

## **SOCIALLY BOLD PERSONALITY IN DIFFERENT CONTEXTS OF COMMUNICATION**

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### **Abstract**

The article discusses the results of the study, which considers the submission of the respondents of different age groups of socially bold personality. The respondents which mandatory characteristic were presence at the Internet-environment and participation in various social networks, estimated socially courageous person in such contexts of dialogue, as actual dialogue and the Internet-communications. The study was aimed at determining the structural and content features of emotional and semantic representations of the phenomenon of socially bold person, depending on the context of communication, as well as the identification of age-sensitive representations of young respondents (19-35 years old), middle-aged respondents (36-55 years) and elderly study participants (56 to 70 years).

**Key words:** social courage, socially courageous person, dialogue, a context of dialogue, the Internet-communications.

The social situation in today's society is characterized by a high degree of economic, political, social and psychological uncertainty and implies the existence of individual courage in decision-making, ability to take risks, reliance on our own forces. In addition, significantly complicated conditions of communication and

interaction between people. In area of dialogue there are new communication contexts due to the inclusion in the everyday lives of people online and Internet communications. Modern people consider the Internet as representing a variety of opportunities environment not only to search for information, professional issues, but also to communicate and establish new contacts. Using the Internet as a channel of communication became personal communication occur not only people, but also business contacts in organizations. It should be noted, however, that the Internet and online communications Wednesday included a variety of age groups, from young people to old people.

In the second half of the last century in the domestic psychology a new direction-psychology of computerization. Within the limits of this direction such problems, as the psychological nature of the dialogue mediated by a computer began to be considered; personal, emotional and motivational regulation activity in conditions enabling the computer; the psychological effects of computerization; psychological research via the Internet. Also examined the psychological characteristics of communities that are formed in the Internet environment, communications in computer networks, communication in online games. Research various psychological aspects of computerization in the domestic psychological science practiced O.K. Tikhomirov, Y.D. Babayeva, A.E. Vojskunsij, L.N. Babanin, O.N. Arestova, V.F. Petrenko, O.V. Mitina, A.A. Avetisova, O.V. Smyslov and other domestic psychologists. Special attention was given to the understanding and study of the problem of information environment as a new resource for identity formation (E.R. Belinskaya, A.E. Zhichkina, G.V. Soldatova, T.A. Nestik, E.I. Rasskazova etc.) [1, 2, 3, 4].

The modern information environment gives the person new possibilities of personification. In conditions of a becoming complicated communications it is important to understand, how socially courageous person not only in actual dialogue, but also in new contexts the Internet-environment proves. With this objective us it

has been carried out empirical research which results are in detail stated in article [5], as well as given article.

Our research interest consists in studying concepts of the modern people, being participants the Internet-environment and the Internet-communications, about a phenomenon of socially courageous person which realizes the boldness both in actual dialogue, and in a virtual context the Internet-communications.

As a hypothesis, suggested that emotionally-Semantic representations of respondents of different ages about socially ambitious personality, implements itself in different contexts of communication (real communication and Internet communication) will be close enough for factor structure and semantic fullness. However, the submission will have specifics at the level of individual semantic characteristics.

Sample of examinees was made by the people registered in various social networks, living in Moscow and the Moscow region. Under age characteristics respondents have been distributed on following groups: the first group included respondents in the age of from 19 till 35 years; in the second group – in the age of from 36 till 55 years; in the third group – in the age of from 56 till 70 years. In each age group it has been surveyed on 80 person. The total of the respondents who have taken part research, has made 240 person.

For definition of a semantic content of concept “socially courageous person” was used a procedure “Personal differential”. Respondents were offered to estimate the given concept of two contexts of dialogue: “socially courageous person in actual dialogue” and “socially courageous person in the Internet-communications”.

The statistical analysis was made by means of Student`s t-criterion. Results of the statistical analysis (empirical values Student`s t-criterion) are resulted in Table 1.

Table 1.

Empirical values of Student's t-criterion on scales of semantic differential at different age categories concerning concept "socially courageous person in actual dialogue" \*

№	Scales of personal differential	Factor	Compared groups					
			Y-M		Y-E		M-E	
			<i>t</i>	conclusion	<i>t</i>	conclusion	<i>t</i>	conclusion
1	Charming – unattractive	O	2.214		1.212		3.536	+
2	Strong – weak	C	1.412		2.834	+	3.729	+
3	Talkative – silent	A	1.474		2.978	+	1.987	
4	Diligent – irresponsible	O	2.833	+	1.500		1.198	
5	Obstinate – compliant	C	1.227		3.797	+	5.167	+
6	Opened – closed	A	1.234		.632		.618	
7	Kind – egoistic	O	.716		2.695	+	1.827	
8	Independent – dependent	C	3.005	+	1.102		4.007	+
9	Active – passive	A	1.800		2.884	+	1.102	
10	Sympathetic – stale	O	2.590		1.778		.783	
11	Resolute – irresolute	C	2.927	+	0.000		2.903	+
12	Vigorous – languid	A	2.108		2.053		3.854	+
13	Fair – unfair	O	1.800		.847		.967	
14	Strained – weakened	C	13.03	+	3.595	+	16.85	+
15	fussy – aquiet	A	8.820	+	3.583	+	11.52	+
16	Friendly – hostile	O	2.653	+	1.800		.790	
17	Assured – uncertain	C	2.088		1.102		.967	
18	Sociable – unsociable	A	2.927	+	1.824		1.382	

№	Scales of personal differential	Factor	Compared groups					
			Y–M		Y–E		M–E	
			<i>t</i>	conclusion	<i>t</i>	conclusion	<i>t</i>	conclusion
19	Fair – insincere	O	.001		2.125		2.164	
20	Independent – dependent	C	.889		2.164		2.884	+
21	Irritable – unperturbed	A	2.707	+	1.848		4.399	+
	<b>Factors:</b>							
	<b>Assessment</b>	<b>O</b>	<b>1.646</b>		<b>2.437</b>		<b>.793</b>	
	<b>Force</b>	<b>C</b>	<b>2.079</b>		<b>1.152</b>		<b>1.073</b>	
	<b>Activity</b>	<b>A</b>	<b>4.023</b>	+	<b>.543</b>		<b>4.682</b>	+

\* Y – young examinees. M – examinees of middle age. E – elderly examinees

The sign “+” notes statistically meaningful distinctions ( $p < 0.01$ )

Critical value  $t_{0.01} = 2.607$  conforms to probability  $p < 0.01$  and to number of amounts of freedom  $df = 158$ .

The statistical analysis has shown, that the greatest quantity of meaningful distinctions between scales of personal differential detects at comparison of concepts of respondents young and middle age and respondents of an average and advanced age. Concepts of young and elderly participants of research have more things in common, than concept of respondents of an average and advanced age. This research fact is represented interesting and to some extent denying the standard opinion on existence of the big break between polar age generations.

During the statistical analysis following meaningful distinctions (see Table 1) have been revealed. Young participants of research meaningfully more often, than respondents of middle age, estimated “socially courageous person” in actual dialogue as more diligent, more independent, more resolute, more friendly and more sociable. In comparison with respondents of 56-70 years, young participants meaningfully estimate “socially courageous person” as kinder is more often. The importance of the characteristics connected with emotional appeal of the person, speaks, in our opinion, that for young participants the most important are the emotional communications

arising in interoperability of people. And courageous, in their view, it is possible to consider that person who can easily cause sympathy, come into contacts which is perceived friendly and attractive.

For respondents of middle age “socially courageous person” in actual dialogue is more “charming”, than for respondents of advanced age.

Representatives of advanced age meaningfully more often, than respondents of two other groups, perceive socially courageous person in actual dialogue as stronger, more obstinate, more weakened and quiet. In comparison with young participants, respondents of advanced age consider “socially courageous person” in a context of actual dialogue more active and talkative, and in comparison with participants of middle age – more vigorous, independent and unperturbed. Attracts attention, that people of the senior generation consider as socially courageous person that person who, first of all, is capable to make acts, borrows in cooperation with other people an independent position, remaining thus quiet and unperturbed.

The following research problem was definition of age features of concepts of respondents of different age groups about concept “socially courageous person in the Internet-communications”.

The statistical analysis was spent by means of Student`s t-criterion. Results of the statistical analysis (empirical values Student`s t-criterion) are resulted in table 2.

Table 2.

Empirical values of Student`s t-criterion on scales of semantic differential at different age categories concerning concept “socially courageous person in the Internet of the communications” \*

№	Scales of personal differential	Factor	Compared groups					
			Y–M		Y–E		M–E	
			<i>t</i>	conclusion	<i>t</i>	conclusion	<i>t</i>	conclusion
1	Charming – unattractive	O	2.837	+	5.079	+	8.982	+
2	Strong – weak	C	1.738		2.911	+	1.158	

№	Scales of personal differential	Factor	Compared groups					
			Y–M		Y–E		M–E	
			<i>t</i>	conclusion	<i>t</i>	conclusion	<i>t</i>	conclusion
3	Talkative – silent	A	2.092		3.749	+	2.053	
4	Diligent – irresponsible	O	1.985		4.090	+	1.768	
5	Obstinate – compliant	C	0.583		3.783	+	4.467	+
6	Opened – closed	A	1.234		3.849	+	2.498	
7	Kind – egoistic	O	0.677		6.153	+	4.756	+
8	Independent – dependent	C	2.721	+	1.874		.851	
9	Active – passive	A	.000		1.198		1.124	
10	Sympathetic – stale	O	2.590		5.306	+	2.798	+
11	Resolute – irresolute	C	2.793	+	.847		2.016	
12	Vigorous – languid	A	2.196		.889		1.403	
13	Fair – unfair	O	.798		2.316		1.510	
14	Strained – weakened	C	2.046		3.638	+	6.344	+
15	fussy – aquiet	A	8.746	+	14.22	+	4.173	+
16	Friendly – hostile	O	.571		1.758		1.158	
17	Assured – uncertain	C	.000		1.730		1.739	
18	Sociable – unsociable	A	.565		1.153		1.728	
19	Fair – insincere	O	.577		4.990	+	4.389	+
20	Independent – dependent	C	1.192		6.615	+	5.316	+
21	Irritable – unperturbed	A	1.391		2.325		3.801	+
	<b>Factors:</b>							
	<b>Assessment</b>	<b>O</b>	<b>1.502</b>		<b>11.08</b>	+	<b>9.413</b>	+
	<b>Force</b>	<b>C</b>	<b>2.140</b>		<b>6.131</b>	+	<b>3.867</b>	+

№	Scales of personal difference	Factor	Compared groups					
			Y–M		Y–E		M–E	
			<i>t</i>	conclusion	<i>t</i>	conclusion	<i>t</i>	conclusion
	Activity	A	3.118	+	6.925	+	3.644	+

\* Y– young examinees. M – examinees of middle age. E - elderly examinees.

The sign “+” notes statistically meaningful distinctions ( $p < 0.01$ ).

Critical value  $t_{0.01} = 2.607$  conforms to probability  $p < 0.01$  and to number of amounts of freedom  $df = 158$ .

Statistical analysis revealed the presence of significant differences both in the factor structure of the concept being evaluated and at the level of individual scales.

For young respondents, the “socially brave personality” in the context of Internet communication is more “kind”, “responsive” and “calm” than for respondents of the other two age groups. These differences are significant.

The most numerous distinctive tendencies are observed in the age groups 19-35 and 56-70 years. Thus, for young respondents, the “socially brave person” in Internet communication is more likely to be more “strong”, “open” and “conscientious” than older respondents. Young respondents perceive a “socially brave personality” in Internet communication as more “independent” and “honest” than older people. In addition, for young respondents, this personality seems more “charming” and less “irritable” than older people. Significant differences were confirmed in the course of statistical analysis.

Young participants evaluate the “socially brave personality” in the Internet environment as more independent and determined, in contrast to middle-aged respondents, whose scores on these scales are closer to those of older age.

Respondents of middle age are significantly more likely, in comparison with the other two age groups, to represent a “socially brave person” in Internet communication “charming”. Enchantment, in their opinion, is one of the leading characteristics of a “socially brave personality” both in the context of Internet interaction and in real communication. In addition, significant differences were found



with older persons on the scales “honest” and “independent”. In assessing these personal characteristics, middle-aged respondents are closer to young participants.

Specificity of the notion of “socially bold personality” in Internet communication among older respondents is that they represent this person more “stubborn”, “fussy”, “irritable” and “relaxed” than respondents of other age groups. That is, the older participants believe that the personality in the Internet interaction loses its volitional qualities and the desire to dominate, becoming relaxed, but at the same time stubborn, and the activity of the personality is manifested through fussiness and irritability. In addition, older respondents, compared to young participants, are more likely to perceive the person in the online environment as being talkative. Characteristic “talkative” also enhances the activity of the individual, according to older respondents.

So, for young participants in the study, “socially brave personality in Internet communication” is, first of all, emotionally attractive; for the elderly - active, prone to impulsiveness and irritability. Respondents of middle age did not show a clearly expressed specificity, thus adhering to a young group of subjects, then to a group of older participants.

Also, the research tasks included the identification of intragroup features of the notions of a socially brave personality depending on the context of communication. To this end, we compared the results of a study of respondents in each age group.

As the comparative analysis shows, young respondents experienced the following changes in their ideas: “socially brave personality” in the context of Internet communication is perceived as less attractive than in real communication, but more active than in a situation of real interaction. Young respondents more often evaluate the “socially brave personality” in Internet communication as less friendly, less confident, less sociable and less honest than in real communication. In addition, they note that in the Internet communication “socially brave personality” becomes less relaxed, that is, there is an increase in tension. Particularly noteworthy is the complete change in the semantic orientation of the “irritable – unflappable” scale: an

unruffled “socially brave person” in real communication turns into an irritable “socially brave personality” in the context of Internet communication.

The semantics of the concept of “socially bold personality” in different contexts of communication among middle-aged respondents also varies significantly. For respondents aged 36-55, a “socially brave personality in Internet communication” is less attractive, less dominant and more impulsive than a “socially brave person in real communication”. It is perceived as less sociable and independent, and also less fair and honest than the “socially brave personality”, which manifests itself in real interaction. The change in the semantic orientation of the scales “irritable – unperturbed” and “stressful – relaxed” attracts attention. In the perception of middle-aged respondents, the “socially brave personality” in Internet communication lost its strength, becoming relaxed, but increased its activity and became irritable.

In the group of older respondents (56-70 years), the most significant changes in the perception of a “socially brave personality” revealed themselves in various contexts of communication. And these changes concern both the factor structure of the personality and personal characteristics. In the portrait of a “socially brave personality” in Internet communication compiled by respondents of the older age group, all scales that relate to the evaluation factor are significantly reduced. Socially brave personality in the Internet environment loses its charm and friendliness, becomes less conscientious, fair and honest, reveals a tendency to selfishness and callousness.

In addition, according to older respondents, the “socially brave personality” in Internet communication loses its power, becoming less independent, less independent and confident. In the perception of older subjects, the “socially daring person” remains relaxed, relaxed, but the severity of this characteristic is significantly lower than that of a “socially brave personality” in real interaction. Also, the “socially brave person” in Internet communication becomes less energetic, sociable and open. The latter characteristics refer to the factor of personal activity, and it is expected that the activity of a “socially brave person” in the Internet environment should decrease.

However, in the perception of respondents, the “socially brave personality” in the Internet environment is increasing its activity due to irritability and fussiness.

### **Conclusions**

Summarizing the results of a meaningful and statistical analysis of the views of respondents of different age groups on the notion of a “socially brave person” in various contexts of communication, the following conclusions can be drawn:

1. The concept of “socially brave personality in real communication” has a high semantic significance, a pronounced positive emotional color and a similar factor structure for respondents of all age groups.

2. At the same time, the semantic differentiation of this concept by different age groups has been revealed:

- For young respondents, the most important is the fact that a socially brave personality in real interaction is emotionally attractive, arouses sympathy, is a bearer of positive personal characteristics related to emotional relations.

- The specificity of the portrait of a “socially brave personality”, compiled by middle-aged respondents, consists in a significant predominance of the “activity” factor. At the same time, a brave personality is uneasy, tense, and prone to irritability.

- The semantic model in the older age group is characterized by greater differentiation of personal characteristics, significantly different from their degree of expression in models of other age groups. This age group perceives a “socially brave personality” in real communication, primarily as a dominant one, influencing other people. Personality activity is described through such characteristics as vigor, activity, talkativeness and equanimity.

3. The concept of “socially brave personality in Internet communication” has a high semantic significance in the perception of young respondents, while in the ideas of middle and older participants this concept moves to a zone of moderate semantic significance.

4. It was found that in the views of respondents of all age groups there was a general decrease in the attractiveness of “socially brave personality in Internet communication”, in comparison with “socially brave personality in real communication”. At the same time, the decrease in attractiveness in each age group occurred due to certain personal characteristics.

5. In the model of “socially brave personality in Internet communication” of all age groups, there was a general increase in the activity factor. It seems to the respondents that in the Internet environment the “socially brave personality” becomes more dependent on external circumstances, more impulsive, demonstrates more intense, restless emotional reactions.

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So, the study showed that the emotional and semantic representations of people of different ages included in the Internet environment, about a socially brave personality in different contexts of communication, are semantically ambiguous. On the one hand, in the presentations there is a social consensus, manifested in a similar interpretation of the factor structure of the categories “socially brave personality in

real communication” and “socially brave personality in Internet communication” and their semantic content. In the respondents' perception, regardless of age, a socially brave personality in the context of real communication has a higher semantic significance and positive semantic orientation, it seems more “strong” and “attractive” than in the context of Internet communication. On the other hand, there are significant age differences in the semantic content of the category “socially brave personality” in different contexts of communication, which consist in the fact that the decrease or increase of a factor in the structure of representations occurs at the expense of personal characteristics defined for each age group.

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