

Актуальні проблеми психології

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Time structuring of media communication: differential approach

The results of theoretical and methodological analysis of the problem of media communication time structuring are shown in context of differential approach. The term of individual temporal style is proposed. The criteria of typologizing of different style features (conscious self-regulation, time perspective, emotional characteristics of time perception) are defined and characterized. In accordance with the highlighted criteria the theoretical typology construct is developed, which includes temporally-autonomous, situationally-active, contemplative and temporally-spontaneous styles.

Key words: *time structuring, media communication, individual temporal style, self-regulation, time perspective.*

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Структурування часу медіакомунікації: диференціальний підхід

Представлено результати теоретико-методологічного аналізу проблеми структурування часу медіакомунікації в контексті диференціального підходу. Запропоновано поняття індивідуального темпорального стилю. Визначено та охарактеризовано критерії типологізації стильових особливостей організації часу медіакомунікації (усвідомлена саморегуляція, часова перспектива, емоційні характеристики переживання часу). Відповідно до виділених критеріїв розроблено теоретичний конструкт типології темпоральних стилів, який включає темпорально-автономний, ситуативно-активний, споглядально-пасивний і темпорально-стихийний стилі.

Ключові слова: *структурування часу, медіакомунікація, індивідуальний темпоральний стиль, саморегуляція, часова перспектива.*

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Структурирование времени медиакоммуникации: дифференциальный подход

Представлены результаты теоретико-методологического анализа проблемы структурирования времени медиакоммуникации в контексте дифференциального подхода. Предложено понятие индивидуального темпорального стиля. Определены и охарактеризованы критерии типологизации стилевых особенностей организации времени медиакоммуникации (осознанная саморегуляция, временная перспектива, эмоциональные характеристики переживания времени). В соответствии с выделенными критериями разработан теоретический конструкт типологии темпоральных стилей, который включает темпорально-автономный, ситуативно-активный, наблюдательно-пассивный и темпорально-стихийный стили.

Ключевые слова: структурирование времени, медиакоммуникация, индивидуальный темпоральный стиль, саморегуляция, временная перспектива.

Actuality of the research

In the modern world of the state-of-the-art media communication technologies a new special virtual reality appears, which is characterized with non-linearity, fragmentarily, being out of the time. Time transformations in the modern media reality are perceived in various ways by people and have different impact on their behavior. Some respond to such changes by increasing their activity, creating new models of behavior, creative self-expression. Some, on the other hand, respond with indifference, reluctance and passivity. Such behavioral models can reflect on emotional and will activity of the personality, for instance through faith, hope, fear of the future and time flow [1, 5].

Challenge problem

In respect of this important aspect of the research we consider individual diversity of time structuring as a potential source of creative self-expression in interaction with media, successful tool of media communication. In other words, the *issue* is the scientific examination of *styles of media communication time structuring*.

Draw the objectives of research: to provide the results of the research dedicated to differences within individual styles of media communication time structuring.

A review of recent studies and papers

The mentioned problem wasn't examined itself on purpose at the empirical level. Among the small amount of works foreign researches on specificity of time perception under globalization and intensification of mass communication process (M. Castells [4], M. McLuhan [7], A. Moles, D. Strinati [10]). The problem of time transformation in the modern world of electronic multimedia diversely considered in classical theories of the information society by A. Toffler ("future shock" concept), P. F. Drucker ("informational worker" concept), D. Bell (theory of postindustrial information society), J. Baudrillard (hyperreality concept), Z. Bauman (concept of time spots) etc. Hence specificity of the target problem under domestic socio-cultural conditions needs thorough analysis. Hopefully it will facilitate the optimization of cultivation of personality as a subject of its own life activities.

The results of recent researches demonstrate the remarkable changes within the time itself, connected with appearance of temporal virtuality: moving from linear modality to non-linear, time is becoming more thick, tense, mobile, instant, compound, multistructural.

Despite the existence of series of scientifically grounded theories and concepts of individual differences of time perception (K. Abulkhanova-Slavska, T. Berezina [2], B. Tsukanov [13], T. Tytarenko [12], J. Suler [11] et al.) it is possible to state that the problem of styles of time structuring is explored not enough. With respect to the context of media communication time structuring, almost no researches were conducted on this topic.

Discussion

In terms of social and organizational psychology scientific researches by V. Kovalev, B. Tsukanov, J. Suler are of our interest. V. Kovalev distinguished 4 types of personality based on criteria of subject activity and approach to its life time management. They are spontaneously-usual, functionally-effectual, contemplative and creatively-transforming [6]. The main thesis of B. Tsukanov conception is that immediate time reflection is innate personal characteristic, driven by the pace of the individual's internal clock and limited by personal time unit (τ), that is literally a step, according to which human count his own time. Arising from conducted researches B. Tsukanov stated that temporal differences between people are connected with difference between their " τ -types", more specifically between "hurrying", "slowed down" и "accurate" ones [13]. According to the results of J. Suler research [11], cyberspace has unique temporal characteristics that are showed up given the prolonged interaction and mutual extension of intersubjective time occurs. Such peculiarities of media communication provide "reflection zone", which allows speakers more time for composing and preparation of an answer, in contrast with face-to-face communication case. Respectively, situational time of media communication can extend endlessly. The conclusion was made by J. Suler that each user has its own individual e-mail-step. Taking into consideration results of research by B. Tsukanov, according to which each person has their own time unit, which determinates the speed of internal clock, it is possible to assume the existence of individual "on-line unit" of time among cyber users.

The defining of individual style in our re-

search is used in terms of actual approach (E. Ilin, E. Klimov, V. Merlin). The temporal style of media communication is assigned as the grounded individual system of ways of media behavior, which are used for constructive adaptation of its type-driven features to the external reality conditions. Individual style can be formed on purpose, consciously or spontaneously, intuitively. Spontaneous development of individual style isn't always end up successfully, hence the need of formation of effective temporal styles and optimization of media communication time structuring appears [8].

As a result of the conducted analysis we developed the pilot proposal theoretical typology of media communication temporal styles. The named typology is based on the following criteria: conscious self-regulation, time perspective, emotional characteristics of time perception.

Conscious self-regulation. Under conditions of the modern world medialization, one of the leading tasks of any person is understanding of information technology influence on us and building corresponding behavior by adapting to media reality challenges. Adaptation can be achieved by two possible ways: either stereotypical (passive) or creative (active) one. Moreover, the results and changes due to this adaptation can be of progressive, constructive (creating of new reality, self-development) or regressive, destructive (self-degradation) nature. By conscious self-regulation we mean multileveled process of initiation, developing and controlling psychological activity in order to pursue consciously highlighted aims of self-performance [9].

Time perspective. Time perspective is the focus of our attention while decision making and performing certain actions. This focus can be on present, as well as on past and future. Although certain external factors (stress, social, economic and political life events etc.) can influence time perspective, it can be considered as relatively stable personality feature. Hence it is possible to state that people usually are prone to have certain dominant time perspective [3, 12].

Emotional characteristics of time perception are based on the continuum of emotions, which opposite poles are fear (of changes and time flow) and joy of gaining a new experi-

ence, perspectives closure of certain stages and changes which take place [5].

In light of the given criteria on the theoretical level we propose the following media communication temporal styles: temporally-autonomous, situationally-active, contemplative, temporally-spontaneous.

Temporally-autonomous style manifests in active usage of one's own time realities and resources of media communication, urge and ability to optimally organize your time of exploiting multimedia. Such style is based on understanding of time as a special value, limited, albeit extremely powerful resource of meeting objectives, solving life tasks. Representatives of this style have developed skills of time management and are able to adapt constructively to external conditions. For instance, they are able to synchronize their own time with temporal characteristics of media messages, can align the external conditions to their temporal needs (in contrast to non-constructive, addictive ways of interaction with media, for example creating a schedule on basis of TV program, not vice versa).

Representatives of this style has optimally balances time perspective, coordinated modes of time, which make up a whole "timeline" and match with positive emotional feelings. Dynamics, thickness, multilayered structure on non-linear space are perceived as a positive fact, meeting the demands of modern times. Adapting their media behavior to these new conditions, "temporally-autonomous" persons feel as a modern people, who "keep up with the times" and can manage their lifetime. Hopes for the better future at the minimal amount of negative emotions manifestation (fear, uncertainty, confusion) characterize optimistic state of this typological group.

Situationally-active style of media communication assume urge to active, conscious time management of one's lifetime though combined with the fear of time dynamics, social changes and limited hopes for the better future. Hence the uncertainty of time changes of media reality is perceived by representatives of this style in most cases as a danger, not as a potential resource. That is why the emotional characteristics of time perception

within this group are connected with pessimistic, to a certain extent skeptical attitude towards any changes (based on the principle "the new is always worse than the old").

Nevertheless, an active life philosophy and developed skills of time management can partially compensate negative consequences of pessimism / skepticism within media interaction. Normalized fear, which stimulates defensive activity and do not limit one's conscious choice of ways to lead it, can contribute objective perception of time perspective, formation of adequate ways of adaptation to exposure and constructive resolutions of time deficit problems.

However, the feeling of fear could interfere the fulfilment of the constructive potential of this style. High level of anxiety, different phobias can result in radical and not always successful forms of behavior (for instance, such people can give up using the Internet, social networks, watching news feed, or parents with such style can restrict usage of the Internet by their kids).

Representatives of *contemplative style* take the time flow more optimistically. All negative consequences of temporal changes (inevitability of losses, unavailability to change something within the time flow etc.) are perceived as normal facts, which don't require their own meddle. That is because, according to their world view, time is beyond the human will, hence it should be taken for granted and "swim with the stream of time", giving the opportunity to move everything in groove and sooner or later "everything will be fine". Representatives of this style are mainly oriented on the present. Moreover, we assume that their time perspective can exist in two modes: hedonistic and fatalistic. Hedonistically-oriented human will look within media interaction for amusement, intense practices, entertainment and new experiences. Such media behavior can result in different addictions (for instance, videogame addiction, social network addiction). Fatalistic tune, on the other hand, is connected with helplessness, hopelessness and beliefs that human is controlled by external forces. Such people conform to the external conditions of me-

dia reality, frequently with certain losses for themselves. They can easily give up achieving goals which lack time resources or goals which they cannot achieve under current conditions (for instance, abandoning face-to-face communication in favor of virtual one etc.). *Temporally-spontaneous style* is characterized with lack of need or/and ability to manage time and reinforcement of this mindset under conditions of time uncertainty. Non-linear time, its speed, intensity and variety is perceived as chaos, impossible to control or to plan for any term, even a short one. The lack of developed temporal skills enhance pessimism, apathy and life dissatisfaction. Passive attitude to the present and the future, negative emotional perception of this time modes can be accompanied by nostalgia, orientation on past, which is certain and therefore safe. Past mode can become the only reliable anchorage in the world of uncertainty and flow.

Remaining challenges

Proposed typology of temporal styles is based on the new understanding of dimensions

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of media reality which is acquiring features of non-linearity and growing influence on each side of social reality. Featured theoretical model needs empirical verification, which is the current prospect for our future research.

Conclusion

The question of optimality of highlighted styles remains unanswered. Comparing the profiles of the styles it is possible to say that temporally-autonomous style is the most optimal. Situationally-active and contemplative styles seem to have the average degree of optimality given the normalization of emotional characteristics of time perception. Probably the temporally-spontaneous style is the least optimal since it contributes to reduction of social activity and reinforcement of the fear pole. Contemplative style and the temporally-spontaneous one have one aspect in common – the lack of developed time structuring skills, in particular representatives of these styles can't organize their free time and, as a result, not satisfied with its quality. The most crucial thing is that they lack understanding of value and potential of this time resource.