

**TO THE QUESTION OF PSYCHOLOGICAL WELL-BEING AND GREED IN A PERSON<sup>†</sup>**** Svitlana H. Yanovskaya (Ianovska)**

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The article examines the relationship between the idea of self-greed as a personality trait that contributes to the best results for themselves, at the expense of others, or by ignoring their needs, and psychological well-being, which is determined from the standpoint of eudemonistic approach. The survey method was used to determine the attitude of the subjects to their own well-being and greed; K. Riff's scale of psychological well-being (adaptation by T. Shevelenkova, P. Fesenko, 2005) to measure actual psychological well-being; methods of studying the semantic space of the concept of "greed" (Yanovska S., Lyutenko R., 2017), methods of statistical data processing. The sample (N = 141) aged 25 to 35 years, residents of Kharkiv, including 83 women and 58 men who had a job during the study, but 31 people worked part-time due to the coronavirus pandemic situation. It was determined that most of the subjects have an average level of psychological well-being and greed. Their ideas about psychological well-being are primarily related to health, material security, opportunities for self-development, independence and confidence in the future. Subjects are characterized as frugal, frugal people who understand moderation. They can share with others if it does not conflict with their own needs. The attitude to greed is ambiguous: most respondents consider greed a negative human trait, but there is also the opinion that greed is a motivating force of society. Significant links have been established between perceptions of one's own greed and a person's psychological well-being. A high level of greed reduces the number of trusting relationships, destroys interpersonal relationships and makes a person dependent. A person's moderate greed helps to increase his control over what is happening around him, creates the conditions and

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circumstances that are necessary to meet personal needs and achieve goals in problematic and uncertain conditions. The less a person uses others to meet his own needs, the greater his psychological well-being.

**Key words:** psychological well-being; greed; harmonious interpersonal relationships; environment management.

**Introduction and current state of the researched problem.** The current socio-economic situation in the context of the Covid pandemic is extremely unacceptable for many people: certain businesses are collapsing, many employees work part-time, or are on forced leave, which reduces their material security. Ways to overcome the difficult financial situation are savings and savings, or unlimited collection of various resources and benefits without taking into account the needs of others, which are manifestations of greed. But does greed increase a person's psychological well-being?

In psychological research, greed is treated as both motivation and emotion, it helps a person to master situations when he wants something, but is not yet able to have it. I. Furmanov (2019), analyzing foreign studies of this phenomenon, points out that greed has both positive and negative significance in human life, and also draws attention to the need to dilute the dispositional and situational greed. S. Yanovska, R. Turenko and others (2016) investigated greed as a latent personality trait that manifests itself in situations of uncertainty and scarcity and contributes to the conservation of human resources. In our study, greed is defined as a personality trait that contributes to the best results for oneself, at the expense of other people, or as a result of ignoring their needs. We define psychological well-being as the degree of human orientation to the realization of the main components of positive functioning and the degree of realization of this orientation, which is subjectively determined in the feeling of happiness and satisfaction with life.

An analysis of modern applied research, which deals with the psychological well-being and greed of a man, identified the following: most studies show that greed negatively affects subjective well-being, it reduces well-being, leads to overexertion and satisfaction, but some authors emphasize that greed reduces social stress and enhances a person's sense of psychological well-being. The direction of creating psychodiagnostic tools for the study of pleasure and its connection with greed is also being developed.

M. Zeelenberg and co-authors (2020) proved that greedy people value money more than time and their own well-being. People with a high degree of greed earn more because the desire of wealth is more important for them, they are ready to refuse leisure in order to earn even more. Unfortunately, overexertion leads to a decrease in well-being, so the authors have proposed techniques that help reduce overexertion and increase human well-being.

J. Crusius et al. (2021) studied the relationship between greed and envy. The authors singled out two forms of envy: malicious envy, which implies hostile motivation to higher others, and benign envy, which implies motivation for improvement. The study found that greed increases both benign and malicious envy. In addition, greed through malicious envy leads to a decrease in satisfaction level with life and human well-being, while benign envy increases them.

S. Schieman and A. Narisada (2021) showed that greed helped reduce the relationship between work-life conflict (WLC) and perceptions of unfair wages during a critical period of large-scale economic and social waves of the Covid pandemic. The positive relationship between the WLC and unfairly low wages in general has declined among the population. Relations were weaker among members of minorities, young workers and people with lower socio-economic status, who began to appreciate what they had already had, were willing to recycle, did not strike.

D. Cordaro et al. (2021) proposed a scale of dispositional satisfaction - the Scale of positive emotions evaluation of the experience of pleasure (PEACE). According to them, pleasure is an emotion that arises as a result of the perception of the fullness of life and well-being. PEACE scores were positively correlated with all of the Big Five personality traits except neuroticism. Scores also correlated positively with unconditional self-acceptance and negatively with depression, anxiety, and stress. In addition, a high level of satisfaction implied lower materialism and greed.

Studies of the relationship between material security and human well-being have shown that high

income is associated with a high level of psychological well-being. Thus, N. Bradburn (1969) showed that people with high incomes have a high level of psychological well-being, which is provided by the correlation between positive affect and income levels, that is, money can increase the feeling of joy. E. Diner (2000) found that in the more affluent part of the population positive emotions prevail over negative ones, people in economically developed countries (high income) are happier and more prosperous than people with low incomes.

**The purpose of the study:** to determine the relationship between the idea of self-greed and psychological well-being.

**Research methods:** survey method to determine the attitude of the subjects to their own well-being and greed; K. Riff's scale of psychological well-being (adaptation of Shevelenkova T., Fesenko P., 2005) to measure actual psychological well-being; methods of studying the semantic space of the concept of "greed" (Yanovska S., Lutenko R., 2017), methods of statistical data processing (primary mathematical analysis and correlation analysis by Spearman's criterion).

The study involved 141 people aged 25 to 35, residents of Kharkiv, including 83 women and 58 men. All of the young people surveyed had jobs during the study, but 31 people worked part-time due to the Covid pandemic.

**Results.** The survey method was used to determine the respondents' perceptions of their own greed and well-being. To the first question "Can you call yourself a prosperous person?" The answers were distributed as follows: 51% of respondents identified themselves as a prosperous person, 24% - as a dysfunctional and 25% were unable to identify.

Answers to the second question "What gives you a sense of well-being?" identified the following hierarchy of values of the subjects: their health and loved ones (36%); material support (24%); opportunity for self-development (18%); independence (16%); confidence in the future (6%). Thus, for most subjects, health is a major factor in psychological well-being, which is relevant in the current situation of the coronavirus pandemic.

Material support is also one of the leading factors of psychological well-being for this group, and this coincides with the results of many researchers who point out the importance of this factor for human well-being.

Answers to the question: "How do you understand what greed is?" distributed as follows: the largest number of answers characterizes greed as a defect and a vice caused by fears and insecurities (46.7%). Greed, according to the respondents, is something bad that makes a person vulnerable and causes trouble, it is condemned in society and should be eliminated. The second place are taken by answers that describe greed as a negative personality trait that is present in many and "interferes with communication and can make harm to relationships with others" (24.9%). At the third place, the answers that describe greed as a human trait that has no evaluative content and it is difficult to determine whether it is negative or positive, because greed has always existed and will exist, it makes sense to preserve man and society (18, 6%). The smallest percentage of respondents describe greed as a motivating force of society. Greed in their imagination acts as a motivation to open new businesses or to develop existing ones, due to the fact that greedy people have a tendency to accumulate and identify new ways of profit (9.8%).

Answers to the question "Does it happen that you limit yourself in something," regret something for yourself?" found that almost all respondents, namely 90% from time to time, feel sorry for themselves and only 10% gave a negative answer to this question. Among those who gave a positive answer, 10% constantly limit themselves, 30% - often and 50% - sometimes. The presence of such restrictions in some way affects the sense of human well-being, which was revealed during the discussion of this issue. The researchers pointed out that their thrift and self-esteem are associated with uncertainty about the future, as the socio-economic situation in the country is constantly deteriorating.

According to the scale of psychological well-being of K. Riff (Scales of Psychological Well-Being, adaptation of T. Shevelenkova, P. Fesenko) the following results were obtained (see Table 1).

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**Table 1.** Indicators on the scale of psychological well-being K. Riff

Scales	Men		Women		Total	
	M	$\sigma$	M	$\sigma$	M	$\sigma$
Positive relations with others	78,1	8,21	77,9	9,24	78,0	8,73
Autonomy	55,8	7,96	58,7	9,33	57,25	8,65
Environmental Management	56,4	9,03	58,3	9,31	57,35	9,17
Personal growth	75,7	7,24	76,02	8,76	75,86	8,1
Purpose in life	77,04	5,16	78,00	8,19	77,52	6,68
Self-perception	78,09	8,43	73,8	11,02	73,8	9,73
Psychological well-being	421,13	27,81	422,72	39,07	421,93	33,44

The results on the scale "Positive relationships with others" exceed the standard values in the group of men and women (according to T. Shevelenkova, P. Fesenko). The number of respondents who have high and low scores on this scale was determined: 38% of respondents have high scores, which indicates their satisfactory, trusting relationship with others; caring for the well-being of others; ability to empathize, understanding that human relationships are based on mutual concessions. One third of the sample (30%) has low scores, which indicates a limited number of trusting relationships with others: difficulties in showing openness and warmth and caring for others; isolation and frustration in interpersonal relationships, unwillingness to compromise to maintain important relationships with others.

According to the "Autonomy" scale, the results are almost standard. Among the subjects, 52% have average values, 24% have high and 24% received low scores. This characterizes the subjects as those who can be independent and self-regulate their own behavior and resist attempts of the society to think and act in a certain way. At the same time, in certain situations there will be a dependence on the opinions and assessments of others; and in making important decisions can rely on the opinions of others.

On the scale "Environmental Management" average values were obtained. In the study sample, 55% have average values, 18% have high and 27% received low scores. Researchers experience difficulties in the organization of daily activities, are not always able to change or improve the circumstances, deprived of a sense of control over what is happening around. However, under certain

conditions, they can take advantage of opportunities to meet personal needs and achieve goals.

The results on the scale "Personal Growth" exceed the standard. Among the subjects, 28% have average values, 47% have high and 25% received low scores. Most of the subjects are characterized by a sense of continuous development, openness to new experiences, a sense of realization of their own potential, reflection on actions and feelings.

On the scale of "Purpose in Life" obtained slightly above average. In the study sample, 43% have average values, 32% have high and 25% received low scores. The subjects have a purpose in life and a sense of direction, adhere to the beliefs that are the sources of their purpose in life. However, a quarter of respondents may feel that life has no meaning, they have no sense of direction, they do not have perspectives or beliefs that have helped to determine the meaning of life.

The results on the scale of "Self-perception" exceed the standard. Among the subjects, 32% have average values, 55% have high and 13% received low scores. Researchers have a positive attitude towards themselves, know and accept their various aspects, including good and bad qualities, positively evaluate their past.

Overall psychological well-being is above average, but not too high. The majority of respondents (53%) have average scores, but those with high scores are much higher than those with low scores (32% and 15%, respectively).

According to the method of research of the semantic space of the concept of "greed" (Yanovska S., Lutenko R., 2017) the features of the assessment of one's own greed were determined (see Table 2).

**Table 2.** Indicators of the method of studying the semantic space of the concept of "greed"

Factors	Men		Women		Total	
	M	$\sigma$	M	$\sigma$	M	$\sigma$
Boundless Greed	8,1	4,21	6,7	2,78	7,4	3,24
Predictable greed	12,08	5,96	16,04	8,39	14,06	7,33
Reasonable greed	12,78	7,03	12,82	7,01	12,8	6,31
Integral index	34,93	12,24	36,51	15,71	35,72	14,76

The results of the integrated indicator of the method have the form of a normal distribution with a shift to the left, 55% of the indicators correspond to the average level of greed, which indicates the efficiency, economy of the subjects and their understanding of the measure. 31% of respondents were found to have a low level of greed, they are prone to generosity and selflessness towards themselves and others, ready to limit their own needs.

According to the factor "Boundless greed" the results were obtained, which correspond to the average level, which indicates the presence of a tendency in the studied to the accumulation and retention of goods, difficulties in melting with the accumulated. Low and high levels of this factor are almost evenly represented in the study group (27% and 29%, respectively). Such subjects either easily part with the accumulated, or, conversely, demonstrate excessive accumulation, stinginess, suspicion and hostility to the others.

According to the factor "Predictable greed" 41% of respondents have average values, 20% have high and 39% low. The overall results correspond to the average level, which characterizes the majority of respondents as having harmony between relationships with other people and meeting their own needs. Subjects with low values of this factor are prone to waste and loss of control over costs.

According to the factor "Reasonable greed" 56% of respondents have average values, 30% have high and 14% low. The overall results have a medium level of expressiveness, which characterizes most of the subjects as being moderately economical, economical, comparing costs with needs in accordance with the life situation. One third of the respondents show high control of consumer behavior, greed and strict cost planning.

Thus, for most of the subjects moderate savings, the use of their budget adequate to the needs is the norm. However, among the respondents there are those for whom strict budget planning, constant restrictions, excessive savings have become a necessary condition for survival. How such behavior is related to a person's sense of psychological well-being.

Correlation analysis has identified the relationship between greed and psychological well-being (fig. 1). All indicators of the methodology of the semantic space research on "greed" concept are inversely related to the scale "Positive relations with others" and "Autonomy". The higher the level of greed, the smaller the number of trusting relationships with others: increasing difficulties in openness and warmth, increasing reluctance to compromise to maintain interpersonal relationships, but in some situations there is a dependence on the opinions and assessments of others. All this reduces the psychological well-being of a person who is unable to resist a society, which forces him to think and act in a certain way. Man becomes a part of a system where he gets what he needs at the expense of others.

There is a direct relationship with the indicators of greed with the scale "Management of the environment". The higher the manifestations of greed is, the greater is the control of external activities, the opportunity to control what is happening around, the conditions and circumstances that are necessary to meet personal needs and achieve goals. Satisfaction of material needs at the expense of savings and accumulation of profits leads to improvement of psychological well-being of a person.

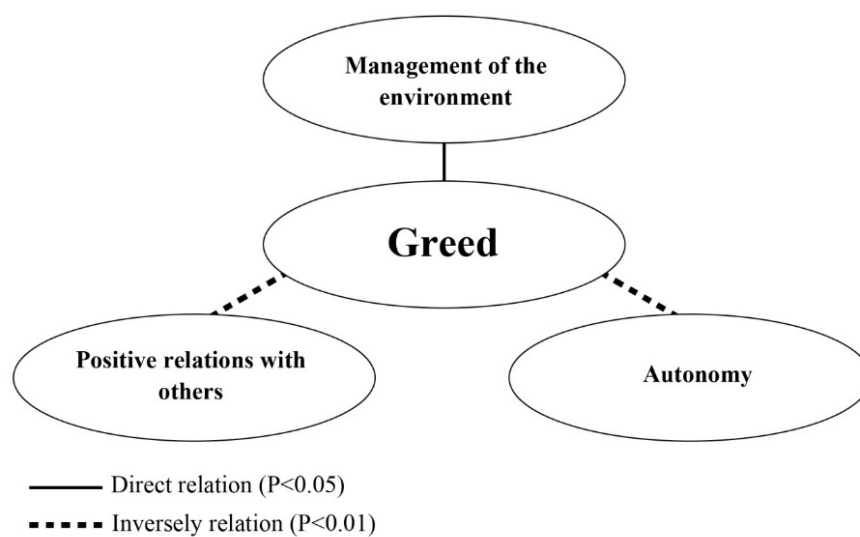
**Discussion.** The study of the notion of own greed has identified an ambivalent attitude to this phenomenon: greed is described as a defect, something bad, which coincides with the data

obtained in the study of S. Sekhar et al. (2020), which showed the connection between greed and the dark triad of personality. On the other hand, young people point out that due to their greed, they are careful about their own resources, and this resonates with the data of evolutionary psychologists, who believe that greed is necessary for human well-being (L. Greenfeld, 2001; W. Williams, 2019).

Greed leads to a decrease in a person's psychological well-being. A high level of greed reduces the number of trusting relationships and destroys interpersonal relationships. One explanation for this connection may be the results of J. Crusius et al. (2021), who proved that

greed through malicious envy leads to hostile motivation towards others and reduces the level of satisfaction with life and well-being.

A person's moderate greed can help increase his control over what is happening around him, creates the conditions and circumstances that are necessary to meet personal needs and achieve goals in problematic and uncertain conditions. Thus, S. Schieman and A. Narisada (2021) showed that greed helped to reduce the relationship between work-life conflict (WLC) and the perception of unfair wages during a critical period of large-scale economic and social waves of the Covid pandemic.



**Fig. 1.** The correlation pleiad of the greed and psychological well-being relationship

### Conclusions

1. Psychological well-being as a holistic subjective experience is of great importance for a person, because it is associated with basic human values and needs, as well as with everyday concepts such as happiness, happy life, life satisfaction and self. One of the factors influencing psychological well-being is material prosperity, which can be obtained both through selfishness and through savings, which are manifestations of greed. Greed is an extremely aggressive desire of a person to appropriate as much material and intangible goods as possible. Greed is associated with the desire to accumulate, the unwillingness to share, the desire not to lose, but to keep what is available.

2. Most subjects have an average level of psychological well-being and greed. Their ideas about

psychological well-being are primarily related to health, material security, opportunities for self-development, independence and confidence in the future. Subjects are characterized as frugal people who understand moderation. They can share with others if it does not conflict with their own needs. The attitude to greed is ambiguous: most respondents consider greed as a negative human trait, but there is also the opinion that greed is a motivating force of society.

3. Significant links have been established between notions of own greed and a person's psychological well-being. A high level of greed reduces the number of trusting relationships, destroys interpersonal relationships and makes a person dependent. A person's moderate greed helps to increase his control over what is happening around him, creates the conditions and circumstances that are necessary to

meet personal needs and achieve goals in problematic and uncertain conditions. The less a person uses the others to meet his own needs, the greater his psychological well-being.

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#### ДО ПИТАННЯ ПСИХОЛОГІЧНОГО БЛАГОПОЛУЧЧЯ ТА ЖАДІБНОСТІ ЛЮДИНИ

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В статті досліджено особливості зв'язку уявлення про власну жадібність та психологічного благополуччя людини. Використано метод опитування для визначення ставлення досліджуваних до власного благополуччя та жадібності; шкала психологічного благополуччя К. Ріфф (адаптація Шевеленкової Т., Фесенка П., 2005) для вимірювання актуального психологічного благополуччя; методика дослідження семантичного простору поняття «жадібність» (Яновська С., Лютенко Р., 2017), методи статистичної обробки даних. Вибірка (N=141) віком від 25 до 35 років, мешканці м. Харкова, серед них 83 жінки та 58 чоловіків., які мали роботу під час дослідження, проте 31 особа працювала неповний робочий тиждень у зв'язку з ситуацією пандемії коронавірусу. Було визначено, що більшість досліджуваних мають середній рівень психологічного благополуччя та жадібності. Їх уявлення про психологічне благополуччя пов'язані насамперед зі здоров'ям, матеріальним забезпеченням, можливістю саморозвитку, незалежністю та впевненістю у майбутньому. Досліджувані характеризуються як економні, ощадливі люди, такі, що розуміють міру. Вони можуть ділитися з іншими, якщо це не йде в розріз з власними потребами. Ставлення до жадібності неоднозначне: більшість досліджуваних вважає жадібність негативною рисою людини, але й є думка, що жадібність є мотиваційною силою суспільства. Було встановлено значущі зв'язки між уявленнями про власну жадібність та психологічним благополуччям людини. Високий рівень жадібності зменшує кількість довірчих відносин, руйнує міжособистісні стосунки та робить людину залежною. Помірна жадібність людини сприяє підвищенню її контролю над тим, що відбувається навколо, створює умови та обставини, які є необхідними задля задоволення особистих потреб та досягнення цілей в проблемних та невизначених умовах. Чим менше людина використовує інших задля задоволення власних потреб, тим більше її психологічне благополуччя.

**Ключові слова:** психологічне благополуччя; жадібність; гармонійні міжособистісні зв'язки; керування оточенням.

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