

підтримка сприяє зниженню емоційної ізоляції, нормалізації переживань та відновленню внутрішніх ресурсів.

Отже, подолання втоми від співчуття відбувається через поєднання механізмів емоційної саморегуляції, психологічного дистанціювання, смислової інтеграції професійного досвіду та соціально-професійної підтримки. Їх взаємодія створює умови для відновлення психологічного благополуччя фахівців допомагаючих професій і сприяє збереженню їх професійної ефективності.

*A. Prosolenko, N. Potomkina*

## **SOCIAL COMPARISON IN DIGITAL ENVIRONMENTS AS A FACTOR OF MOTIVATION AND PSYCHOLOGICAL WELL-BEING OF YOUTH**

*A. Просолєнко, Н. Потьомкіна*

### **СОЦІАЛЬНЕ ПОРІВНЯННЯ В ЦИФРОВОМУ СЕРЕДОВИЩІ ЯК ЧИННИК МОТИВАЦІЇ ТА ПСИХОЛОГІЧНОГО БЛАГОПЛУЧЧЯ МОЛОДІ**

In contemporary society, digital technologies and online platforms have become an integral part of everyday life, particularly for young people. Social networks function not only as channels of communication, but also as environments in which individuals construct identities, present personal achievements, and interact with broader audiences. These processes influence important psychological mechanisms, including self-evaluation, motivation, emotional regulation, and psychological well-being.

The study of interpersonal comparison and social influence has long occupied an important place in psychological science. Classic theoretical foundations were developed within social psychology, where researchers emphasised that individuals tend to evaluate their abilities, opinions, and personal achievements by comparing themselves to others. Subsequent theoretical developments in social-cognitive psychology emphasised the significance of observational learning and social modelling in shaping behaviour and motivation. Within the context of family and developmental psychology, scholars have emphasised the significance of the social environment and interpersonal interactions in shaping self-concept and emotional stability. Together, these approaches demonstrate that social comparison is a natural psychological mechanism that helps individuals to interpret their experiences and regulate their behaviour within social groups.

However, the rapid expansion of digital communication in recent decades has transformed the conditions under which social comparison occurs. Unlike traditional social interaction, digital environments provide constant access to information about others' lives, achievements, and lifestyles. Social media platforms encourage active self-presentation through images, curated content, and public narratives about personal success. Consequently, users frequently encounter idealised portrayals of achievements and lifestyles that can seem to represent the prevailing standard of social success.

Such representations can have a significant impact on the psychological well-being of young people. During adolescence and early adulthood, individuals actively develop their identities, values, and long-term life goals. During these developmental stages, the evaluation of others and the search for social recognition play an especially important role. Digital platforms amplify these processes by making personal achievements publicly visible and enabling immediate feedback in the form of likes, comments, shares and follower counts.

These feedback mechanisms function as social signals that shape perceptions of approval and social status. Frequent exposure to such feedback can gradually shift motivation towards seeking external validation rather than pursuing intrinsic interests or personal growth. When personal achievements are primarily evaluated through visible indicators of popularity, motivation can become dependent on audience reactions.

This transformation in motivational structure can affect psychological well-being. When self-evaluation is closely tied to external feedback, self-esteem can become unstable and sensitive to changes in social acceptance. Individuals in this situation may experience anxiety, dissatisfaction with their achievements, or a persistent sense of inadequacy when comparing themselves with peers who appear to be more successful. Exposure to idealised success narratives can also lead to unrealistic expectations regarding personal development and life achievements.

Another important psychological consequence of digital comparison is the potential shift from intrinsic to extrinsic motivational orientations. Activities initially driven by curiosity, creativity, or personal interest may gradually become associated with the expectation of social approval. Without anticipated recognition, individuals may become frustrated or lose motivation to continue with long-term efforts that require persistence and gradual progress.

However, social comparison in digital environments does not necessarily have exclusively negative effects. Under certain conditions, it can be a powerful motivational tool. For example, observing the achievements of peers, mentors, or public figures can stimulate aspirations for self-improvement and encourage young people to pursue educational, professional, or creative goals. Exposure to successful role models can provide concrete examples of possible career paths, learning strategies, and personal development trajectories.

Moreover, the process of comparison can contribute to self-reflection and personal awareness. By evaluating their progress in relation to that of others, individuals can gain a better understanding of their strengths and identify areas for improvement, enabling them to set more realistic goals. Constructive comparison can therefore promote adaptive forms of motivation and encourage personal responsibility for growth.

From a psychological well-being perspective, the influence of social comparison in digital environments appears ambivalent. On the one hand, constant comparison with idealised images of success can lead to increased psychological pressure, emotional dissatisfaction, and motivational instability. Constructive forms of comparison, however, can stimulate self-development, encourage learning and strengthen goal-oriented behaviour.

Therefore, it is essential to understand the psychological mechanisms of social comparison in digital environments in order to analyse the motivational dynamics and emotional well-being of modern youth. Studying these processes enables us to identify the conditions under which digital interaction supports healthy self-development rather than undermining psychological stability.

In conclusion, social comparison in digital environments is an important psychological factor that influences motivation and psychological well-being among young people. The ability to interpret digital content critically, maintain intrinsic motivation, and develop balanced self-evaluation is becoming increasingly significant in contemporary digital culture. Further research on these processes could inform the development of psychological strategies to support healthy identity formation and sustainable motivation in the context of modern digital communication.