

DOI [10.26565/2225-7756-2022-72-04](https://doi.org/10.26565/2225-7756-2022-72-04)
UDC 159.923.32:179.8]-053

Svitlana G. YANOVSKAYA (**Ianovska**)

Candidate of Psychological Sciences, Associate Professor of the Applied Psychology Department

V. N. Karazhin Kharkiv National University

4 Svobody Sq., Kharkiv, Ukraine

E-mail: sgyanovskaya@karazhin.ua

<https://orcid.org/0000-0002-5439-5269>

Rimma L. TURENKO

Senior Lecturer the Department of English Language

V. N. Karazhin Kharkiv National University

4 Svobody Sq., Kharkiv, Ukraine

E-mail: tyrenco@gmail.com

Nelli M. KONONENKO

Senior Lecturer of the Department of Physical Education

National Aerospace University named after M. E. Zhukovskiy "Kharkiv Aviation Institute"

Kharkov, st. Chkalov, 17 Ukraine

<https://orcid.org/0000-0002-3915-4248>

Natalia S. BILOUS

Senior Lecturer, Department of Physical Education

National Aerospace University named after M. E. Zhukovskiy "Kharkiv Aviation Institute"

Kharkov, st. Chkalov, 17 Ukraine

<https://orcid.org/0000-0002-7803-8936>

Inna V. ZAKUTNYA

student of the Faculty of Psychology

V. N. Karazhin Kharkiv National University, 4, Svobody Sq., Kharkiv, Ukraine

AGE FEATURES OF OWN GREED DETERMINATION AND ITS ASSESSMENT IN OTHERS

Greed is one of the most common features in human nature, and it has recently attracted increasing research interest. The purpose of this work is to study the age-specific characteristics of determining own greed and its evaluation in others. We continue our research on greed as a personal trait, the presence of which leads to the maximum satisfaction of our own interests, at the expense of the well-being of others or as a result ignoring their needs. The problem of greed gained momentum with the advent of the Covid-19 pandemic, people of all ages and social status were forced to redistribute their material and intangible resources, save and save, when the others, on the contrary, increased their wealth through economic changes. So how has this critical situation affected the greed in all age people and their assessment of the greed in others? The following methods were used in the study: correlation, comparative and qualitative analysis of the results obtained by the method of semantic differential, incomplete sentences, situational tasks and the author's method of determining greed. As a result, it is shown that young people more often than adults consider greed as a personality trait inherent in everyone. Adult subjects to a greater extent equate the greed for experiencing negative emotions - evil, fear and aggression. In both groups, greed is defined as own limitation that prevents one from enjoying a full life, but through greed you can control your expenses, save and be responsible for your consumer behavior. Researchers of young and mature age believe that the greed of others limits their ability to live comfortably, satisfy their desires, achieve goals and live in abundance. Young and adult people's assessment of their own greed and the greed of others is moderate. Self-assessment of own greed and assessment of the greed of family and friends are similar. The assessment of city and country leader's greed is higher than their own assessment of greed.

Key words: *greed, personality trait, self-esteem, assessment of others, leaders of a city and country.*

Як цитувати: Yanovskaya, S., Turenko, R., Kononenko, N., Bilous, N., Zakutnya I. (2022). Age features of own greed determination and its assessment in other. *Вісник Харківського національного університету імені В. Н. Каразіна, серія «Психологія», (72), 35-43.* <https://doi.org/10.26565/2225-7756-2022-72-04>

In cites: Yanovskaya, S., Turenko, R., Kononenko, N., Bilous, N., Zakutnya I. (2022). Age features of own greed determination and its assessment in other. *Visnyk of V.N. Karazhin Kharkiv National University. Series "Psychology", (72), 35-43.* <https://doi.org/10.26565/2225-7756-2022-72-04>

The urgency of the problem is due to the fact that there is a lack of clear understanding of the age-specific characteristics of determining their own greed and its evaluation in others. The situation of uncertainty and shortages, which worsened in the early

2020s due to quarantine restrictions, has led to some changes in personal needs and lifestyles of people around the world. Many people of all ages and social status have been forced to redistribute their own material and intangible resources, save and save, while

the others have increased their wealth through changes in the economy due to the incidence of COVID-19. The global pandemic has changed aspects of people's social and political lives, such as work-life balance, diminishing public roles and increasing government restrictive action through executive or emergency powers, leading to changes in people's economic behavior, growing corporate greed and corruption, skepticism and hostility to power structures (Bao, Sun, 2020; Crusius, Thierhoff, 2021; Helzer & Rosenzweig, 2020; Li, Dang, 2021; Schieman, Narisada, 2021; Zeelenberg, Seuntjens, 2020). In these studies, greed is seen as a personal trait that affects attitudes toward themselves, their own behavior and others, and as a fleeting experience that determines a person's position in social relationships.

Analysis of recent publications. In our study, we define greed as a personality trait that manifests itself in a situation of uncertainty and contributes to the best consequences for oneself, through the well-being of others, or as a result of ignoring their needs. An analysis of recent publications has determined that the topic of greed is revealed by researchers taking into account many important aspects of human life today. We continue our proposed classification of modern applied research on greed (S. Yanovska et al., 2021). The first group of studies continues the tradition of studying dispositional greed (greed is a personality trait that is related to other personality characteristics and affects human life). In the second group of studies, greed is analyzed as a double process (personality trait and emotion), which affects the formation of relationships with others, attitudes toward them. The third group of studies focuses on social interaction, showing how greed deepens problems and conflicts between people.

The study of dispositional greed is based on the idea that greed is a part of human nature and most people are greedy to some degree. Dispositional greed, according to K. Hoyer et al. (2021); S. Preston et al. (2014), is related to individual differences in achievements and this applies not only to products, goods and money, but also to intangible results such as power, status and influence. T. Seuntjens et al. (2016) identifying features of the development of greed in adolescence, showed that greedy adolescents have more income and spend more, although they are less likely to save and have more debts. Greedy people work better (M. Zeelenberg et al., 2020): people with a high degree of greed process more and give up leisure, seeking more money and wealth, they, regardless of age, value money more than time. Self-assessment of human greed and its assessment in others (S. Yanovska et al., 2021) has a positive relationship between assessing own greed and assessing the greed of loved ones, and has no significant connection with the greed of people who run a city or country. In people's minds,

the greed of those in power is much greater than their own.

The second area of research focuses not only on the relationship between greed and behavior, but also on the emotional background that acts as a mediator in this relationship. The study by R. J. Bao and colleagues (2020) expands the notion of greed and is the basis for building an emotional and social cognitive model of greed as a dual process. The tendency to greed has a negative connection with prosocial behavior, and empathic concerns and prosocial moral considerations accompany it. J. Crusius et al. (2021) studied greed as a precursor to envy. People with a strong personality trait of greed, who were diagnosed with malicious envy, later showed hostility to higher others (leadership, state), and those who have benign envy, were characterized by positive emotions, the desire to improve.

The third group of modern empirical studies of greed focuses on social issues and problems caused by human greed. X. Li and colleagues (2021) studied the relationship between greed and corruption. They confirmed that greed absolutely leads to corruption, but there are ways to reduce this negative impact through descriptive norms of corruption. Greed positively presupposes corrupt intentions when descriptive norms of corruption are high; and, conversely, this connection decreases when the descriptive norms of corruption are less lower. K. Safarzynska and M. Sylwestrzak (2021) showed that greed can help save the group resources in a situation of violent "resource wars". The "conflict over greed" they define treats the probability of a group winning in proportion to the difference in resources between the groups and contributes to the conservation of those resources. E. G. Helzer and E. Rosenzweig (2020) studied the formation of judgments about greed. They considered the psychological process that transforms business practices, in the allocation of resources, into acts of greed in the minds of those who perceive them. The latter base their judgments about the greed of others not only on the apparent insatiability of the desires that motivate the search for resources, but also on the extent to which the search for resources harms others. Zhu Y. et al. (2019) have shown that greed has a twofold effect on the productivity of employees: greed can motivate people to work hard, but can also reduce their desire to show good results. Greed promotes productivity through the intermediate effect of the need for social status, but at the same time inhibits productivity through conscious distributive justice. Huang Y. et al. (2020) studied the greed of young people and adults in strategic decision-making. It was shown that compared to young people, older adults showed a constant motive of greed, a desire to exploit others and a lower level of fear. As an assumption, the authors emphasize that older people

may have a reduced ability to assess social threats, even if they remain motivated to take advantage of exploitation, greed significantly affects the quality of their social decisions.

Thus, the analysis of modern studies of greed, conducted both before and during the COVID-19 pandemic, once again confirmed the existence of good and ugly sides of greed: good in the sense that greedy people tend to work harder and earn higher incomes; bad because greedy people tend to harm others by taking more scarce goods, they are more corrupt, no longer trust other people and more jealous. The few works in which the age-specific aspects of human greed have been considered need further development, and this is the reason for choosing the purpose of our study.

The purpose of the study: to study the age-specific characteristics of determining their own greed and its evaluation in others.

Research methods and techniques. Due to quarantine restrictions, we created a Google form for convenience, which was sent to each subject individually and included all research methods.

Osgood's method of semantic differential gives a combination of the method of controlled associations and scaling procedures. The subjects had to read carefully the pairs of adjectives and choose in each pair the one that, in their opinion, more accurately characterizes the concept of "greed" and indicate the degree of its expressiveness.

The method of incomplete sentences, is modified by us to study the concept of "greed". The subjects had to read carefully the sentences: "Greed for me ...", "Because of my own greed I can not ...", "Because of the greed of others I can not ...", "Because of my greed I ..." and continue them.

Situational tasks are developed by us to study the behavior in which the greed or generosity of a man. 4 situations were suggested:

1. "You won UAH 100,000 in the lottery. What will you do with the winnings?"

2. "A friend turned to you for financial help. He asks to lend UAH 5,000. Will you give him that amount?"

3. "A man on the street is asking for alms. Would you give her alms? If so, in what amount?"

4. "The administration of the city you live in offers to take part in a charity project. What percentage of your monthly income could you pay? And would you participate in person?"

Methods of studying the semantic space of the concept of "greed" S. Yanovska, R. Lyutenko (2017). This technique was used to assess their own greed and study the greed of people belonging to the following groups: relatives, friends, people in the administration where the subjects study (work), people who run the city or country in which the subjects live. For each group of people who were evaluated, the subject received a separate answer sheet, where, according to the instructions, he assessed the degree of his own agreement on the relevance of the statement about him and others. A five-point scale was used for the assessment: 5 - fully agree; 4 - agree; 3 - difficult to answer; 2 - disagree; 1-completely disagree.

Methods of statistical data processing: primary mathematical analysis, content analysis, correlation analysis (by Spearman's test), comparative by Mann-Whitney, Fisher's test.

Characteristics of the sample: the study involved 93 people aged 18 to 45 years old. Among them are 46 young people, from 18 to 22 years old, students of various Kharkiv universities (Kharkiv National University named after V.N. Karazin, Kharkiv National University of Radio Electronics, National Aerospace University named after M.E. Zhukovsky "Kharkiv Aviation Institute"), and also 47 adults, from 36 to 45 years old, who work as teachers of the above-mentioned higher and secondary educational Kharkiv institutions.

Using the method of semantic differential, the representation of the study group on the concept of greed was determined (see Table 1)."

Table 1. The results of two age groups by the method of semantic differential

Factor	Young people			Adults		
	General (M±σ)	Girls (M±σ)	Boys (M±σ)	General (M±σ)	Women (M±σ)	Men (M±σ)
Evaluation	-7,26±3,85	-7,98±4,05	-6,15±1,87	-4,47±5,55	-5,75±4,99	-0,8±3,66
Force	2,01±4,56	2,23±4,70	2,5±3,04	0,6±4,04	0,46±4,47	0,8±0,98
Activity	-0,83±4,0	-0,69±4,08	-1,75±3,34	-1,3±3,39	-1,6±3,7	-0,4±1,36

The Evaluation factor is quite pronounced, it received the most negative value in both groups. Both young people and adults value greed as something bad, cruel, that causes negative emotions. Girls and women are more negative about greed than boys and men. This may be due to the fact that females react more emotionally to greed, especially to its manifestation from males ($p = 0.05$; $p =$

0.01). The Activity factor is also negative. Researchers evaluate greed as something passive, secret, permanent, which can be stored for a long time in one place and in the same form. Significant differences in gender assessment were identified ($p = 0.04$; $p = 0.009$). The Force factor has gained a positive value. Researchers evaluate greed as something strong, influential, something

that is difficult to tolerate in everyday life. There was no difference in this factor depending on the sex of the subjects. However, boys and men have slightly higher values, which can be explained by the influence of the stereotype that men should have more resources to provide for themselves and their loved ones.

Further analysis of the notion of greed is associated with the processing of data by the method of incomplete sentences. Content analysis of responses identified the following. With the help of the incomplete sentence "Greed for me ..." social attitudes towards greed were fixed. In the group of young people and adults, greed is primarily characterized as a negative personality trait (40.32% and 30.0% of responses, respectively) and a negative emotional state (32.26% and 36.7% of responses, respectively). Greed is described as horror, fear and evil, or as a negative trait of human nature that is presented in many subjects and "interferes with communication and can harm others." In the third place are responses that emphasize such negative manifestations of greed as ignoring the needs of others and the tendency to harm others (17.74% and 20.0% of responses, respectively), such as: "unwillingness to share with others", "refusing a request". To feel sorry for their loved ones and friends". Complete the list of answers that determine the benefits and positive meaning of greed (respectively 9.68% and 13.3% of responses in groups): "greed is useful", "greed helps to survive in difficult conditions", "forced measure for normal existence in society ». So, people of all ages see greed as good and bad, but in adulthood, greed is more likely to cause negative emotions, it is associated with evil and ignoring the needs of others, but also with fear that leads to accumulation and helps to survive.

With the help of the incomplete sentence "Because of my own greed, I do not have the opportunity to ..." recorded complaints about unsatisfied desires associated with greed. The most prominent category is own limitations, which received the largest percentage of responses in two age groups (young people - 40.98%, adults - 53.3%). The researched say that their greed prevents them from "buying what they want, living normally", and being in harmony with themselves. The next category in terms of percentage is the formation of social relationships (young people - 28.14%, adults - 20.0%). According to respondents of various ages, own greed is an obstacle to building good relationships with others and "being useful to others." Not a small percentage received answers - limitations in manifestations of generosity (young people - 19.67%, adults - 16.7%). The subjects are aware that due to their own greed, they do not always do such things as: "share something tasty", "provide financial assistance to some other", "give a tip". In the fourth city, there were answers in which the subjects of the

two groups denied the influence of greed on their lives (young people - 11.48%, adults - 10.0%). They do not save on themselves and their desires, they are always ready to share everything they have with others.

With the help of the incomplete sentence "Because of the greed of others, I cannot ..." recorded complaints about unsatisfied desires, due to restrictions on the part of others and their greed. The highest percentage was given to the category of satisfying own needs (young people - 40.0%, adults - 53.3%). The greed of others prevents the researched from "having a decent salary", "having a secured future", "buying everything they want", "living a full life", "getting material encouragement". Instead of free disposal of their own wealth, people save, limiting themselves and their relatives. In the second place there are answers related to building relationships: young people - 23.3%, adults - 26.7%; and "trust" in the group of young people (21.7%). It is difficult for the subjects to have a positive attitude towards greedy people and consider them reliable, they cannot "trust such people". In the last place - "denial" (young people - 15.0%, adults - 20.0%). The researched indicate that the greed of others does not bother them in any way, that they are independent of it, or do not pay attention to it.

With the help of an incomplete sentence "Thanks to my greed, I ..." recorded the motives of the achievement. The categories of savings and thrift (47.54% of young people, 33.4% of adults) received the highest percentages as having control over own expenses and avoiding actions that are unimportant according to the respondents. Next, in the group of adults comes the responsibility of consumer behavior (33.3%), and in the group of young people the opportunity to do what they love (24.6%). Young people believe that thanks to their greed, they carefully allocate their own resources, go to the set goal, do what they want, without paying attention to the needs of others. In the last place - "denial" (young people - 21.31%, adults - 33.3%). The subjects, continuing the sentence, pointed out that their own greed neither limits nor stimulates their activity.

Further analysis of the results is related to the processing of answers to situational tasks, for which the method of content analysis was used. All subjects were offered four situations, the solution of which is connected with the manifestation of greed or generosity. "Situation 1" determines the distribution of lottery winnings, "situation 2" - the reaction to a friend's appeal for material help (borrowing UAH 5,000), "situation 3" - the reaction to a stranger's request for alms on the street (we would submit, in which size), "situation 4" - participation in a city charity project (how much money was donated, would take personal participation). The results are presented in Table. 2-3 in the percentage ratio.

Table 2. Answers to "situational task 1" in two groups of subjects

Answer options	Frequency of answers in groups of subjects (%)	
	Young people	Adult people
Investing in own business	33,3%	23,3%
Spending on personal desires, pleasure	23,3%	40%
Money for family needs	10%	13,4%
Allocation of funds to own and family expenses	33,3%	23,3%

For young people, an unexpected lottery win provides opportunities, first of all, to invest in their own business and allocate funds for their own expenses and those of relatives. According to the respondents, they would "invest part of it to further increase the amount", "open their own business", "help their parents", and "spend on self-development and education". Most of the surveyed young people want to live in abundance and satisfy their needs not only "here and now", but also in the future, to provide for themselves and their loved ones, as well as to distribute funds wisely and profitably. In the group of researched adults, most of the answers are related to obtaining personal benefit and satisfaction, for them

"rest", "healthcare", "large purchases that increase the quality of life" are important. Next, adults chose to invest in their own business and distribute funds for their own expenses and those of relatives, while in the group of young people it was own benefit, satisfaction. Young people would spend these funds on their own desires and satisfy needs for which they did not have enough before. The lowest percentage of responses in both groups is to spend money on family needs. Young people are ready to give money to their parents, and adults are ready to spend it on their children and their parents. These subjects demonstrate the presence of an altruistic tendency, but it is limited by family ties.

Table 3. Answers to "situational tasks 2,3,4" in two groups of subjects

Answer options	Frequency of answers in groups of subjects (%)					
	Young people			Adult people		
	Situation 2	Situation 3	Situation 4	Situation 2	Situation 3	Situation 4
Altruism, generosity	40,0%	30,0%	30,0%	43,4%	66,7%	40,0%
Selfishness and rejection	30,0%	46,7%	56,7%	23,3%	20,0%	40,0%
Determination of the conditions of consent at the request of a person	30,0%	23,3%	13,3%	33,3%	13,3%	20,0%

Answers to the following three situational tasks were divided into three main categories. The first option is altruism, a manifestation of generosity, the manifestations of which are higher in the group of researched adults. More often than young people, they would lend money to a friend, give alms on the street and participate in a city charity project. In the group of young people, the percentage of answers to these situations was higher in the category "selfishness and refusal". According to the results of the comparative analysis, significant differences were determined regarding to the choice of two types of answers in "situation 3": adults more often than young people chose the answers of altruism and generosity ($\varphi = 2.912$, $p \leq 0.01$), young people more often chose selfishness and refusal ($\varphi = 2.239$, $p \leq 0.05$). In the third category, in which the respondents determined the conditions of consent at the request of a friend, a stranger, or a city administration, the answers are not so unambiguous. The latter will be more likely to be supported by adults than young people when they find out what he needs the money for. Adults value friendships to a greater extent, while young people believe that there is still time

ahead and friends can still be found. Money for an urban project would be more often provided by adults, provided they receive its description and control over costs, or out of a habit that comes from the "collectivist" past. Young people are more likely to give alms if they see that a person is really in need or "works: plays a musical instrument, sings."

With the help of the method of researching the semantic space of the concept of "greed" (Yanovska & Lyutenko, 2017), the age-related features of assessing own greed and the greed of others were determined. The integral indicator of self-assessment of greed and assessment of greed in relatives and friends in the studied sample is at an average level. Subjects of both groups are prone to moderate economy and frugality with a tendency to accumulate and save goods and similarly evaluate the people who are closest to them (see Table 4).

The assessment of the greed of the administration of organizations where the researched study or work is somewhat higher than the assessment of their own greed, but remains at an average level. According to the respondents, the organization administration is moderately economical and thrifty, its expenses and use

of goods are correlated with needs and are adequate to the situation. The assessment of the greed of the people who rule the city and the country in the two groups of subjects is at a high level, while the indicators in the group of young people are somewhat higher than in the

group of adults. According to the respondents, city and country leaders are prone to excessive accumulation and maintenance of wealth, ensuring a carefree life for themselves, without paying attention to the problems and needs of others.

Table 4. Indicators of assessment of own greed and the greed of others in two groups of subjects

Integral indicators	Young people	Adult people
Own greed	23,9±12,1	26,1±9,2
Greed of relatives and friends	26,6±12,7	37,4±26,3
Greed of the organization administration	32,6±10,3	31,7±9,4
Greed of a city and country leadership	46,1±9,1	40,9±13,1

Table 5 Indicators of correlation analysis of assessment of own greed and greed of others in the studied groups.

			IGo	IGr/f	IGa	IGl
Young people	FEG	r	,422*	,426*	,343	-,292
		ρ (two-sided)	0,020	0,019	0,064	0,117
	IGo	r		,706**	,377*	-,121
		ρ (two-sided)		0,00	0,040	0,526
IGr/f	r			,391*	-,073	
	ρ (two-sided)			0,033	0,700	
IGa	r				,079	
	ρ (two-sided)				0,679	
Adult people	IGo	r		,715**	,363*	-,458*
		ρ (two-sided)		0,00	0,049	0,011
	IGr/f	r			,268	-,103
ρ (two-sided)				0,152	0,588	
IGa	r				,376*	
	ρ (two-sided)				0,041	

Note: FEG – factor Evaluation of Greed; IGo -integral indicator of assessing own greed; IGr/f - an integral indicator of assessing the greed of relatives and friends; IGa - an integral indicator of assessing the greed of the organization administration; IGl is an integral indicator of assessing the greed of city and country leaders. * $\rho \leq 0.05$; ** $\rho \leq 0.01$

According to the results of the correlation analysis, a direct connection between the assessment of own greed and the assessment of the greed of relatives, friends and the administration was determined in young people. Among adults, a direct relationship between the evaluation of own greed and the evaluation of the greed of relatives, friends, and the administration was determined, and vice versa with city and country leaders (see Table 5).

Discussion. Greed manifests itself in the process of growing up. In the field of the development of young people, we can talk about positive and negative aspects of greed: this is the desire of young people to absorb the greatest amount of knowledge and the need for the continuous realization of their educational opportunities ("greed for knowledge"), or a greedy attitude to their own freedom and unwillingness to spend their own resources, slow entry into a more adult, economically responsible life. In adulthood, a person leads an appropriate way of life, feels social responsibility for relatives, helps them. At the same time, more often than not, it is precisely in this age period that a more aggressive desire to preserve own resources and goods, more similar to the manifestation of greed, enters the arena. With the passage of time and

changes in the surrounding socio-economic and political situation, an adult becomes more sensitive to changes, so he seeks to preserve the existing social position, while concentrating less and less on realizing his potential to create a new one.

In our study, a certain increase in the assessment of own greed and its assessment in others was indeed determined in adults compared to young people. These results coincide with the data obtained in the study by Huang Y. et al. (2020) in which older adults are shown to exhibit a consistent greed motive, a desire to exploit others, in contrast to younger adults in a strategic decision-making situation.

Also, regardless of the subjects age, the relationship between the assessment of own greed and its assessment in the immediate environment (friends, relatives, the administration of the organization where the subject's study and work) and the contrast between own greed and the greed of a city and country leadership was determined. Among adults, this was reflected in a significant inverse relationship between self-rated greed and managerial greed, which is attributed to excessive wealth accumulation, self-interest, and involvement in corruption schemes. Such results coincide with the indicators of the study by X.

Li et al. (2021), where the absolute connection between corruption and greed was pointed out. These results can also be explained by stereotypes rooted in our society: "a person comes to power in order to accumulate own resources and property, taking advantage of own position, ignoring the problems and needs of others."

Conclusions.

The following qualitative assessment of greed was determined: according to young people, greed is characteristic of everyone, the consequences for a specific individual and those around him are different. The researched adults to a greater extent equate greed with experiencing negative emotions - evil, fear and aggression - and consider it as a defect that causes a certain weakness in everyday life; in both studied groups, greed is defined as its own limitation, which prevents one from enjoying a full life, but thanks to greed, one can control his expenses, economize, save and be responsible for his consumption behavior. The researched young and adults believe that the greed of others limits the possibilities of a comfortable existence, the satisfaction of own desires, the achievement of set goals and a life of abundance.

Subjects of the two age groups, when solving situational tasks focused on manifestations of greed-generosity, chose the following behavior: selfishness and refusal - determination of conditions for agreeing to a request - altruism and manifestation of generosity. Altruism and generosity were more presented in the answers of older people, in contrast to young people, who more often refused and formulated the conditions under which they would help others.

The evaluation of young and adults of their own greed and the greed of relatives and friends is similar and has an average level of expressiveness. The greed rating of city and country leaders is higher than their own greed rating. Consequently, as the psychological distance with the people whose greediness is evaluated increases, the perception of others' greediness increases.

According to the results of the correlation analysis, a direct connection between the assessment of own greed and the assessment of the greed of relatives, friends and the administration was determined in young people. Among adults, a direct relationship between the evaluation of own greed and the evaluation of the greed of relatives, friends, and the administration was determined, and vice versa with the leaders of the city and the country.

According to the results of the comparative analysis, significant differences in the responses of groups of different ages were determined in the situation when a stranger asks for alms: adults were more willing to give it than young people. Such results can be due to the presence of greater life experience,

especially about critical situations in which a person may find himself, stability and better financial situation of people of this age group.

Prospects for further research may be the development of game procedures for determining guidelines in people's behavior for generosity or greed.

References

- Bao, R. J., Sun, X. M., Liu, Z. Z., Fu, Z., Xue, G. (2020). Dispositional Greed Inhibits Prosocial Behaviors: an Emotive-Social Cognitive Dual-process Model. *Current Psychology*. <https://doi.org/10.1007/s12144-020-00928-5>
- Crusius, J., Thierhoff, J., Lange, J. (2021). Dispositional Greed Predicts benign and Malicious Envy. *Personality and Individual Differences*. 168. <https://doi.org/10.1016/j.paid.2020.110361>
- Helzer, E. G., Rosenzweig, E. (2020). Examining the Role of Harm-to-Others in Lay Perceptions of Greed. *Organizational Behavior and Human Decision Processes*, 160, 106-114. <https://doi.org/10.1016/j.obhdp.2020.02.008>
- Li, X., Dang, J., Liu, L., Liang, Yu. & (2021). Are Greedy Individuals More Corrupt? *Current Psychology*. <https://doi.org/10.1007/s12144-021-01415-1>
- Preston, S.D., & Vickers, B.D. (2014). The psychology of acquisitiveness. In S.D. Preston, M.L. Kringselbach, & B. Knutson (Eds.), *The interdisciplinary science of consumption* (pp. 127–145). Boston Review.
- Safarzynska, K., Sylwestrzak, M. (2021). Resource Depletion and Conflict: Experimental Evidence. *Journal of Economic Behavior & Organization*. 185. 902-917. <https://doi.org/10.1016/j.jebo.2020.11.002>
- Schieman, S., Narisada, A. (2021). A Less Objectionable Greed? Work-Life Conflict and Unjust Pay during a Pandemic. *Research in Social Stratification and Mobility*. 71. <https://doi.org/10.1016/j.rssm.2020.100564>
- Seuntjens, T., Zeelenberg, M., Breugelmans, S., Van de Ven, N., Van der Schors, A. (2016). Greed and adolescent financial behavior. *Journal of Economic Psychology*. 57. 1-12.
- Seuntjens, T., Zeelenberg, M., Van de Ven, N. (2015). Dispositional Greed. *Journal of Personality and Social Psychology*. 1–17.
- Yanovska, S. H., Liutenko, R. A. (2018). The research method of semantic space of the concept "greed". *svidotstvo №74952 [certificate №74952]. Visnyk – Bulletin*, 47 [in Ukrainian].
- Yanovska, S. H., Turenko, R. L., Bilous, N. S., Liutenko, R. A. (2016). Psychological features of the idea of greed and greedy man. *Visnyk Kharkivskoho natsionalnoho universytetu – Bulletin of Kharkiv National University*, (pp. 55–58). Kharkiv: Kharkiv National University [in Ukrainian].
- Zeelenberg, M., Breugelmans, S., The good, bad and ugly of dispositional greed. (2022). *Current Opinion in Psychology*. 46. <https://doi.org/10.1016/j.copsyc.2022.101323>
- Zeelenberg, M., Seuntjens, T. G., Van de Ven, N., Breugelmans, S. M. (2020). When enough is not enough: Overearning as a Manifestation of Dispositional Greed. *Personality and Individual Differences*. 165. <https://doi.org/10.1016/j.paid.2020.110155>

Zhu, Y., Sun X., Liu, S., Xue, G. (2019). Is Greed a Double-Edged Sword? The Roles of the Need for Social Status and Perceived Distributive Justice in the Relationship

Between Greed and Job Performance. *Front. Psychol.* <https://doi.org/10.3389/fpsyg.2019.02021>

ЯНОВСЬКА Світлана Германівна

кандидат психологічних наук, доцент кафедри прикладної психології
Харківського національного університету імені В. Н. Каразіна
майдан Свободи, 4, м. Харків, Україна

ТУРЕНКО Римма Леонардівна

старший викладач кафедри англійської мови
Харківського національного університету імені В. Н. Каразіна
майдан Свободи, 4, м. Харків, Україна

КОНОНЕНКО Неллі Миколаївна

старший викладач кафедри фізичного виховання
Національного аерокосмічного університету імені М. Є. Жуковського «Харківський авіаційний інститут»
вул. Чкалова, 17, м. Харків, Україна

БІЛОУС Наталія Сергіївна

старший викладач кафедри фізичного виховання
Національного аерокосмічного університету імені М. Є. Жуковського «Харківський авіаційний інститут»
вул. Чкалова, 17, м. Харків, Україна

ЗАКУТНЯ Інна

студентка факультету психології
Харківського національного університету імені В. Н. Каразіна
майдан Свободи, 4, м. Харків, Україна

ВІКОВІ ОСОБЛИВОСТІ ВИЗНАЧЕННЯ ВЛАСНОЇ ЖАДІБНОСТІ ТА ЇЇ ОЦІНКИ В ІНШИХ

Жадібність є однією з найпоширеніших рис людської природи, і останнім часом вона привертає все більший дослідницький інтерес. Мета цієї роботи — вивчення вікових особливостей визначення власної жадібності та її оцінки в інших. Ми продовжуємо наші дослідження жадібності як особистісної риси, наявність якої призводить до максимального задоволення власних інтересів, за рахунок благополуччя інших людей або в результаті ігнорування їхніх потреб. Проблема жадібності набрала обертів із появою пандемії Covid-19, люди різного віку та соціального статусу були вимушені переорієнтувати власні матеріальні й нематеріальні ресурси, заощаджувати та економити, інші, навпроти, збільшили власні статки за рахунок змін в економіці. Тож, яким чином ця критична ситуація вплинула на жадібність людей різного віку і на їх оцінку жадібності оточуючих? У ході дослідження було застосовано наступні методи: кореляційний, порівняльний та якісний аналіз результатів, отриманих методом семантичного диференціалу, незавершених речень, ситуаційних завдань та авторської методики визначення жадібності. В результаті показано, що молоді люди частіше ніж дорослі вважать жадібність особистісною рисою, властивою кожному. Досліджувані зрілого віку більшою мірою прирівнюють жадібність до переживання негативних емоцій - зла, страху та агресії. В обох досліджуваних групах жадібність визначається як власне обмеження, що не дає насолоджуватися повноцінним життям, але завдяки жадібності можна контролювати свої витрати, економити, заощаджувати та бути відповідальними за свою споживчу поведінку. Досліджувані молодого й зрілого віку вважали, що жадібність інших обмежує їх можливість комфортного існування, задоволення власних бажань, досягнення поставлених цілей та життя в достатку. Оцінка людьми молодого та зрілого віку власної жадібності та жадібності інших є помірною. Самооцінка власної жадібності та оцінка жадібності рідних людей та друзів є подібною. Оцінка жадібності керівників міста та країни є вищою за власну оцінку жадібності.

Ключові слова: жадібність, особистісна риса, самооцінка, оцінка інших, керівники міста та країни.

Список використаних джерел

- Яновська С., Севаст'янов П., Туренко Р., Закутня І. Психологічні аспекти уявлення про власну жадібність та її оцінка у інших. *Наука і освіта*. 2021. № 3. С.5-12. <https://doi.org/10.24195/2414-4665-2021-3-2>
- Яновська С. Г., Туренко Р. А., Білоус Н. С., Лютенко Р.А. Психологічні особливості уявлення про жадібність та жадібну людину. *Вісник Харківського національного університету*. Харків, 2016. Вип.59. С. 55–58.
- Яновська С. Г., Лютенко Р. А. Методика дослідження семантичного простору поняття "жадібність": свідоцтво №74952. Україна; заявл. 24.11.2017; опубл. 26.01.18, Бюл. № 47. 772 с. [http://Avt_Pravo_№47_2018%20\(1\).pdf](http://Avt_Pravo_№47_2018%20(1).pdf)
- Bao R. J., Sun X. M., Liu Z. Z., Fu Z., Xue G. Dispositional Greed Inhibits Prosocial Behaviors: an Emotive-Social Cognitive Dual-process Model. *Current Psychology*. 2020. <https://doi.org/10.1007/s12144-020-00928-5>
- Crusius J., Thierhoff J., Lange J. Dispositional Greed Predicts benign and Malicious Envy. *Personality and Individual Differences*. 2021. P. 143-168. <https://doi.org/10.1016/j.paid.2020.110361>
- Helzer E. G., Rosenzweig E. Examining the Role of Harm-to-Others in Lay Perceptions of Greed. *Organizational Behavior and Human Decision Processes*. 2020 P.106-114. <https://doi.org/10.1016/j.obhdp.2020.02.008>
- Huang Y., Chai J.W., Feng L., Yu R.J. Older Adults Show Diminished Sensitivity to Potential Losses in Social Bargaining. *Journals of Gerontology Series B-Psychological Sciences and Social Sciences*. 2020. P. 1699-1704. <https://doi.org/10.1093/geronb/gbz113>

-
- Li X., Dang J., Liu L., Liang Yu. Are Greedy Individuals More Corrupt? *Current Psychology*. 2011. <https://doi.org/10.1007/s12144-021-01415-1>
- Preston S.D., & Vickers B.D. The psychology of acquisitiveness. In S.D. Preston, M.L. Kringelbach, & B. Knutson (Eds.), *The interdisciplinary science of consumption*, 2014. P. 127–145. Boston Review.
- Safarzynska K., Sylwestrzak M. Resource Depletion and Conflict: Experimental Evidence. *Journal of Economic Behavior & Organization*. 2021. P.902-917. <https://doi.org/10.1016/j.jebo.2020.11.002>
- Schieman S., Narisada A. A Less Objectionable Greed? Work-Life Conflict and Unjust Pay during a Pandemic. *Research in Social Stratification and Mobility*. 2021. 71 p. <https://doi.org/10.1016/j.rssm.2020.100564>
- Seuntjens T. G., Zeelenberg M., van de Ven N., Breugelmans S. M. Dispositional greed. *Journal of Personality and Social Psychology*. 2015. P. 917–933.
- Seuntjens T., Zeelenberg M., Breugelmans S., Van de Ven N., Van der Schors A. Greed and adolescent financial behavior. *Journal of Economic Psychology*. 2016. V. 57. P. 1–12.
- Zeelenberg M., Breugelmans S., The good, bad and ugly of dispositional greed. *Current Opinion in Psychology*. 2022. V. 46. <https://doi.org/10.1016/j.copsy.2022.101323>
- Zeelenberg M., Seuntjens T. G., van de Ven N., Breugelmans S. M. When enough is not enough: Overearning as a Manifestation of Dispositional Greed? *Personality and Individual Differences*. 2020. P. 142-165. <https://doi.org/10.1016/j.paid.2020.110155>
- Zhu Y., Sun X., Liu S., Xue G. Is Greed a Double-Edged Sword? The Roles of the Need for Social Status and Perceived Distributive Justice in the Relationship Between Greed and Job Performance. *Front. Psychol.*, 2019. <https://doi.org/10.3389/fpsyg.2019.02021>

Стаття надійшла до редакції 18.04.2022 (The article was received by the Editorial office on 04.18.2022)

Стаття рекомендована до друку 20.05.2022 (The article is recommended for publication on 05.20.2022)
