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Polne razlike u usamljenosti, samopouzdanju i zavisnosti od društvenih mreža između pojedinaca koji igraju i koji ne igraju video igre

Već duži vremenski period istraživači nastoje da odgovore na pitanje da li osobe koje igraju video igrice poseduju specifičan sklop ličnosti, odnosno da li se po nekim karakteristikama razlikuju od onih koji ih ne igraju. Međutim, s obzirom na to da je tržište gejming industrije veliko i da je populacija gejmera veoma heterogena, potrebno je uzeti u obzir veliki broj specifičnih promenljivih iz domena sredine, karakteristika individue, ali i samih igrica. Kako raste broj gejmera iz populacije adolescenata, pogotovu onih ženskog pola, odlučili smo da ispitamo postoje li polne razlike u usamljenosti, samopouzdanju i zavisnosti od društvenih mreža kod onih koji igraju video igre i onih koji ne igraju video igre, s obzirom na to da se društveni odnosi i slika o sebi često ističu kao važni konstrukti u ovom razvojnem periodu.

Na uzorku od 601 ispitanika (57,4% žene, 31,6% igra video igre), starosti od 13 do 25 godina, primenjene su prevedena Current Thoughts Skala samopouzdanja, prevedena UCLA skala usamljenosti i skala Zavisnosti od društvenih mreža.

Sprovedena je dvofaktorska MANOVA gde su usamljenost, samopouzdanje i zavisnost od društvenih mreža bile u svojstvu zavisnih varijabli. Kada je u pitanju multivarijatan odnos tri varijable, nije dobijen statistički značajan interakcijski efekat pola i onih koji igraju ili ne igraju video igre. Statistički značajna interakcija je dobijena kod univarijatnog testa samo za samopouzdanje ($F(2, 513)=5.18, p<.05$). Post hoc LSD analiza na marginalnim aritmetičkim sredinama je pokazala da postoje značajne razlike u odnosu na pol samo na poduzorku onih koji igraju igre, i to u korist muškaraca ($F(1, 513)=6.4, p<.05$). Kako bi se preciznije analizirale dobijene razlike u samopouzdanju, sprovedena je još jedna dvofaktorska MANOVA, gde su zavisne varijable bile tri komponente samopouzdanja: uspeh, socijalni odnosi i izgled. Nije dobijena značajna interakcija kod multivarijatnog testa, ali je dobijena kada je u pitanju samopouzdanje zasnovano na izgledu ($F(1, 593)=4.08, p<.05$). Žene imaju značajno niže skorove od muškaraca i to isključivo kod onih koji igraju igre ($F(1, 593)=4.35, p<.05$).

Jedno od potencijalnih objašnjenja dobijenih rezultata bi moglo da bude da žene koje imaju niže samopouzdanje po pitanju izgleda koriste video igrice kako bi

pridobile mušku pažnju, koju su nesigurne da traže u realnom svetu. Pored toga, video igrice neretko omogućavaju igračima da kreiraju avatare po svojoj meri čime mogu da kompenzuju svoju nesigurnost, tako što će stvoriti i biti lik koji direktno oslikava njihove ideale lepote. Treba napomenuti da ovakav oblik istraživanja ne govori ništa o uzročno-posledičnim vezama i stoga je neophodno dodatno istražiti i produbiti ovu temu.

Ključne reči: video igre, usamljenost, samopouzdanje, društvene mreže

Gender differences in loneliness, self-esteem, and social media addiction between subjects who play video games and those who do not

For a long period of time, many researchers are trying to answer a question, is there any specific personality type of people who play video games. However, since video game market is huge and population of gamers is very heterogeneous, it is necessary to take into account large number of specific independent variables such as environment, individual characteristics and the very games they play. Since the number of adolescent gamer is growing every day, especially female gamers, we decided to analyze and establish if there are gender differences in loneliness, self-esteem and social media addiction between subjects who play video games and those who do not, considering that social relations and self-image are often asserted as important factors in this development stage.

On a sample of 601 participants (57.4% female, 31.6% play video games), age 13 to 25, we used a translated version of Current Thoughts scale for self-esteem, a translated version of UCLA scale for loneliness and a Social Media Addiction scale.

We conducted a two-way MANOVA, in which Loneliness, Self-esteem and Social media addiction were used as dependent variables. When it comes to the multivariate relations between the three variables, there were no statistically significant interaction effects of gender and participants who do or do not play video games. On the other hand, a statistically important interaction was found on a univariate test, but only for self-esteem ($F(2, 513)=5.18, p<.05$). Post hoc LSD analysis on marginal mean values showed measurable differences regarding gender. However, it was only within the subsample of participants who play video games, and it was in favor of the male participants ($F(1, 513)=6.4, p<.05$). In order to analyze the gathered data for self-esteem more thoroughly, we conducted another two-way MANOVA. This time the dependent variables were three components of self-esteem: success, social relations and physical appearance. Even though no crucial interactions appeared after the multivariate test, it did appear with self-esteem based on physical appearance ($F(1, 593)=4.08, p<.05$). Female subjects

scored much lower than male subjects, exclusively the males who do play video games ($F(1, 593)=4.35, p<.05$).

One of many possible explanations for the results could be that the females who have lower self-esteem (regarding physical appearance) tend to use video games as a way of getting males' attention, for which they do not feel comfortable to ask in the real world. Furthermore, video games make it possible for the players to create avatars according to their preferences so that they can compensate their lack of self-esteem as well as become the character which represents their own aesthetic ideals. It should be noted that this type of research does not provide conclusion on casual links and further research is necessary.

Keywords: video games, loneliness, self-esteem, social media