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## DESIGN OF SEMANTIC SPACE RESEARCH METHODS OF THE CONCEPT «GREED»

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*The results of rapid construction techniques for the study of semantic space of «greed» concept. It is shown that the method is valid, reliable and discriminability. Factor structure technique consists of three factors: «Boundless Greed: Accumulate until the End», «Moderate Greed: Save but Share» «Smart Greed: Save but Know the Measure.» There was made the interpretation overall index methodology in accordance with the rules. The new technique can be applied in the fields of medical psychology, personality psychology and business, education and others.*

*Key words: greed, methods, semantic space, generosity, beskoryslyvist.*

*У статті представлено результати конструювання експрес-методики для дослідження семантичного простору поняття «жадібність». Показано, що методика є валідною, надійною та дискримінативною. Факторна структура методики складається з трьох факторів: «Безмежна жадібність: накопичуй до кінця», «Помірна жадібність: накопичуй та ділись», «Розумна жадібність: накопичуй та знай міру». Складено інтерпретації рівнів загального показника методики у відповідності з нормами. Нова методика може бути застосована в сферах медичної психології, психології особистості та підприємництва, педагогіки та ін.*

*Ключові слова: жадібність, методика, семантичний простір, щедрість, бескорисливість.*

*В статье представлены результаты конструирования экспресс-методики для исследования семантического пространства понятия «жадность». Показано, что методика является валидной, надежной и дискриминативной. Факторная структура методики состоит из трех факторов: «Безграничная жадность: накапливай до конца», «Умеренная жадность: накапливай и делись», «Умная жадность: накапливай и знай меру». Составлены интерпретации уровней общего показателя методики в соответствии с нормами. Новая методика может быть применена в сферах медицинской психологии, психологии личности и предпринимательства, педагогике и др.*

*Ключевые слова: жадность, методика, семантическое пространство, щедрость, бескорыстность.*

The socio-economic situation in Ukraine promotes new forms of behavior that help to adapt to constant changing. Many people found themselves in a dilemma about earning and spending money. Some managed to find a way to develop their business skills and earn a lot while others faced a shortage of funds for life. In terms of lack of money people have to save, to deny something to themselves and others, and there is one step from that oversaving to greed. Others, who began to make money, faced another problem: it is an endless thirst for money which leads to greed, which is a manifestation of human greed. These and other aspects of the concept of «greed» should be studied and determine their degree of development in humans.

Various aspects of the concept of greed were investigated in the works of domestic and foreign psychologists. Z. Freud believed that «greed» is a personality trait associated with psychosexual stages of development. A. Adler and representatives of individual psychology studied «greed» in the context of low social interest [11]. In the theory of E. Fromm and K. Horney «greed» is studied through interaction with society or parents [5, 6]. G. Krekels and M. Pandelare defined greed as disposition - that is human willingness to take more than necessary, gluttony, pleasure from owning many things, the need for status, power, etc. [12]. Domestic researchers Yu. V. Shcherbatykh, A. V. Shperlin, S. G. Ivanovska associated the research of greed with the analysis of man's attitude to money [7 - 10].

We believe that further study of the problem of greed could be due to a more detailed study of this concept semantics that requires a method for the reconstruction of semantic space concept of «greed.»

Objective: rapid construction techniques for the study of semantic space concept of «greed».

Characteristics of the sample: 120 people, 69 women and 51 men aged 17 to 62 years old.

Methods and techniques of the research: methods «Sixteen factors Kettle questionnaire (Form C)»; method of diagnosis of interpersonal relations of Liry; technique to study semantic space concept of «greed» of Ivanovska-Lyutenko; methods of mathematical statistics (primary mathematical analysis, correlation analysis (correlation coefficient Spearman), factor analysis, Cronbach coefficient alpha, Ferguson delta) [1].

Glossary S. I. Ozhegova defines greed as «excessive desire to satisfy own desire» [3]. Desire - a sensual, dynamic process, and therefore greed has the same properties. Dictionary of D. N. Ushakov equates greed to such concepts as «avidity» «avarice» and «interest» but not the usual interest, but «tensed», unhealthy. Indeed, greed and interest have many common features: both perform an incentive function, refer to the scope of feelings, act as an important factor of motivation. In various explanatory dictionaries greed rather often is equated with avidity or avarice. There are other synonyms of greed such as cupidity and insatiability. Greed of opposed to the notion of «generosity» and «unselfishness.» These aspects we kept in mind while making tasks in methods preparation in order to balance the negative statements about greed with positive statements about generosity and selflessness.

Determination of the theoretical construct of greed associated with the analysis of modern psychological

research. G. Krekels and M. Pandelare regarded greed as disposition. Dispositional greed, by G. Krekels and M. Pandelare is mainly evident in the «economic games.» But such willingness does not always help people and is useful only in certain situations. The most justified, according to the authors, is the cooperative behavior [12].

In works of T. Seuntjens, M. Zeelenberg, S. Breugelmans, N. Van de Ven there were allocated central and peripheral elements of the construct of «greed.» There was studied economic behavior of greedy humans in the context of financial crisis and stages of greed development in adolescents [14 - 16].

I. V. Andreeva, Yu. S. Nikolenko determined «Monetary» personality types and showed that greed for money is the result of satisfying the security needs [4].

According to A. V. Shperlin, greed is associated with income. The higher the income, the higher the setting to its increase. People with very high income have increased economic frustration - dissatisfaction with their economic status. It encourages them to earn more and more and leads to pathological greed and excessive accumulation [7].

American psychologist Susan Long defines greed as one of the determinants of bulimia. She continues to develop ideas of Melanie Klein and points out that the roots of greed are childhood (breastfeeding) [2]. Development of greed depends on the behavior of a mother if a child is provided with food, greed does not develop. If feeding is poor, the child learns to get more and as the result the phenomenon of «child of gluttony» is formed [13]. The child is afraid that food source «runs out», so wants to stock up more and seeks power over this source. With the development of the disease in some bulimics this desire becomes a means of «getting power» over the functions of the organism. In the work of large business corporations S. Long specifies the same child gluttony (gluttony), but now «gluttony for money». [13]

Yu. V. Shcherbatykh considered greed from philosophical, psychological and biblical points of view. According to him, the construct «greed» has two traits - greed and avarice. Although they are often considered as words synonyms, their meaning is different. Thus, greed is a desire to get as much as possible, and avarice - spend as little as possible. Greedy person cares more about increasing revenue and stingy - to reduce costs. The effect of this is similar - augmentation of wealth, but the ways to achieve it are different. Greed is a trait associated with personality traits such as high ego strength and neuroticism. Thus, people with high levels of frustration and unfulfilled needs are more likely to accumulate material resources and difficulty to part with money [8 - 9].

As the result of theoretical analysis, we have defined the term «greed» as a feature of a person, which is closely linked with the emotional sphere, and is manifested in a constant too unhealthy willing to meet their needs. Generosity and selflessness are opposed to greed.

Construction techniques were conducted in three phases. In the first phase we selected 40 statements which more fully describe investigated constructs and conducted pilot project. Selected statements were in the form of proverbs and sayings, which reflect various aspects of greed, generosity and selflessness - to understand better the studied construct. The form of proverbs and sayings was chosen by us because they are the quintessential of people's ideas about greed and are concise and easy to understand. The statement in the «metaphorical» form is subjectively more easy than direct response. It provides opportunities for the study of «hidden» structure of individual values, greed estimation.

In the second stage by means of peer review and mathematical analysis there were selected 18 statements which were the main text techniques. There were selected both positive and negative enough statements that control the desire of the studied to positive self-presentation and social desirable answers. We selected 18 statements which were also characterized by high correlation with the overall figure for the test (by the criterion of Pearson).

The third stage results were tested for reliability and validity and were standardized.

Evaluation of certain tasks reliability was measured by Cronbach alpha coefficient formula that is 0.733 for our methodology. This result is in limits for persistent personality constructs (and greed is such a construct) are rather dynamic and may not be as consistent as for knowledge tests. Thus, the method has sufficient internal consistency and thus reliability for each task.

There was calculated the figure of discriminability, using Ferguson factor which for our methodology is 0.9406. This figure is close to one, so we can assume that it is discriminative the sample has uniform distribution, and thus the method of greed investigation is informative.

The check of convergent validity was performed by using Spearman correlation analysis. We found an inverse correlation of high greed normative behavior for Kettle (-0,358;  $p < 0.01$ ). High scores on this factor tells about responsibility, developed sense of duty, faithful adherence to social norms. Low tells about self-indulgence, impulsivity, irresponsibility, evading compliance. Thus, a person with high greed index finds it hard to control his impulses (accumulate more and more wealth). This result is consistent with the ideas of A. Adler on greed as a consequence of low social interest, when own needs exceed the needs of others, even if it is harmful for society.

Correlation analysis of our methods and Leary techniques gave the following results. We found a direct correlation with the overall index greed bitts selfish relationship for Leary (0,331;  $p < 0.01$ ). This means that people greedy are very selfish, putting their interests above the interests of others, tend to impose their difficulties to them defined. Determined a direct correlation with suspicious style of interpersonal relationships (0,470;  $p < 0.01$ ): Greedy people tend to rancor, suspicion and alienation.

The overall greed index inversely correlates with such Leary indicators as altruism (-0,383;  $p < 0.01$ ) and good will (-0,397;  $p < 0.01$ ). Greedy people are not inclined to cooperate with others, are not ready to help others and treat them with hostility. They will never sacrifice their interests for others, and don't do anything selfless. The result agreed with the Yu. V. Shcherbatykh data that defined greed correlation with envy and anger. [9]

Thus, the higher is greed overall rate, the more a person tends to selfishness, self-indulgence, he puts his

needs above the needs of others, isn't subjected to cooperation, unselfish behavior and does not follow the norms of society and morality. A greedy person is suspicious hostile to people.

Using factor analysis there were found three factors that describe various aspects of greed. These factors cover the whole semantic space concept of «greed,» which is sufficiently differentiated.

F1. Factor «Boundless Greed: Save to the End.»

The percentage of variance - 25.866. Weight - 6, 947. The statements that got into the factor:

1. Life hangs on the thread, but he thinks about the profit (0,832)
2. He looks at the coffin, but spends money (0,692)
3. Rush after the long ruble (0,687)
4. Ready for money to sell his own mother (0,650)
5. Likes a bird to sing, but not eat (0,624)
6. He is able to peel a stone (0,564)

This factor characterizes greed as a tendency to continuous accumulation of wealth, without measure, without considering the demands of society and morality and common sense. In humans with high levels of this factor there are frequent conflicts, unpleasant situations (even threat to life), but in the pursuit of the benefits it does not stop him. Such person is more focused on himself and not on the others. The characteristic of «greed» leads to a negative attitude to this concept and people who are its bearers, which was also identified in our study [10].

F2. Factor «Moderate Greed: Save but Share.»

The percentage of variance - 14.865. Weight -4.074. The statements that are included into the factor:

1. People do not forget the distribution of good (0.617)
2. You love to take, know what is to give (0,543)
3. To give through the window to file to give -the God (0,529)
4. Collect with one hand, and hand out with another hand! (0.521)
5. As you are lending, so are they lending to you (0,515)
6. More precious than silver and gold is soul, that is rich for generosity (0,499)

Unipolar factor F2 absorbed statements describing greed as the accumulation of wealth and the ability to share them. This factor describes human greed, which tends not only collect, but also to share profits (philanthropy, charity). Man focused on others, and can yield benefits. This characteristic of greed is close to thrift that seeks social contacts and social sharing: sharing part of the saved a man expects to get something in return. Factor F2 is moderate aspect of human greed, which focuses on society and prudently build relationships with others, hoping to get more from common benefits.

F3. Factor «Smart Greed: Save but Know the Measure»

The percentage of variance - 10,032. Weight - 2.015. The statement that got into the factor:

1. Smart greed is not a hindrance (0,759)
2. Many, many, and many more (-0.552)
3. Cry, but hide the chests in the ground (-0.403)
4. There is no enough place to put money, but no money to buy a purse (-0.434)
5. The poorer, the more generous, the richer, the stingier (-0.434)
6. I cannot eat, but it's a pity to leave (-0.432)

Bipolar factor F3 can be called «middle ground» when greed - is careful spending and saving and intelligent storage to meet person's needs. This factor represents a person who is not wasteful, but not a miser. He saves, but not excessively. Such a person is easily parted with the saved if it must be used rationally, but not prone to mindless spending. In our previous study [10] we met the estimation of greed as reasonable if it appears not anytime, but in moderate and adequate situations. Also greed is acceptable if it does not prevent the activity of a human, to hem the desire to save seizes the whole being (as a greedy person is described in the first factor).

Standardization of performance techniques. The distribution points for our test are close to normal, so for calculating the rules we have chosen such methods as the standardization of levels and stens.

To separate the levels, we calculated two indicators: the arithmetic overall index of greed ( $m = 29,82$ ), and standard deviation ( $\sigma$ ) (9,284). We then calculated the level of high and low points on the formula:

$$\text{Low level score} = m - \frac{2}{3}\sigma = 29,82 - \frac{2}{3}9,284 = 23$$

$$\text{High level score} = m + \frac{2}{3}\sigma = 29,82 + \frac{2}{3}9,284 = 35$$

Thus, the low overall rate of greed (from 5 to 23) was determined in 30 subjects. Medium (23 to 35) - in 62. High (35 to 80) - 28.

Theoretically, the low and high levels must collect 25% of the sample. Using criteria  $\chi^2$  we can confirm the findings statistically by comparing the theoretical and empirical distribution (Table 1)

Table 1

Empirical distribution	Theoretical distribution	$(E-T)^2 / T$
30	30	0
62	60	0,07
28	30	0,07

$$\chi^2 = \sum (E - T)^2 / T = 0,14$$

The result is 0.14. Critical values for the three levels is 5.99.  $0.14 < 5.99$ , hence empirical distribution devi-

ates slightly from the theoretical, that means value levels were chosen correctly.

High levels of technique total index defines a tendency to unlimited saving without considering the requirements of society and common sense. Average technique total index corresponds responsibility and willingness of a person be ready for social exchange and social contacts. Low levels are associated with thrifty spending and savings, and are looking for the accumulation needs.

Analyzing the values for each parameter, and by checking the intervals, we made the table of Sten table (Table 2).

Table 2

Raw scores	Sten
5-10	1
10-15	2
15-20	3
20-25	4
25-30	5
30-35	6
35-40	7
40-45	8
45-50	9
50-55	10

Conclusions. The study received a valid, reliable and discriminating method for measuring semantic space of concept «greed» as personality traits closely related to the emotional sphere of a man which is manifested in the constant unhealthy wish to meet his needs.

Factor structure technique consists of three factors explaining 51% of variable variance: factor F1 «Boundless Greed: Save to the End», factor F2 «Moderate Greed: Save but Share», factor F3 «Smart Greed: Save but Know the Measure.»

There was made levels interpretation of overall indicator of semantic space concept of «greed» research methodology in accordance with the rules. The new technique can be applied in the fields of medical psychology, personality psychology and business, education and others.

Future prospects may be the second form of technique with more statements to construct more complete coverage, increase of internal scales reliability.

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