstrative and narcissistic features;

— *situational-environmental setting*: communicative predisposition in the form of a limited number of social contacts with persons interested in the products of respondents' creation;

— *chronological stereotype of exploitation*: the usage of the Internet connection takes place in short sessions throughout the day with visiting specific Internet resources.

7. Recreational:

— *exploitation of the Internet connection*: has the nature of the arrangement of the physical, mental or moral rest, priority is given to the entertaining Internet resources without any stereotype ("Internet surfing");

— *personologic features*: the decrease of stress resistance end energy is often observed;

— *situational-environmental setting*: high loads encountered in the process of learning/working involving a heavy physical or intellectual work (the preference of this kind of recreation to active forms is given due to the limited social communication related to an objective lack of time and physical resources, also due to the possibility of "switching" the focus of attention with an achievement of sui generis disprosection (dispersal), associated with intentional overload with a meaningless array of information)

— *chronological stereotype of exploitation*: continuous session in an evening or other rest hours.

Data of the respondents distribution in MG and CG by the types of normal and pathological conative stereotypes are given in Table.

Thus, we can state a significant ($p < 0.01$) prevalence of formally-communicative conative stereotype in the CG in comparison with the MG, which can be explained by the high communicative activity of the medical university students in the course of educational process in conjunction with the preceding change of place of residence or with abrupt increase of busyness due to the need of studying, while the participants of the anonymous online communities

show extremely low level of communication in reality because of social autoisolation, distanced work and the lack of microsial environment rotation.

The respondents distribution in MG and CG by the types of normal and pathological conative stereotypes

Conative stereotype	Group		p-criterion (χ^2)	CG (N = 40)	
	MG (N = 40)			N	%
formally-communicative	3	7.5	~ 0.003	14	35
compulsive	4	10	~ 0.040	—	—
autistic	13	32.5	~ 0.066	6	15
utilitarian-communicative	—	—	~ 0.006	7	17.5
alternatively-motivational	15	37.5	< 0.001	1	2.5
creatively-narcissistic	2	5	~ 0.235	5	20
recreational	3	7.5	~ 0.176	7	17.5

Compulsive conative stereotype is more widespread in the MG than in the CG, which can be explained by the greater frequency of occurrence of the primary predictor of its formation — the active exchange of the information in the context of formal communication, that is implemented in the framework of specific activities in the MG, excluded by the high busyness in the CG contingent.

Autistic conative stereotype is presented parity in the MG and the CG, which may be explained by the formal similarity of motivation for obtaining the specific information in both groups; the CG respondents implement their unilateral interest to highly specific issues, legitimized in the context of a social role. The MG respondents argue the similar conative stereotypes by the priority of self-development — that appear to have some analogy with the phenomenon of a metaphysical intoxication in the structure of the specific personologic characteristics.

Utilitarian-communicative conative stereotype significantly ($p < 0.01$) prevails in the CG, that can be explained by the high social activity of its respondents at aspiration to expand the area of its implementation, when the Internet communication becomes its tool. MG respondents, in its turn, avoid such communication patterns due to autoisolation.

Alternatively-motivational conative stereotype is significantly ($p < 0.001$) more widely represented in the MG, which can be explained by the displacement of the object of realization of instinctive behaviors in the structure of social autoisolation, in the context of which the normal implementation of the reproductive function is replaced by the distanced forms (virtual sexual contacts, porn viewing). The low representation of this stereotype in the CG can be partly explained by the influence of social contingent selection factor, where the high level of communication is required for the successful studying.

Creatively-narcissistic conative stereotype is presented parity in the MG and in the HS — however, in the course of a structured psychodiagnostic in-interview it was found that in the MG dominate text publishing products (“blog”), while in the CG — the publication of photographs (“selfie”). This, apparently, can be explained by the independent population representation of specific personal characteristics, correlating with the formation of Internet-addiction within the framework of this conative stereotype.

In the study an analysis and systematization of normal and pathologic conative stereotypes of Internet-addiction in groups of persons with individual forms of addiction and in participants of anonymous internet communities were carried out.

Such pathoconative communicative stereotypes were revealed: formally-communicative, compulsive, autistic, utilitarian-communicative, alternatively-motivational, creatively-narcissistic and recreational, their specific characteristics and denotation were described.

The character of representation of conative stereotypes in the examined groups was established, significant ($p < 0.01$) differences in representation of formally-communicative (MG < CG), utilitarian-communicative (MG < CG) and alternatively-motivational (MG > CG, conative stereotypes were revealed.

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